



(Accredited with Grade 'A' by NAAC)

(Supporting Documents Metric No. 2.3.1)

2.3.1 - Student centric methods, such as experiential learning, participative learning and problem-solving methodologies are used for enhancing learning experiences.

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Amity University Haryana
Manesar Gurgaon-122413

AMITY UNIVERSITY HARYANA
Amity Education Valley, Gurgaon (Manesar)
Course Manual



Name of Institution: Amity Business School
Programme: MBA/MBA 3C (Marketing) - III
Batch: 2021- 2023
Pre-requisite- Marketing

Course/Course Credit: Advertising & Sales Promotion/3 credits	Course code: MKT4301
Faculty Name: Dr. Geeta Ravish	Semester: III
Designation: Assistant Professor	Email: gravish@ggn.amity.edu

1. Course Overview:

This course provides students an opportunity to gain an understanding of advertising and other marketing communications practices. The course emphasizes on developing students' abilities to use Advertising as a tool to Create Awareness, Position the Product, and make an impact in the Consumers' Minds. This comprehensive course also familiarizes students' with Media Planning and creativity in advertising.

2. Course Coverage:

Module I: Introduction to Advertising

Module II: Objective Setting & Advertisement Agencies

Module III: Message Planning & Strategy

Module IV: Media Strategy & Effectiveness

Module V: Sales Promotion

3. Learning Outcomes:

At the end of the course students will be able to:

- a) understand the basics of advertising
- b) to learn how to develop a plan along with the strategy w.r.t advertising
- c) to find out what are the different mediums available for advertisement
- d) to understand the concept of IMC


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4. At the end of the course students will be able to:

On completion of this course, students will be able -

- To implement advertising strategies for developing media channel & message to create effective advertisement campaigns.
- To demonstrate how concepts may be applied to sales promotion strategies for consumer & trade promotions.

5. Resources:

a) Main text:

- Rajeev Batra, John Myers & David Aaker: Advertising Management, 5th Edition, Pearson Education, N. Delhi.
- S A Chunawalla & K C Sethia: Foundations Of Advertising-Theory And Practises, 6th Edition, Himalaya Publishing House, N Delhi.

b) Additional Texts:

- Sandage, Fryburger & Rotzall : Advertising Theory And Practises. (AITBS , DELHI)
- Jefkins & Yadin: Advertising (PEARSON EDUCATION)
- Kenneth & Donald Baack: Integrated Advertising, Promotion And Marketing Communication (PHI, N DELHI)
- Kazmi & Batra: Advertising & Sales Promotion (EXCEL BOOKS, N. DELHI)

c) Other readings:

- BRAND EQUITY (A supplement of ECONOMIC TIMES)

d) Web Sources:

- https://alms6.amizone.net/pluginfile.php/41399/mod_resource/content/1/E%20Book%20on%20Advetising.pdf
- <https://www.feedough.com/what-is-advertising-advertising-objectives-examples-importance/>
- <https://www.managementstudyguide.com/social-economic-aspects-advertising.htm>
- <https://www.slideserve.com/>
- <https://www.slideshare.net/guest3f3df2/advertising-management>
- <https://study.com/academy/topic/promotion-advertising-public-relations-marketing-lesson-plans.html>

6. Detailed Session Plan:
7. Total No of Sessions – 36



Module 1- Introduction to Advertising

Session (s)	Topics	Pedagogical Technique/s Used	Additional Readings/ Assignments/Websites/Links to online resources	Assessment criteria (Based on specific Pedagogical Technique)
1	Concept and Definition of Advertisement -Meaning & definition of Advertising -Role of Advertising -Functions of Advertising	Lecture & Classroom Discussion	Assignment I- What are the various phases of the growth of advertising in India? Case I- Diet Coke Kazmi& Batra: Advertising & Sales Promotion	Based on classroom discussion participation & Assignment-I
2	Types of Advertisements	Lecture & Group Discussion	Web Source- https://egyankosh.ac.in/bitstream/123456789/75388/1/Unit-1.pdf Assignment II- Innovation in Arresting Attention	Based on classroom discussion participation & Assignment-II
3	Discussion of Case-I & Assignment II	Case Study	Softcopy and hard copy of analysis to be submitted before next scheduled class.	Based on participation in case discussion and written analysis of Assignment.
4	Social and Economic implications of Advertisements -Social implications based on influence of advertisements on society -Economic Implications in Advertising	Lecture	Web Source- https://www.managementstudyguide.com/social-economic-aspects-advertising.htm Case II- Archies	Based on discussion in Classroom



4	Legal Implications of advertisements Legal issues of Advertisement	Lecture	Web Source- https://egyankosh.ac.in/bitstream/123456789/10557/1/Unit-19.pdf Case III- Maggi Ketchup	Based on submission of case analysis
5	Ethical issues in Advertising	Lecture	Web Source- https://egyankosh.ac.in/bitstream/123456789/10557/1/Unit-19.pdf Case IV- KMP Oils	Base on group discussion & case analysis
6	Discussion of Case-III & Case-IV	Case Study	Softcopy and hard copy of analysis to be submitted before next scheduled class.	Based on participation in case discussion and written analysis.
7	Emerging concepts of Advertisements	Group Discussion	Journal Source- https://www.iosrjournals.org/iosr-jbm/papers/Conf-ICSMTSA/Volume%201/6.%2020-22.pdf	Group Discussion performance of individual student
8	LMS QUIZ	LMS	E-Books/ You Tube links/ Journal Links	Submission & Grading

Module II: Advertising Planning & Strategy

9	IMC: Role of advertising within marketing program and communication mix,	Classroom Discussion	Assignment III- Explain importance of IMC tools in promotions of goods & services.	
10	IMC Tools- Sales promotion, public relations, publicity and integrating different elements	Classroom Discussion	Web Source- https://repository.up.ac.za/bitstream/handle/2263/24225/02chapter2.pdf Case V- https://www.linkedin.com/pulse/case-	Students' performance in classroom discussion



			study-coca-cola-integrated-marketing-gregory-stringer	
11	Setting Advertisement Objectives- -Advertising goals & objectives based on Top-down Approach & Bottom-Up Approach -DAGMAR Approach	Lecture	Assignment IV- What are the problems associated with the Dagmar approach? Why is DAGMAR criticized?	Based on classroom discussion participation & Assignment-IV Evaluation
12	Ad. Agencies – Selection -Advertising Agencies- Indian Scenario -Top Agencies- Anatomy of Their Media Billing - Types of Advertising Agencies - Advertising Agency Structure & Functions -Factors Affecting Agency Selection	Lecture & LMS Reference	Web Source- https://egyankosh.ac.in/bitstream/123456789/72016/1/Unit-4.pdf https://old.amu.ac.in/emp/studym/99998313.pdf Case VI- The Pitch Process	Classroom Discussion
13	Ad.Agencies-Remuneration -Advertising Agency Compensation Types- Commission, Negotiation & Percentage Fees	Lecture & LMS Reference	Web Source- https://old.amu.ac.in/emp/studym/99998313.pdf Case Source VII- https://www.jstor.org/stable/4189117	Implications of Compensation methods & Case IV Analysis
14	Discussion of Case-V, VI & VII	Case Study	Softcopy and hard copy of analysis to be submitted before next scheduled class.	Based on participation in case discussion and written



				analysis of Assignment
15	Planning Advertisement Campaigns	Lecture	Web Source- https://www.igntu.ac.in/eContent/MJM-C-04Sem-ProfManukonda-Advanced%20Public%20Relations%20and%20Advertising.pdf	Conceptual discussion

Module III- Message planning & Strategy

16	Message Tactics- Creative approaches: Rational and emotional creative approaches -Creating an appeal -Unique Selling Proposition -Appeal based on Consumer research	Lecture & Ad Video Campaign Making	Book Source- Advertising Management by Jethwaney & Jain, oxford University Press, Pg. No- 198-216 Assignment V- What is meant by an advertising appeal? On what is it based? What are qualities recommended for an effective advertising appeal?	Submission and Analysis of Ad Videos based on criteria of Uniqueness, Message planning, USP, Creativity *Assignment V submission & Grading
17	Copywriting: Illustrating Concept and usage of Illustrations in advertisements	Lecture & You Tube Video by Mr Prahlad Kakkar	Web Source- https://www.academia.edu/11333422/EXPLORING_THE_USE_OF_ILLUSTRATION_IN_21ST_CENTURY_ADVERTISING	Assessment will be based on learning from You Tube video about how important illustrations are for advertisers.
18	Copywriting: Layout Various steps in layout process	Lecture	Web Source- https://www.gacbe.ac.in/pdf/ematerial/18BBA63C-U3.pdf	Assignment VI evaluation



	Elements in a Layout		Assignment VI- Need for Synergy between Copy & Art	
19	Copywriting: Creative styles	Lecture	Book Source- Advertising Management by Jethwaney & Jain, oxford University Press, Pg. No- 229-239	
20	Discussion on Assignment V & VI, Ad videos	Assignment Discussion & Ad Video presentation	Hard copy & Soft copy submission of Assignment V, VI & Ad Video presentation (Group Based Activity)	Assessment of Assignment & Ad Video Analysis on given criteria
21	Copy testing: Strategy, diagnostic copy tests -Measuring the effectiveness of Advertisement campaign-based pre-test techniques	Expert Lecture (2 hrs) & Practical Activity	Case VII- Losing on Brand Recall	Case Study submission & analysis
22	Discussion on Case VIII	Case study	Softcopy and hard copy of analysis to be submitted before next scheduled class.	Based on participation in case Discussion and written analysis.

Module IV: Media Strategy and Effectiveness

23	Setting Media Budgets: - Advertising appropriation & Budgeting Budget allocation Budgeting methods	Lecture & LMS Assignment Submission	Assignment VII- What is the percentage of sales budgeting approach? Why is it so widely used? Under what circumstances might it be	Based on Assignment
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			inappropriate? Why?	
24	Media Tactics: Media Planning, Scheduling, & Buying Indian Media Scenario Media Characteristics Media Brief Media Plan Preparation Source of Media Information Scheduling & Buying Functions	Lecture	Case VIII- Indian Television News Channels as Brands QUIZ	Case study VIII submission & grading Quiz Evaluation
25	Types of Media- Print, Broadcast & Interactive Online Media	Group Discussion	Assignment VIII- What in your view is the reason for the decline in radio listenership in India?	Assignment VIII submission & grading
26	Discussion on Case VIII & Assignment VIII	Case study/ Assignment	Softcopy and hard copy of analysis to be submitted before next scheduled class.	Based on participation in case discussion and written analysis.
27	Copy Writing; Copywriting for various media like print, television, radio copy, magazine	Lecture/ Group Discussion	Case IX- Digital Media & Advertising Campaign	Classroom discussion & Case analysis



28	Measuring Advertising Effectiveness Recall Test Recognition Test	Lecture/ Presentation	Web Source https://egyankosh.ac.in/bitstream/123456789/10503/1/Unit-8.pdf	Class Presentation Performance
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Module V: Sales Promotion

29	Introduction, Role & Scope- Sales Promotion -Sales promotion Meaning & definition -Role of Sales promotion	Lecture/ Class room Discussion	Book Source- Advertising Management by Jethwaney & Jain, oxford University Press, Pg. No- 482-495	Participation in Classroom Discussion
30	Consumer & Trade Promotions Techniques of Consumer promotions Techniques of Trade Promotions	Lecture	Assignment IX- Develop a complete sales promotion program for a new brand of any cellular phone.	Submission & Grading
31	Sales promotion Strategy- Sales promotion Programme planning Sales promotion strategy process	Lecture	Book Source- Advertising Management by Jethwaney & Jain, oxford University Press, Pg. No-502-503	
32	Promotional offers- coupons, price-offs, premiums, Sweepstakes, refund and rebates, sampling	Classroom Presentation	Book Source- Advertising Management by Jethwaney & Jain, oxford University Press, Pg no- 511-517	Presentation analysis

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33	Loyalty Programmes POP displays Dealer loader	Presentation	Book Source- Advertising Management by Jethwaney & Jain, oxford University Press, Pg no- 517 (Loyalty Programmes); Pg. no- 520 (POP Displays); Pg. No- 521 9Dealer Loader)	Presentation Analysis
34	Assignment IX Discussion	Assignment	Softcopy and hard copy of analysis to be submitted before next scheduled class.	Based on participation in assignment discussion and written analysis.
35	Celebrity Endorsements	Presentation	Case Source X- https://amity.edu/UserFiles/asco/journal/ISSUE49_2.%20Hampesh.pdf	Presentation and Case submission
36	Case X Discussion	Case Study	Softcopy and hard copy of analysis to be submitted before next scheduled class.	Based on participation in case discussion and written analysis.

8. Assessment Scheme:

Components	Attendance	Case study	Assignment	Class Presentation	Quiz	Expert Talk/Practical Activity	EE
Weight age (%)	5	5	5	5	5	5	70

9. Components to Choose From – MOOCS, Day with Expert, Case Study, Teach Back, Quiz, Mini Survey, Simulation/Games, and Brain Storming/Argumentation, Flipped Classroom. However, this list is not exhaustive. Faculty may use any other suitable pedagogical technique to ensure optimal learning.

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10. Detailed Session Plan:

Module I:- Introduction to Advertisement

Learning outcome/s:

- To have an idea about the evolution of advertisement.
- To understand the implications that advertisement may have on society.
- To learn about various types of advertisements.

Questions for discussion in class:

Q1- Discuss the positive and negative influence that advertisement may have on the youth of the nation.

Q2- What are the various types of advertising? Describe them with examples.

Module II: Objective Setting and Advertisement Agencies

Learning outcome/s:

- To understand the implications the functioning of advertisement department.
- To understand how advertisement agencies are selected and compensated.

Questions for discussion in class:

Q1-What parameters would you be taking care of while finalizing the agency to launch your brand?

Q2- What is agency compensation? Describe the payment under various agreements.

Module III: Message planning & Strategy

Learning outcome

- To learn how to assess the effectiveness of an advertisement.
- To learn how the media planning is done effectively.

Questions for discussion in class:

Q1- How can the Marketing manager find out that the money he has invested in the ad was worthwhile?

Q2- What is media planning and scheduling? Discuss the various factors that are considered for the selection of a suitable media.



Module IV: Media Strategy and Effectiveness

Learning outcome

- To gain insight about various promotion strategies.
- To understand the importance of use of media to create effective advertisement campaigns.
- To identify the factors that may affect the effectiveness of media.
- To understand budget allocation methods for carrying media selection activities.

Questions for discussion in class:

Q1- Discuss the advantages and disadvantages of using different promotion strategies.

Q2- What is media brief? Also discuss its significance.

Module V: Sales Promotion

Learning outcome

- To understand the importance of IMC.
- To describe sales promotion strategies and different types of sales promotion methods.
- To discuss the importance of celebrity endorsements, loyalty programmes.

Questions for discussion in class:

Q1- Why is it said that the days of ASP are over and now the time of IMC has come?

Q2- There is this general feeling among critics that social media has people who pose as friends, but may have been on the pay list of brands that they endorse and recommend to others. What are your views on the issue?

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Faculty Feedback Report on Amizone

Faculty Feedback Report

Select Institute:

Select Session:

Select Type: Select Semesters:

Last Update On :Feb 19 2022 12:00AM

S.No.	Staff Name	Type	Category 1 Total:16	Category 2 Total:28	Category 3 Total:24	Category 4 Total:16	Category 5 Total:16	Total 100	How many mapv	Question 1		Question 2		Question 3		Remarks
										No	Yes	No	Yes	No	Yes	
1	Mr Surendra Sharma [11527]	Core Courses	14.32	25.02	21.39	14.32	14.24	89.29	179	154	15	159	20	158	21	Remarks
2	Ms Supreet Rupam[306252]	Core Courses	14.80	25.62	21.94	14.55	14.60	91.52	149	141	8	141	8	141	8	Remarks
3	Dr Sunita srivastava[306246]	Core Courses	14.69	25.89	22.04	14.69	14.76	92.08	173	162	11	160	13	160	13	Remarks
4	Ms Sonia Chongtham[306604]	Core Courses	12.85	22.19	18.93	12.70	12.68	79.34	225	195	30	197	28	165	60	Remarks
5	Dr Smriti Arora [17407]	Core Courses	14.04	24.35	20.82	14.01	13.87	87.09	187	162	25	160	27	153	34	Remarks
6	Ms Simpi Raheja [26085]	Core Courses	14.75	25.65	21.78	14.29	14.54	91.01	68	62	6	61	7	59	9	Remarks
7	Ms Sharmila Phalswal [26302]	Core Courses	14.32	24.92	21.15	14.16	14.29	88.84	228	211	17	208	20	199	29	Remarks
8	Ms Sandeep Kaur[306415]	Core Courses	14.25	24.87	21.02	14.19	14.20	88.53	231	210	21	206	25	194	37	Remarks
9	Ms Reena [306805]	Core Courses	13.33	24.00	20.50	13.83	14.00	85.67	6	5	1	4	2	5	1	Remarks
10	Ms Rebecca Dillu [16845]	Core Courses	14.01	24.43	20.80	13.91	13.94	87.09	129	112	17	111	18	107	22	Remarks
11	Ms Rashmi Rawat[306880]	Core Courses	14.15	24.67	20.83	13.96	14.10	87.71	99	92	7	91	8	86	13	Remarks
12	Ms Pooja [306285]	Core Courses	14.56	25.29	21.42	14.29	14.53	90.09	217	195	22	192	25	187	30	Remarks
13	Mr Naveena J H[17096]	Core Courses	14.08	24.73	21.14	14.12	14.11	88.19	266	239	27	238	28	229	37	Remarks
14	Ms Manjari Nandwani [16028]	Core Courses	14.24	24.58	20.88	13.98	14.07	87.75	139	128	11	127	12	121	18	Remarks
15	Ms Mamta Chauhan[302769]	Core Courses	14.32	24.93	21.34	14.33	14.23	89.13	120	106	14	101	19	100	20	Remarks
16	Ms Lovely Thapar[306280]	Core Courses	14.88	26.26	22.16	14.79	14.92	93.00	224	211	13	208	16	207	17	Remarks
17	Ms Kamini Chauhan [25094]	Core Courses	14.29	25.15	21.49	14.26	14.39	89.59	136	128	8	128	8	126	10	Remarks
18	Ms Harshna Richard Qadir[306616]	Core Courses	13.96	24.18	20.24	13.65	13.97	86.01	141	128	13	127	14	123	18	Remarks
19	Ms Harneetpal Kaur [25337]	Core Courses	14.20	24.79	21.07	14.08	14.07	88.20	119	107	12	105	14	100	19	Remarks
20	Dr Hariprasath Pandurangan[306617]	Core Courses	14.21	24.73	20.96	14.13	14.21	88.23	307	274	33	276	31	260	47	Remarks
21	Ms Gyan Jyoti[306281]	Core Courses	14.98	26.27	22.18	14.87	14.98	93.28	169	155	14	157	12	149	20	Remarks
22	Ms Binita Mishra [25434]	Core Courses	14.62	25.45	21.92	14.65	14.65	91.29	182	172	20	169	23	167	25	Remarks
23	Ms Arti [306289]	Core Courses	13.83	24.33	20.77	13.92	13.87	86.71	135	123	12	122	13	120	15	Remarks


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Amizone home page of a Teacher

The screenshot displays the Amizone interface for a teacher. On the left is a navigation menu with categories like Academics, HR, LMS, Turnitin, Planning, and more. The main area shows a calendar for Monday, November 21, 2022, with a table of class attendance. A red box highlights the attendance entries for 11:20-12:14, which include links for 'Edit Attendance', 'Re-Schedule', and 'Host Documents'. A red arrow points to the 'Host Documents' link. The right sidebar contains sections for 'Online Guest Lectures/ Academic & Research Webinars', 'Virtual Lab Research Repository', and 'Live Online Classes'. At the bottom, there are news and event notifications.

Day	Week	Month
Monday, November 21, 2022		

Mon	Tue	Wed	Thu	Fri	Sat	Sun
21	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4
5	6	7	8	9	10	11

11:20-12:14 Scheduled Class Attendance Taken :- IBM
BBA (B&F) 5 Semester 2023 Batch BBA (B&F) section 312[Class Type : L]
[Edit Attendance][Re-Schedule] | [Host Documents]

11:20-12:14 Scheduled Class Attendance Taken :- IBM
BBA - 3C 5 Semester 2023 Batch BBA 3C V section 312[Class Type : L]
[Edit Attendance][Re-Schedule] | [Host Documents]

11:20-12:14 Scheduled Class Attendance Taken :- IBM
BBA 5 Semester 2023 Batch BBA V section 312[Class Type : L]
[Edit Attendance][Re-Schedule] | [Host Documents]

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Session plan setup and hosting of study material (documents, ppt, video lectures, weblinks etc.)

Session Plan Setup

Institute: Amity Business School, Gurgaon (Manesar)
 Program: MBA
 Semester: 3
 Batch(Passout Year): 2023

SCHEDULE : Aug 16 2022-Dec 30 2022

Course : ADVERTISING & SALES PROMOTION [MKT4301]							
SNo	Section / Group	Session Plan	Copy	Sno.	Title	Type	Document
1	Section MBA G III	36 Session Plans Found	[Select] Copy	1	ASP	Reference Books/Material	ASP.LP.docx
						Select Type	Choose File No file chosen

Course : INTERNATIONAL MARKETING [MKT4304]							
SNo	Section / Group	Session Plan	Copy	Sno.	Title	Type	Document
1	Section MBA G III	36 Session Plans Found	[Select] Copy	1	IM	Reference Books/Material	International Marketing.docx
						Select Type	Choose File No file chosen

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Teacher's LMS account home page

Mail - Ms.Geeta Ravish - Out | Book 13.xlsx | Amizone | My courses | Rediffmail

alms6.amizone.net/my/courses.php

Google | HP Games | Imported From IE | HP Games | Welcome to Facebo... | International Marke... | how to remove mo...

AMIZONE LMS
Learning Management System

Home Dashboard My courses Amizone Self Service E-Content Report

Paused

Welcome back, Geeta! 🤝

Course overview

In progress Search Sort by course name Card

Manesar
ABSM/ MBA/ MKT4301/Sem-3/MBA G
III/2022-2023/Odd/48467
ADVERTISING & SALES PROMOTION

Manesar
ABSM/ MBA/ MKT4304/Sem-3/MBA G
III/2022-2023/Odd/47756
INTERNATIONAL MARKETING

Manesar
MANAGEMENT/MANAGEMENT
FOUNDATION/2022-2023/Odd/59489
MANAGEMENT FOUNDATION

Manesar

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LMS interface on Teacher's Amizone account

The screenshot shows a web browser window with the Amizone LMS interface. The browser tabs include 'Mail - Ms.Geeta Ravish - Outlook', 'Book 13.xlsx', 'Amizone', and 'Rediffmail'. The address bar shows 'amizone.net/AdminAmizone/WebForms/admin/Default.aspx'. The page header features the Amizone logo and a navigation menu for 'Amity University Gurugram' with various links like 'Most Notable Achievements', 'Hostelers (Student)', 'Planning', etc. The main content area displays a list of LMS features:

- 4. **Announcements** - Announcements tool can be used to provide students with course reminders and updates. Announcements can contain text, images, and multimedia, as well as it can be linked to course content, Assignments & Tests.
- 5. **Grade Center** - The Grade Center is a built-in grade book for each course in A-LMS. It provides a place to store, manage, and calculate student grades, both on items such as assignments and tests that are created and graded within A-LMS as well as on items that are created outside the A-LMS, which can be entered manually into the grade center.
- 6. **Discussion Board** - A-LMS discussion board feature allows participants to carry on discussions online, at any time of the day or night, with no need for the participants to be logged into the site at the same time. The discussions may be graded as well. Faculty can add multiple discussion board forums in their course.

Below the list, there are several important notes and links:

- Important Note:** - Kindly enable popup of your web browser
- Note:** *Your Courses are going to be sync from amizone, All course you will be able to see on LMS shortly.*
- Important Note:-** Kindly enable popup of your web browser
- To access contents of 2022-23/ODD on A-LMS** [\[Click here\]](#)
- To access contents of 2021-22/Even on A-LMS** [\[Click here\]](#)
- To access contents of 2021-22/Odd on A-LMS** [\[Click here\]](#)
- How to add Course and Section into ALMS** [Click here to Download](#)

At the bottom right, there is a signature in blue ink and the text: Registrar, Amity University Haryana, Manesar Gurgaon-122413.

Subject/course interface on Teacher's LMS account

The screenshot displays the Amizone LMS interface. The browser address bar shows the URL `alms6.amizone.net/course/view.php?id=2933`. The page header includes the Amizone LMS logo and navigation links: Home, Dashboard, My courses, Amizone Self Service, and E-Content Report. A user profile icon is visible in the top right corner.

The main content area is titled "Course" and features a sidebar menu on the left with the following items:

- Syllabus
- ASP Session Plan
- E-Book on Advertising
- E Book 2- Advertising
- Topic 1
 - Module I- Introduction t...
 - Social, Economic and Le...**
 - Ethical issues in Advertis...
 - Emerging concepts of A...
 - Objectives of Advertising
 - Module I

The main content area displays a list of course items:

- URL**: Social, Economic and Legal Implications of advertisements; (Mark as done)
- PAGE**: Ethical issues in Advertising (Mark as done)

The content for the "Ethical issues in Advertising" page is visible, starting with the text: "Advertisement is considered unethical in the following situations:" followed by a bulleted list. One bullet point is highlighted: **"When it has degraded or underestimated the substitute or rival's product."** The rest of the text is partially obscured by a watermark.

Watermark text: Registrar, Amity University Haryana, Manesar Gurgaon-122413

Evaluation (Quiz) interface on Teacher's LMS account

The screenshot displays the Amzone LMS interface for a teacher. The browser address bar shows the URL `alms6.amzone.net/mod/assign/view.php?id=31083`. The page header includes the Amzone LMS logo and navigation links: Home, Dashboard, My courses, Amzone Self Service, and E-Content Report. A blue navigation bar contains 'Assignment', 'Settings', 'Advanced grading', and 'More'. The main content area is titled 'ASSIGNMENT ASP CASE STUDY 1'. It features a 'View' button and a 'Make a submission' button. The assignment details are: 'Opened: Monday, 31 October 2022, 5:00 PM' and 'Due: Thursday, 3 November 2022, 5:00 PM'. The assignment description states: 'A case study is the analysis of a particular instance (or "case") of something to demonstrate quantifiable results as a result of the application of something. In marketing, case studies are used as social proof – to provide buyers with the context to determine whether they're making a good choice.' A link to 'ASP Case Study 1.docx' is provided with a timestamp of '31 October 2022, 2:28 PM'. Below the description are buttons for 'View all submissions' and 'Grade'. The bottom right corner of the page features a signature and the text: 'Registrar Amity University Haryana Manesar Gurgaon-122413'.

AMITY UNIVERSITY HARYANA
Amity Education Valley, Gurgaon (Manesar)
Course Manual



Name of Institution: Amity Business School
Programme: MBA/MBA 3C (Marketing) - III
Batch: 2021- 2023
Pre-requisite- Marketing

Course/Course Credit: Advertising & Sales Promotion/3 credits	Course code: MKT4301
Faculty Name: Dr. Geeta Ravish	Semester: III
Designation: Assistant Professor	Email: gravish@ggn.amity.edu

1. Course Overview:

This course provides students an opportunity to gain an understanding of advertising and other marketing communications practices. The course emphasizes on developing students' abilities to use Advertising as a tool to Create Awareness, Position the Product, and make an impact in the Consumers' Minds. This comprehensive course also familiarizes students' with Media Planning and creativity in advertising.

2. Course Coverage:

- Module I: Introduction to Advertising
- Module II: Objective Setting & Advertisement Agencies
- Module III: Message Planning & Strategy
- Module IV: Media Strategy & Effectiveness
- Module V: Sales Promotion

3. Learning Outcomes:

At the end of the course students will be able to:

- a) understand the basics of advertising
- b) to learn how to develop a plan along with the strategy w.r.t advertising
- c) to find out what are the different mediums available for advertisement
- d) to understand the concept of IMC


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4. At the end of the course students will be able to:

On completion of this course, students will be able -

- To implement advertising strategies for developing media channel & message to create effective advertisement campaigns.
- To demonstrate how concepts may be applied to sales promotion strategies for consumer & trade promotions.

5. Resources:

a) Main text:

- Rajeev Batra, John Myers & David Aaker: Advertising Management, 5th Edition, Pearson Education, N. Delhi.
- S A Chunawalla & K C Sethia: Foundations Of Advertising-Theory And Practises, 6th Edition, Himalaya Publishing House, N Delhi.

b) Additional Texts:

- Sandage, Fryburger & Rotzall : Advertising Theory And Practises. (AITBS , DELHI)
- Jefkins & Yadin: Advertising (PEARSON EDUCATION)
- Kenneth & Donald Baack: Integrated Advertising, Promotion And Marketing Communication (PHI, N DELHI)
- Kazmi & Batra: Advertising & Sales Promotion (EXCEL BOOKS, N. DELHI)

c) Other readings:

- BRAND EQUITY (A supplement of ECONOMIC TIMES)

d) Web Sources:

- https://alms6.amizone.net/pluginfile.php/41399/mod_resource/content/1/E%20Book%20on%20Advetising.pdf
- <https://www.feedough.com/what-is-advertising-advertising-objectives-examples-importance/>
- <https://www.managementstudyguide.com/social-economic-aspects-advertising.htm>
- <https://www.slideserve.com/>
- <https://www.slideshare.net/guest3f3df2/advertising-management>
- <https://study.com/academy/topic/promotion-advertising-public-relations-marketing-lesson-plans.html>

6. Detailed Session Plan:
7. Total No of Sessions – 36



Module 1- Introduction to Advertising

Session (s)	Topics	Pedagogical Technique/s Used	Additional Readings/ Assignments/Websites/Links to online resources	Assessment criteria (Based on specific Pedagogical Technique)
1	Concept and Definition of Advertisement -Meaning & definition of Advertising -Role of Advertising -Functions of Advertising	Lecture & Classroom Discussion	Assignment I- What are the various phases of the growth of advertising in India? Case I- Diet Coke Kazmi& Batra: Advertising & Sales Promotion	Based on classroom discussion participation & Assignment-I
2	Types of Advertisements	Lecture & Group Discussion	Web Source- https://egyankosh.ac.in/bitstream/123456789/75388/1/Unit-1.pdf Assignment II- Innovation in Arresting Attention	Based on classroom discussion participation & Assignment-II
3	Discussion of Case-I & Assignment II	Case Study	Softcopy and hard copy of analysis to be submitted before next scheduled class.	Based on participation in case discussion and written analysis of Assignment.
4	Social and Economic implications of Advertisements -Social implications based on influence of advertisements on society -Economic Implications in Advertising	Lecture	Web Source- https://www.managementstudyguide.com/social-economic-aspects-advertising.htm Case II- Archies	Based on discussion in Classroom



4	Legal Implications of advertisements Legal issues of Advertisement	Lecture	Web Source- https://egyankosh.ac.in/bitstream/123456789/10557/1/Unit-19.pdf Case III- Maggi Ketchup	Based on submission of case analysis
5	Ethical issues in Advertising	Lecture	Web Source- https://egyankosh.ac.in/bitstream/123456789/10557/1/Unit-19.pdf Case IV- KMP Oils	Base on group discussion & case analysis
6	Discussion of Case-III & Case-IV	Case Study	Softcopy and hard copy of analysis to be submitted before next scheduled class.	Based on participation in case discussion and written analysis.
7	Emerging concepts of Advertisements	Group Discussion	Journal Source- https://www.iosrjournals.org/iosr-jbm/papers/Conf-ICSMTSA/Volume%201/6.%2020-22.pdf	Group Discussion performance of individual student
8	LMS QUIZ	LMS	E-Books/ You Tube links/ Journal Links	Submission & Grading

Module II: Advertising Planning & Strategy

9	IMC: Role of advertising within marketing program and communication mix,	Classroom Discussion	Assignment III- Explain importance of IMC tools in promotions of goods & services.	
10	IMC Tools- Sales promotion, public relations, publicity and integrating different elements	Classroom Discussion	Web Source- https://repository.up.ac.za/bitstream/handle/2263/24225/02chapter2.pdf Case V- https://www.linkedin.com/pulse/case-	Students' performance in classroom discussion



			study-coca-cola-integrated-marketing-gregory-stringer	
11	Setting Advertisement Objectives- -Advertising goals & objectives based on Top-down Approach & Bottom-Up Approach -DAGMAR Approach	Lecture	Assignment IV- What are the problems associated with the Dagmar approach? Why is DAGMAR criticized?	Based on classroom discussion participation & Assignment-IV Evaluation
12	Ad. Agencies – Selection -Advertising Agencies- Indian Scenario -Top Agencies- Anatomy of Their Media Billing - Types of Advertising Agencies - Advertising Agency Structure & Functions -Factors Affecting Agency Selection	Lecture & LMS Reference	Web Source- https://egyankosh.ac.in/bitstream/123456789/72016/1/Unit-4.pdf https://old.amu.ac.in/emp/studym/99998313.pdf Case VI- The Pitch Process	Classroom Discussion
13	Ad.Agencies-Remuneration -Advertising Agency Compensation Types- Commission, Negotiation & Percentage Fees	Lecture & LMS Reference	Web Source- https://old.amu.ac.in/emp/studym/99998313.pdf Case Source VII- https://www.jstor.org/stable/4189117	Implications of Compensation methods & Case IV Analysis
14	Discussion of Case-V, VI & VII	Case Study	Softcopy and hard copy of analysis to be submitted before next scheduled class.	Based on participation in case discussion and written



				analysis of Assignment
15	Planning Advertisement Campaigns	Lecture	Web Source- https://www.igntu.ac.in/eContent/MJM-C-04Sem-ProfManukonda-Advanced%20Public%20Relations%20and%20Advertising.pdf	Conceptual discussion

Module III- Message planning & Strategy

16	Message Tactics- Creative approaches: Rational and emotional creative approaches -Creating an appeal -Unique Selling Proposition -Appeal based on Consumer research	Lecture & Ad Video Campaign Making	Book Source- Advertising Management by Jethwaney & Jain, oxford University Press, Pg. No- 198-216 Assignment V- What is meant by an advertising appeal? On what is it based? What are qualities recommended for an effective advertising appeal?	Submission and Analysis of Ad Videos based on criteria of Uniqueness, Message planning, USP, Creativity *Assignment V submission & Grading
17	Copywriting: Illustrating Concept and usage of Illustrations in advertisements	Lecture & You Tube Video by Mr Prahlad Kakkar	Web Source- https://www.academia.edu/11333422/EXPLORING_THE_USE_OF_ILLUSTRATION_IN_21ST_CENTURY_ADVERTISING	Assessment will be based on learning from You Tube video about how important illustrations are for advertisers.
18	Copywriting: Layout Various steps in layout process	Lecture	Web Source- https://www.gacbe.ac.in/pdf/ematerial/18BBA63C-U3.pdf	Assignment VI evaluation



	Elements in a Layout		Assignment VI- Need for Synergy between Copy & Art	
19	Copywriting: Creative styles	Lecture	Book Source- Advertising Management by Jethwaney & Jain, oxford University Press, Pg. No- 229-239	
20	Discussion on Assignment V & VI, Ad videos	Assignment Discussion & Ad Video presentation	Hard copy & Soft copy submission of Assignment V, VI & Ad Video presentation (Group Based Activity)	Assessment of Assignment & Ad Video Analysis on given criteria
21	Copy testing: Strategy, diagnostic copy tests -Measuring the effectiveness of Advertisement campaign-based pre-test techniques	Expert Lecture (2 hrs) & Practical Activity	Case VII- Losing on Brand Recall	Case Study submission & analysis
22	Discussion on Case VIII	Case study	Softcopy and hard copy of analysis to be submitted before next scheduled class.	Based on participation in case Discussion and written analysis.

Module IV: Media Strategy and Effectiveness

23	Setting Media Budgets: - Advertising appropriation & Budgeting Budget allocation Budgeting methods	Lecture & LMS Assignment Submission	Assignment VII- What is the percentage of sales budgeting approach? Why is it so widely used? Under what circumstances might it be	Based on Assignment
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			inappropriate? Why?	
24	Media Tactics: Media Planning, Scheduling, & Buying Indian Media Scenario Media Characteristics Media Brief Media Plan Preparation Source of Media Information Scheduling & Buying Functions	Lecture	Case VIII- Indian Television News Channels as Brands QUIZ	Case study VIII submission & grading Quiz Evaluation
25	Types of Media- Print, Broadcast & Interactive Online Media	Group Discussion	Assignment VIII- What in your view is the reason for the decline in radio listenership in India?	Assignment VIII submission & grading
26	Discussion on Case VIII & Assignment VIII	Case study/ Assignment	Softcopy and hard copy of analysis to be submitted before next scheduled class.	Based on participation in case discussion and written analysis.
27	Copy Writing; Copywriting for various media like print, television, radio copy, magazine	Lecture/ Group Discussion	Case IX- Digital Media & Advertising Campaign	Classroom discussion & Case analysis



28	Measuring Advertising Effectiveness Recall Test Recognition Test	Lecture/ Presentation	Web Source https://egyankosh.ac.in/bitstream/123456789/10503/1/Unit-8.pdf	Class Presentation Performance
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Module V: Sales Promotion

29	Introduction, Role & Scope- Sales Promotion -Sales promotion Meaning & definition -Role of Sales promotion	Lecture/ Class room Discussion	Book Source- Advertising Management by Jethwaney & Jain, oxford University Press, Pg. No- 482-495	Participation in Classroom Discussion
30	Consumer & Trade Promotions Techniques of Consumer promotions Techniques of Trade Promotions	Lecture	Assignment IX- Develop a complete sales promotion program for a new brand of any cellular phone.	Submission & Grading
31	Sales promotion Strategy- Sales promotion Programme planning Sales promotion strategy process	Lecture	Book Source- Advertising Management by Jethwaney & Jain, oxford University Press, Pg. No-502-503	
32	Promotional offers- coupons, price-offs, premiums, Sweepstakes, refund and rebates, sampling	Classroom Presentation	Book Source- Advertising Management by Jethwaney & Jain, oxford University Press, Pg no- 511-517	Presentation analysis

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33	Loyalty Programmes POP displays Dealer loader	Presentation	Book Source- Advertising Management by Jethwaney & Jain, oxford University Press, Pg no- 517 (Loyalty Programmes); Pg. no- 520 (POP Displays); Pg. No- 521 9Dealer Loader)	Presentation Analysis
34	Assignment IX Discussion	Assignment	Softcopy and hard copy of analysis to be submitted before next scheduled class.	Based on participation in assignment discussion and written analysis.
35	Celebrity Endorsements	Presentation	Case Source X- https://amity.edu/UserFiles/asco/journal/ISSUE49_2.%20Hampesh.pdf	Presentation and Case submission
36	Case X Discussion	Case Study	Softcopy and hard copy of analysis to be submitted before next scheduled class.	Based on participation in case discussion and written analysis.

8. Assessment Scheme:

Components	Attendance	Case study	Assignment	Class Presentation	Quiz	Expert Talk/Practical Activity	EE
Weight age (%)	5	5	5	5	5	5	70

9. Components to Choose From – MOOCS, Day with Expert, Case Study, Teach Back, Quiz, Mini Survey, Simulation/Games, and Brain Storming/Argumentation, Flipped Classroom. However, this list is not exhaustive. Faculty may use any other suitable pedagogical technique to ensure optimal learning.

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10. Detailed Session Plan:

Module I:- Introduction to Advertisement

Learning outcome/s:

- To have an idea about the evolution of advertisement.
- To understand the implications that advertisement may have on society.
- To learn about various types of advertisements.

Questions for discussion in class:

Q1- Discuss the positive and negative influence that advertisement may have on the youth of the nation.

Q2- What are the various types of advertising? Describe them with examples.

Module II: Objective Setting and Advertisement Agencies

Learning outcome/s:

- To understand the implications the functioning of advertisement department.
- To understand how advertisement agencies are selected and compensated.

Questions for discussion in class:

Q1-What parameters would you be taking care of while finalizing the agency to launch your brand?

Q2- What is agency compensation? Describe the payment under various agreements.

Module III: Message planning & Strategy

Learning outcome

- To learn how to assess the effectiveness of an advertisement.
- To learn how the media planning is done effectively.

Questions for discussion in class:

Q1- How can the Marketing manager find out that the money he has invested in the ad was worthwhile?

Q2- What is media planning and scheduling? Discuss the various factors that are considered for the selection of a suitable media.



Module IV: Media Strategy and Effectiveness

Learning outcome

- To gain insight about various promotion strategies.
- To understand the importance of use of media to create effective advertisement campaigns.
- To identify the factors that may affect the effectiveness of media.
- To understand budget allocation methods for carrying media selection activities.

Questions for discussion in class:

Q1- Discuss the advantages and disadvantages of using different promotion strategies.

Q2- What is media brief? Also discuss its significance.

Module V: Sales Promotion

Learning outcome

- To understand the importance of IMC.
- To describe sales promotion strategies and different types of sales promotion methods.
- To discuss the importance of celebrity endorsements, loyalty programmes.

Questions for discussion in class:

Q1- Why is it said that the days of ASP are over and now the time of IMC has come?

Q2- There is this general feeling among critics that social media has people who pose as friends, but may have been on the pay list of brands that they endorse and recommend to others. What are your views on the issue?

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Faculty Feedback Report on Amizone

Faculty Feedback Report

Select Institute:

Select Session:

Select Type: Select Semesters:

Last Update On :Feb 19 2022 12:00AM

S.No.	Staff Name	Type	Category 1 Total:16	Category 2 Total:28	Category 3 Total:24	Category 4 Total:16	Category 5 Total:16	Total 100	How many mapv	Question 1		Question 2		Question 3		Remarks
										No	Yes	No	Yes	No	Yes	
1	Mr Surendra Sharma [11527]	Core Courses	14.32	25.02	21.39	14.32	14.24	89.29	179	154	15	159	20	158	21	Remarks
2	Ms Supreet Rupam[306252]	Core Courses	14.80	25.62	21.94	14.55	14.60	91.52	149	141	8	141	8	141	8	Remarks
3	Dr Sunita srivastava[306246]	Core Courses	14.69	25.89	22.04	14.69	14.76	92.08	173	162	11	160	13	160	13	Remarks
4	Ms Sonia Chongtham[306604]	Core Courses	12.85	22.19	18.93	12.70	12.68	79.34	225	195	30	197	28	165	60	Remarks
5	Dr Smriti Arora [17407]	Core Courses	14.04	24.35	20.82	14.01	13.87	87.09	187	162	25	160	27	153	34	Remarks
6	Ms Simpi Raheja [26085]	Core Courses	14.75	25.65	21.78	14.29	14.54	91.01	68	62	6	61	7	59	9	Remarks
7	Ms Sharmila Phalswal [26302]	Core Courses	14.32	24.92	21.15	14.16	14.29	88.84	228	211	17	208	20	199	29	Remarks
8	Ms Sandeep Kaur[306415]	Core Courses	14.25	24.87	21.02	14.19	14.20	88.53	231	210	21	206	25	194	37	Remarks
9	Ms Reena [306805]	Core Courses	13.33	24.00	20.50	13.83	14.00	85.67	6	5	1	4	2	5	1	Remarks
10	Ms Rebecca Dillu [16845]	Core Courses	14.01	24.43	20.80	13.91	13.94	87.09	129	112	17	111	18	107	22	Remarks
11	Ms Rashmi Rawat[306880]	Core Courses	14.15	24.67	20.83	13.96	14.10	87.71	99	92	7	91	8	86	13	Remarks
12	Ms Pooja [306285]	Core Courses	14.56	25.29	21.42	14.29	14.53	90.09	217	195	22	192	25	187	30	Remarks
13	Mr Naveena J H[17096]	Core Courses	14.08	24.73	21.14	14.12	14.11	88.19	266	239	27	238	28	229	37	Remarks
14	Ms Manjari Nandwani [16028]	Core Courses	14.24	24.58	20.88	13.98	14.07	87.75	139	128	11	127	12	121	18	Remarks
15	Ms Mamta Chauhan[302769]	Core Courses	14.32	24.93	21.34	14.33	14.23	89.13	120	106	14	101	19	100	20	Remarks
16	Ms Lovely Thapar[306280]	Core Courses	14.88	26.26	22.16	14.79	14.92	93.00	224	211	13	208	16	207	17	Remarks
17	Ms Kamini Chauhan [25094]	Core Courses	14.29	25.15	21.49	14.26	14.39	89.59	136	128	8	128	8	126	10	Remarks
18	Ms Harshna Richard Qadir[306616]	Core Courses	13.96	24.18	20.24	13.65	13.97	86.01	141	128	13	127	14	123	18	Remarks
19	Ms Harneetpal Kaur [25337]	Core Courses	14.20	24.79	21.07	14.08	14.07	88.20	119	107	12	105	14	100	19	Remarks
20	Dr Hariprasath Pandurangan[306617]	Core Courses	14.21	24.73	20.96	14.13	14.21	88.23	307	274	33	276	31	260	47	Remarks
21	Ms Gyan Jyoti[306281]	Core Courses	14.98	26.27	22.18	14.87	14.98	93.28	169	155	14	157	12	149	20	Remarks
22	Ms Binita Mishra [25434]	Core Courses	14.62	25.45	21.92	14.65	14.65	91.29	182	172	20	169	23	167	25	Remarks
23	Ms Arti [306289]	Core Courses	13.83	24.33	20.77	13.92	13.87	86.71	135	123	12	122	13	120	15	Remarks


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Manesar Gurgaon-122413

Amizone home page of a Teacher

The screenshot displays the Amizone interface for a teacher. On the left is a navigation menu with categories like Academics, HR, LMS, Turnitin, Planning, and more. The main area shows a calendar for Monday, November 21, 2022, with a grid of time slots. A red box highlights the 11:20-12:14 slot, which contains three attendance entries for different BBA sections. Each entry includes links for 'Edit Attendance', 'Re-Schedule', and 'Host Documents'. A red arrow points to the 'Edit Attendance' link of the first entry. The right sidebar contains a calendar for the month of November 2022, a section for 'Online Guest Lectures/ Academic & Research Webinars', a 'Virtual Lab Research Repository', and 'Live Online Classes' with instructions on how to download and use Microsoft Teams.

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Session plan setup and hosting of study material (documents, ppt, video lectures, weblinks etc.)

Session Plan Setup

Institute: Amity Business School, Gurgaon (Manesar)
 Program: MBA
 Semester: 3
 Batch(Passout Year): 2023

SCHEDULE : Aug 16 2022-Dec 30 2022

Course : ADVERTISING & SALES PROMOTION [MKT4301]								
SNo	Section / Group	Session Plan	Copy	Sno.	Title	Type	Document	Action
1	Section MBA G III	36 Session Plans Found	[Select] Copy	1	ASP	Reference Books/Material	ASP.LP.docx	[Add]

Course : INTERNATIONAL MARKETING [MKT4304]								
SNo	Section / Group	Session Plan	Copy	Sno.	Title	Type	Document	Action
1	Section MBA G III	36 Session Plans Found	[Select] Copy	1	IM	Reference Books/Material	International Marketing.docx	[Add]

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Teacher's LMS account home page

Mail - Ms.Geeta Ravish - Out x Book 13.xlsx x Amizone x My courses x Rediffmail x

alms6.amizone.net/my/courses.php

Google HP Games Imported From IE HP Games Welcome to Facebo... International Marke... how to remove mo...

AMIZONE LMS
Learning Management System

Home Dashboard My courses Amizone Self Service E-Content Report

Paused

Welcome back, Geeta! 🤝

Course overview

In progress Search Sort by course name Card

Manesar

ABSM/ MBA/ MKT4301/Sem-3/MBA G III/2022-2023/Odd/48467
ADVERTISING & SALES PROMOTION

Manesar

ABSM/ MBA/ MKT4304/Sem-3/MBA G III/2022-2023/Odd/47756
INTERNATIONAL MARKETING

Manesar

MANAGEMENT/MANAGEMENT FOUNDATION/2022-2023/Odd/59489
MANAGEMENT FOUNDATION

Manesar

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LMS interface on Teacher's Amizone account

The screenshot shows a web browser window with the Amizone LMS interface. The browser tabs include 'Mail - Ms.Geeta Ravish - Outlook', 'Book 13.xlsx', 'Amizone', and 'Rediffmail'. The address bar shows 'amizone.net/AdminAmizone/WebForms/admin/Default.aspx'. The page header features the Amizone logo and the text 'Amity University Gurugram'. A navigation menu on the left lists various services like 'Most Notable Achievements', 'Hostelers (Student)', 'Planning', 'Visiting Faculty', 'Medical Insurance', 'Ph.D. Programmes', 'Downloads', 'Notice Board', 'QAE Reports', 'Classroom Recordings', 'Cafeteria', 'Institutional Data', 'Calendar', 'Personal Profile', 'Emerging market information service', 'Blood Donation Camp', 'Mac Registration', 'Library', 'Bridge Courses', 'Scopus', 'Maps & Directions', 'Friday Productions', 'Employee Attendance', 'Time Office(Beta)', and 'R & D Equipment'. The main content area displays a welcome message for 'Dr. Geeta Ravish [8464]' and a list of LMS features: 4. Announcements, 5. Grade Center, and 6. Discussion Board. Below this, there are three important notes regarding browser settings and course synchronization, each with a 'Click here' link. The page concludes with a signature and the title 'Registrar, Amity University Haryana, Manesar Gurgaon-122413'.

Mail - Ms.Geeta Ravish - Outlook x Book 13.xlsx x Amizone x Rediffmail x +

amizone.net/AdminAmizone/WebForms/admin/Default.aspx

Google HP Games Imported From IE HP Games Welcome to Facebo... International Marke... how to remove mo...

AMIZONE

Amity University Gurugram

Welcome Dr. Geeta Ravish [8464] Logout

4. **Announcements** - Announcements tool can be used to provide students with course reminders and updates. Announcements can contain text, images, and multimedia, as well as it can be linked to course content, Assignments & Tests.

5. **Grade Center** - The Grade Center is a built-in grade book for each course in A-LMS. It provides a place to store, manage, and calculate student grades, both on items such as assignments and tests that are created and graded within A-LMS as well as on items that are created outside the A-LMS, which can be entered manually into the grade center.

6. **Discussion Board** - A-LMS discussion board feature allows participants to carry on discussions online, at any time of the day or night, with no need for the participants to be logged into the site at the same time. The discussions may be graded as well. Faculty can add multiple discussion board forums in their course.

Important Note: - Kindly enable popup of your web browser

Note: *Your Courses are going to be sync from amizone, All course you will be able to see on LMS shortly.*

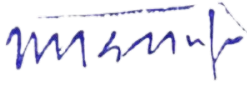
Important Note:- Kindly enable popup of your web browser

To access contents of 2022-23/ODD on A-LMS [\[Click here\]](#)

To access contents of 2021-22/Even on A-LMS [\[Click here\]](#)

To access contents of 2021-22/Odd on A-LMS [\[Click here\]](#)

How to add Course and Section into ALMS [Click here to Download](#)



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Subject/course interface on Teacher's LMS account

The screenshot displays the Amizone LMS interface. The browser address bar shows the URL `alms6.amizone.net/course/view.php?id=2933`. The page header includes the Amizone LMS logo and navigation links: Home, Dashboard, My courses, Amizone Self Service, and E-Content Report. A user profile icon is visible in the top right corner.

The main content area is titled "Course" and features a sidebar menu on the left with the following items:

- Syllabus
- ASP Session Plan
- E-Book on Advertising
- E Book 2- Advertising
- Topic 1
 - Module I- Introduction t...
 - Social, Economic and Le...**
 - Ethical issues in Advertis...
 - Emerging concepts of A...
 - Objectives of Advertising
 - Module I

The main content area displays a list of course items:

- URL**: Social, Economic and Legal Implications of advertisements; (Mark as done)
- PAGE**: Ethical issues in Advertising (Mark as done)

The content for the "Ethical issues in Advertising" page is visible, starting with the text: "Advertisement is considered unethical in the following situations:" followed by a definition: "*When it has degraded or underestimated the substitute or rival's product. When it gives false or misleading information on the value of the product. *When it fails to give useful information on the possible reaction or side effects of the product."

Handwritten text and a signature are overlaid on the page content. At the bottom right, there is a printed signature and the text: "Registrar, Amity University Haryana, Manesar Gurgaon-122413".

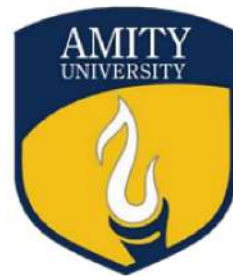
Evaluation (Quiz) interface on Teacher's LMS account

The screenshot displays the Amzone LMS interface for a teacher. The browser address bar shows the URL `alms6.amzone.net/mod/assign/view.php?id=31083`. The page header includes the Amzone LMS logo and navigation links: Home, Dashboard, My courses, Amzone Self Service, and E-Content Report. A blue navigation bar contains 'Assignment', 'Settings', 'Advanced grading', and 'More'. The main content area is titled 'ASSIGNMENT ASP CASE STUDY 1'. It features a 'View' button and a 'Make a submission' button. The assignment details are: 'Opened: Monday, 31 October 2022, 5:00 PM' and 'Due: Thursday, 3 November 2022, 5:00 PM'. The assignment description states: 'A case study is the analysis of a particular instance (or "case") of something to demonstrate quantifiable results as a result of the application of something. In marketing, case studies are used as social proof – to provide buyers with the context to determine whether they're making a good choice.' A link to 'ASP Case Study 1.docx' is provided with a timestamp of '31 October 2022, 2:28 PM'. Below the description are buttons for 'View all submissions' and 'Grade'. The bottom right corner of the page features a signature and the text: 'Registrar Amity University Haryana Manesar Gurgaon-122413'.

BACHELOR OF INTERIOR DESIGN
PREFABRICATED FLOATING HOUSE

SUBMITTED BY
SUBHAM YADAV
A51280319010
2022

UNDER THE SUPERVISION OF
AR. SWATI SHARMA



AMITY INSTITUTE OF DESIGN
DEPARTMENT OF INTERIOR DESIGN
AMITY UNIVERSITY GURGAON, HARYANA- 122413



Registrar

Amity University Haryana
Manesar Gurgaon-122413

PREFABRICATED FLOATING HOUSE

A floating building is a building unit with a flotation system at its base, to allow it to float on water. also floating houses are known as house boat



BASIC PRINCIPAL OF FLOATING HOUSE.

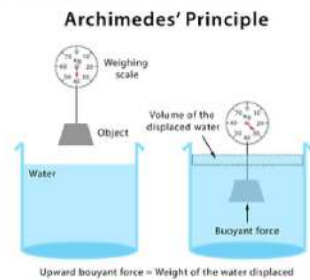
Floating houses do not require foundation and are based on the principle of buoyancy thus are also called buoyant homes.

The houses may be constructed on boats, hollow pipes, light weight pads and similar materials which help in the floating as well taking up loads.

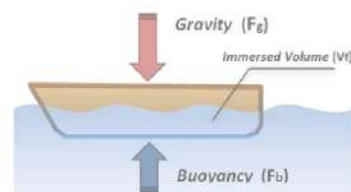
WHAT IS ARCHIMEDE'S PRINCIPAL & BOYANCE FORCE

Archimedes principle states that the force applied by the fluid is equal to the weight of displaced fluid.

When an object is immersed fully or partially in a fluid , the upward force applied by the fluid on the object is same as the weight of fluid displaced by the object



Buoyancy is the tendency of an object to float in a fluid. All liquids and gases in the presence of gravity exert an upward force known as the buoyant force on any object immersed in them



TYPES OF FLOATING HOUSE.

Their are two types of floating house.

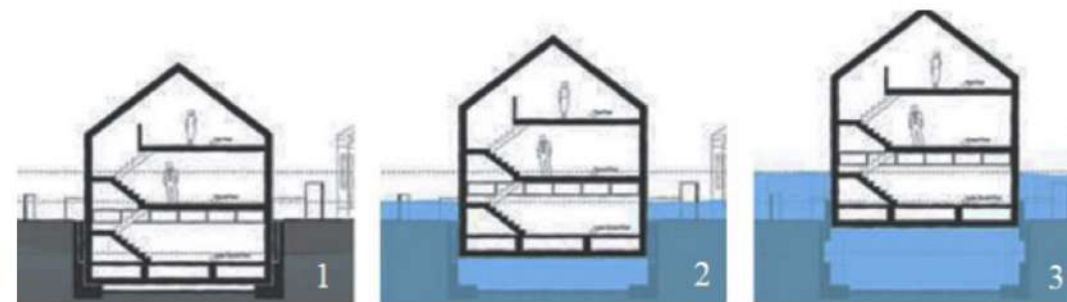
1- Permanent floating house, 2- vertical floating house

Permanent floating house - does not require any foundation as they are also known as house boat and floating house.

Vertical floating house- these are also know as house that float on heavy floods, vertical floating house are the new modern technologies design in which-

A steel frame that holds the flotation blocks which is attached to the underside of the house. There are four 'vertical guidance' poles not far from the corners of the house.

The tops of the poles are attached to the steel frame. The poles telescope out of the ground, allowing the house to move up and down.



ADVANTAGE OF PREFAB FLOATING HOUSE, WHERE IT CAN BE IMPLEMENT AND THE SERVICE PROVIDED IN OUR DESIGN

- 1- It is cost effective and easy to transport.
- 2- quick construction
- 3- Reduction in deforestation

Area where it can be implement-

prefab floating house can be used over where the tourism traffic is less, Due to these houses, we can increase the traffic of tourism and also make those places more productive.

Service provided in our design-

- A. Solar panels are provided for the energy requirements. That help to reduce generator power
- B. Incinolet toilets which burn waste and also help to save the ocean health.
- C. Drinking water is collected from rainstorms and filtered by a filter that is installed inside the floating house.

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Manesar Gurgaon-122413

DESIGN STUDY DATA.

COMPANY NAME - CRUISING HOME
 COMPANY ORIGIN - GERMANY
 WORKING SINCE - 1975

ABOUT THIS COMPANY

It's a German company that design floating house & house boat since 1975, right now cruising home designing a compact floating house for places where it can make a resort on a normal lake. And are also now working all over the world .



LIFE SPAN ON A FLOATING HOUSE?

- 1- Relaxing
- 2- romantic
- 3- Comfortable
- 4- low storage space
- 5- less accommodation
- 6- safe during floods



PLACE WHERE IT HAS TO BE INSTALLED .

Location - Odisha
 Coordinates - 19°43'N 85°19'E
 Max. length - 64.3 km
 Surface area - Min- 900 km sq, Max- 1,165 km sq
 Max depth - 4.2 m
 Water volume - 4 km cube
 Surface elevation - 0-2 m



LAKE ON WHICH THIS HAS TO BE INSTALLED -

Chilika Lake is a brackish water lagoon, spread over the Puri, Khurda and Ganjam districts of Odisha state on the east coast of India, at the mouth of the Daya River, flowing into the Bay of Bengal, covering an area of over 1,100 km2. It is the biggest lake of India after Vembanad Lake.

It is the largest wintering ground for migratory birds on the Indian sub-continent. The lake is home to a number of threatened species of plants and animals

According to a survey, 45 percent of the birds are terrestrial in nature, 32 percent are waterfowl, and 23 percent are waders. The lagoon is also home to 14 types of raptors. Around 152 rare and endangered Irrawaddy dolphins have also been reported. Plus, the lagoon supports about 37 species of reptiles and amphibians

GOVERNMENT SURVEY THAT STATES THAT SORAN TOURISM IS LESS AND THE GUIDELINES FOR LEASING OF TOURISM

GOVERNMENT OF ODISHA
 Odisha Tourism
 Odisha Tourism Development Board
 Bhubaneswar-751003
 Tel: 0674-2531111
 Fax: 0674-2531112
 E-mail: odt@odisha.gov.in

GOVERNMENT OF KHILISA
 Tourism Department
 Soran-751003
 Tel: 0674-2531111
 Fax: 0674-2531112
 E-mail: odt@odisha.gov.in

NOTIFICATION

SUB: GUIDELINES FOR LEASING OF TOURISM PROPERTIES

Department of Tourism, Government of Odisha has developed a number of accommodation properties in the Puri, Khurda, Ganjam, Jajpur, Nayagarh, Sundergarh, Keonjhar, Bargarh, Balasore, Jagatsinghpur, Gajapati, and Jharsuguda districts. The Government of Odisha has decided to lease out these properties to the public for the purpose of tourism. The Government of Odisha has decided to lease out these properties to the public for the purpose of tourism. The Government of Odisha has decided to lease out these properties to the public for the purpose of tourism.

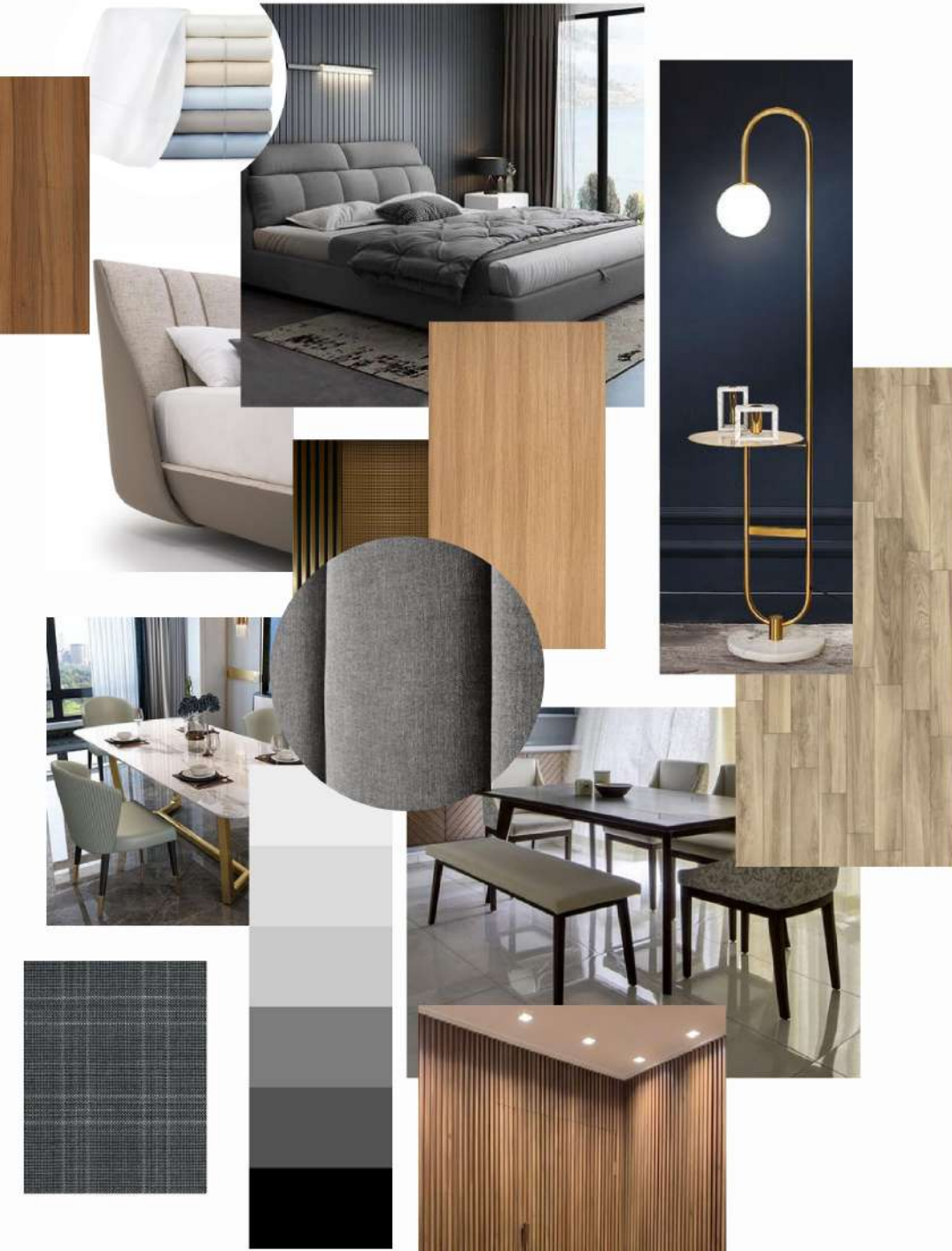
By Order of the District Collector, Soran

Principal Secretary to Govt.

REGISTRAR

Amity University Haryana
Manesar Gurgaon-122413

MOOD BOARD



ABOUT DESIGNING STYLE.

THEIR ARE 10 TYPES OF DESIGN STYLE.

1. Nautical Interior Designing Style
2. Contemporary Interior Design style
3. Traditional interior designing Style
4. Modern style of interior design
5. Industrial interior design style
6. Minimalist interior design style
7. Mediterranean Interior design style
8. Mid century modern interior designing style
9. Eclectic interior designing style

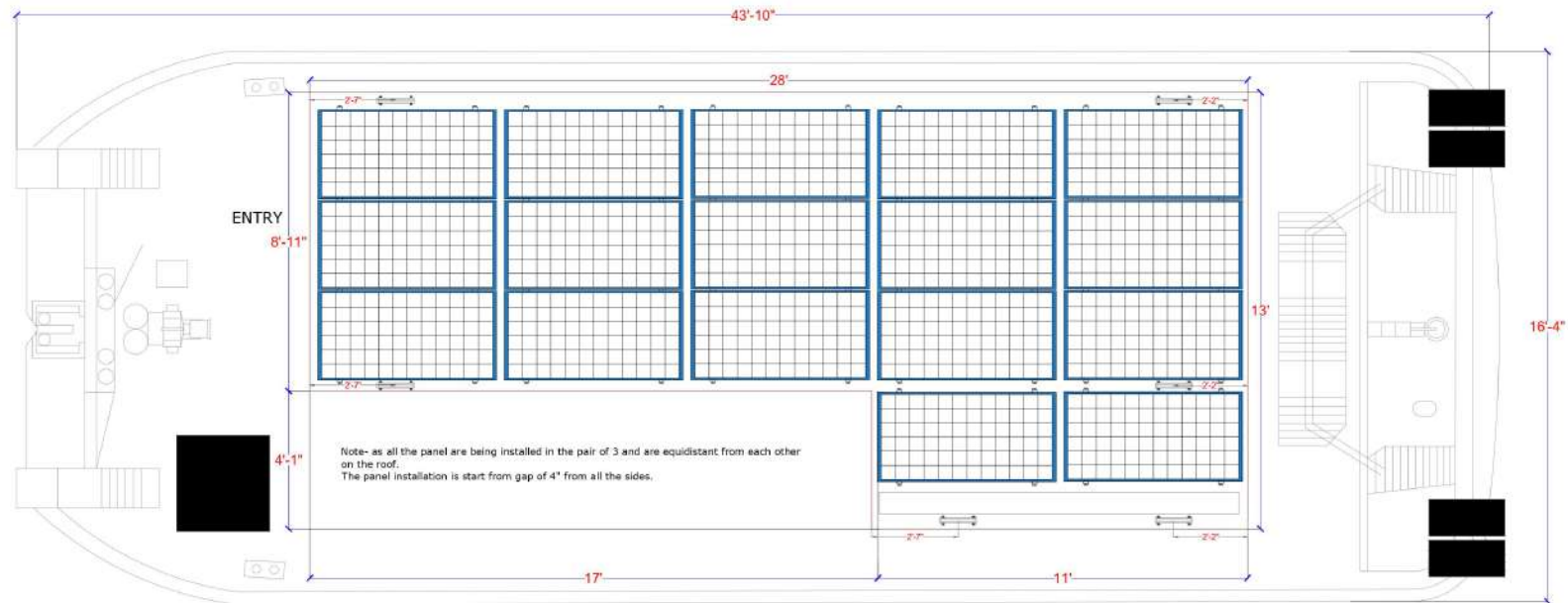
INSIDE MY DESIGNING STYLE I HAD USE 2 TYPES OF STYLE:-

1. Nautical designing - This type of design inside my floating house will depict a positive wave. we will get an image of warm and relaxing view.
2. Minimalist interior design style - this is one of my favorite interior design that comes with minimum accessories and fixture inside

ELEMENTS OF MINIMALIST INTERIOR DESIGN STYLE -

1. The interiors should be simple
2. No vibrant colors or prints is used
3. The furniture inside the room are bare minimum
4. The space inside must be enough to make the atmosphere airy
5. Interiors inside must be drawn and placed with ultra clear lines

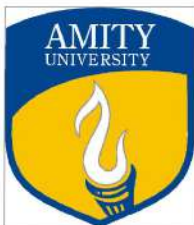

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Loom Solar Panel 125 watt - 12 volt Mono Perc
 Price - Rs. 8500 per panel
 Warranty time period - 25 years
 Total panel installed - 17
 Total amount - Rs. 1,44,500



Bull dog anchor grip - lifting load about 7 Tons
 Price - Rs. 300 per panel
 Total bull dog anchor grip- 6 pieces
 Total amount- Rs. 1,800



PROJECT TITLE
 SOLAR PLATE
 INSTALLATION PLAN

UNITS
 FT

SCALE
 $\frac{1}{4}$

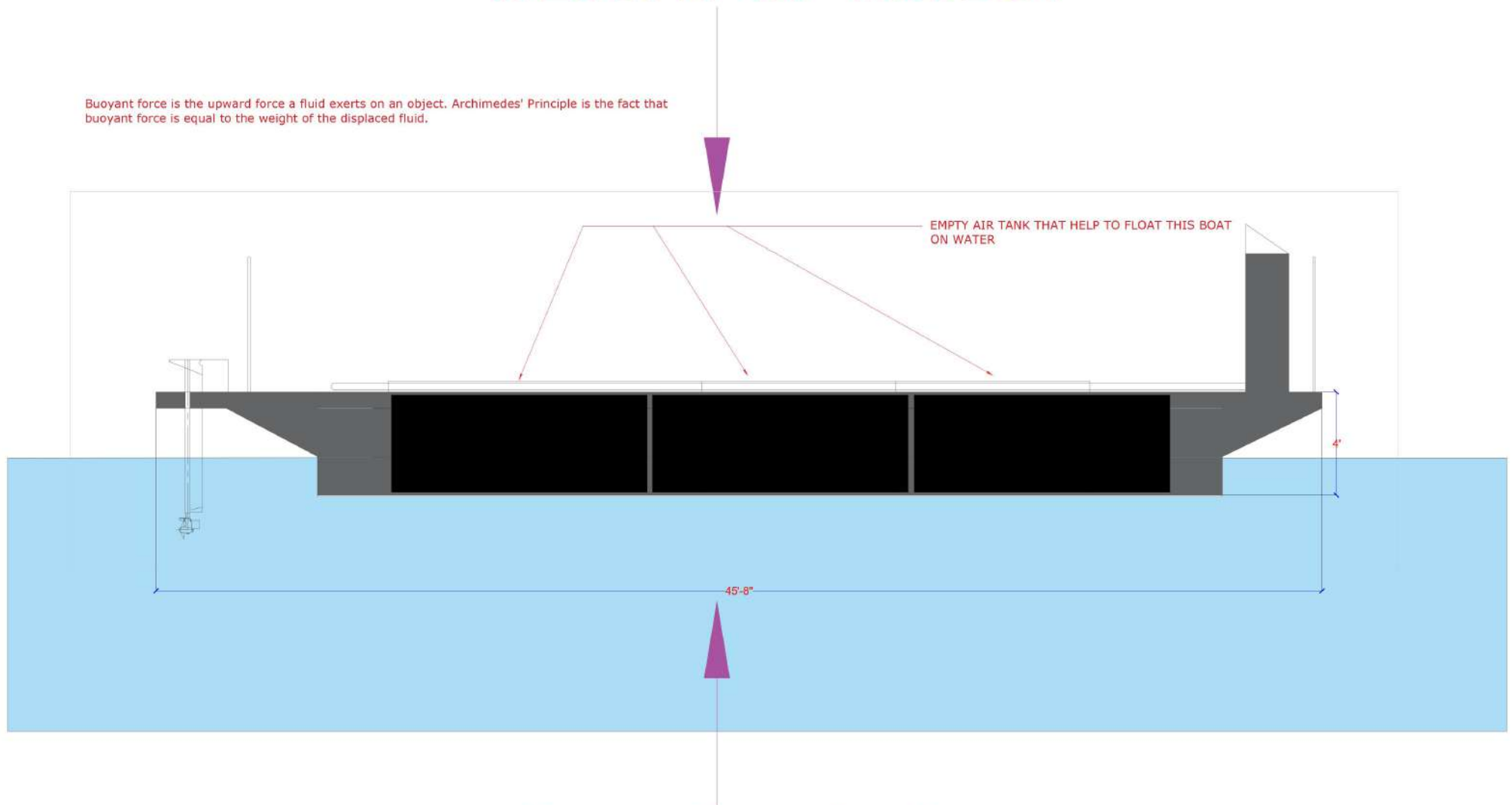
REMARK

NAME- SUBHAM YADAV
 ENROLLMENT NO- A51280319010
 DATE- 22/12/2022
 SUBJECT- AIDS

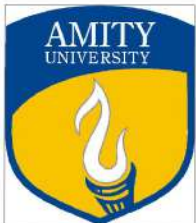
Manish
 PAGE NO
 Registrar
 Amity University Haryana
 Manesar Gurgaon-122413
 02

WEIGHT OF OBJECT

Buoyant force is the upward force a fluid exerts on an object. Archimedes' Principle is the fact that buoyant force is equal to the weight of the displaced fluid.



BOYANCE FORCE



PROJECT TITLE
 FLOATING BOAT
 AIR TANK ELEVATION

UNITS
 FT

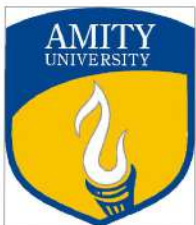
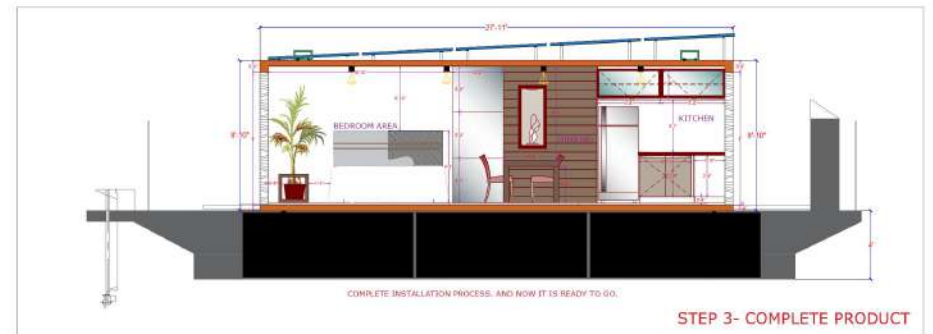
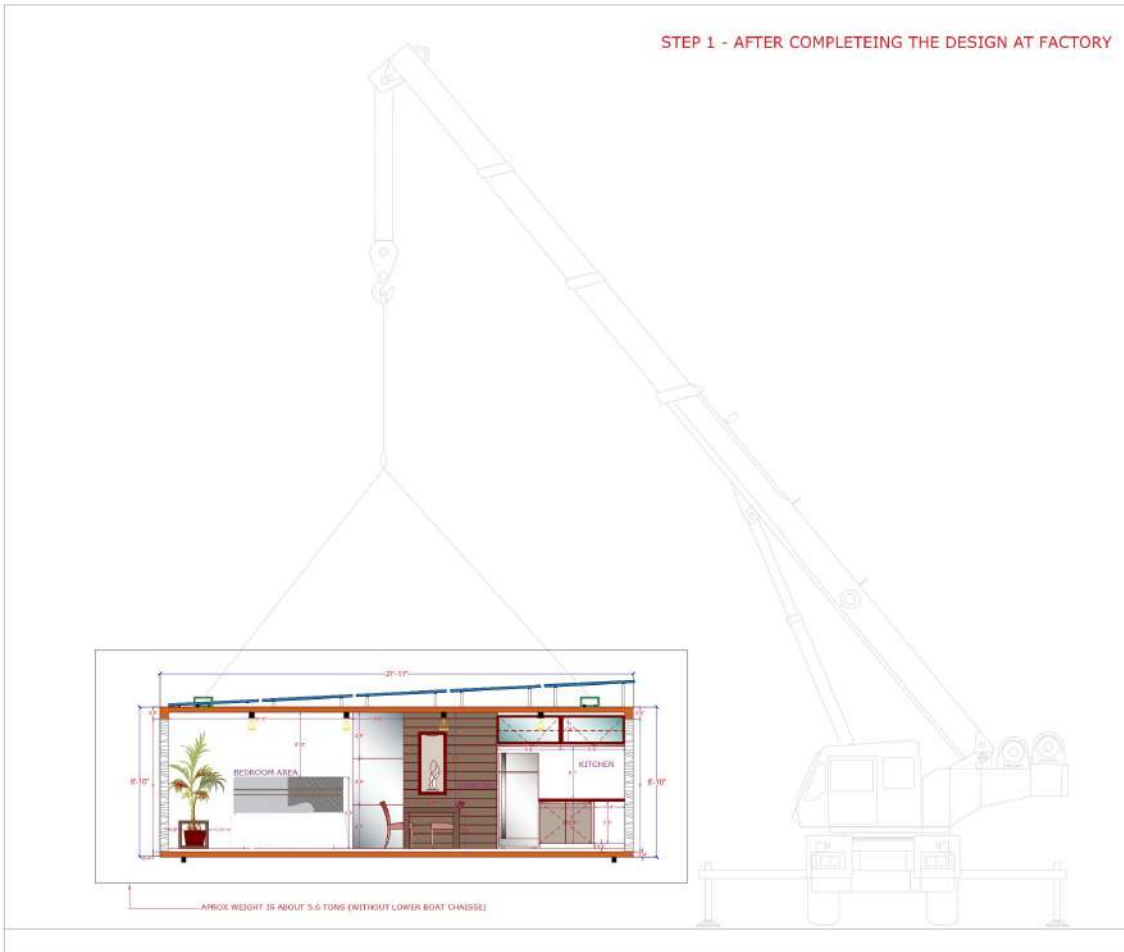
SCALE
 $\frac{1}{4}$

REMARK

NAME- SUBHAM YADAV
 ENROLLMENT NO- A51280319010
 DATE- 22/12/2022
 SUBJECT- AIDS

Manish
 PAGE NO
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 Manesar Gurgaon-122413
05

STEP 1 - AFTER COMPLETEING THE DESIGN AT FACTORY



PROJECT TITLE

PREFAB FLOATING HOUSE
INSTALLATION PROCESS WITH
SUNDANCE YATCH CHASSIS.

UNITS

FT

SCALE

$\frac{1}{8}$

REMARK

NAME- SUBHAM YADAV

ENROLLMENT NO- A51280319010

DATE- 22/12/2022

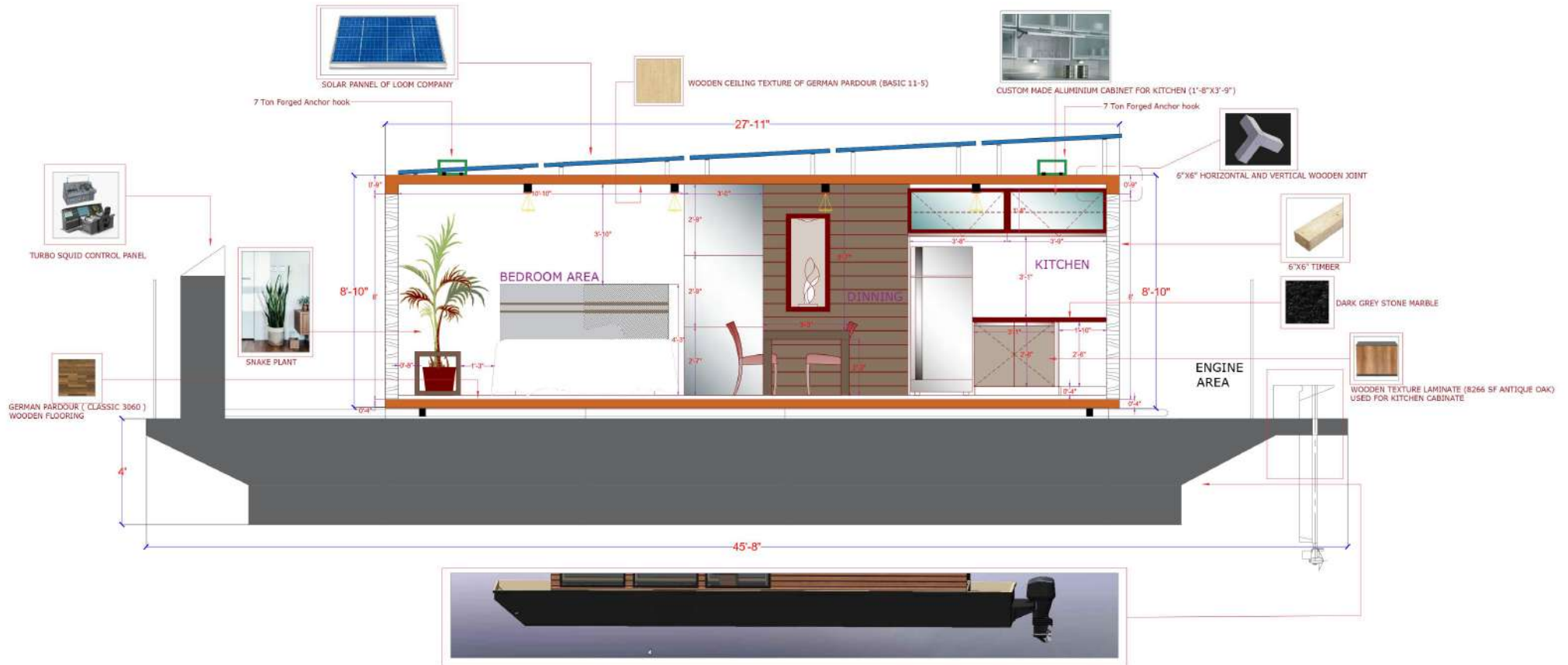
SUBJECT-AIDS

PAGE NO

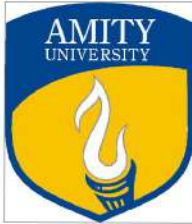
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Manesar Gurgaon-122413

06



SUNDANCE YACHT CHASSIS
SECTIONAL ELEVATION AT - A (01-02)



PROJECT TITLE
SECTIONAL ELEVATION
AT- A(01-02)

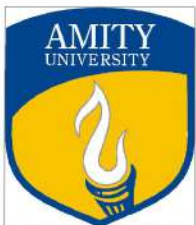
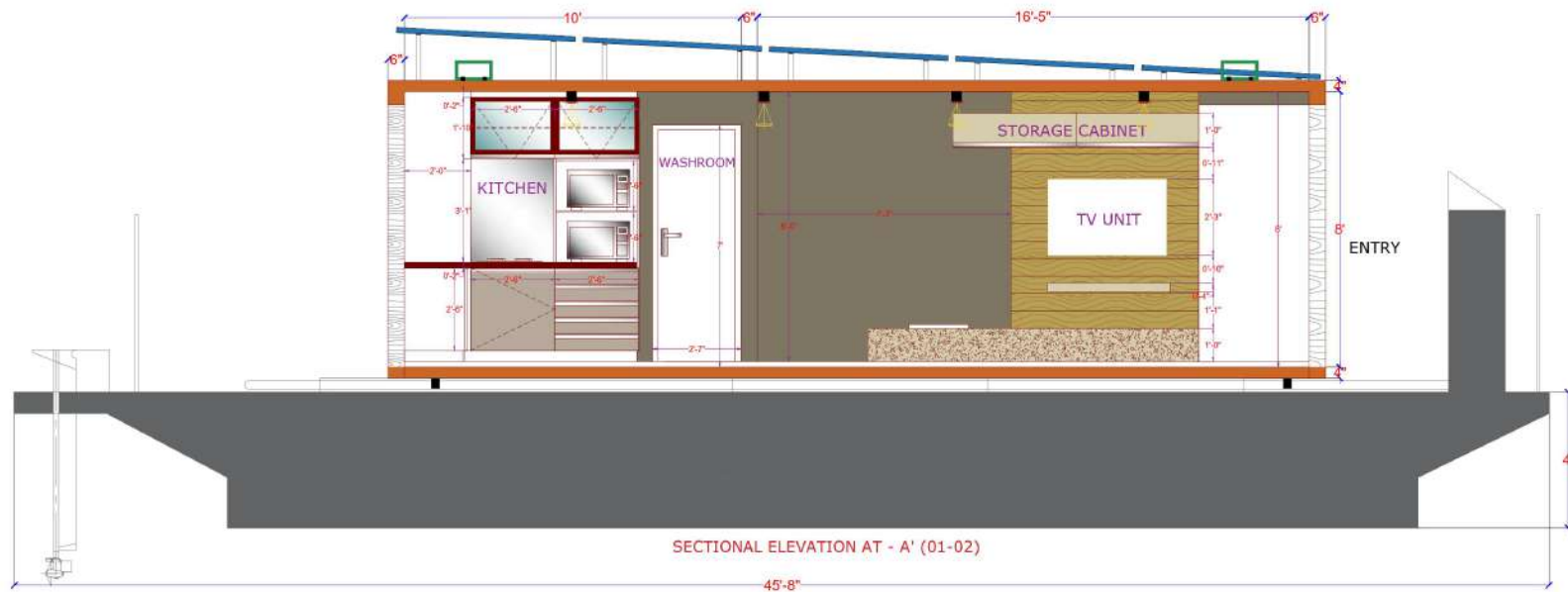
UNITS
FT

SCALE
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REMARK

NAME- SUBHAM YADAV
ENROLLMENT NO- A51280319010
DATE- 22/12/2022
SUBJECT-AIDS


 PAGE NO
 Registrar
 Amity University Haryana
 Manesar Gurgaon-122413
07



PROJECT TITLE
SECTIONAL ELEVATION
AT- A'(01-02)

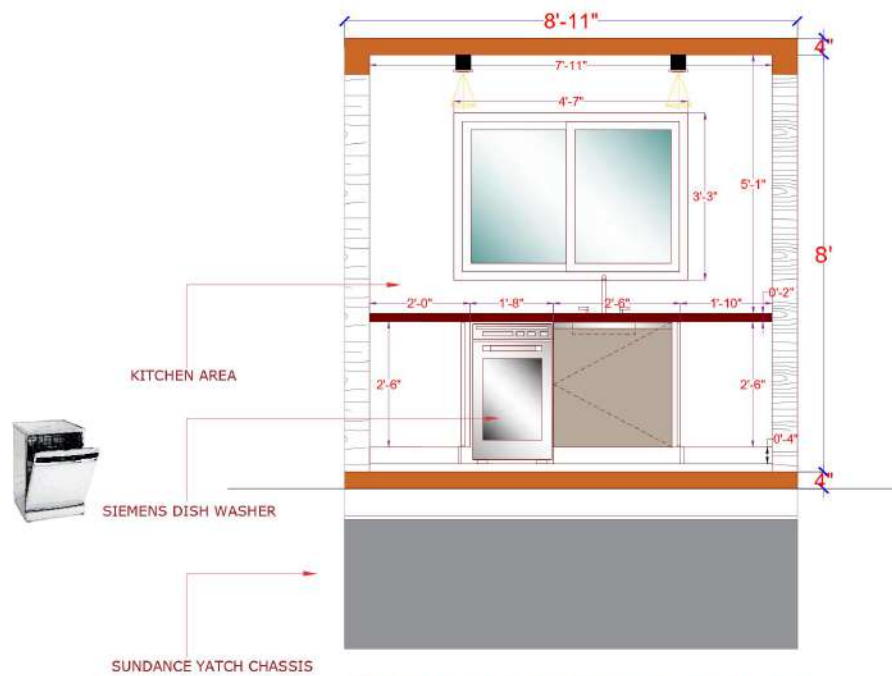
UNITS
FT

SCALE
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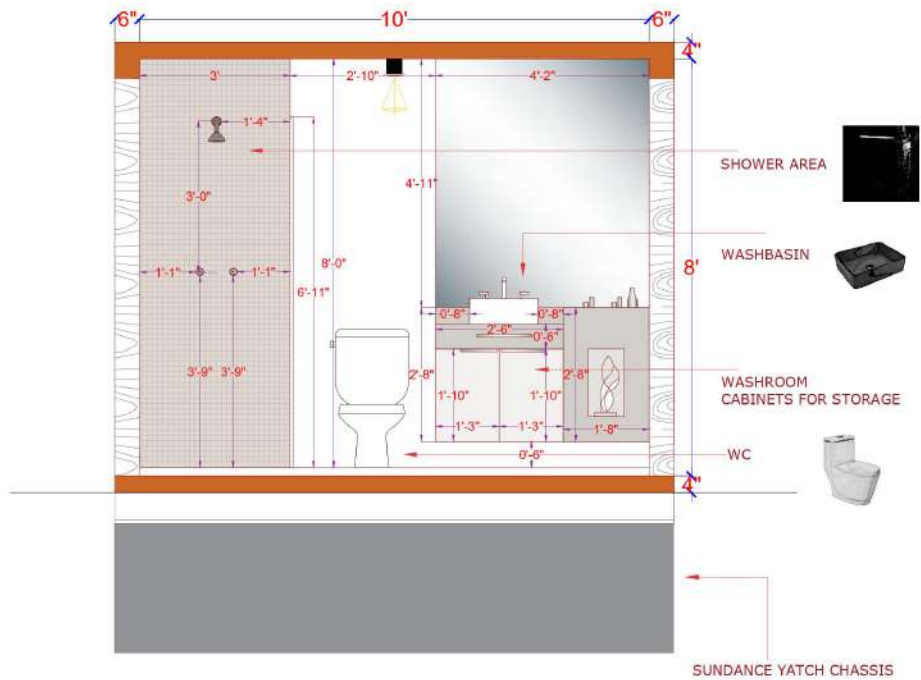
REMARK

NAME- SUBHAM YADAV
ENROLLMENT NO- A51280319010
DATE- 22/12/2022
SUBJECT- AIDS

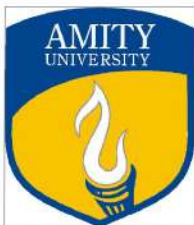
M. S. Yadav
PAGE NO
Registrar
08
Amity University Haryana
Manesar Gurgaon-122413



SECTIONAL ELEVATION AT - B' (01-02)



SECTIONAL ELEVATION AT - B (01-02)



PROJECT TITLE
SECTIONAL ELEVATION
AT- B(01-02), B'(01-02)

UNITS
FT

SCALE
3
8

REMARK

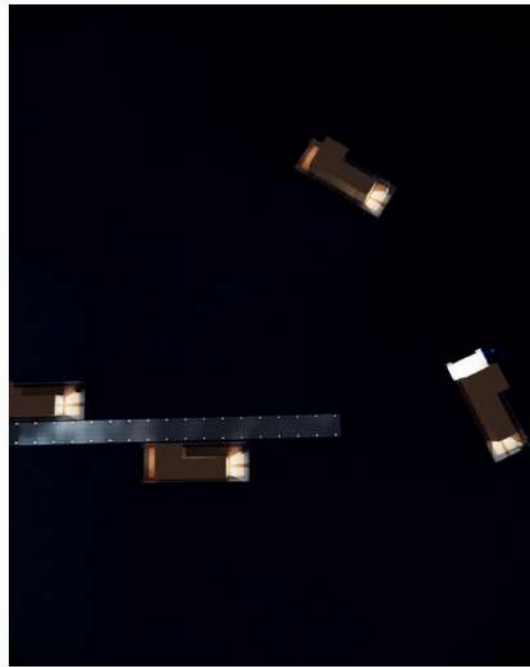
NAME- SUBHAM YADAV
ENROLLMENT NO- A51280319010
DATE- 22/12/2022
SUBJECT-AIDS

Manish
PAGE NO
Registrar
09
Amity University Haryana
Manesar Gurgaon-122413

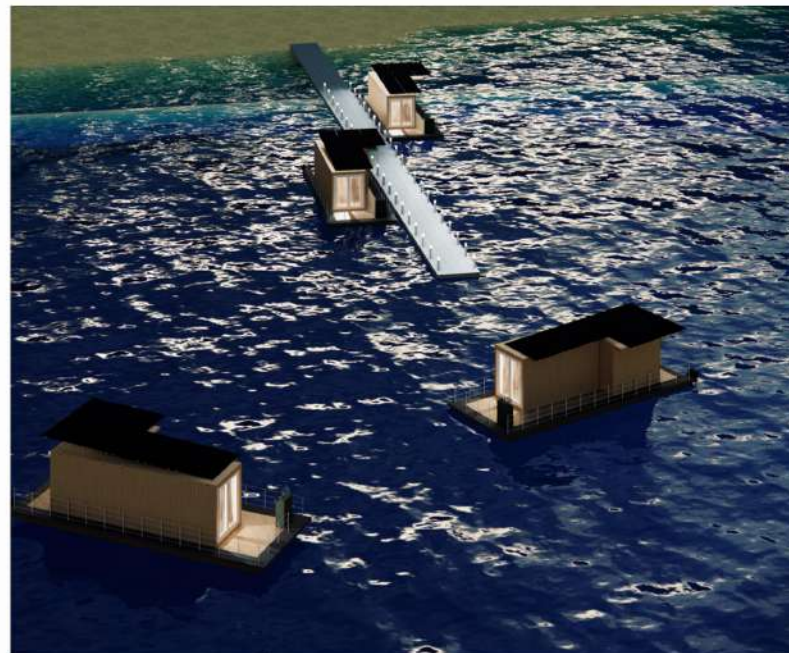
FLOATING HOUSE EXTERIOR DESIGN



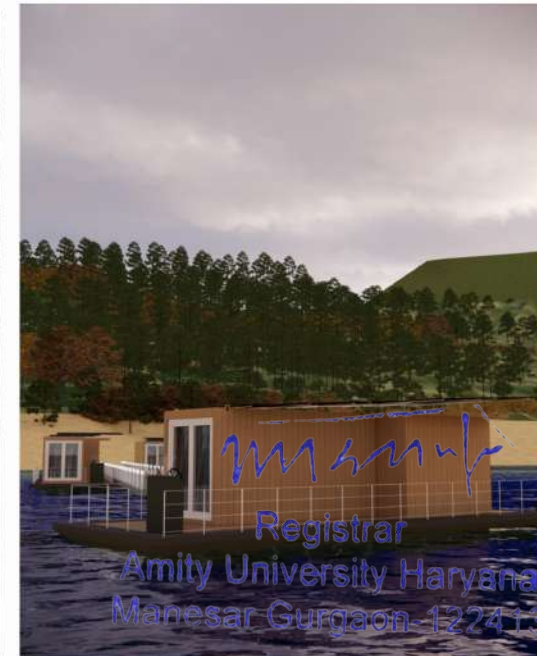
EXTERIOR NIGHT VIEW



EXTERIOR BIRD EYE VIEW



EXTERIOR DAY TOP EYE VIEW



EXTERIOR DAY LIGHT VIEW

FLOATING HOUSE EXTERIOR DESIGN

BEDROOM DESIGN



WASHROOM DESIGN




DINING + BEDROOM DESIGN



KITCHEN DESIGN




Registrar
Amity University Haryana
Manesar Gurgaon-122413



Directorate of Outcome
Outcome Report (Event/Activity Organized @ AUH)

1. General Information

Date: 09/03/2022

Event Type: Indian Regional Cuisine Culinary Workshop Series

Event Title: Delhi 6 Street Food By Women For Women Culinary Workshop

Event Theme: Delhi Cuisine & International Women's Day

Venue: Food & Beverage Service Lab cum Basic Training Restaurant, Amity School of Hospitality (ASH)

Web/Video Link of the Event: N/A

Organized by: Amity School of Hospitality (ASH)

In collaboration with: None

Event Level: Institutional

Student Participation*: No. of Students from AUH (Course wise):- 13 (BHM)

Faculty Participation*: No. of Faculty Members from AUH (Deptt. wise):- 11 (ASH)

Participation from outside AUH*: No. of Students & Faculty Members- NIL

(Enclose attendance sheets in given format)

Event Coordinator(s) with designation:

1. Ms. Kumari Shiwani – Assistant Professor
2. Dr. Ruchika Kulshrestha - Assistant Professor
3. Ms. Poonam Yadav – Office Assistant
4. Ms. Asma Mahmood – Lab Assistant

Details of Expert/Speaker/Resource Person/Judge: NIL

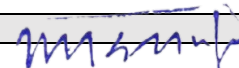
SN	Country Name	Expert Name	Organization Name	Designation	Specialization	Contact No.	E-mail Id	CV of Expert (Yes/No)	Major Areas where Amity can Collaborate with expert	Recommended by
1										
2										

Criteria of Inviting Resource Person/Judge/Speaker/Judge (Write a paragraph): N/A

Were the guest known in advance and if yes, from what previous interaction (Write a paragraph)?

N/A

2. Outcome of the Event with Time Lines (Proposed/Achieved)

Envisaged Outcome	Tangible/Intangible	Achieved/Proposed	Target date & responsibilities (if proposed)	Details of outcome
1. Outcome related to Academia Connect				
a) Collaborations for Research Papers / Conference Papers/ Book Chapter etc.	Intangible			
b) Collaborations & MOU for Research Guidance [PhD, PG & UG (summer training, Dissertation)] & Projects/Use of Instruments etc.	Intangible			
c) Collaboration for Funded Projects	Intangible			
2. Outcome related to Industry Connect				
a) Placement	Intangible			 Registrar Amity University Haryana Manesar Gurgaon-122413
b) Collaborations for Research Papers	Intangible			
c) Collaborations & MOU for Research Guidance [PhD, PG & UG (summer training, Dissertation)] & Projects/Use of Instruments	Intangible			

d) Collaboration for Funded Projects	Intangible			
3. Outcome related to Society Outreach				
a) Benefit to society in terms of Health & Hygiene	Intangible			
b) Benefit to society in terms of Education	Intangible			
4. Outcome related to Students Learning & Grooming				
The BHM 4 th Sem Students of ASH learnt to cook, garnish, present & serve Delhi Cuisine food & beverage items.				
5. Any other - NIL				

3. Event Report along with glimpses of the event (Photographs)

3.1 General Introduction of the Event – ASH conducted ‘Delhi 6 Street Food By Women For Women Culinary Workshop’ as a part of ‘Indian Regional Cuisine Culinary Workshop Series’ to celebrate ‘International Women’s Day 2022’ on 9th March 2022 at Food & Beverage Service Lab cum Basic Training Restaurant. The Delhi Cuisine Menu was designed which included the following food & beverage items:

- i. Gol Gappe
- ii. Dahi Bhalle
- iii. Tikki Chole
- iv. Chole Bhature
- v. Veg Biryani
- vi. Jalebi with Rabri

This Delhi Cuisine Menu was prepared by women of ASH comprising of 2 Faculty Members, 1 Office Assistant, 1 Lab Assistant & 13 BHM 4th Sem Students at Food & Beverage Production Lab. 32 Coupons were sold to other AUH women faculty & staff members on first come first serve basis @ 200 Rs/- per coupon. Later, when the coupon buyers came during the lunch hours, the Delhi Cuisine menu items were served as per hospitality standard operating procedures.

3.2 Inspiration & Objectives of the Event: To make BHM 4th Sem Students of ASH cook, garnish, present & serve Delhi Cuisine food & beverage items.

3.3 Brief about the address/talk of speakers: N/A

3.4 ‘Take Homes’ for the Guest and Attendees: The guests (coupon buyers) praised a lot about taste, aroma, texture, presentation and quality of food & its service. The attendees (ASH Faculty, Staff & Students) are excited with the success of Delhi 6 Street Food By Women For Women Culinary Workshop.

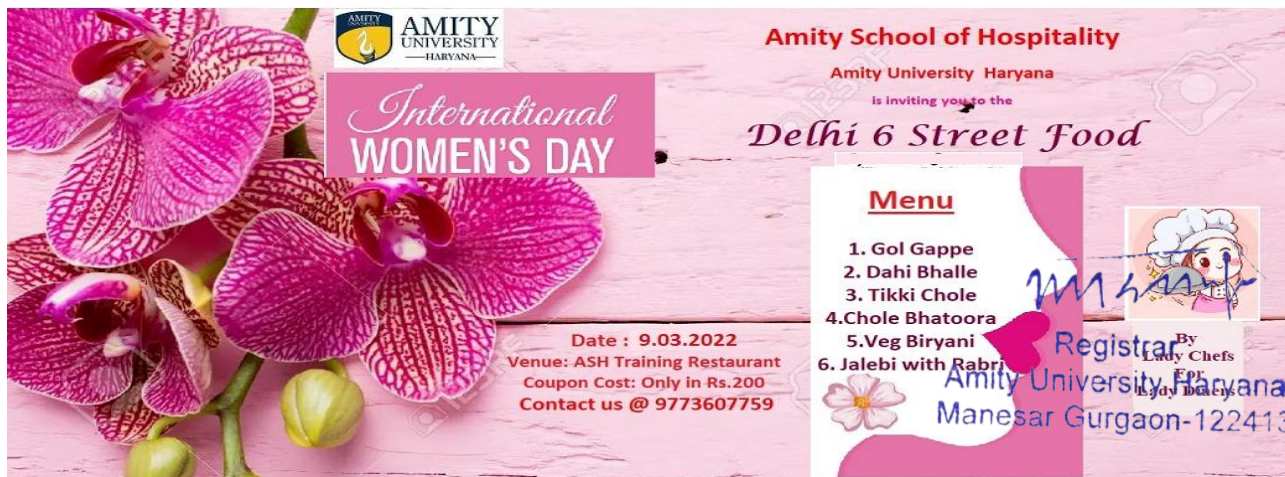
3.5 Future plan for utilizing the contacts developed with the Invited Guests: N/A

3.6 Budget of the Event (Budget Sanctioned, Total Expenditure & Revenue Generated): Self-Financed

3.7 Details of Awards if Any: NIL

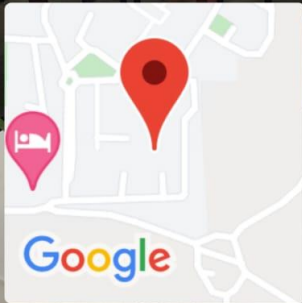
Awardee Details	Award / Position / Recognition Secured	Title of Innovation/ Start-up Secured the Award / Recognition	Award/Recognition/ Achievement Received for

3.8 Photographs with caption (also share high resolution JPEG files of photographs)

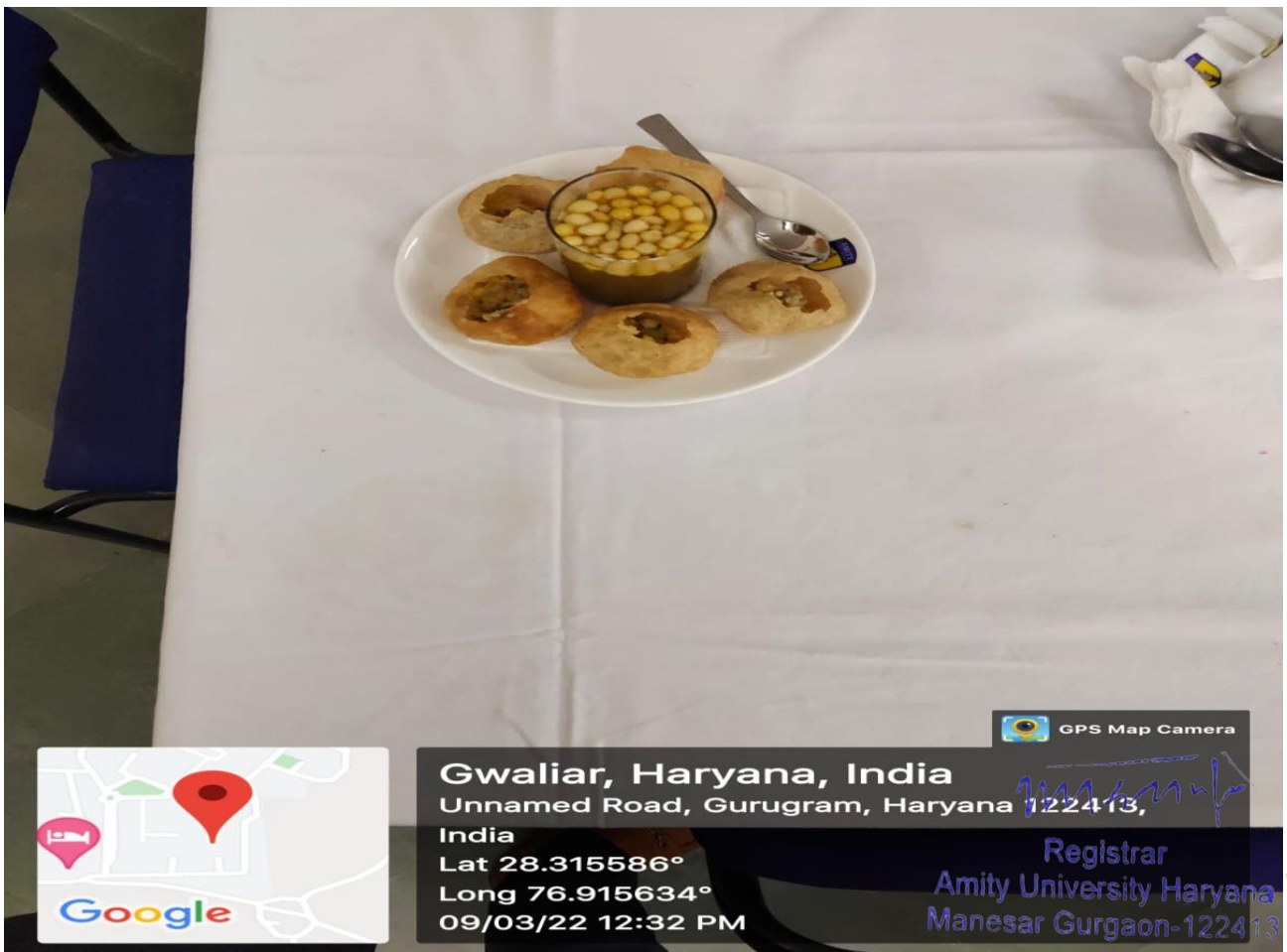




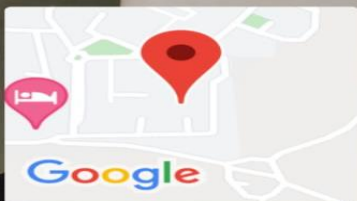
GPS Map Camera



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Unnamed Road, Gurugram, Haryana 122413, India
Lat 28.315598°
Long 76.915599°
09/03/22 12:19 PM

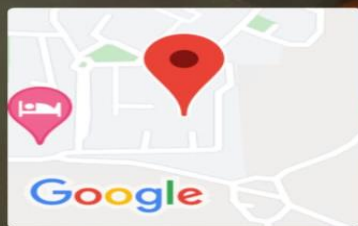
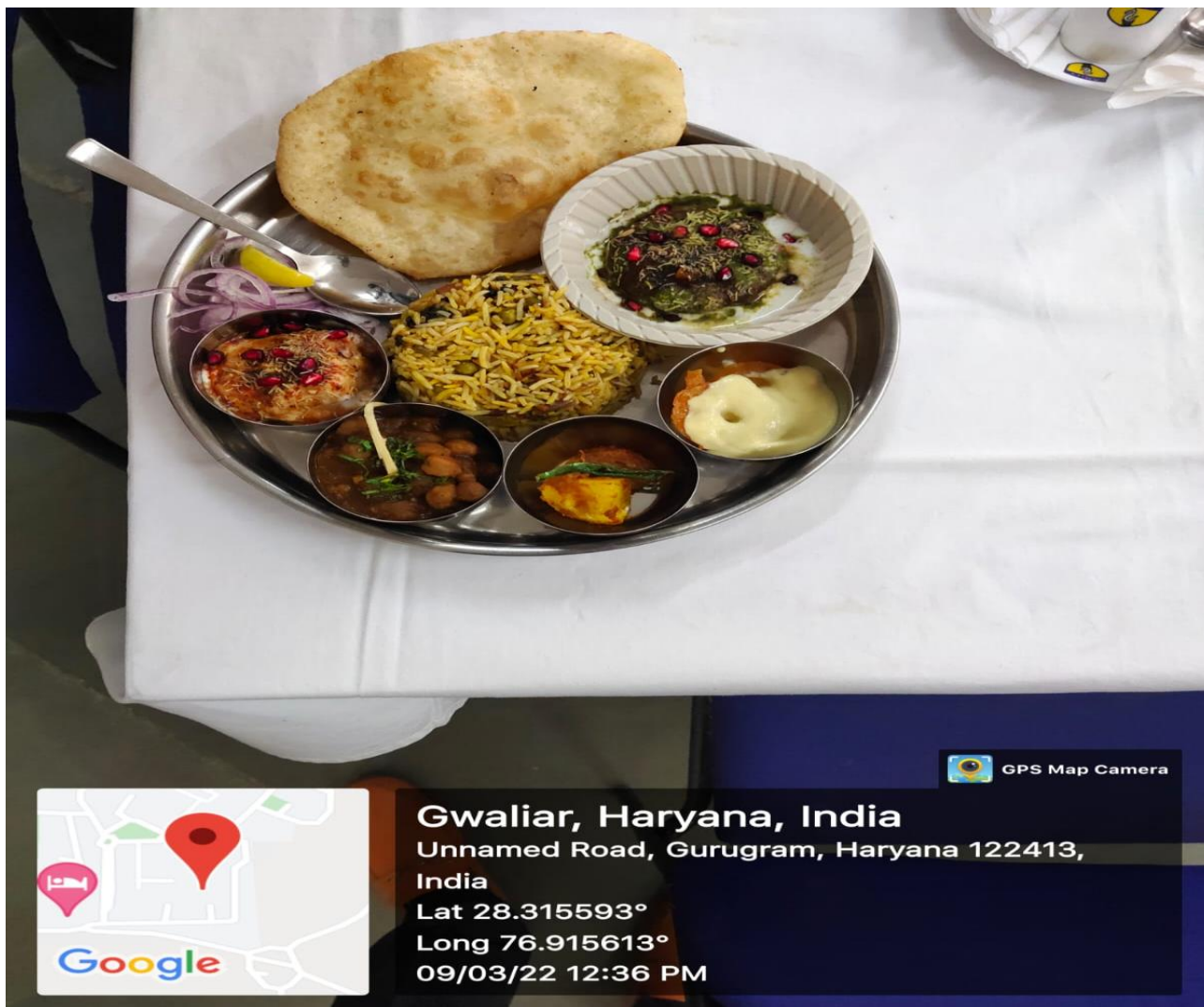


GPS Map Camera



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Long 76.915634°
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[Handwritten Signature]
Registrar
Amity University Haryana
Manesar Gurgaon-122413



Gwalior, Haryana, India
 Unnamed Road, Gurugram, Haryana 122413,
 India
 Lat 28.315593°
 Long 76.915613°
 09/03/22 12:36 PM

3.9 Attendance Details of Faculty, Staff & Students

S. No.	Participant Faculty & Staff Name	School	Designation
1	Mr. Arunangshu Bhattacharya	ASH	Professor & HOI
2	Dr. Kunal Seth	ASH	Professor & HOD
3	Mr. Subrata Pal	ASH	Associate Professor
4	Mr. Subir Kumar Malakar	ASH	Associate Professor
5	Ms. Kumari Shiwani	ASH	Assistant Professor
6	Mr. Vinod Kumar Chauhan	ASH	Assistant Professor
7	Mr. Mohd Soyav	ASH	Assistant Professor
8	Dr. Ruchika Kulshrestha	ASH	Assistant Professor

[Handwritten Signature]
 Registrar
 Amity University Haryana
 Manesar Gurgaon-122413

9	Mr. Abhimanyu Awasthi	ASH	Assistant Professor
10	Mr. Abhishek Roy	ASH	Assistant Professor
11	Mr. Akshay Nain	ASH	Teaching Associate
12	Ms. Poonam Yadav	ASH	Office Assistant
13	Mr. Mansoor Ahmad	ASH	Lab Assistant
14	Ms. Asma Mahmood	ASH	Lab Assistant

S. No.	Participant Student Name	School	Programme & Semester
1	Mr. PRIYANSH JOSHI	ASH	BHM 4 th Sem
2	Mr. HIMANSHU KUMAR	ASH	BHM 4 th Sem
3	Mr. ARJUN RAWAT	ASH	BHM 4 th Sem
4	Mr. YAJUSH AGARWAL	ASH	BHM 4 th Sem
5	Mr. JATIN KUMAR HANS	ASH	BHM 4 th Sem
6	Ms. HIMANSHI TAAK	ASH	BHM 4 th Sem
7	Ms. YASHIKA GOYAL	ASH	BHM 4 th Sem
8	Mr. DEEPANSHU VASHISTH	ASH	BHM 4 th Sem
9	Mr. VIKAS VASHISHT	ASH	BHM 4 th Sem
10	Mr. SONI SHIVANSH MANOJKUMAR	ASH	BHM 4 th Sem
11	Ms. AYUSHI SINGH	ASH	BHM 4 th Sem
12	Mr. ANURAG AGRAWAL	ASH	BHM 4 th Sem
13	Mr. HITESH	ASH	BHM 4 th Sem

A. Bhattacharya

Signature of HOI

Akshay Agin

Signature of the DOO Coordinator

Mansoor

Registrar
Amity University Haryana
Manesar Gurgaon-122413



Directorate of Outcome
Outcome Report (Event/Activity Organized @ AUH)

1. General Information

Date: 04/03/2022

Event Type: Indian Regional Cuisine Culinary Workshop Series

Event Title: Punjabi Cuisine Culinary Workshop

Event Theme: Punjabi Cuisine

Venue: Food & Beverage Service Lab cum Basic Training Restaurant, Amity School of Hospitality (ASH)

Web/Video Link of the Event: N/A

Organized by: Amity School of Hospitality (ASH)

In collaboration with: None

Event Level: Institutional

Student Participation*: No. of Students from AUH (Course wise):- 11 (BHM)

Faculty Participation*: No. of Faculty Members from AUH (Deptt. wise):- 11 (ASH)

Participation from outside AUH*: No. of Students & Faculty Members- NIL

(Enclose attendance sheets in given format)

Event Coordinator(s) with designation:

1. Chef Dr. Kunal Seth – Professor & HOD
2. Chef Mr. Subir Kumar Malakar - Associate Professor
3. Chef Mr. Vinod Kumar Chauhan - Assistant Professor
4. Chef Mr. Mansoor Ahmad – Lab Assistant

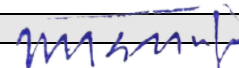
Details of Expert/Speaker/Resource Person/Judge: NIL

SN	Country Name	Expert Name	Organization Name	Designation	Specialization	Contact No.	E-mail Id	CV of Expert (Yes/No)	Major Areas where Amity can Collaborate with expert	Recommended by
1										
2										

Criteria of Inviting Resource Person/Judge/Speaker/Judge (Write a paragraph): N/A

Were the guest known in advance and if yes, from what previous interaction (Write a paragraph)?
N/A

2. Outcome of the Event with Time Lines (Proposed/Achieved)

Envisaged Outcome	Tangible/Intangible	Achieved/Proposed	Target date & responsibilities (if proposed)	Details of outcome
1. Outcome related to Academia Connect				
a) Collaborations for Research Papers / Conference Papers/ Book Chapter etc.	Intangible			
b) Collaborations & MOU for Research Guidance [PhD, PG & UG (summer training, Dissertation)] & Projects/Use of Instruments etc.	Intangible			
c) Collaboration for Funded Projects	Intangible			
2. Outcome related to Industry Connect				
a) Placement	Intangible			
b) Collaborations for Research Papers	Intangible			
c) Collaborations & MOU for Research Guidance [PhD, PG & UG (summer training, Dissertation)] & Projects/Use of Instruments	Intangible			 Registrar Amity University Haryana Manesar Gurgaon-122413

d) Collaboration for Funded Projects	Intangible			
3. Outcome related to Society Outreach				
a) Benefit to society in terms of Health & Hygiene	Intangible			
b) Benefit to society in terms of Education	Intangible			
4. Outcome related to Students Learning & Grooming				
The BHM 4 th Sem Students of ASH learnt to cook, garnish, present & serve punjabi cuisine food & beverage items.				
5. Any other - NIL				

3. Event Report along with glimpses of the event (Photographs)

3.1 General Introduction of the Event – ASH conducted ‘Punjabi Cuisine Culinary Workshop’ as a part of ‘Indian Regional Cuisine Culinary Workshop Series’ on 4th March 2022 at Food & Beverage Service Lab cum Basic Training Restaurant. The punjabi menu was designed which included the following food & beverage items:

- i. Jal Jeera
- ii. Kadhai Paneer
- iii. Matar Pulav
- iv. Dal Amritsari
- v. Raita
- vi. Gobhi Adraki
- vii. Mooli Kas
- viii. Laccha Paratha
- ix. Tawa Naan
- x. Chutney
- xi. Papad
- xii. Aachar
- xiii. Gajar Halwa

This punjabi menu was prepared by Food & Beverage Production Team comprising of 3 Faculty Members, 1 Lab Assistant & 11 BHM 4th Sem Students at Food & Beverage Production Lab. 20 Coupons were sold to other AUH faculty & staff members on first come first serve basis @ 200 Rs/- per coupon. Later, when the coupon buyers came during lunch hours, the punjabi menu items were served as per hospitality standard operating procedures.

3.2 Inspiration & Objectives of the Event: To make BHM 4th Sem Students of ASH cook, garnish, present & serve punjabi cuisine food & beverage items.

3.3 Brief about the address/talk of speakers: N/A

3.4 ‘Take Homes’ for the Guest and Attendees: The guests (coupon buyers) praised a lot about taste, aroma, texture, presentation and quality of food & its service. The attendees (ASH Faculty, Staff & Students) are excited with the grand inauguration & success of Indian Regional Cuisine Culinary Workshop Series & are looking forward to continue with tremendous enthusiasm in coming weeks ahead.

3.5 Future plan for utilizing the contacts developed with the Invited Guests: N/A

3.6 Budget of the Event (Budget Sanctioned, Total Expenditure & Revenue Generated): Self-Financed

3.7 Details of Awards if Any: NIL

Awardee Details	Award / Position / Recognition Secured	Title of Innovation/ Start-up Secured the Award / Recognition	Award/Recognition/ Achievement Received for

3.8 Photographs with caption (also share high resolution JPEG files of photographs)


 Registrar
 Amity University Haryana
 Manesar Gurgaon-122413

*You're
Invited!*

*Traditional food with
contemporary twist*



INDIAN REGIONAL CULINARY WORKSHOP SERIES
AMITY SCHOOL OF HOSPITALITY

LUNCH AT TRAINING RESTAURANT, ASH

4TH OF MARCH, 2022

1:00PM TO 1:45PM

REACH US AT:-8810525416 (ARJUN)

9265166881 (SHIVANSH)

NOTE:-

1. ENTRY BEFORE 1:30PM AFTERNOON.

2. ONLY 20 COUPONS WILL BE SOLD.

**ONLY @200RS
PER COUPON**


Registrar
Amity University Haryana
Manesar Gurgaon-122413



AMITY
UNIVERSITY

BALLE BALLE

PUNJAB
di
GALI

MENU

JAL JEERA

KADHAI PANEER

MATAR PULAV

DAL AMRITSARI

RAITTA

GOBI ADRAKI

MOOLI KAS

LACCHA

PARATHA

TAWA NAAN

CHUTNEY/PAPAD

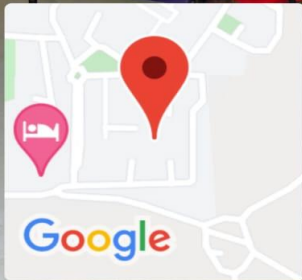
/AACHAR

GAJAR HALWA

CONTACT US

02222222222

Registrar
DATE: 4TH MARCH 2022
Amity University Haryana
Manesar Gurgaon-122413



Gwalior, Haryana, India
Hostel, Gwalior, Haryana 122015, India
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Long 76.915473°
04/03/22 01:17 PM



Manoj Kumar
Registrar
Amity University Haryana
Manesar Gurgaon-122413

3.9 Attendance Details of Faculty & Students

S. No.	Participant Faculty & Staff Name	School	Designation
1	Mr. Arunangshu Bhattacharya	ASH	Professor & HOI
2	Dr. Kunal Seth	ASH	Professor & HOD
3	Mr. Subrata Pal	ASH	Associate Professor
4	Mr. Subir Kumar Malakar	ASH	Associate Professor
5	Ms. Kumari Shiwani	ASH	Assistant Professor
6	Mr. Vinod Kumar Chauhan	ASH	Assistant Professor
7	Mr. Mohd Soyav	ASH	Assistant Professor
8	Dr. Ruchika Kulshrestha	ASH	Assistant Professor
9	Mr. Abhimanyu Awasthi	ASH	Assistant Professor
10	Mr. Abhishek Roy	ASH	Assistant Professor
11	Mr. Akshay Nain	ASH	Teaching Associate
12	Ms. Poonam Yadav	ASH	Office Assistant
13	Mr. Mansoor Ahmad	ASH	Lab Assistant
14	Ms. Asma Mahmood	ASH	Lab Assistant

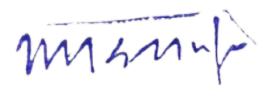
S. No.	Participant Student Name	School	Programme & Semester
1	Mr. PRIYANSH JOSHI	ASH	BHM 4 th Sem
2	Mr. HIMANSHU KUMAR	ASH	BHM 4 th Sem
3	Mr. ARJUN RAWAT	ASH	BHM 4 th Sem
4	Mr. JATIN KUMAR HANS	ASH	BHM 4 th Sem
5	Ms. HIMANSHI TAAK	ASH	BHM 4 th Sem
6	Ms. YASHIKA GOYAL	ASH	BHM 4 th Sem
7	Mr. VIKAS VASHISHT	ASH	BHM 4 th Sem
8	Mr. SONI SHIVANSH MANOJKUMAR	ASH	BHM 4 th Sem
9	Ms. AYUSHI SINGH	ASH	BHM 4 th Sem
10	Mr. ANURAG AGRAWAL	ASH	BHM 4 th Sem

A. Bhattacharya

Signature of HOI

Akshay Singh

Signature of the DOO Coordinator



Registrar
Amity University Haryana
Manesar Gurgaon-122413



Directorate of Outcome
Outcome Report (Event/Activity Organized @ AUH)

1. General Information

Date: 16/03/2022
Event Type: Indian Regional Cuisine Culinary Workshop Series
Event Title: Rang Dhanak - North Indian Cuisine Culinary Workshop
Event Theme: North Indian Cuisine & Holi
Venue: Food & Beverage Service Lab cum Basic Training Restaurant, Amity School of Hospitality (ASH)
Web/Video Link of the Event: N/A
Organized by: Amity School of Hospitality (ASH)
In collaboration with: None
Event Level: Institutional
Student Participation*: No. of Students from AUH (Course wise):- 17 (BHM) & 6 (BTM)
Faculty Participation*: No. of Faculty Members from AUH (Deptt. wise):- 9 (ASH)
Participation from outside AUH*: No. of Students & Faculty Members- NIL
(Enclose attendance sheets in given format)
Event Coordinator(s) with designation:

1. Chef Dr. Kunal Seth – Professor & HOD
2. Chef Mr. Subir Kumar Malakar - Associate Professor
3. Chef Mr. Vinod Kumar Chauhan - Assistant Professor
4. Chef Mr. Mansoor Ahmad – Lab Assistant
5. Ms. Kumari Shiwani – Assistant Professor
6. Dr. Ruchika Kulshrestha - Assistant Professor

Details of Expert/Speaker/Resource Person/Judge: NIL

SN	Country Name	Expert Name	Organization Name	Designation	Specialization	Contact No.	E-mail Id	CV of Expert (Yes/No)	Major Areas where Amity can Collaborate with expert	Recommended by
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2										

Criteria of Inviting Resource Person/Judge/Speaker/Judge (Write a paragraph): N/A

Were the guest known in advance and if yes, from what previous interaction (Write a paragraph)?
N/A

2. Outcome of the Event with Time Lines (Proposed/Achieved)

Envisaged Outcome	Tangible/Intangible	Achieved/Proposed	Target date & responsibilities (if proposed)	Details of outcome
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a) Collaborations for Research Papers / Conference Papers/ Book Chapter etc.	Intangible			
b) Collaborations & MOU for Research Guidance [PhD, PG & UG (summer training, Dissertation)] & Projects/Use of Instruments etc.	Intangible			
c) Collaboration for Funded Projects	Intangible			
2. Outcome related to Industry Connect				
a) Placement	Intangible			Registrar
b) Collaborations for Research Papers	Intangible			Amity University Haryana
c) Collaborations & MOU for Research Guidance [PhD, PG & UG (summer	Intangible			Manesar Gurgaon-122413

training, Dissertation)] & Projects/Use of Instruments				
d) Collaboration for Funded Projects	Intangible			
3. Outcome related to Society Outreach				
a) Benefit to society in terms of Health & Hygiene	Intangible			
b) Benefit to society in terms of Education	Intangible			
4. Outcome related to Students Learning & Grooming				
The BHM & BTTM 2 nd Sem Students of ASH learnt to cook, garnish, present & serve North Indian Cuisine food & beverage items.				
5. Any other - NIL				

3. Event Report along with glimpses of the event (Photographs)

3.1 General Introduction of the Event – ASH conducted ‘Rang Dhanak - North Indian Cuisine Culinary Workshop’ as a part of ‘Indian Regional Cuisine Culinary Workshop Series’ to celebrate ‘Holi 2022’ on 16th March 2022 at Food & Beverage Service Lab cum Basic Training Restaurant. The North Indian Cuisine Menu was designed which included the following food & beverage items:

- i. Kanji Wade
- ii. Assorted Pakode
- iii. Aloo & Dal Kachori
- iv. Aloo Sabji
- v. Dahi Gujiya
- vi. Tehri
- vii. Malpua with Rabri

This North Indian Cuisine Menu was prepared by Food & Beverage Production Team comprising of 5 Faculty Members, 1 Lab Assistant, 17 BHM 2nd Sem & 6 BTTM 2nd Sem Students at Food & Beverage Production Lab. 40 Coupons were sold to other AUH faculty & staff members on first come first serve basis @ 200 Rs/- per coupon. Later, when the coupon buyers came during lunch hours, the North Indian menu items were served as per hospitality standard operating procedures.

3.2 Inspiration & Objectives of the Event: To make BHM & BTTM 2nd Sem Students of ASH cook, garnish, present & serve North Indian Cuisine food & beverage items.

3.3 Brief about the address/talk of speakers: N/A

3.4 ‘Take Homes’ for the Guest and Attendees: The guests (coupon buyers) praised a lot about taste, aroma, texture, presentation and quality of food & its service. The attendees (ASH Faculty, Staff & Students) are excited with the success of Rang Dhanak - North Indian Cuisine Culinary Workshop.

3.5 Future plan for utilizing the contacts developed with the Invited Guests: N/A

3.6 Budget of the Event (Budget Sanctioned, Total Expenditure & Revenue Generated): Self-Financed

3.7 Details of Awards if Any: NIL

Awardee Details	Award / Position / Recognition Secured	Title of Innovation/ Start-up Secured the Award / Recognition	Award/Recognition/ Achievement Received for

3.8 Photographs with caption (also share high resolution JPEG files of photographs)


 Registrar
 Amity University Haryana
 Manesar Gurgaon-122413

Amity School of Hospitality
Amity University, Haryana

invites you to celebrate **HOLI**
on 16.03.22

RANG DHANAK

Menu

Kanji Wade

Assorted Pakode

Aloo & Dal
Kachori

Aloo Sabji

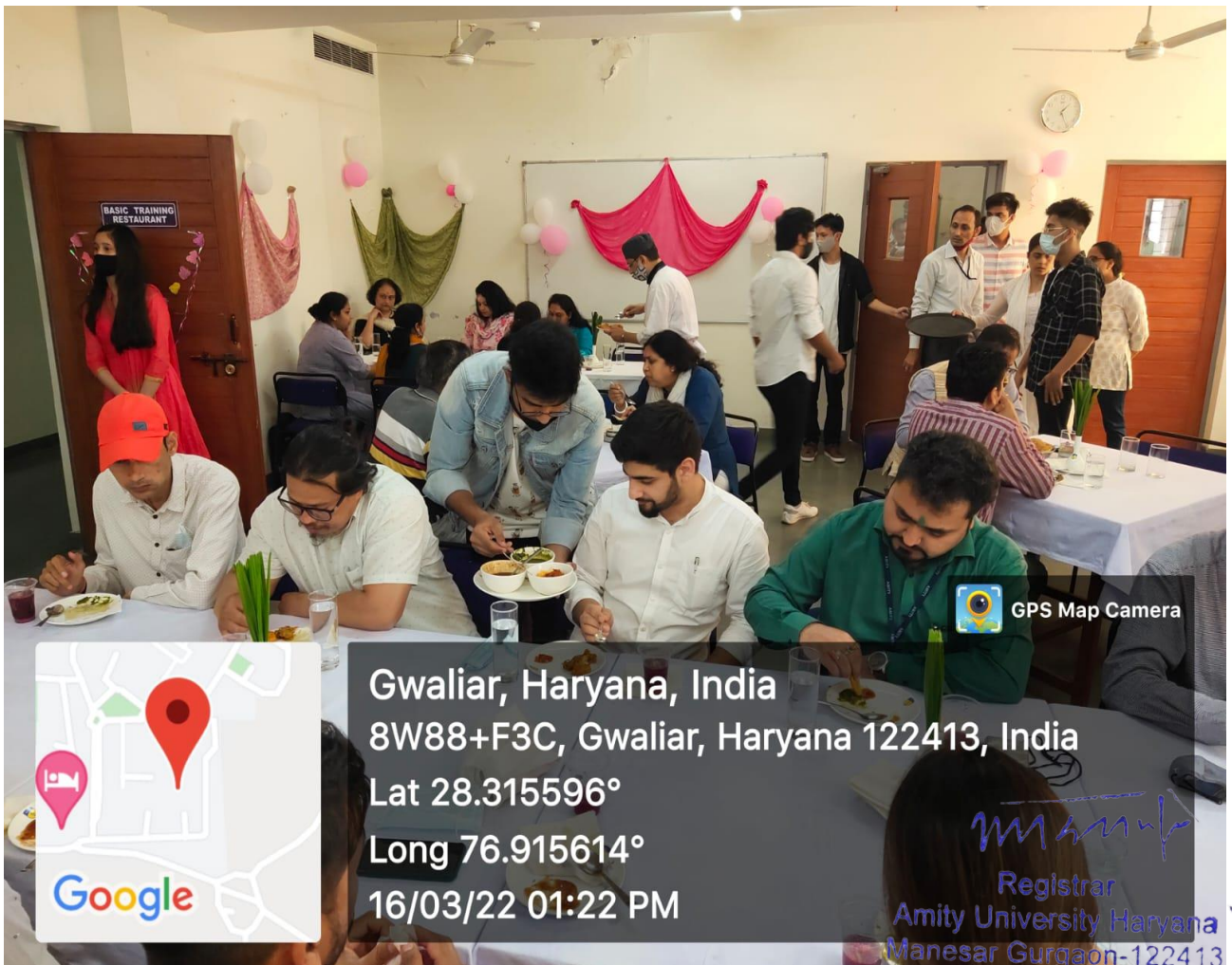
Dahi Gujiya

Tehri

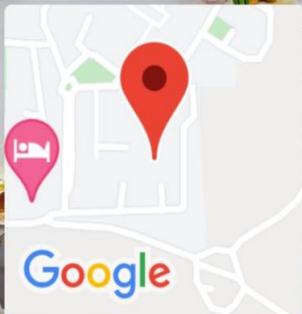
Malpua with Rabri

Only in
Rs.200

For any details
Pls contact
@9773607759
@9871223551

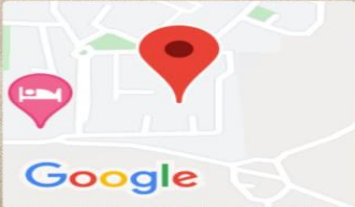


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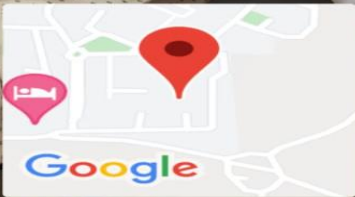


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Registrar
Amity University Haryana
Manesar Gurgaon-122413



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GPS Map Camera
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Amity University Haryana
Manesar Gurgaon-122413

3.9 Attendance Details of Faculty, Staff & Students

S. No.	Participant Faculty & Staff Name	School	Designation
1	Dr. Kunal Seth	ASH	Professor & HOD
2	Mr. Subrata Pal	ASH	Associate Professor
3	Mr. Subir Kumar Malakar	ASH	Associate Professor
4	Ms. Kumari Shiwani	ASH	Assistant Professor
5	Mr. Vinod Kumar Chauhan	ASH	Assistant Professor
6	Mr. Mohd Soyav	ASH	Assistant Professor
7	Dr. Ruchika Kulshrestha	ASH	Assistant Professor
8	Mr. Abhishek Roy	ASH	Assistant Professor
9	Mr. Akshay Nain	ASH	Teaching Associate
10	Ms. Poonam Yadav	ASH	Office Assistant
11	Mr. Mansoor Ahmad	ASH	Lab Assistant
12	Ms. Asma Mahmood	ASH	Lab Assistant

S. No.	Participant Student Name	School	Programme & Semester
1	Ms. Jyoti	ASH	BHM 2 nd Sem
2	Mr. Raktim	ASH	BHM 2 nd Sem
3	Mr. Tanish	ASH	BHM 2 nd Sem
4	Mr. Kushal	ASH	BHM 2 nd Sem
5	Mr. Rahul	ASH	BHM 2 nd Sem
6	Mr. Kapil	ASH	BHM 2 nd Sem
7	Mr. Abhishek	ASH	BHM 2 nd Sem
8	Mr. Tarun	ASH	BHM 2 nd Sem
9	Mr. Gaurav	ASH	BHM 2 nd Sem
10	Mr. Utkarsh	ASH	BHM 2 nd Sem
11	Mr. Puneet	ASH	BHM 2 nd Sem
12	Mr. Aryan	ASH	BHM 2 nd Sem
13	Mr. Jatin	ASH	BHM 2 nd Sem
14	Mr. Lakshya	ASH	BHM 2 nd Sem
15	Mr. Ajay I	ASH	BHM 2 nd Sem
16	Mr. Ajay II	ASH	BHM 2 nd Sem

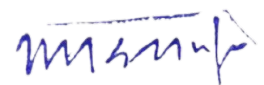
17	Mr. Himaan	ASH	BHM 2 nd Sem
18	Mr. Kanav	ASH	BTTM 2 nd Sem
19	Ms. Anisha	ASH	BTTM 2 nd Sem
20	Mr. Harsh	ASH	BTTM 2 nd Sem
21	Mr. Yali	ASH	BTTM 2 nd Sem
22	Mr. Krish	ASH	BTTM 2 nd Sem
23	Ms. Simran	ASH	BTTM 2 nd Sem

A. Bhattacharya

Signature of HOI

Akshay Rgim

Signature of the DOO Coordinator



Registrar
Amity University Haryana
Manesar Gurgaon-122413



AN INNOVATIVE EXPERIMENT IN "LEARNING BEYOND CLASSROOM"

Presented By : Prof. Arunangshu Bhattacharya (Hol & Dy. Director)
Amity School of Hospitality (ASH), Amity University Haryana

BACKDROP

Food & Beverage operations provide a strong base to any Hospitality unit. They often make or break what seems to be a professionally conceived and executed entrepreneur. Thus, "learning" of the various stages of "Effective Food & Beverage Control Cycle" forms an extremely important part of Hospitality Management.

Beside normal routine classroom teaching, some of the students, take the challenge of handling practical real-life situation under guidance and supervision of the mentors. Breaking the shell of the classroom sessions, the Future Entrepreneurs get a chance to elevate themselves from "Teaching-Learning" phase to "Learning-by-Doing" phase. Though it is a purely students' event, the teachers always closely monitor the activities ensuring overall control over the situation.

What is Learning by Doing ?

- Learning with emphasis on goals to be achieved.
- It involves identifying the possible inculcation of knowledge, skills and ability for solving practical problems while doing.
- While practically doing, the process ensures strong acquisition of knowledge and skill in the students, thus empowering them to be capable and competent.

What are the merits of Learning by doing ?

- As the aim, objectives and learning outcomes are defined prior to doing, the student will have clear picture about the learning potential and aspects.
- The learning outcomes are defined thus helping the learner to choose appropriate methods and procedures for development, analysis and evaluation of performance.

F&B CONTROL CYCLE

Food & Beverage operations can be divided into the following phases.

Phase I – Planning : This includes –

- Menu Planning & Pricing,
- Standardizing Recipes,
- Volume Forecasting,
- Budgeting

Phase II – Pre-Operational : This includes –

- Purchasing,
- Receiving,
- Storing,
- Issuing

Phase III – Operational : This includes –

- Processing – Food Production,
- Sales – Serving & Receiving Payment

Phase IV – Post-Operational : This includes –

- Analysis – Cash & Bill reconciliation
- Evaluation – KOT & Sales analysis / Menu Engineering
- Suggestion – Feedback
- Report Generation



Objective of the Experiment :

At this point it is relevant to mention the Bloom's Taxonomy :

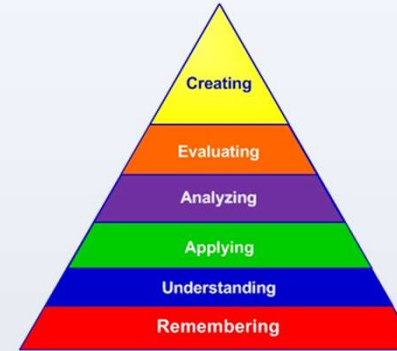
- Bloom's Taxonomy is a multi-tiered model of classifying learning process according to six cognitive levels of complexity
- Lower levels include: Knowledge, Comprehension and Application, whereas the higher levels include: Analysis, Synthesis and Evaluation.
- Learners are encouraged to move towards higher levels after passing through the lower levels.

The first two stages are achieved by way of lecture and interactive sessions in classroom.

The objective of the experiment was to achieve the last 4 stages of Bloom's Taxonomy by way of a "Hands-on" assignment comprising all stages of F&B Operations Cycle.

It was a real time project taken up by BHM students of Amity School of Hospitality on Entrepreneurship development under the guidance of Prof. Arunangshu Bhattacharya (Dy. Director & Hol-ASH). The idea was to develop entrepreneurship skills of our students by doing a live project and collect some real time data which in-turn will help them in Menu Engineering.

From the students' point of view the aim was to experiment, check and understand the feasibility study of opening a fast food outlet targeting a group of customers within the age group of 18 years to 25 years and collect relevant data to help the holistic development of the Hotel Management students to develop as an entrepreneur.



The event was scheduled between 19th August 2019 to 23rd August 2019 and it was a great success in terms of Menu Compilation, Menu Pricing, Menu Engineering, and Evaluating Food Cost Percentage.

The project was not only limited to the classroom study but also gave a platform where students enjoyed a lot and had fun..... It's a true learning with fun indeed ! A lot of compliments received from the entire Amity Students and fraternity.

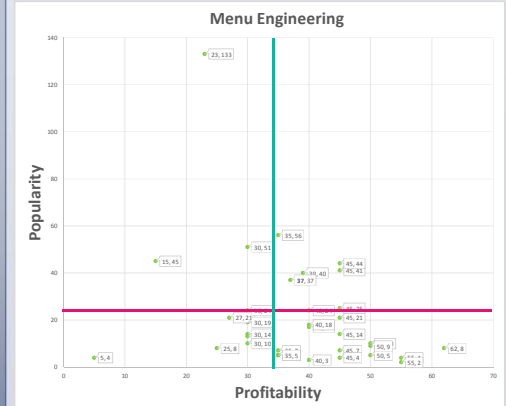
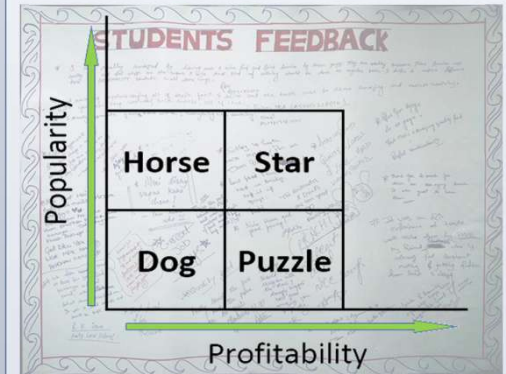
- **Concept :** Prof. A. Bhattacharya (Dy. Director – ASH)
- **Team Members :** The task was assigned to a team of BHM students taken from 7th & 3rd Semesters
- **Venue :** Hostel Plaza Lower Ground Floor – Court Yard
- **Duration :** From 19/08/2019 to 23/08/2019, everyday from 18:00 hr. to 21:00 hr.
- **Investment :** Made by the Team of Students
- **Infra Support :** Provided by ASH
- **Supervision :** The following Faculty Members of ASH supervised the whole exercise -
 - Chef (Dr.) Kunal Seth
 - Chef Subir K. Malakar
 - Chef Vinod Chauhan
 - Chef Md. Soyav
 - Chef Mansoor Ahmad
- **Analysis & Presentation :**
 - Mr. Subrata Pal



The team undertook all the tasks of the F&B Operations cycle including Menu Engineering. The concept is shown as under:

Menu Engineering is an exercise in which selling of each item is analysed based on two parameters, PROFITABILITY & POPULARITY. And on the basis of these, the items are placed in one of the four categories, viz. STAR, PUZZLE, HORSE and DOG

- Shown diagrammatically as under :



"Menu Engineering graph drawn with real time data"

