



Directorate of Outcome
Outcome Report
Event/Activity Organized @ AUH

Event Type: Faculty Development Program

Event Title: Application of Marketing Management Techniques in Teaching Methods: *Improving Outcomes of Learning*

Details of Speaker/Resource Person: Dr. P Banerjee, Associate Professor, ABS

Date: 19th July 2018

Venue: Smart Room, Block –C, AUH

Organized by: ABS

Faculty Coordinator(s): ABS Faculty

Participation: 15 participants

Point wise highlights of the Event:

- The main purpose of this program was to Outline the basic differences between goods and services and the resulting challenges for teaching service delivery, recognize that students as customers hold different types of expectations of service performance, discuss the nature of complaints and why people do and do not complain: Mitigating complaints effectively, show the value of service blueprinting as done in academics.
- FDP included access to class ppts, activities based on quizzes, exercises for experiential learning. All the participants required to login on the below given link-

<https://b.socrative.com/student>

- All participants were required to bring their laptops/smart mobiles for interactive sessions.
- The session was very interactive.

Outcome of the Event with Time Line (Proposed/Achieved)

(Provide suitable details wherever applicable)

1. Outcome related to Academia Connect		
a) Collaborations for Research Papers/Conference Papers/ Book Chapter etc	Y/N	N
b) Collaborations & MOU for Research Guidance [PhD, PG & UG (summer training, Dissertation)] & Projects/Use of Instruments etc.	Y/N	N
c) Collaboration for Funded Projects.	Y/N	N
2. Outcome related to Industry Connect		
a) Placement	Y/N	N
b) Collaborations for Research Papers	Y/N	N

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c) Collaborations & MOU for Research Guidance [PhD, PG & UG (summer training, Dissertation)] & Projects/Use of Instruments.	Y/N	N
d) Collaboration for Funded Projects.	Y/N	N
3. Outcome related to Society Outreach		
a) Benefit to society in terms of Health & hygiene	Y/N	N
b) Benefit to society in terms of Education	Y/N	N
4. Outcome related to Participants Learning & Grooming		
Participants learned the various marketing management skills for improving outcomes of learning.		
5. Any other		

Enclose event report along with glimpses of the event (Photographs)


Faculty Development Program was organized on Application of Marketing Management Techniques in Teaching Methods: *Improving Outcomes of Learning*. The main purpose of this program was to Outline the basic differences between goods and services and the resulting challenges for teaching service delivery, recognize that students as customers hold different types of expectations of service performance, discuss the nature of complaints and why people do and do not complain: Mitigating complaints effectively, show the value of service blueprinting as done in academics.


Topics covered in the FDP were expectations and perceptions of both educators and learners, academic service development and design, physical evidence and the servicescape in current context, designing and managing service processes delivery, planning the scholarly Service Environment

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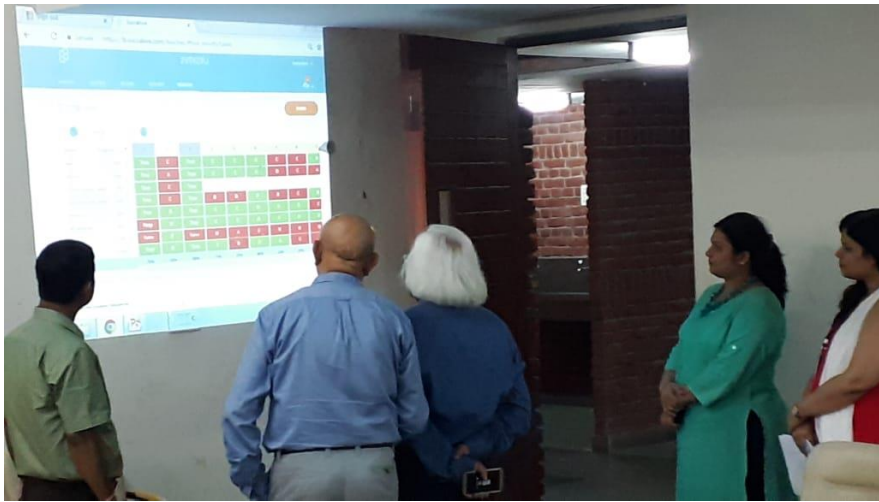
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Attendance
FDP 19th July 2018

Sl. No.	Name	Designation	Paid
1	Govind Kumar Saxena	Research Scholar	Paid
2	Satish Kumar	Research Scholar	Paid
3	Arjun S Kariyal	Research Scholar	Paid
4	Kumar Gaurav	Assistant Professor	Paid
5	Aurangshu Bhattacharjee	Research Scholar	Paid
6	Alok Kumar	Research Scholar	Paid
7	Arunangshu Bhattacharya	Faculty	Paid
8	Subrata Pal	Faculty	Paid
9	Kunal Seth	Faculty	Paid
10	Vivekanand Sharma	Faculty	Paid
11	Vinod Chauhan	Faculty	Paid
12	Deeptiman Bhattacharya	Faculty	Paid
13	Ruchika Kulsreshtha	Faculty	Paid
14	SAPNA MIDHA	Faculty	Paid
15			
16			


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