



B R O C H U R E

COMMERCE & MANAGEMENT

LIFE @ APEX



Message

From the Chairperson's Desk



Dr. Ravi Juniwal
Chairperson

Welcome to the Commerce & Management Program at Apex University!

It is with great enthusiasm that I welcome you to the Commerce & Management program at Apex University. This program is designed to equip you with strong analytical skills, strategic thinking, and practical business knowledge to thrive in today's dynamic global economy.

At Apex University, we take pride in our industry-relevant curriculum, experienced faculty, and robust partnerships with renowned organizations and business leaders. Through engaging coursework in finance, marketing, entrepreneurship, human resources, and international business, you will be well-prepared for academic excellence and professional success.

Beyond academics, we encourage you to participate in management fests, case study competitions, internships, student clubs, and industry projects. These enriching experiences will broaden your perspective, enhance your leadership skills, and pave the way for exciting career opportunities.

As we look to the future, we remain committed to fostering innovation, critical thinking, and ethical leadership-empowering you to make a lasting impact in the world of business and management.

■ **Dr. Ravi Juniwal**
Chairperson

A Journey

REDEFINING EXCELLENCE

Apex School of Commerce & Management

Welcome to the Apex School of Commerce & Management, where excellence is not just a goal but a way of life. Established in 2018, the Apex School has been dedicated to nurturing talent and fostering innovation in the fields of commerce, business, and management. With a rich legacy, we take pride in our tradition of academic excellence and our commitment to shaping the next generation of business leaders and professionals.

At the Apex School of Commerce & Management, we believe in providing a holistic learning experience that extends beyond textbooks and classrooms. Our modern infrastructure, experienced faculty, and industry-relevant curriculum ensure that students are equipped with the knowledge, skills, and mindset needed to excel in today's competitive business environment.

Be A Part of 60 Years Legacy

As one of the premier institutions for commerce and management studies in Rajasthan, we are known for our academic rigor, strong industry partnerships, and focus on experiential

learning. Our programs aim not only to impart core business knowledge but also to develop leadership qualities, strategic thinking, and an entrepreneurial spirit.

Recognized one of the premier IT schools in Rajasthan

Whether you are an aspiring entrepreneur, a future corporate leader, or a professional looking to upskill, the Apex School of Commerce & Management offers a variety of programs tailored to your goals. From undergraduate to postgraduate degrees and professional diplomas, we offer learning pathways for every stage of your career.

Join us at the Apex School of Commerce & Management and become part of our legacy of excellence. Discover your strengths, refine your ambitions, and set out on a transformative journey toward a successful and impactful career in business and management.





About

APEX SCHOOL OF COMMERCE & MANAGEMENT

Apex School of Commerce & Management is a renowned educational institution in India, committed to delivering high-quality education in the fields of commerce, business, and management. With a strong emphasis on practical learning, leadership development, and industry-relevant skills, the Apex School stands out as a preferred destination for aspiring business professionals.

At the Apex School of Commerce & Management, students engage with a broad spectrum of subjects, including accounting, finance, marketing, business law, economics, human resource management, and entrepreneurship. The curriculum is thoughtfully designed to equip students with both theoretical foundations and real-world business acumen, enabling them to thrive in today's competitive and dynamic global marketplace.

The school is proud of its team of experienced faculty members who are domain experts and industry practitioners. They go beyond classroom teaching to mentor and guide students, fostering a learning environment that encourages innovation, critical thinking, and strategic decision-making. Apex School of Commerce & Management also boasts modern infrastructure, smart classrooms, and access to advanced tools and case studies. The school's strong connections with industry leaders and corporate partners provide students with internship opportunities, live projects, and robust placement support. The institution's consistent record of successful placements reflects its dedication to student success and professional excellence.

WHAT MAKES APEX SCHOOL OF COMMERCE & MANAGEMENT UNIQUE?



INDUSTRY-ORIENTED CURRICULUM



PRACTICAL APPROACH TO LEARNING



ENRICHING GLOBAL



UNIQUE FOCUS ON STUDENT PLACEMENTS

PROGRAMME HIGHLIGHTS

05

**Campuses
in Jaipur**

04

**International
Research
Conferences**

08

**Centers of
Excellence**

35

**Global Thought
Leaders on Academic
Advisory Council**

20+

**Full Time
Faculty**

100+

**Industry Leaders
interacted with
students**

PROGRAMME HIGHLIGHTS

15+

**Global Visiting
Faculty from Industry
& major universities
of the globe**

252+

**Campus Placements
in a single day in
Pool Campus Drive
and still continuing**

5000+

**Alumni Network
spread over
10+ Countries**

50+

**Prizes won by
students at National
Level/State Level/
Inter College Fests.**

05

**Collaborations with
Leading Global
Institutions**

14+ LPA

Highest Package

PROCEDURE - **ADMISSIONS 2025**



Step 1:

Visit the Official Website

Go to the official website of Apex University: www.apexuniversity.co.in.
Your first step towards a promising academic journey begins here.

Step 2:

Apply Online

Click on the Apply Now button.
Fill out the application form and pay the application fees.



Step 3:

Appear for AUCET

Take the Apex University Common Entrance Test (AUCET) as part of the admission process.

Step 4:

Document Submission

Submit all necessary documents, including academic records, ID proof, and other required paperwork.



Step 5:

Admission Confirmation and Fee Payment

Upon successful selection, confirm your admission by paying the required fees.

Step 6:

Join Apex University

Once your admission is confirmed, become a part of Apex University and begin your academic journey.

PROGRAMS OFFERED

B.com

ELIGIBILITY

10+2 or its equivalent examination in any stream conducted by a recognized Board/University/Council. Obtained at least 50% for General, 45% for SC, ST, OBC & SBC.

DURATION - 3 Years (6 Semesters)
FEE : ₹ 40,000 Per Annum

B.com (H) With ACCA-UK

INTERNATIONAL ACCOUNTING & FINANCE

ELIGIBILITY

10+2 or its equivalent examination in any stream conducted by a recognized Board/University/Council. Obtained at least 50% for General, 45% for SC, ST, OBC & SBC.

DURATION - 3 Years (6 Semesters)
FEE : ₹ 60,000 Per Annum

B.com (H) With USCMA

STRATEGIC FINANCE

ELIGIBILITY

10+2 or its equivalent examination in any stream conducted by a recognized Board/University/Council. Obtained at least 50% for General, 45% for SC, ST, OBC & SBC.

DURATION - 3 Years (6 Semesters)
FEE : ₹ 60,000 Per Annum

MBA

Business Analytics | Health Care & Hospital Management

ELIGIBILITY

Bachelor's degree or equivalent. Obtained at least 50% for General, 45% for SC, ST, OBC & SBC

DURATION - 2 Years (4 Semesters)
FEE : ₹ 1,80,000 Per Annum

MBA Dual Specialization

Marketing Finance | Finance | HR | IB

ELIGIBILITY

Bachelor's degree or equivalent. Obtained at least 50% for General, 45% for SC, ST, OBC & SBC

DURATION - 2 Years (4 Semesters)
FEE : ₹ 1,80,000 Per Annum

BBA

Marketing Finance | Finance | HR | IB

ELIGIBILITY

10+2 or its equivalent examination in any stream conducted by a recognized Board/University/Council. Obtained at least 50% for General, 45% for SC, ST, OBC & SBC.

DURATION - 3 Years (6 Semesters)
FEE : ₹ 1,10,000 Per Annum

M.Com

ABST | EAFM | Bus. ADM

ELIGIBILITY

Bachelor's degree or equivalent. Obtained at least 50% for General, 45% for SC, ST, OBC & SBC

DURATION - 2 Years (4 Semesters)
FEE : ₹ 30,000 Per Annum

PROGRAMS PROSPECTS

- Banking & Financial Services
- Accounting & Auditing
- Marketing & Brand Management
- Business Analytics & Data Analysis
- Human Resource Management
- Entrepreneurship & Startups
- Corporate Finance & Investment Banking
- International Business & Trade
- Retail & E-commerce Management
- Digital Marketing & Social Media Management
- Public Sector & Government Jobs (UPSC, SSC, etc.)
- Insurance & Risk Management
- Consulting & Business Strategy
- Real Estate & Wealth Management
- Sales & Business Development
- Education & Corporate Training
- MBA & Higher Studies (India & Abroad)



SCHOLARSHIP @ APEX



100% SCHOLARSHIP
Offered to those who loose their earning parent during the due course of study.



40% SCHOLARSHIP
TO THE WARD OF CRPF PERSONNEL



UPTO
100% MERIT
SCHOLARSHIP



10% EXTRA
EARLY BIRD
SCHOLARSHIP

EASY PAY

Apex University offers a unique scheme of Apex Easy pay to give students an ease to deposit their course fee in two equal installments.

Admission Criteria :

The selection of applicants in the programs shall be made through merit and personal interview (as per the requirement). While evaluating students for admission, due weightage is given to academic distinction, award in sports /cultural events, debates, quizzes and other extra / co-curricular activities.

Right to Education is one of the fundamental right of every Indian. Apex University believes that money should not be a road block for a student with innovative ideas in his mind and passion in his heart. We award scholarships and financial assistance to meritorious students based on their academic achievements. Several scholarships are offered to students depending on the academic credentials and their achievements in sporting and cultural arena. The University grants full to partial waiver on tuition fees payable by such meritorious students.

Percentage in qualifying examination	Percentage of tuition fee waiver
100%	100
95% to 99.9%	50
90% to 94.9%	30
75% to 89.9%	20
60% to 74.9%	10



A GUARANTEE OF THE FINEST QUALITY IN EDUCATION

Is Your Future Secure With Us ?

Well, These Marks of Excellence Speak For Us !



This is What AUCET Means For You...



Best Quality Infrastructure &
Digital Resources



Quality in Teaching & Student
Development



Relevant Curriculum on a
Local, National & Global
Levels



Highest academic degree
value upon Graduation



Top quality research and
innovation Initiatives

CELEBS @ APEX



Apex South Campus - I



Apex West Campus - I



Apex Kota Campus



Apex South Campus - II



Apex West Campus - II



Apex South Campus - III



Apex North Campus



Dr Sagar Mal Juniwal's

APEX UNIVERSITY

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