

'At Apeejay our courses are facilitated by strong academia-industry linkages'

Aditya Berlia pro chancellor, Apeejay Stya University, talks about his institute

Apeejay Stya University is an industry-centric liberal arts university - can you elaborate on that please?

At ASU we provide students not only 'education for living and livelihood' but also 'education for life', and empower learners with a fundamental foundation in leadership and professional skills to face the challenges of the new liberalised global economy. Our courses are greatly facilitated by strong industry-academia linkages, already established by the existing Apeejay institutions of higher learning in all disciplines being offered by the University. We focus on trans-disciplinary approach and research across all programmes and disciplines aiming to bridge the gap between industry and academia, making our students industry ready. The integration of Liberal Arts approach to teaching-learning has been done with an aim to promote skills and abilities to think and analyse critically. It is holistic, cross/trans-disciplinary in nature which teaches students to be innovative, create their own solutions and come up with better options instead of following conventional methods.

It allows an engineer to study design/accounts/management/communication or pursue any other stream with his main degree, not in-depth but immersion to some level. Some of the best universities in the world like Harvard and Oxford follow the liberal arts philosophy.

This world-wide recognised concept does not come from within the academy, but rather in response to the expressed needs of employers for largely educated employees. Liberal Arts is not a stream or fancy degree/course. Completely in sync with UGC norms, implementing it is a challenge and tough task. We have readied the right eco-system to allow it to be sustainable. finding



Through the integration of the Liberal Arts approach to teaching-learning, the students at Apeejay Stya University (above) learn to think and analyse critically, says Aditya Berlia (right) pro chancellor, Apeejay Stya University

municating it rightly to our Indian audience who have very set conventional thinking regarding education.

Your flagship programmes and what's so unique about these?

B.Tech in cloud computing; PG Diploma in cloud computing; BBA/B.Com (In collaboration with NSE); B.Pharm (PCI Approved); BA in journalism and mass communication; Integrated B Tech; M Tech in biotechnology

Keeping in mind the dearth of qualified financial professionals in the country, ASU signed an MoU with the National Stock Exchange India Ltd. (NSE). With this collaboration, ASU is running the five-year Integrated MBA in financial market programme, which offers an exit option after three years to procure a general BBA (financial market) degree. The programme has been specially designed to blend academic and employable skills of individuals. Students pursuing this programme would receive a degree from ASU along with 10 and 22 industry-validated NSE certificates after completing their BBA and MBA programmes, respectively.

The cloud computing market is growing rapidly, and the home-grown IT has been



organisations and professionals are looking for a solution to build cloud competencies to properly manage, utilise and govern new technologies. Our courses have been aptly designed to develop the right cloud skills and competencies.

Can you tell us something about your faculty members?

ASU has a group of distinguished international and national faculty members with outstanding records of their teaching, research and service. Our faculty are /have been actively involved with research, industrial engagement or consultancy. Our dean of academic affairs is from USA and we have extensive engagements and internationally based academic associates.

Do tell us something about your placements, organisations visiting, and packages
An effective industry interface is a key differentiator

Infrastructure

- A thriving residential campus, where discussion and brainstorming are fundamental and learning knows no bounds
- Ergonomically designed furniture housed in 75 spacious, well-lit, and airy classrooms, divided across two blocks
- Students can indulge in casual fun, playfulness, and discussions with the huge marble corridors that add life to the university campus
- State-of-the-art IT-enabled lecture rooms, conference halls, computer and science labs, hostels, library, cafeteria, green areas, or sports facilities, the ASU campus provides a 360-degree solution to all the needs of its multi-talented students
- Wi-Fi enabled campus
- Facilities for indoor and outdoor games and sports
- Jogging tracks throughout the university's picturesque campus
- Basketball, tennis courts
- ASU provides affordable residential accommodation integrated within the campus to cultivate an environment conducive to research

success of an institution of higher learning, but also adds to its students' credentials. ASU has established a strong network and placement record with key industry players. Owing to its high academic standards, ASU students have done their summer internships in companies like Goodyear India Ltd, Escorts Ltd, NTPC, NHPC, BSNL, Power Grid, Imperial Auto Industries, among others. The highly technical on-campus guest lectures and seminars organised for students ensure a more exhaustive dialogue and engagement with industry. Students and faculty are also exposed to various programmes organised by key industry associa-