

# Case Study on Blue Ocean Strategy

## *A Study on Amity University, Greater Noida*

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**Abstract :** This study is based on the blue ocean strategy used by Amity University, Greater Noida Campus. Blue Ocean Marketing Strategy refers to the marketing strategy used for marketing of the product for which there is no competition in the market or very less competition in the market. In 2015, Amity University, Greater Noida Campus implemented the blue ocean marketing strategy by introducing a new Education model based on German Education Model for Diploma Program in all Engineering Streams as well as Diploma Program in Management Stream. Amity University implemented this new Education Model in its Education system for all Diploma Programmes under Amity Polytechnic, AUGN Campus. German Education Model for Diploma consists of two years' full study program and one year's full industry internship. Amity University made some modifications in this Model for running the Diploma Programmes to cope up with the Indian Education system for getting the approval from regulatory bodies.

**IndexTerms:** Competition, Education, Modifications, System.

### I. INTRODUCTION

This study is based on the Amity University, Greater Noida Campus, which introduced a **new education model** based on German Education Model for starting Diploma Programme in all Engineering streams as well as in management stream under Amity Polytechnic in 2015.

In 2014, Amity University came up with the idea of starting polytechnic diploma at Greater Noida with a German based new education model. The University Management thought that they will introduce a unique product in the education market with the Diploma Programme with German Based new education model.

In 2015, Amity University successfully started polytechnic diploma programme with a German Based new Education Model. By introducing this new education model, Amity University, Greater Noida Campus is delivering a unique product in the market and following the Blue Ocean Marketing Strategy.

**Blue Ocean Marketing Strategy** refers to the marketing strategy used for marketing of the product for which there is no competition in the market or very less competition in the market.

This new Education Model consists of full study of theoretical and practical courses for two years (four semesters) and then Non Teaching Credit Courses (Internship and Minor Project) along with other teaching courses in the last year (5<sup>th</sup> and 6<sup>th</sup> semester). In this Education Model, Non Teaching Credit Courses have more credits as compared to Teaching Courses in the last year (5<sup>th</sup> and 6<sup>th</sup> semester) of Diploma Programme. The Internship Programs are arranged by University Campus. There are classes for all teaching courses in the first month and the last month and internship in the intermediate months of 5<sup>th</sup> and 6<sup>th</sup> semester.

Under this Education Model, it is compulsory for the students to clear all Non Teaching Credit Courses along with the teaching courses. The students have to maintain 75% attendance in theory courses and 90% attendance in Internship for appearing in the final examination of respective courses. An External Viva/Presentation is held for Non Teaching Credit Courses (Minor Project as well as Internship). The students failing to get 75% attendance in the theory courses and 90% attendance in Internship are debarred and are not allowed to appear in final examination for the respective courses.

For both Non Teaching Credit Courses viz; Minor Project as well as Internship, A Report is prepared by students on a topic assigned to them. The Plagiarism is checked in the reports submitted by students. The Project Reports having plagiarism less than or equal to 15% are accepted and the project reports having plagiarism more than 15% are rejected. The students, whose project reports are rejected, are also debarred and not allowed to appear in the External Viva/Presentation for Non Teaching Credit Courses (Minor Project and Internship).

**II. OBJECTIVES OF NEW EDUCATION MODEL FOR DIPLOMA PROGRAMME:**

1. To impart skills to the diploma students.
2. To provide more practical exposure to the students.
3. To acquaint the students with industry requirements.
4. To make the students knowledgeable, presentable and industry oriented.

**III. EDUCATION MODEL FRAMEWORK AT AMITY POLYTECHNIC, GREATER NOIDA CAMPUS**

The Education Model Framework used in Amity Polytechnic, Greater Noida Campus consists of following components:

1. Programme Structure
  2. Evaluation Scheme
  3. Industrial Visits
  4. Industry /Guest Lectures
1. **Programme Structure:**

In 2015, when the diploma programme was started, it was started with a total credit of 164 for 2015-18 batch as:

Sr. No.	Semester	Credits
1	First	25
2	Second	25
3	Third	30
4	Fourth	28
5	Fifth	28
6	Sixth	28
Total Credit=		164

In 2016, the same Programme Structure was followed. But in 2017 the Programme Structure was amended with a total credit of 158 for 2017-20 batch as:

Sr. No.	Semester	Credits
1	First	25
2	Second	25
3	Third	28
4	Fourth	28
5	Fifth	26
6	Sixth	26
Total Credit=		158

In 2018, the Programme Structure was again amended with a total credit of 150 for 2018-21 batch as:

Sr. No.	Semester	Credits
1	First	25
2	Second	25
3	Third	28
4	Fourth	28
5	Fifth	22
6	Sixth	22
Total Credit=		150

## 2. Evaluation Scheme:

Evaluation Scheme for Diploma Programme at Amity Polytechnic was divided into four parts:

- (a) **Evaluation Scheme for Teaching Courses with Theory Only:** In teaching courses with only theory there are Sessional Marks and External Marks obtained in End Semester Examination.
- (b) **Evaluation Scheme for Teaching Courses with Theory and Practical:** In teaching Courses with theory and Practical, there are Sessional marks, Internal Practical Marks, External Marks Obtained in End Semester Examination and External Practicals.
- (c) **Evaluation Scheme for Teaching Courses with Practical only:** In teaching courses with only practical, there are Internal Practical Marks and External Practical Marks.
- (d) **Evaluation Scheme for Non Teaching Credit Courses :** In Non Teaching Credit Courses, there are two types of courses:

### I. Minor Project

### II. Internship

In both the above cited Non Teaching Credit Courses there are Internal Marks as well as External Viva/Presentation Marks.

The Evaluation for both the courses is explained as below:

#### I. Evaluation of Minor Project:

- (a) **Internal Assessment:** The Internal Assessment for Minor Project is awarded on the following Criteria:

Sr. No	Component	Marks
1	Synopsis Approval	5
2	Weekly Progress Report	15
3	Final Report Assessment	15
4	Plagiarism	5
Total Internal Marks		40

(b) **External Assessment:** The External marks for Minor Project are awarded as follows:

Sr. No	Component	Marks
1	Introduction & Statement of the Problem	10
2	Quality of Work & Written Expression	10
3	Student Learning Outcomes	5
4	Methodology/Methods/Approach	10
5	Presentation and Communication	20
6	Review of Related Literature	5
Total External Marks		60

II. Evaluation of Internship:

(a) **Internal Assessment:** The Internal Assessment for Internship is awarded on the following Criteria:

Sr. No	Component	Marks
1	Weekly Progress Reports	15
2	Report	10
3	Industry Interaction Cell Evaluation	15
4	Plagiarism	10
Total Internal Marks		50

(b) **External Assessment:** The External marks for Internship are awarded as follows:

Sr. No	Component	Marks
1	Student Learning Outcomes	5
2	Site Study & Analysis	5
3	Quality of Work & Written Expression	10
4	Methodology/Methods/Approach	15
5	Presentation and Communication	15
Total External Marks		50

### 3. Industrial Visits:

Amity University, Greater Noida Campus is focusing on the Industrial Visits for students of Diploma Programme. The Industrial Visits are conducted by the University from second semester onwards to impart industrial knowledge and skills in the students. Two Industrial Visits are arranged per semester in second, third and fourth semester for students of Diploma Programme.

### 4. Industry/Guest Lecture:

Amity University, Greater Noida Campus also arranges Lectures by Industry Experts and some of the Guests for students of Diploma Programme to impart more skills to the Diploma Students.

#### IV. CHALLENGES ENCOUNTERED

Amity University, Greater Noida Campus faced many challenges before the start of Polytechnic Diploma Programme. The main challenges were:

1. **Approval From Governing Bodies:**

The very first challenge, the university faced was the getting approval for Polytechnic Diploma Programme from governing bodies like Technical Board, All India Council for Technical Education (AICTE). A lot of discussions were made among Board of Studies of University and Technical Boards and AICTE.

2. **Admission of Students:**

The second Major Challenge, which the university faced for starting up Polytechnic Diploma Programme, was Admission of Students in new Programme because a number of Polytechnics were running at that time.

3. **Setting Up of Course Curriculum:**

The third major challenge, which the university encountered at the time of starting up of Polytechnic Diploma Programme, was setting up the course curriculum for Diploma Level students. AICTE norms were followed for setting up the course curriculum.

4. **Recruitment of Faculty Members:**

The fourth challenge, which the university encountered, was recruiting faculty members for teaching at Diploma level. Initially when the programme was started it was very difficult for university campus to recruit faculty members for teaching at Diploma level because at that time number of persons were willing to join Amity University, but for teaching UG/PG programmes, not diploma students, to maintain their status and experience at UG/PG level. But with the passage of time, the challenge got resolved and experienced persons joined as faculty members in Amity Polytechnic, Amity University, Greater Noida Campus.

#### V. CONCLUSION

This case study explains how Amity University, Greater Noida Campus has implemented the Blue Ocean Marketing Strategy by introducing a new education model based on German Education Model for Diploma Programmes in Engineering as well as Management Streams. Later on the University made some modifications in the Education Model to cope with the Indian Education System for getting approval from some regulatory bodies. Amity University, Greater Noida Campus is running Diploma Programme under Amity Polytechnic, with new education model consisting of teaching as well as non teaching courses, where there is a higher focus on Non Teaching Credit Courses: “Minor Project” and “Internship”.

#### VI. REFERENCES

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