

Being Successful in one business vertical doesn't give the guarantee of becoming successful in every vertical an organisation ventures into. Ansal had been an extremely successful Real estate developer but unfortunately education business wasn't working out that well! That's where we stepped in

CASE STUDY



Ansal University was established in 2012 under the Haryana Private Universities Act 2006. Located in the heart of Gurugram, India's largest hub of National and Fortune 500 companies, They have eight schools offering programmes in Architecture, Design, Law, Management, Hospitality, Engineering, Health Sciences and Planning & Development.

They are a university with the core ideology of being futuristic with the mission "AHEAD. FOR LIFE". The curriculum design is guided by inter and trans-disciplinary approach incorporating pedagogies that expand learning opportunities, ensuring higher order learning outcomes.

Various Schools under Ansal University

- Sushant School of Architecture
- Vatel Hotel and Tourism Business School
- Sushant School of Business
- School of engineering and technology
- School of Law
- Sushant School of Design
- Sushant School of Health Sciences
- Sushant School of Planning and Development

Flags Communications Role in the Organization

Flags Comm served as institution's Marketing and Advertising agency and was responsible for a literal turnaround. Flags was hired to do the rebranding exercise for the whole university, not just externally but also internally. Areas we looked after:

- Marketing Strategies
- Advertising
- Brand Management
- Digital Marketing

Initial Challenges:

Ansal University had multiple challenges when we came on board. It required major makeover not just externally but also internally. We worked extremely closely with the Trustee, VC, Marketing team, Deans of various schools to bring about the change:

- First and the biggest challenge was low admissions and empty seats.
- Low profile as a University and Competitors didnt really treat the University as a competition, Brand had extremely low visibility other than Gurgaon or nearby areas.
- Highly disconnected Schools with very low interactions between them. No Campus feeling in the University and majority students and teachers also lacked confidence in the university.

Initial Challenges:

- Except one school, rest all the other schools were struggling for keeping afloat their existence.
- International students were extremely low and students were only coming from very close proximity
- Various schools were doing good jobs but nothing was reaching the stakeholders and target students as everything was very scattered and even the management wasn't aware of many internal achievements.

How Flags played the role of a Marcom Agency?

As an integrated MARCOM agency, Flags undertook the complete exercise for Ansal University to transform the university and to work toward achieving the admission numbers for the year 2019.. Steps followed were:

- Understanding the Delhi- NCR Higher education industry .
- Elaborate SWOT analysis of university was done.
- Competition analysis was carried out
- Both internal and external challenges were figured out.
- Every school was a different sector in itself. Individual meetings and brainstorming sessions were carried out for all the schools with the respective key members.

How Flags played the role of a Marcom Agency?

- Most of the schools were renamed with 'Sushant' as that had a better recall because of Sushant School of Architecture.
- Detailed previous year admission list of all the schools was studied and SWOT analysis for individual schools was done.
- Separate TG and separate markets were zeroed in for all the courses and annual marketing budget was being worked upon.
- Crafting marketing and communication strategies according to the TG of individual school and markets was undertaken.
- Trustee's and VC's vision was well understood for further working.

How Flags played the role of a Marcom Agency?

- Multiple ways and mediums of doing internal branding were suggested to bring in a lot of uniformity and confidence in students and the faculty and in the university as a whole.
- Various training sessions were done.
- All important and strategic decisions for the admission year were taken together with the Deans and the trustee.
- Admission target was set for the upcoming session.

How Flags played the role of a Marcom Agency?

- Transforming the brand look and feel
- Establishing the brand spokesperson as the industry expert through rigorous PR exercise
- Sales and business reviews
- Crafting customised marketing strategies according to the needs of the market and need of the sector
- Generating sales leads for the company through aggressive Digital marketing exercise with extremely focused approach

Global Education in collaboration with top International Universities

Sushant School of Design

in academic collaboration with:
ARTS UNIVERSITY
BIRMINGHAM

- B.Design**
- Interior Design
 - Product Design
 - Interior Architecture
 - Fashion and Textiles
 - Fashion Communication and Styling
 - Visual Communication

- M.Design**
- Interior Design

Ph.D

School of Law

- BALLB (Hons.)**
BBA LLB (Hons.)
(Approved by Bar Council of India)
LLB (Hons.)
3 years
LLM
1 year programme (Approved by UGC)
Specialization offered in line with industry trends
Ph.D

Sushant School of Health Sciences

- Bachelor of Optometry***
Bachelor in Medical Radiology and Imaging Technology*
Bachelor of Pharmacy

B.Sc.

- Medical Laboratory Technology*
- Cardio Vascular Technology*
- Clinical Psychology
- Clinical Research and Healthcare Management
- Emergency Medical Technology
- Dialysis Technician

M.Sc. in Clinical Research

- Master of Optometry**
Master of Optometry (Practice and Research)
Master of Public Health
*Lateral Entry Available

Sushant School of Art and Architecture

Since 1999
UNIVERSITY OF
WESTMINSTER
Active Partnership
with University of
Westminster, UK

- B.Arch**
- Urban Design
 - Built Heritage
 - Landscape Architecture
 - Interior Architecture

PhD in Architecture

- Certificate Courses**
- Field of Architecture
 - Reading Interiors
 - Cultural Mapping
 - Building Projects

Sushant School of Planning and Development

Bachelor of Planning (BPlan)

- Urban and Regional Planning
Integrated Programme
BPlan and MPlan in Sustainable Planning
Master of Planning (MPlan)

- Urban Planning
- Transport Planning
- Policy and Governance

PhD in Planning

- Certificate Courses**
- Field of Planning
 - Communicative Planning

Sushant School of Business

In a unique academic
collaboration with
UNIVERSITY OF
WARWICK, UK

MBA*

- Marketing
- Finance
- Human Resource Management
- International Business
- Operations Management
- Logistics and Supply Chain
- Aviation Management
- Automobile Management
- Healthcare Management

- BBA (Hons.)***
B.Com (Hons.)*
Ph.D

School of Engineering and Technology

in academic
collaboration with
UNIVERSITY OF THE
WEST OF ENGLAND, BRISTOL

B. Tech

- Computer Science Engineering**
- Cyber Security - knowledge partner: LUNGLUUS
 - Internet of things and Blockchain
 - Artificial intelligence and machine learning

- Electrical & electronics engineering with specialization in renewable energy
Electronics & communication engineering with specialization in robotics
Mechanical engineering with specialization in autonomous vehicles

B. Tech

- Civil engineering with specialization in transport engineering
Civil engineering with specialization in building services engineering

M.Tech

- Computer Science Engineering**
- Internet of things and Blockchain
 - Artificial intelligence and machine learning

- Electrical & electronics engineering with specialization in renewable energy
Electronics & communication engineering with specialization in robotics
Civil engineering with specialization in transport engineering
Mechanical engineering with specialization in autonomous vehicles

Ph.D

School of Hospitality Management

Bachelor of Hotel Management*

- With the renowned French Hospitality School - Vitol

MBA*

- In International Hospitality Management

The Marco Polo Embassy, *Approved by Bar Council of India, Delhi
Approved by UGC for Lateral Entry
Approved by UGC for Lateral Entry
Approved by UGC for Lateral Entry

International internships across various programmes

Industry focused contemporary curricula with multiple specializations

Merit based scholarships

International collaborations with premium global universities for academic and research activities

Venture funding for selected projects



Why AU?

Additional certifications during the course of study

Soft skills training spread over all semesters by industry trainers

Contemporary teaching techniques by proficient faculty

Located in Gurgaon, India's biggest hub of Multi-National Companies

Secure hostel facilities within the campus

2 minutes away from Metro Station

Well established Centre for Corporate Relations for training and placement support

INTERNATIONAL COLLABORATIONS



Proficient international faculty • Contemporary teaching techniques • Located in Gurgaon, India's biggest hub of Multi-National Companies • Separate hostel facilities for boys and girls • Campus located 2 minutes away from Metro Station • Successful placement record with top national & international companies

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Global Education in collaboration with top International Universities



www.ansaluniversity.edu.in

ansal
University
Gurgaon

**EMPOWERING THOUGHT
LEADERS OF TOMORROW**

ARCHITECTURE • PLANNING • DESIGN • MANAGEMENT
LAW • ENGINEERING • HOSPITALITY • HEALTH SCIENCES

ARCHITECTURE • PLANNING • DESIGN • MANAGEMENT
LAW • ENGINEERING • HOSPITALITY • HEALTH SCIENCES



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admissions@ansaluniversity.edu.in | www.ansaluniversity.edu.in



HERE'S TO THE
ACHIEVERS! 
THE ANNUAL
CONVOCATION
2018-2019



- International internships across various programmes
- Industry focused contemporary curricula with multiple specializations
- Merit based scholarships
- International collaborations with premium global universities for academic and research activities
- Venture funding for selected projects



Additional certifications during the course of study

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why AU



Located in Gurgaon, India's biggest hub of Multi-National Companies

2 minutes distance from Metro Station

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VARIOUS SCHOOLS & THEIR COMMUNICATIONS

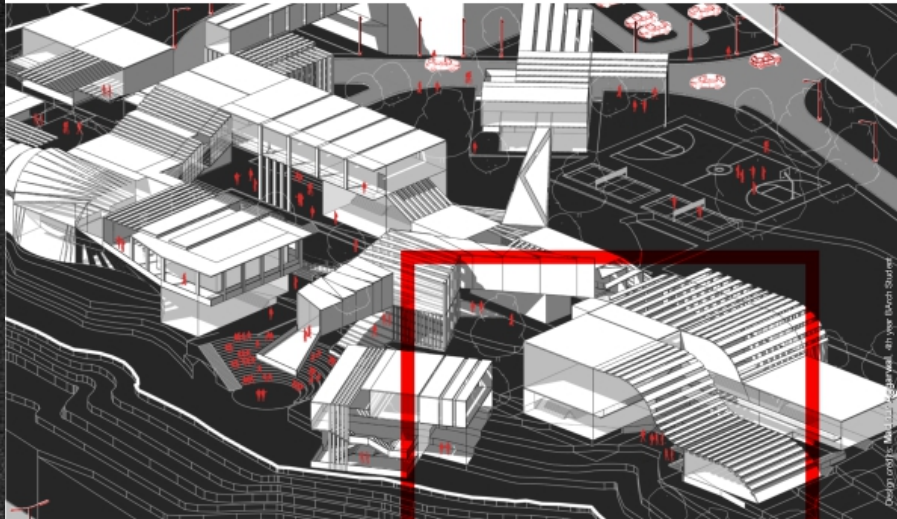
SUSHANT SCHOOL OF ART & ARCHITECTURE AND SUSHANT SCHOOL OF DESIGN

Established as the flagship higher education institute of the **Chiranjiv Charitable Trust** in 1989, Sushant School of Art and Architecture has positioned itself as one of the Best Architecture Colleges in India. SSAA has been offering a five-year undergraduate degree in Architecture and varied two-years M.Arch programmes. The school is recognized by the Council of Architecture (COA), All India Council of Technical Education (AICTE) and University Grant Commission (UGC)

- SSAA is the most sort after and popular school of the university with visible differentiation in the level of school and infrastructure.
- Despite being a 30 year old school, it lacked that nostalgia and strong alumni base. Same exercise was being carried out to tap the alumni's and create a network

SUSHANT SCHOOL OF ART & ARCHITECTURE AND SUSHANT SCHOOL OF DESIGN

- **SSAA use to behave like a big boss, not minding any other school and not interacting much with others. That was corrected.**
- **Clear communication had to be made to present SSAA and SSD courses separately and differently to the target audiences.**
- **Marketing strategy for the upcoming admission year was created.**
- **Fresh target and communication was made.**



* UNIVERSITY OF WESTMINSTER®
Active Partnership with University of Westminster, UK

* The Bartlett School of Architecture UCL
Summer school offer from Bartlett, University College London, UK

if you dream in square foot

Inviting Admissions for Innovators

BArch

MArch

- Built Heritage
- Interior Architecture
- Landscape Architecture
- Urban Design

PhD in Architecture

Certificate Courses

- Field of Architecture
- Reading Interiors
- Cultural Mapping
- Building Projects

Sushant School of **Art and Architecture** is your place!

A hallmark of perfection in the domain of architectural teaching, our innovative pedagogical methods and pragmatic approach has been the reason for us to be recognized as one of the leading Private Architectural College in India. Our international tie-ups* with the leading global universities have aided SSAA in producing unprecedented world-class leaders and alumni since 1989.

Transdisciplinary learning

Proficient international faculty	Contemporary teaching techniques	Located in Gurgaon, India's biggest hub of Multinational Companies	Separate hostel facilities for boys and girls	Campus located 2 minutes away from the Metro Station	Successful placement record with the top national & international companies
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Toll Free: 1800 270 5520 For admissions apply on: www.ansaluniversity.edu.in, admissions@ansaluniversity.edu.in
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Experience Sushant Schools

Architecture – Planning – Design

Be part of a niche profession of built environment

Join us on

10th April 2019 at Ansal University Campus

Key Highlights:

- To Engage with industry experts on career opportunities
- To Interface with career counsellors and academicians
- To Participate in workshops for hands-on learning on Adobe, Architecture Drawing and Design Tools

A special session to Prepare class 12th students for Architecture competitive exams (NATA & JEE II) and help them to take a decision on career choices.

Limited Seats Only!
Free Reservation

Register at : www.ansaluniversity.edu.in

Call: **+91 9899302837**

Innovation + Imagination = Better World

Sushant School Of Design (SSD)

Sushant School of Design (SSD) is an award winning institution that offers undergraduate and postgraduate programmes in Design. Set in a 15 acre campus in the heart of Gurgaon, its international collaboration with University of Arts, Bournemouth, UK, and the studio-led, projects-based pedagogy and curriculum enable a global, industry-focused learning experience.

At SSD, students are encouraged to become responsive, responsible, contemporary design thinkers and change makers of the future.



Training in UK



100% Placement Assistance



World Class Faculty

We Offer:

B.Des

- Interior Design
- Interior Architecture
- Visual Communication
- Product Design
- Fashion & Textile
- Fashion Communication

M.Des

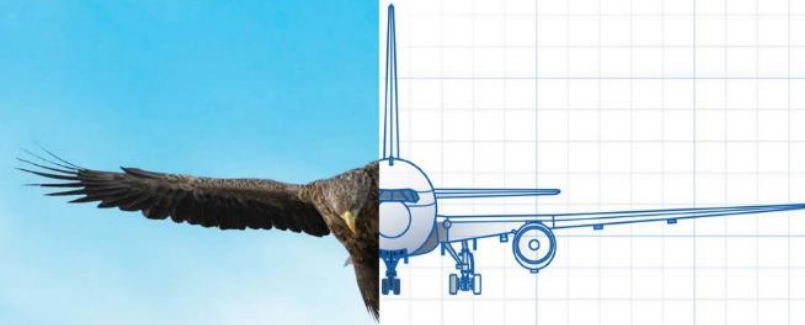
- Interior Design

Ph.D

Inviting applications from future faces of design

For more info, log on to : <http://ansaluniversity.edu.in/sushant-school-of-design>

www.ansaluniversity.edu.in



IMAGINATION EMPOWERED@ Sushant School Of Design (SSD)

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- M.Des
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- Ph.D

Inviting applications
from future faces of design

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Transdisciplinary learning

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Contemporary teaching techniques

Located in Gurgaon, India's biggest hub of Multinational Companies

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SUSHANT SCHOOL OF ART & ARCHITECTURE AND SUSHANT SCHOOL OF DESIGN

- Their flagship FABFEB exhibition exhibition was given an all new outlook and vision. It was launched in a bigger and better avatar and was renamed as IPAC. Digital campaign was run to draw target students to the campus. Flags helped out with the sponsorship for the event too.
- Their organic digital presence was made in sync with the overall universities communication.



IPAC 2019
INTERNATIONAL PLANNING & ARCHITECTURE CONCLAVE
12 02 19 - 16 02 2019

13 02 2019 14:00

Conversation
Popularising Architecture
SANJOY ROY

HEALING BY DESIGN

India By The Nile Egypt

SANJOY K. ROY is the Managing Director of Teamwork Arts, which produces over 25 highly acclaimed performing arts, visual arts and literary festivals across 40 cities nationally and internationally and includes the world's largest literary gathering — the annual ZEE Jaipur Literature Festival.

He is a founder trustee of Salaam Baalak Trust working to provide support services for street and working children in the inner city of Delhi like education, training and residential services. The White House recently presented him the US President's Committee of Arts and Humanities Award for an International Organisation. He is an advisor for the arts and diversity for numerous government and non-governmental organisations across the world.

SUSHANT SCHOOL OF ART AND ARCHITECTURE
SUSHANT SCHOOL OF PLANNING AND DEVELOPMENT
Ansal University Road, Sector 55, Gurugram, Haryana 122005

MAPPING | KEEPING

14 02 2019 15:00

IPAC 2019
INTERNATIONAL PLANNING & ARCHITECTURE CONCLAVE
12 02 19 - 16 02 2019

SHAILJA VOHORA

Parallel Event
Talk: **Interiors with Art**

SHAILJA VOHORA founded Interiors With Art, a bespoke Design & Construction studio based in London working on high-end residential properties both in the prime areas of London and globally across Asia and Europe.

She has over 30 years of experience in Interior Design, drawing her inspiration from her time at the Inchtald School of Design and art history courses at the prestigious Christie's, Sotheby's, and the School of Oriental and African Studies. Her expansive personal and professional fluency in philosophy, history, culture and the arts from all over the world, resonate in every interior.

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SUSHANT SCHOOL OF PLANNING AND DEVELOPMENT
Ansal University Road, Sector 55, Gurugram, Haryana 122005

IPAC 2019
12 02 19 - 16 02 19

SSAA PRESENTS IPAC 2019
12 02 2019 - 16 02 2019

The International Planning and Architecture Conclave (IPAC), an academic event hosted by Sushant School of Art and Architecture, Gurugram is a week-long carnival of exhibitions, installations, discussions, workshops and lectures. It will provide a forum for engaging with policy makers and scholars who shape the planning and vision of government and urban strategic agencies. The vision is to provide a common platform for architects, planners, policy makers as well as the sector community from Indian and international cities to share insights of effective policies, strategies and programs.

The theme for IPAC this year is the **Third Eye** - exploring ways of seeing, seeing beyond the physical, seeing both and through knowledge. The Third Eye speaks of peripheral vision or out looking, looking to a wider focus. Here in our field, where the creative lens widens and forms, where focus doesn't necessarily mean a sharper vision but a process that allows, seeing as the power of both. This is the beginning and end of all a team of projects, their reflection leading to progress, connected but expanded by an unshakable faith. The 16th Issue, IPAC 2019, **Writing Architecture, Planning, and Design** will be, is dedicated to exploring the role of the Third Eye through its critical creative, governmental, disciplinary, and

12 02 19 ART & ARCHITECTURE

- 1000 Opening IPAC 2019
- 1001 Welcome Address
- 1002 The Third Eye
- 1004 Art & Architecture
- 1006 Life and Works - CS M Dhabalia
- 1008 The World of CS M Dhabalia
- 1010 The Householder, 1963
- 1012 Design Charitra
- 1014 SSAA FACTOR

13 02 19 HEALING BY DESIGN

- 1018 Flux Flow Self and the World
- 1200 One Drop of Environment
- 1633 An Essential Ecology
- 1610E Populizing Architecture
- 1610E Designing Parametric Facades
- 1617E Sustainable Architecture using Software
- 1617E SSAA FACTOR

14 02 19 MAPPING | KEEPING

- 1019 Don't Put Her in Her Place
- 1103E Urbanism as a Practice
- 1141 Architecture as a Practice
- 1230 Architecture as a Practice
- 1400 Architecture as a Practice
- 1600 Interiors with Art
- 1710E Design Charitra
- 1617E SSAA FACTOR

15 02 19 WRITING ARCHITECTURE

- 1608E Writing Architecture
- 1610E Research by History
- 1612E Architecture Journalism
- 1620E Questions of Writing
- 1630E Visuals
- 1635E Counterquestions
- 1700E SSAA FACTOR
- 1814E Design Charitra

16 02 19 URBAN FUTURES

- 1608E Gurgaon: A Learning City
- 1615E Gurgaon: A Living Lab
- 1630E Cities and Realities
- 1630E The JIC Mansarovar Lecture
- 1632E The Third Eye Blind
- 1700E SSAA FACTOR
- 1814E Design Charitra

INTERNATIONAL PLANNING AND ARCHITECTURE CONCLAVE 2019
SUSHANT SCHOOL OF ART AND ARCHITECTURE
SUSHANT SCHOOL OF PLANNING AND DEVELOPMENT
Ansal University Road, Sector 55, Gurugram, Haryana 122005

HEALING BY DESIGN

13 02 2019 14:00

IPAC 2019
INTERNATIONAL PLANNING & ARCHITECTURE CONCLAVE
12 02 19 - 16 02 2019

Conversation
Popularising Architecture
KAIWAN MEHTA

India Modern Architecture in History

KAIWAN MEHTA is a theorist and critic in the fields of visual culture, architecture and city studies. He is the Managing Editor of *Domas India* (Special Multimedia) and also Professor and coordinator of the Doctoral Programme at the Faculty of Architecture, CEPT, Ahmedabad and part of the CEPT University Press.

Mehta has co-curated with Rahul Mehrotra and Ranjit Hoskote, the national exhibition on architecture — "The State of Architecture: Practices and Processes in India" (UDRI, 2016) at the NGMA, Mumbai and "State of Housing - Aspirations, Imaginaries, and Realities in India" (UDRI, 2018). He authored *Alice in Bhulavahar: Navigating a Mumbai Neighbourhood and the Architecture of / M Kadri*. He has been elected as the jury Chairman for two consecutive terms (2015-17 and 2017-2019) for the international artists' residency programme across 13 disciplines at the Akademie Schloss Solitude in Stuttgart, Germany.

SUSHANT SCHOOL OF ART AND ARCHITECTURE
SUSHANT SCHOOL OF PLANNING AND DEVELOPMENT
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RESEARCH BY HISTORY

15 02 2019 11:00

IPAC 2019
INTERNATIONAL PLANNING & ARCHITECTURE CONCLAVE
12 02 19 - 16 02 2019

Talk
Research by History
PETER SCRIVER

WRITING ARCHITECTURE

Peter Scriver is a founding member of the Centre for Asian and Middle-Eastern Architecture (CAMEA), University of Adelaide, where he has taught Modern Architectural History, Theory and Design and directed postgraduate research since 1996.

Scriver is a critical authority on the architectural history of modern India. His books include *Colonial Modernities: Building, Dwelling and Architecture in British India and Ceylon* (Routledge, 2007), and *After the Masters: Contemporary Indian Architecture* (Mapin, 1990) and *India: Modern Architectures in History* (London: Reaktion, 2015).

SUSHANT SCHOOL OF ART AND ARCHITECTURE
SUSHANT SCHOOL OF PLANNING AND DEVELOPMENT
Ansal University Road, Sector 55, Gurugram, Haryana 122005



VATEL HOTEL AND TOURISM BUSINESS SCHOOL

Vatel Hotel and Tourism Business School, Ansal University, Gurgaon, is one of the Best Hotel Management Colleges in India. It offers international opportunities in the fastest growing trade of hospitality. In Europe and all over the world, Vatel alumni have operational and senior managerial jobs in the most beautiful hotels and is one of the Best College for Hotel Management. The Undergraduate programme in hotel management at School of Hospitality Management, Ansal University is offered in collaboration with Vatel Hotel and Tourism Business School.

- This is one of the best schools of the university but was being underplayed
- Various strategies were being worked upon to highlight the USP and also the partnership with Vatel.
- Sessions were conducted for improvising the overall outlook and presentation.
- Marketing strategy for the upcoming admission year was created.

Hospitality is not everyone's cup of tea. Learn With Us.

School of Hospitality Management

School of Hospitality Management, Ansal University, Gurgaon, offers international opportunities in the fastest growing trade of hospitality in collaboration with Vatel Hotel & Tourism Business School, France, best Hospitality Management School.

Programmes offered:

- Bachelors in Hotel Management
- MBA (International Hospitality Management)



International Internships International Placement Avg Annual Salary - 12 Lac* World Class Faculty World Wide Exchange Program

Our Collaborations with top hotels



Transdisciplinary learning across all schools of Ansal University

Toll Free: 1800 200 5520 For admissions apply on: www.ansaluniversity.edu.in, admissions@ansaluniversity.edu.in
M: +91 96433 06819, 99101 22364 Ansal University, Sector 55, Golf Course Road, Gurgaon - 122 003, Haryana

Our Benchmark is to be the best nothing less than the World's Best

School of Hospitality Management, Ansal University, Gurgaon, offers international opportunities in the fastest growing trade of hospitality in collaboration with Vatel Hotel & Tourism Business School, France, best Hospitality Management School.

PROGRAMMES OFFERED:

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School of Hospitality Management

Friday Workshop

— Schedule —
31st May to 26th July 2019



Pizza Making Competition
31st May 2019



Chocolate & Candies Workshop
7th June 2019



Dining Etiquette
14th June 2019



How to be a Good Conversationalist!!!!!!
21st June 2019



Cooking Without Fire
28th June 2019



Indian Starters Workshop
5th July 2019



Mocktail Workshop
12th July 2019



Flower Arrangement Workshop
19th July 2019



Sandwich Making Workshop
26th July 2019



VATEL
HOTEL & TOURISM
BUSINESS SCHOOL

www.vatel.com

Hospitality Industry Statistics

- Promising and recession-free Industry
- Largest employment provider globally
- Opportunity to travel the world

"Tourism and the international hospitality Industry continue their expansion."

In spite of economics, political and social crashes, tourism has made remarkable strides in the last twenty years. This profession has been transformed into a competitive industry, always in need of operational and senior managers, capable of working in hotel management in the multicultural, complex, and global context. Vatel has studied these major evolutions for over 35 years, and is now successfully training its students for departmental careers in marketing, sales, administration, human resources, and communication, all adopted to the hospitality industry, catering, hotel and tourism management.

They are looking for experienced and responsible managers, with knowledge acquired not only in the business school, but also with a knowhow and essential life skills that are necessary in the international hospitality and tourism industry.



Career Opportunities

- Hotels – Room Division Management, Culinary Skills, Restaurant Management, Sales & Marketing and Training & H.R.
- Catering – Airlines, Corporate, Institutional, Railway, Hospitals & Industries.
- Others – Resorts, Clubs, Travel Agencies, Oil Rigs, Airlines, Cruise ships and Customer Care sections of various companies.



VATEL AN INTRODUCTION

At Vatel, we educate future operations managers and senior executive in a motivating and thriving field: International Hospitality and Tourism.

"With over 35 years of experience and a network of 50 campuses throughout the world, Vatel Schools are the 1st Worldwide Business School Group in Hospitality and Tourism Management."

They all give an internationally targeted education, which includes academic theoretical courses and professional experience. These teaching methods ensure that students can take up work assignments world over, as soon as they graduate.

Vatel educational methods have proved their worth: Vatel has received several Worldwide Hospitality School Awards from international hospitality experts and 100% of students find jobs that correspond to their own professional projects- our 30,000 Vatelians work in the most beautiful hotels on earth. They make up a priceless network for recent graduates looking for a job in any part of the world.

9,000 VATEL STUDENTS THROUGHOUT THE WORLD

Wear the same uniform

Have the same curriculum

Have a week of theoretical courses followed by a week of practical application

Can access the same educational tools

Are in real managerial situations during their practical work

Can do their second year in another Vatel Campus

Participate in the Vatel International Business Game, a competition against other Schools

Can do an MBA Vatel Specialization in their fifth year

Can take advantage of the Vatelien network

When you choose Vatel you choose Success

SUSHANT SCHOOL OF BUSINESS, SCHOOL OF ENGINEERING AND TECHNOLOGY & SCHOOL OF LAW

- Despite being old schools, both these schools were struggling to get admissions and quality students. Filling seats was very important.
- Education counsellors were being shortlisted in the target markets.
- Lot of internal branding exercises were suggested to bring in a sense of belongingness btw the students.
- Fresh communications were designed.
- Marketing strategy for the upcoming admission year was created



GO GLOBAL
the world is yours!

THE SCHOOL OF MANAGEMENT STUDIES

in a unique academic collaboration with the University of Warwick, UK.

PROGRAMMES



in academic
collaboration with
the University of
Warwick, UK.

MBA*

- Marketing • HR • Finance
- Production and Operations
- International Business

BBA (Hons)*

- Marketing • HR • Finance
- Production and Operations
- International Business

B.Com (Hons)*

(International Accounting & Finance)

BBA (Hons)*

Financial Services

BBA (Hons)*

Brand Management & Communications

The University of Warwick is a leading Russell Group university, widely recognized as a world leader in research and education

Ten subjects at Warwick are in the world's top 50, with one in the top 20 (The QS World University by Subject 2017)

Study at Warwick Campus within the curriculum

Course Credits Transfer

Warwick visiting faculty & webinar

Unique academic enhancement courses

96% Placement of the Year 2018 Batch

Times of India B-School Survey 2017

No. 4 Best Emerging Business School

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Exposure to CSR (Corporate Social Responsibility)

Highly qualified faculty with international experience

Successful placement record with top national and international Companies

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Industrial Training through live projects in Industry

Separate hostel facilities for boys and girls

Located in Gurgaon, India's biggest hub of Multinational Companies

Campus located 2 minutes from the Metro Station

MBA

- Marketing
- Finance
- Human Resource Management
- International Business
- Operations Management
- Logistics and Supply Chain
- Aviation Management
- Automobile Management
- Healthcare Management



Transdisciplinary learning across all schools

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B.Design

- Interior Design
- Product Design
- Interior Architecture
- Fashion & Textiles
- Visual Communication

M.Design

- Interior Design

PHD

School of Hospitality Management

Bachelor of Hotel Management*
With the renowned French Hospitality School - Vatel

MBA*

In International Hospitality Management

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In International Hospitality Management

Sushant School of Art and Architecture

Since 1989

UNIVERSITY OF WESTMINSTER*

Active Partnership with University of Westminster, UK

Summer school offer from Bartlett, University College London, UK

PHD in Architecture

MArch

Urban Design

Built Heritage

Landscape Architecture

Interior Architecture

PHD in Architecture

Field of Architecture

Reading Interiors

Cultural Mapping

Building Projects

PHD in Architecture

Field of Architecture

Reading Interiors

Cultural Mapping

Building Projects

PHD in Architecture

Field of Architecture

Reading Interiors

Cultural Mapping

Building Projects

PHD in Architecture

Field of Architecture

Reading Interiors

Cultural Mapping

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Field of Architecture

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Building Projects

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Field of Architecture

Reading Interiors

Cultural Mapping

Building Projects

PHD in Architecture

Field of Architecture

Reading Interiors

Cultural Mapping

Building Projects

Sushant School of Planning and Development

Bachelor of Planning (BPlan)

Urban & Regional Planning

Integrated Programme

BPlan & MPlan in Sustainable Planning

Master of Planning (MPlan)

Urban Planning

Transport Planning

Policy & Governance

PHD in Planning

Certificate Courses

Field of Planning

Communicative Planning

PHD in Planning

Field of Planning

Communicative Planning

PHD in Planning

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Field of Planning

Communicative Planning

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Session will be taken by
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Co-Founder & Vice-President, Luckless Tech, New Delhi



+91 9643306818, 7988433301 Venue : Sundarayya Vignana Kendra, Hyderabad



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Mr. Madan Oberoi
Ex. Special Commissioner, Special Cell of
Delhi Police who currently represents
India at Interpol



Mr. Manish Jain
HR Head at Hero Future Energies



Mr. Pawan Duggal
Chairman, International Commission
on Cyber Law



Mr. Pawan Pratap Praveen
Founder of Digitech

Programmes Offered

- B. Tech. CSE (Cyber Security)
- B. Tech. CSE (IoT and Blockchain)
- B. Tech. CSE (AI and Machine Learning)
- B. Tech. ECE (Renewable Energy)
- B. Tech. ECE (Robotics)
- B. Tech. Mech. (Autonomous Vehicles)
- B. Tech. Civil (Transport Eng.)
- B. Tech. Civil (Building Services Eng.)
- M. Tech. CSE (IoT and Blockchain)
- M. Tech. CSE (AI and Machine Learning)
- M. Tech. ECE (Robotics)
- M. Tech. Civil (Transport Eng.)



Centre of Excellence (CoE) for IoT,
Renewable Energy, Electric Vehicle



Tie ups with Big
Names in Industry



Global Exposure

Transdisciplinary learning

Precipient International Faculty Contemporary teaching techniques Located in Gurgaon, India's biggest hub of Multinational Companies Separate hostel facilities for boys and girls Campus located 2 minutes from the Metro Station Successful placement record with top national & international companies

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WORKSHOP

ON THE INTERNET OF THINGS



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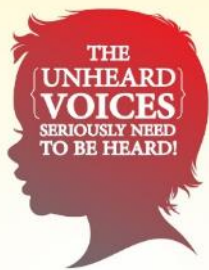
**SOLAR
ENERGY SYSTEMS**

22nd - 23rd April 2019

KEY TOPICS

Central and State Government Policies
Business Models of Solar Energy
Requirements to Start Business
Case Studies on Solar Energy Systems
Return on Investment (ROI)
On-Grid and Off-Grid Solar Plant Demonstration
Solar Thermal Plant Demonstration

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— PRESENTS —

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ON
27th APRIL 2019



SCHOOL OF LAW

Welcomes everyone
across the globe, participating in
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On

Sabrimala Judgment

Last date of submission

15th April 2019
06:00 PM



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BALLB (Hons.)

BBALLB (Hons.)
5 years

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3 years

LLM
1 year programme
Specialization offered in line
with industry trends

Ph.D

Recognized by
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Transdisciplinary learning across all schools

Proficient international faculty	Contemporary teaching techniques	Located in Gurgaon, India's biggest hub of Multinational Companies	Separate hostel facilities for boys and girls	Campus located 2 minutes away from the Metro Station	Successful placement record with the top national & international companies
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SUSHANT SCHOOL OF HEALTH SCIENCES

Considering the need of present and future, the school of health sciences offered curriculum based on skills and competencies. They offer courses like Bachelor of Pharmacy, Cardiovascular Technology, Medical Radiology and Imaging Technology, Medical Lab Technology, Bachelor of Optometry, B.Sc. Clinical Psychology, B.Sc. Clinical Research and Healthcare Management.

- This school definitely has a lot of potential because of the unique courses offered.
- Idea was to create communication around exclusive courses which had not been done previously at all.
- Marketing strategy for the upcoming admission year was created.

40 MILLION JOBS ARE WAITING

**JOIN
SUSHANT SCHOOL
OF HEALTH
SCIENCES**
& learn more about
medical technology!

Courses Offered

- | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|
| Bachelor of Optometry* | M.Sc. in Clinical Research |
| Bachelor in Medical Radiology and Imaging Technology* | Master of Optometry |
| Bachelor of Pharmacy | Master of Optometry (Practice and Research) |
| B.Sc. | Master of Public Health |
| <ul style="list-style-type: none"> • Medical Laboratory Technology* • Cardio Vascular Technology* • Clinical Psychology • Clinical Research and Healthcare Management • Emergency Medical Technology • Dialysis Technician | * Lateral Entry available |



Transdisciplinary learning

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Placement Assistance

Sushant School of Health Sciences

Courses Offered

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- Bachelor in Medical Radiology and Imaging Technology*
- Bachelor of Pharmacy
- B.Sc.
 - Medical Laboratory Technology*
 - Cardio Vascular Technology*
 - Clinical Psychology
 - Clinical Research and Healthcare Management
 - Emergency Medical Technology
 - Dialysis Technician
- M.Sc. In Clinical Research
- Master of Optometry
- Master of Optometry (Practice and Research)
- Master of Public Health

* Lateral Entry available

Transdisciplinary learning

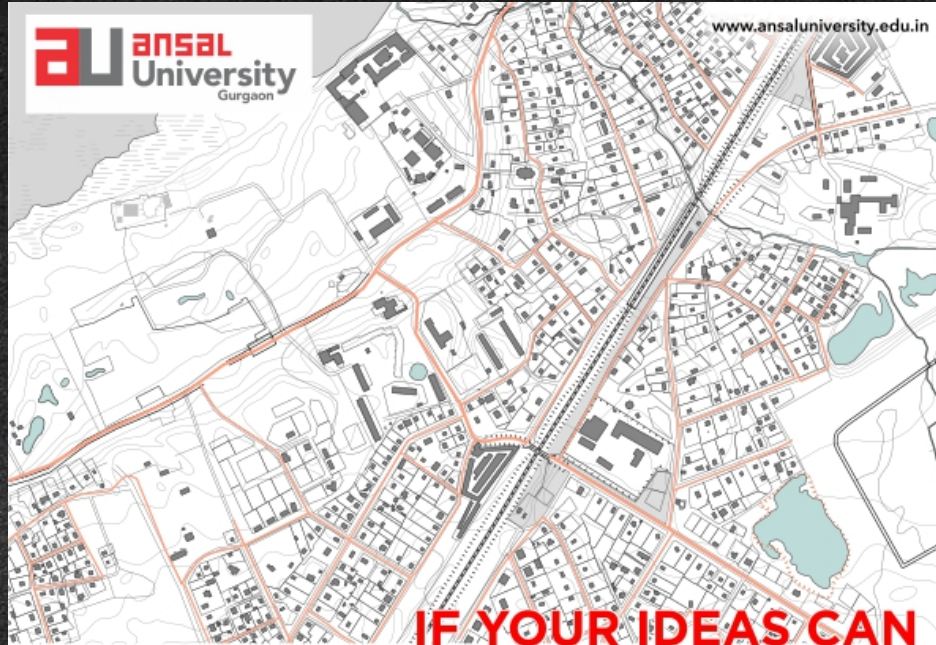
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SUSHANT SCHOOL OF PLANNING AND DEVELOPMENT

Sushant School of Planning and Development (SSPD) came into existence in 2018. Urban Planning programmes at Ansal University were till now offered through the Sushant School of Art and Architecture. These were aimed to meet the growing demand for urban planners in India. The ongoing transformation from a primarily rural to majorly an urban society will require strategic investments of funds and technology enabled by efficient deployment of skill.

- This school was launched with the help of Flags Comm. Entire event was mutually planned by Ansal University and Flags at IHC.
- Entire Marketing strategy was penned down.
- Fresh communication was crafted to attract students eye ball.



IF YOUR IDEAS CAN stand the test of time

We'll help them with great platforms

at

Sushant School of Planning and Development

The future of urban planning is getting more technology-driven and behaviourally informed. Urban Planning education at the SSPD has been designed to prepare the prospective students to address these issues. SSPD will offer courses which are approved by All India Council for Technical Education (AICTE) and Institute of Town Planners India (ITPI).

Courses Offered:

BPlan

Urban and Regional Planning

Integrated Programme

BPlan and MPlan (Sustainable Planning)

MPlan

- Urban Planning
- Transport Planning
- Policy and governance

PhD in Planning

Certificate Courses

- Field of Planning
- Communicative Planning

**3,00,000 urban planners
needed by 2030**

Transdisciplinary learning across all schools

Proficient
international
faculty

Contemporary
teaching
techniques

Located in Gurgaon, India's
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Multinational Companies

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DIFFERENT COMMUNICATION MEDIUMS WERE USED FOR ALL
THE SCHOOLS AND COURSES AND HOLISTIC MARKETING
ACTIVITIES WERE SUGGESTED.

ACHIEVEMENT

- Major internal changes were done and were visible in the University.
- Ansal University got into major introspection mode.
- We helped the Institution realise its major weaknesses which is important for creating strengths.
- All schools started to get their due importance.
- Admission rate appreciated.

Flags Communications is happy that it could make a lot of difference in the university and bring in a lot of change. We could work absolutely in sync with the senior management. though we share superb rapo with the university owners, our professional relation ended amicably because of resource crunch!



"We would personally like to acknowledge the efforts made by the team of Flags Communications & thank them for the great job done on our Marketing & Communications project in the beginning of year 2019. It was a pleasure to work with their team as they were all extremely professional to work with & also met all the project deadlines" .

Ms. Sheetal Ansal, Trustee

THANK YOU
LET'S CONNECT @ 09310055885