



GHAZIABAD

(Estd. 1995)

NAAC Accredited A+ Grade Institute

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# STRATEGIC PLAN

## 2022-25

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**Institute of Technology and Science**

(NAAC Accredited 'A+' Grade Institute)

Mohan Nagar, Ghaziabad

Uttar Pradesh, India

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## INTRODUCTION

### **I.T.S -The Education Group**

“Engage-Enlighten- Encourage”

In the continuing task of nation building, I.T.S - The Education Group under Durga Charitable Society, established its first campus “Institute of Technology and Science” at Mohan Nagar, Ghaziabad in 1995. Since then, the Group is committed to its vision of “Creating a Thinking Professional Order”.

I.T.S The Education Group is determined to promote excellence in higher education for a vibrant and inclusive society through knowledge creation and dissemination. The Group offers 20 courses in the areas of Management, Information Technology, Dental Science, Engineering, Biotechnology, Paramedical Science and Pharmacy through it’s 12 institutions spread across 5 campuses in Ghaziabad and Greater Noida. It also runs two Multi-Speciality Hospitals with 100 Beds each catering to medical needs of society. All the institutions are approved by their respective regulatory authorities. Many of the institutions of the group are NAAC accredited and many courses are NBA accredited.

### **Institute of Technology and Science (I.T.S), Ghaziabad**

Institute of Technology and Science, Mohan Nagar, Ghaziabad has been accredited as “A+ Grade” (Score-3.34) Institute in 3rd cycle of accreditation by National Assessment and Accreditation Council (NAAC). It was accredited as “A Grade” Institute in its previous two cycles of accreditation by NAAC in the year 2011 & 2017. It is also an ISO: 9001- 2015 certified institute.

Institute of Technology and Science, Ghaziabad is a dynamic and innovative institute recognized as a leading education provider in the areas of Business Management and Information Technology. It offers MBA (started in 2004) and MCA (started in 1997) Programs. MCA Program is NBA Accredited. The institute is affiliated to Dr. A.P.J. Abdul Kalam Technical University, Lucknow.

I.T.S, as an institution devoted to impart higher education has always committed itself to deliver superior quality and excellence in the field of education. We are deeply conscious of our role in

modern society of nurturing the future generation of India who will be largely responsible for taking India to the next level of economic development.

At I.T.S we strive for “Creating a Thinking Professional Order” through various activities we undertake across our Post Graduate programs. To add value and to further enrich the programs, a slew of value added courses, personality development and career counseling sessions, social awareness courses and Entrepreneurship classes are interwoven intricately into the two year module. We have also made some bold departure from conventional structure of knowledge and have attempted to push the boundaries with regard to pedagogic and student support practices.

Our constant endeavor has been to provide value education with the over-riding aim of delivering competent, smart and socially conscious young men and women into the growing economy of ours and who will contribute substantially and effectively into taking this country to greater heights in the coming years.

As an Institution, we understand that excellence is a journey not an end and we are very hopeful that the autonomous status would enable us to further strengthen an effective and sustainable quality assurance system in the Institute.

The highly participative, collective reflections and intense deliberations that went into the preparation of this report provided us with a coherent perspective to view the Vision and Mission of our Institute and to prepare ourselves ready for larger purpose of our existence.

**Vision:**

Creating a Thinking Professional Order

**Mission:**

To make incessant endeavor to create learning process in response to continuously changing managerial paradigms.

**Objectives:**

1. Generating new learning techniques
2. Improving teaching-processes
3. Expanding the information technology capacity.

4. Strengthening the industry-interactive network
5. Facilitating professional practitioners in searching their potential
6. Inculcating team spirit among the learners

**Goals:**

1. Prepare students as future managers and leaders to flourish in a dynamic global environment, adding value to the industry
2. Enhance intellectual capabilities to facilitate a learning environment and develop new-age skills
3. Strengthen resources and strive for excellence
4. Be recognized as a futuristic, value-based and state-of-the-art global institution, continuously transforming to stay aligned with industry and society



**Northern India's Leading Group of Educational Institutions**  
**The Education Group**  
 GHAZIABAD • GREATER NOIDA (DELHI-NCR)

<b>5</b> Wi-fi Enabled Campus	<b>12</b> Institutions	<b>20</b> Courses	<b>60</b> Acres Land	<b>700</b> Full Time Faculty	<b>10000</b> Student Fratern
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**CAMPUS-1**  
Mohan Nagar (Est'd. 1995)

**Institute of Technology and Science (I.T.S)**  
**I.T.S School of Management**  
**I.T.S - UG Campus**  
**PGDM MBA MCA**  
**BBA BCA**  
2 Years

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 www.facebook.com/PGDMatITS  
 I.T.S UG Campus : www.facebook.com/BBABCAITSMohanNagar/  
 I.T.S - Mohan Nagar, Ghaziabad : www.instagram.com/itsghaziabad/



**CAMPUS-2**  
Murad Nagar (Est'd. 2000)

**I.T.S - Dental College**  
**I.T.S - College of Pharmacy**  
**I.T.S - Institute of Health & Allied Sciences**  
**I.T.S - Surya Hospital**  
(Pharmaceuticals Science)

**MDS**  
**BDS**

**Ph.D**  
**M.Pharm**  
**B.Pharm**  
**D.Pharm**

**MPT**  
**BPT**

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 Mobile : 08447753524/23  
 E-mail : physio@its.edu.in, pharmacy@its.edu.in  
 I.T.S Pharmacy College: www.facebook.com/ITSParmacyCollege  
 I.T.S Dental College: www.facebook.com/ITSDentalCollege.Ghaziabad  
 I.T.S Physiotherapy College: www.facebook.com/ITS.Physio.Biotech



**CAMPUS-3**  
Greater Noida (Est'd. 2006)

**I.T.S - Engineering College**  
**MBA B.Tech BBA BCA**  
•CSE •ECE •ME •EEE •CE

Address : 46, Knowledge Park-III, Greater Noida - 201308  
 Mobile : +91-8510010843 / 42 / 41 / 40  
 E-mail : engg.gn@its.edu.in, admissions.ec@its.edu.in  
 www.facebook.com/ITSEC.Greater.Noida



**CAMPUS-4**  
Greater Noida (Est'd. 2006)

**I.T.S - Dental College**  
**I.T.S - Surya Hospital**  
**B.D.S M.D.S**

Address : 47, Knowledge Park-III, Greater Noida - 201308  
 Mobile : 07840001439/1650  
 E-mail : dental.gn@its.edu.in  
 Mobile : 08447753520/22  
 I.T.S Dental College: www.facebook.com/ITSDentalCollegeGN



**CAMPUS-5**  
Meerut (Est'd. 2015)

**Chadha Public School**  
**Vaidic Naturopathy & Wellness Village**  
 Village Nangla Kumbha, PO: Sivalkhas via Jani,  
 Meerut - 250501  
 E-mail : cct@its.edu.in  
 Mobile : 08192000780



## STRATEGIC REVIEW

The COVID disruption in the past two years has triggered new thought processes. With Industry 4.0 and the emergence of new technologies, industry and society are faced with fresh challenges. The management education canvas is also changing rapidly and the emphasis is on helping students learn under a new education policy and framework.

I.T.S acknowledges the importance of being dynamic and responsive. It recognises the need for it to evolve strategically with the times, and the need to renovate and rework its strategy. It realizes that its fundamentals require strengthening if it has to create a strong positioning amongst business & IT schools.

In September 2021, I.T.S had deep discussions with its various stakeholders with mandate to build the Institute as a strong brand known for quality. Based on discussion, a strategic plan had been developed for the first 3 years from 2022 -2025, I.T.S is now challenging itself to raise the bar and to focus on structured impacts for a better learning and development experience for young managers & IT professionals.

### **Perspective & Starting Point:**

In September, 2021 the Faculty Council decided to review its goals for the future to ensure that I.T.S stays aligned with the continuously evolving business environment. The Faculty Council engaged with all the stakeholders including - students, academic experts, recruiters, and alumni.

There was agreement that in the Volatile, Uncertain, Complex and Ambiguous (VUCA) world of rapid information flow and global connectivity management education is shifting from conventional to innovative learning. Students need to be facilitated in soft skills and in real-life situations that improve their decision-making capability in a global perspective. There was a felt need to:

- Review the focus of the program, the curriculum and the teaching-learning process
- Prepare for new dimensions in management - New Age Skills, Emerging areas of Digital Entrepreneurship

- Invest in Intellectual capital and capacity building
- Expose students to cross-cultural activities and engage them in developing creativity
- Facilitate Faculty in upgrading professional skills and global perspective, in presenting contributing papers/articles in professional journals/magazines, as well as participating in and contributing to seminars and related activities

The Vision, Mission and objectives have become foundation to formulate goals and set priorities that I.T.S will strive to accomplish in the next 3 years.

## INTROSPECTION

With the implementation of the NEP by the Government of India, education has emerged as a very significant sector and can create opportunities for serious and well-run educational institutions. I.T.S started in the year 1995 with commencement of MCA program in 1997 and MBa in 2004. It has been accredited with “A+” grade by NAAC for 5 years till 10<sup>th</sup> October, 2027. The team has stepped up its efforts to build a student-centric culture anan academic-industry community that encourages creativity, collaborative working and capability building.

### **Looking Inwards:**

I.T.S is committed to its mission to move into the league of aspirational institutions that provide an empowering environment for developing managerial and leadership skills, enhancing knowledge that leads to aspirational goals in career and life, and inculcating values, ethics, global and entrepreneurial mindset to catalyse sustainable societal transformation.

The Leadership team, in consultation with stakeholders, has conducted a reasonably unbiased assessment of its potential. Like every institution, I.T.S has its strengths and opportunities that need to be leveraged, as also weaknesses and threats that need to be managed in a planned and strategic manner.

### **Institutional Strength**

- Location in NCR with good connectivity through rail, road, air and metro
- Adequate infrastructure facilities with conducive learning environment.
- Established teaching-learning and evaluation systems & processes.
- Qualified faculty with adequate learning resources.
- Strong industry interface and focus on skill building
- Progressive thinking and committed management

### **Institutional Weakness**

- Limited scope of adding contemporary courses in syllabus however Institute arranges specific sessions of industry experts to compensate
- Limited number of Programmes
- Limited scope of expansion horizontally due to location
- Limited inclination of students towards research and related areas

### **Institutional Opportunities**

- With New Education Policy (NEP), flexibility in multidisciplinary choice based and need based courses in existing framework
- Institute being located in NCR, there is a broader scope of leveraging Industry – Institute connect for undertaking Research projects and Consultancy
- Opportunity to align entrepreneurial mindset of students through meaningful projects at institute incubation centre

### **Institutional Challenge**

- Challenges from many similar autonomous institutions in the vicinity
- Last two years of pandemic delayed implementation and growth of few good initiatives



## THE MANAGEMENT EDUCATION LANDSCAPE

**Me too Business models:** India has the largest network of higher education institutions in the world, yet most of the institutions are still grappling with business models that focus on short term profitability. This is resulting in a vast market of me-too and undifferentiated institutions that are focused on the short term and are struggling for student admissions.

**Student intake- Reality check:** The applicants to many of these management institutes are from diverse backgrounds. Very often these applicants are not sure of what they are looking for, or entertain misconceived notions of reality.

**Empowering students:** In Industry 4.0 there are different routes to empower students for their role in the future. There are many dimensions of empowerment and parameters of success. It may require the Institutes

- To go beyond the curriculum, to help them learn how to learn
- To ignite the passion to achieve their dreams
- To sensitize them, amongst others and to help them take control.

**Barriers to growth & Long-term orientation:** The barriers to growth are often due to our Self Reference Criteria which makes us myopic and we tend to view ourselves as doing the right things, without carrying out appropriate benchmarking. In the process we fail to protect ourselves from threats and weaknesses, and we are unable to leverage our strengths strategically to capitalize on emerging opportunities.

Increasing incomes and opportunities in the past two decades or so have fuelled aspirations in society and the demand for good PGDM and MBA courses in management will increase, along with the demand for financial assistance from banks or from the institutions themselves. The heightened awareness, improved familiarity with technology and the integration of technology in our lives will slowly shift the focus onto the efficacy of the programmes with options of programmes ranging from basic, specialized, to super specialized and supporting online and MOOCS.

However, grappling with the NEP, the education industry continues to be regulated, admissions are capped, there is a lack of government grants, and the competition is increasing. Within this

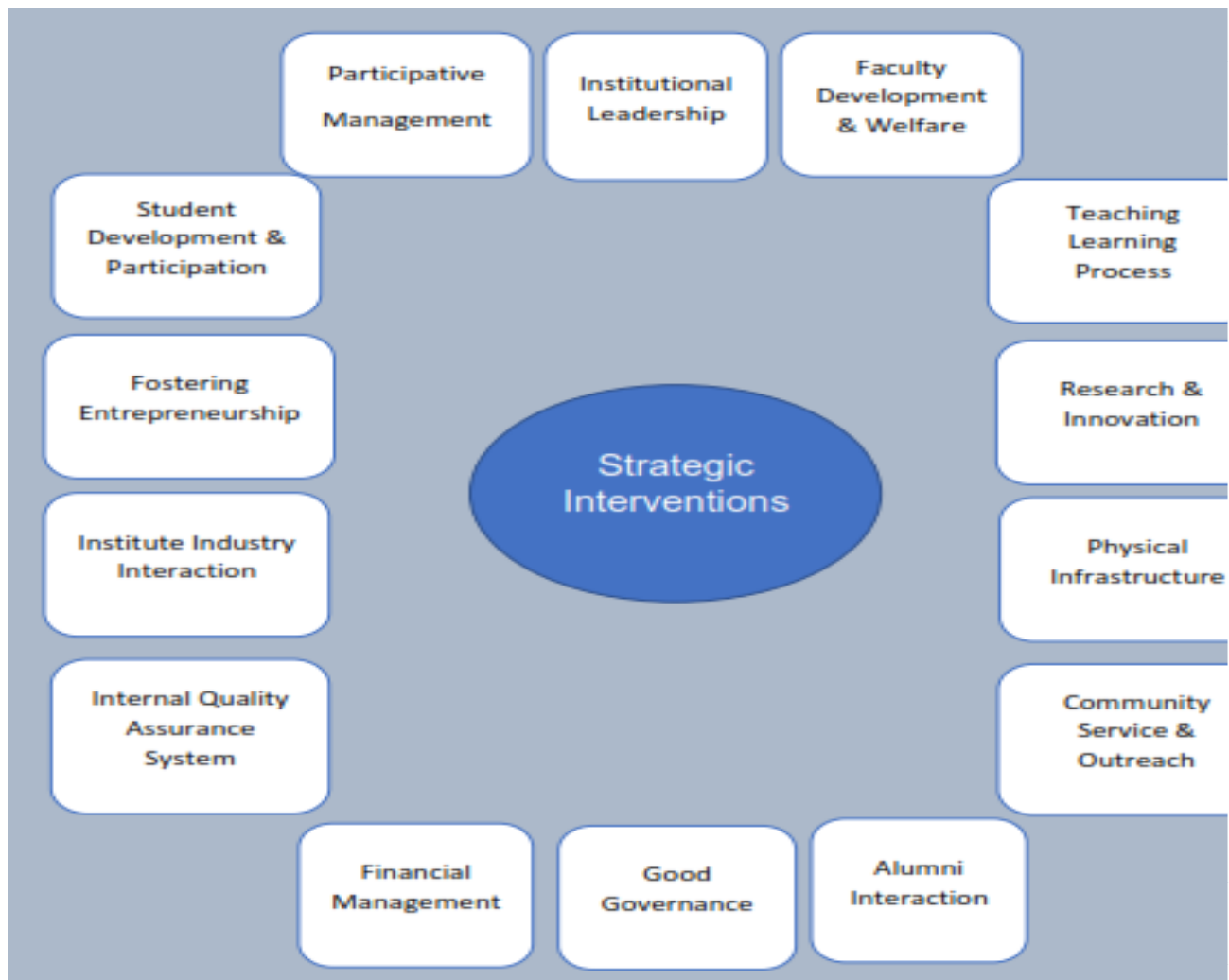
landscape and with the government allowing foreign institutions to operate in India, it will require discipline, strategic clarity and long-term orientation to function successfully.

## STRATEGIC GOALS & KEY AREAS FOR INTERVENTION

The crux of strategic planning is to have clear long-term and strategic goals that guide the short-term goals, actions and course corrections.

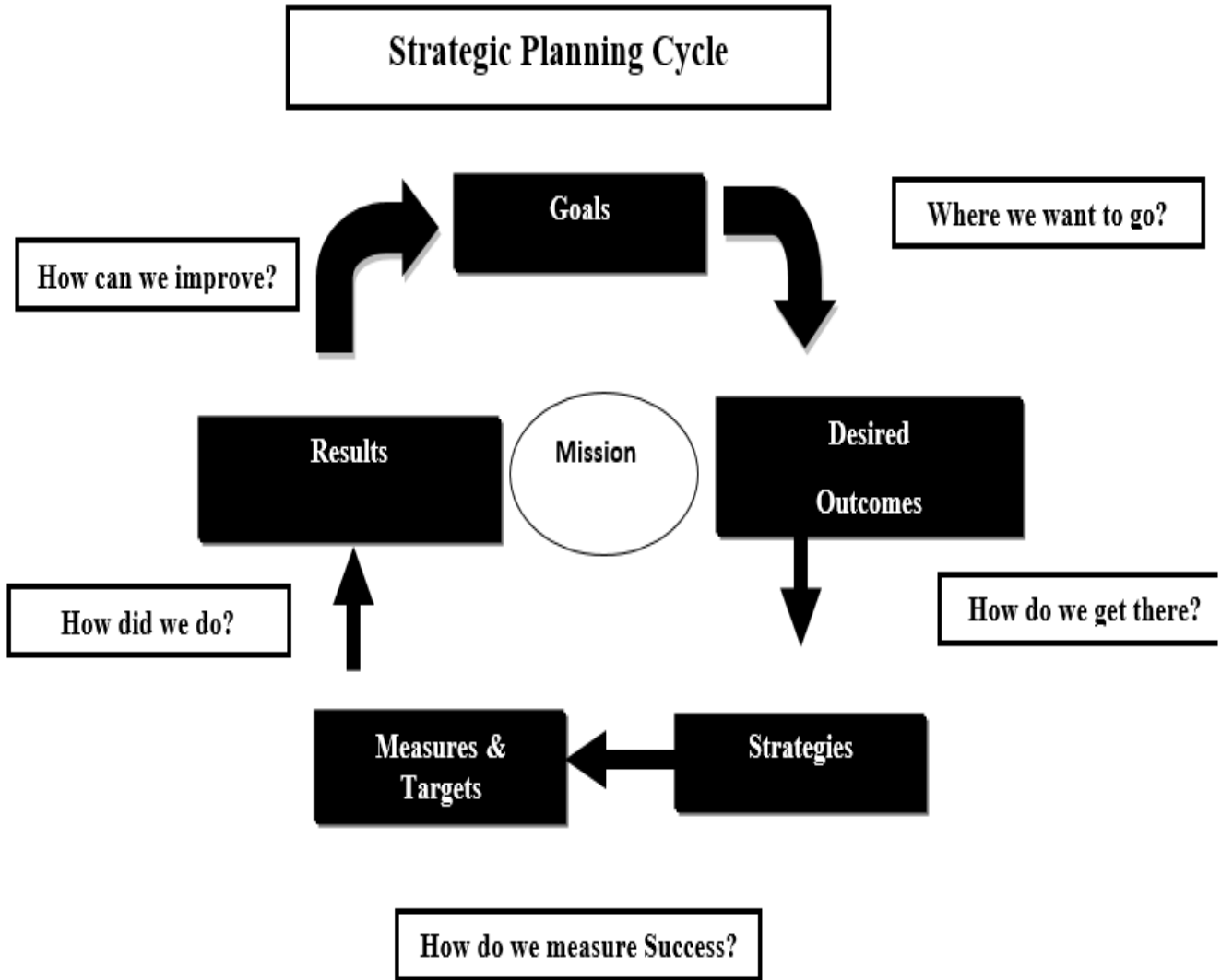
The discussions and alignment with the vision and mission have helped us identify the areas that are key to achieving our strategic goals and where we need to intervene. This enables us to set out clear short-term objectives in a systematic and coherent manner.

### Key Areas for Strategic Intervention



## I.T.S - LOOKING AHEAD

Mechanism for a 3-year perspective (2022-2025)



**Aspirations:**

**Vision:** Creating a Thinking Professional Order

**Mission Statement:** To make incessant endeavour to create learning process in response to continuously changing managerial paradigms.

1. Generating new learning techniques
2. Improving teaching-processes
3. Expanding the information technology capacity.
4. Strengthening the industry-interactive network
5. Facilitating professional practitioners in searching their potential
6. Inculcating team spirit among the learners

**Core Values:** EMPOWER, ENTHUSE and EXCEL are further supported with a focus on the values of integrity, diversity, creativity, social responsibility, global perspective, excellence, and ethics.

**Where Do We Want to Go?**

After considering the Vision and Mission as well as the efforts of the past, the Institute has identified clear long-term goals for itself. These primary goals can endure even if the strategic plan undergoes changes over time.

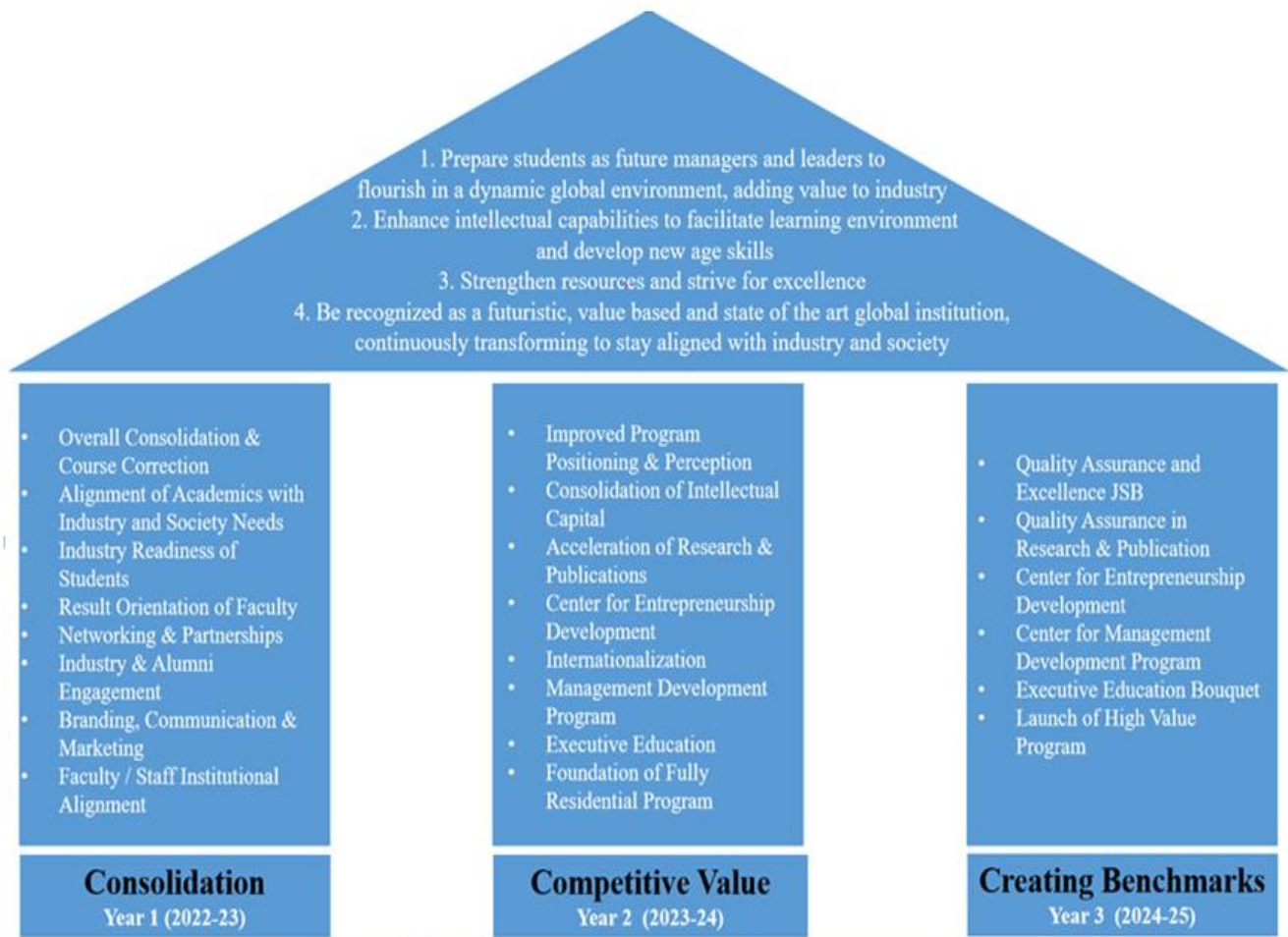
These primary goals provide a framework that can guide I.T.S in identifying objectives and planning actions with reasonable clarity.

<b>Primary &amp; Long-Term Goals – I.T.S</b>
<ul style="list-style-type: none"><li>• Prepare students as future managers and leaders to flourish in a dynamic global environment, adding value to the industry</li></ul>
<ul style="list-style-type: none"><li>• Enhance intellectual capabilities to facilitate a learning environment and develop new-age skills</li></ul>
<ul style="list-style-type: none"><li>• Strengthen resources and strive for excellence</li></ul>
<ul style="list-style-type: none"><li>• Be recognized as a futuristic, value-based and state-of-the-art global institution, continuously transforming to stay aligned with industry and society</li></ul>

**THE WAY FORWARD: Immediate, Medium, and Long Term.**

It is essential to prioritize activities that help us create or strengthen the fundamentals that we need to build upon for achieving the goals and objectives. It also helps in efficient resource allocation.

Keeping this in mind, this strategic plan is for the first three years. It has identified the focus of the three years as we work towards the long-term goals. It considers the activities that can run in parallel and those that need to be implemented sequentially. Each year acts as the pillar for the transformation that we are targeting.



**I.T.S - Vision, Mission & Core Values**

The first stage or the *CONSOLIDATION PILLAR* will focus on building a sense of purpose within the institute and create the momentum required to leapfrog to the higher levels that are being aspired for.

- This is the time to redefine the strategic priorities, emphasize the advantage of a system driven organization, improve the ecosystem and realign with market needs, revive the positioning and branding of the institute, improve the faculty/staff output and institutional alignment as well as improve the students' engagement and experience. The institute will need to also focus on improving the program curriculum, the placements and intake, employee satisfaction and leverage all these to improve revenues with the existing fee structure.

The second stage or the *COMPETITIVE VALUE PILLAR* will focus on activities that add significant value to position I.T.S as an increased competitive threat to other management schools. This stage will focus on predefined additions to actions implemented in year 1.

- This will be the time to enhance the brand image created in stage 1, enter into new collaborations, enhance the satisfaction levels amongst stakeholders, improve faculty quality and numbers as well as the research and publications, while not only increasing the number and quality of admissions but also increase the fee related revenue, launch online certification programs, conduct branded conferences & workshops and establish center(s) for developing specialized managerial skills. The aim is to receive NBA accreditation as well.

The third stage of the plan or the *CREATING BENCHMARKS PILLAR* will raise the bar. This stage will focus on predefined additions to actions implemented in years 1 & 2.

- During this phase, the Institute will not only consolidate and increase research and research related efforts, the focus will be on becoming a 2 year fully on-campus program and make its foray into the international waters with the launch of international exchange programs,

## Strategic Priorities

The brain storming session with the Faculty Council helped identify strategic priorities that need to be integrated and strengthened into each year of the 3 stages plan.

Strategic Priority	Description
<b>Teaching Learning Process</b>	<ul style="list-style-type: none"> <li>● Academic planning and preparation of Academic Calendar.</li> <li>● Development of teaching plan as per Bloom's taxonomy.</li> <li>● Preparation of TLP Plan based on CO &amp; PO. Mapping.</li> <li>● Use of more teaching aids and adopt more ICT</li> <li>● Development of e- learning resources.</li> <li>● Promote culture of research &amp; facilities to support the same, and collaboration with Academicians and Corporate for research and implementation.</li> <li>● Provide mentoring and personal support.</li> <li>● Follow a transparent and fair feedback system.</li> <li>● Conduct training based on need analysis.</li> <li>● Evaluation parameters and benchmarking.</li> <li>● Continuous assessment to measure outcomes (Midterm)</li> <li>● Performance development through the credit system.</li> <li>● Implementation of best practices in terms of pedagogical tools.</li> </ul>
<b>Leadership and Participative management</b>	<ul style="list-style-type: none"> <li>● To follow organization structure.</li> <li>● Decentralize the academic, administration and student related authorities &amp; responsibilities (Chairpersins/ multiple coordinators/ Committees).</li> <li>● Prescribe duties, responsibilities and accountability.</li> <li>● Establishment of functional committees</li> </ul>
<b>Internal Quality Assurance System</b>	<ul style="list-style-type: none"> <li>● Align with IQAC initiatives for quality assurance (NAAC &amp; NBA)</li> <li>● Framing of Quality Policy &amp; dissemination regularly.</li> <li>● Formation of Quality Monitoring Committee &amp; its</li> </ul>

	<p>involvement level</p> <ul style="list-style-type: none"> <li>● Educating &amp; Training of all employees on Quality processes.</li> <li>● Periodic check &amp; guidance for quality improvement.</li> <li>● Establishment of audit team and process</li> <li>● Promoting best practices.</li> <li>● Annual report preparation &amp; submission.</li> </ul>
<b>Good Governance</b>	<ul style="list-style-type: none"> <li>● Vision, Mission development &amp; their articulation and review.</li> <li>● Inclusion of corporate &amp; academicians in the Governance Board.</li> <li>● Evaluation of Institute's performance and benchmarking.</li> <li>● Institutional strategic goals setting.</li> <li>● Institutional Strategic development plan.</li> <li>● Monitoring and Implementing the Quality Management Systems.</li> <li>● Following organization structure.</li> <li>● Smooth functioning of statutory committees.</li> <li>● Leadership development through decentralization.</li> <li>● Establishing an internal audit committee.</li> <li>● Code of conduct and policy formulation approval and implementation.</li> </ul>
<b>Institute - Industry Interaction</b>	<ul style="list-style-type: none"> <li>● Industry Connect (Industry Institute Interaction)</li> <li>● Support for internships, visits, trainings, guest lecturers</li> <li>● Identifications of industry needs and advice on Curriculum for extra courses apart from curriculum.</li> <li>● Providing opportunities for Industry based/sponsored projects</li> <li>● IDP</li> </ul>
<b>Entrepreneurship</b>	<ul style="list-style-type: none"> <li>● Active Institution Innovation Council (IIC)</li> <li>● Effective functioning of entrepreneurship development Cell.</li> <li>● Bringing more experts of the field for seminar, lecture, workshop for entrepreneurship development</li> </ul>



	<ul style="list-style-type: none"> <li>● Promoting, sponsoring and facilitating entrepreneurship development.</li> </ul>
<b>Research and Innovation</b>	<ul style="list-style-type: none"> <li>● Research and Apply for Government/Non-Government industry, innovation sponsored funds</li> <li>● Collaborations with Government &amp; Private Institutes Universities and Research Organizations</li> </ul>
<b>Alumni Interaction</b>	<ul style="list-style-type: none"> <li>● Registration of Alumni association. Opening new chapters.</li> <li>● Database creation, Regular interactions with alumni and networking.</li> <li>● Recognition of successful alumni.</li> <li>● Leverage for guest lecturers/internships/ placements/training/</li> <li>● Entrepreneurship.</li> <li>● Exploring Contributions.</li> <li>● Brand ambassadors.</li> <li>● Sponsorships/scholarships/fund generation</li> </ul>
<b>Community Services and Outreach Activities</b>	<ul style="list-style-type: none"> <li>● The Social Club</li> <li>● Parivartan &amp; Utthan</li> </ul>
<b>Physical Infrastructure</b>	<ul style="list-style-type: none"> <li>● Infrastructure building development &amp; modification in existing Infrastructure / washrooms/ Canteen/ Common areas</li> <li>● Smart Class Rooms, Hi- tech Labs with multiple screens</li> <li>● Hybrid Classrooms &amp; Flipped Classrooms.</li> <li>● More ICT enabled classrooms.</li> <li>● Library infrastructure upgradation</li> <li>● System upgradation.</li> <li>● Strengthening sports (indoor/outdoor) facilities</li> </ul>
<b>Student's Development and Participation</b>	<ul style="list-style-type: none"> <li>● Budget allocation for student development programs and activities.</li> <li>● Students Training &amp; Placement Activities.</li> <li>● Student's representation in various committees and cells.</li> <li>● Participation in competitions.</li> </ul>

	<ul style="list-style-type: none"> <li>● Organizing competitions.</li> <li>● Rewards &amp; recognitions of achievers.</li> <li>● Participation in extracurricular activities.</li> <li>● Participating in social and welfare activities.</li> <li>● Mentoring program for students' holistic development.</li> <li>● Add on courses for student development like</li> <li>● International Business Specialization               <ul style="list-style-type: none"> <li>● Industry Certified Courses, advanced excel, Digital Marketing etc.</li> </ul> </li> </ul>
<b>Staff Development &amp; Welfare</b>	<ul style="list-style-type: none"> <li>● Recruitment Policy implementation as per prescribed format</li> <li>● Staff performance evaluation system.</li> <li>● Staff Training for quality improvement.</li> <li>● Best possible work facilities &amp; infrastructure facilities.</li> <li>● Code of conduct, service rules &amp; leave rules.</li> <li>● Staff welfare policy implementation.</li> <li>● Career advancement schemes.</li> <li>● Deputation for seminars, conferences and workshops etc.</li> <li>● Sponsorship/ Motivation for qualification</li> <li>● Outstanding Association Awards.</li> <li>● Support for research, consultancy, innovations</li> </ul>
<b>Financial Management</b>	<ul style="list-style-type: none"> <li>● Effective functioning of purchase committee</li> <li>● Department wise Budget planning and allocation</li> <li>● Periodic Audit</li> </ul>

## STRATEGIC PLAN – 3-Year Sequence

The plan is based on identified focus areas and the enabling actions required to achieve the desired outcomes.

The effective focus in the 3 years under plan is as follows:

**Year One: 2022-23**

### CONSOLIDATION PILLAR

Desired Outcomes (DO) : Year 1 (2022-23)	
<b>DO 1</b>	Overall Consolidation & Course Correction
<b>DO 2</b>	Alignment of Academics with Industry and Society Needs
<b>DO 3</b>	Industry Readiness of Students
<b>DO 4</b>	Result Orientation of Faculty
<b>DO 5</b>	Increased Networking & Partnerships
<b>DO 6</b>	Industry & Alumni Engagement
<b>DO 7</b>	Improved Branding, Communication & Marketing
<b>DO 8</b>	Faculty / Staff/ Institutional Alignment

**Desired Outcome 1:Overall consolidation & Course Correction**

<b>Strategic Focus</b>		<b>Enabling Action</b>
<b>Focus #1</b>	<b>Improve Governance</b>	Review and simplify Organizational structure
		Documentation to be initiated and/or completed
		Improve discipline and establish controls/corrections
		Define Calendar, Timetable and deadlines
		Initiate Performance Management (KRAs, Appraisals) for faculty, staff, department heads, chairs, Dean and DG- To be aligned with institutional / accreditation needs
		Review and improve Policies, Rules and Processes for operations and administration in accordance with the latest needs and standards and enforce compliance
<b>Focus #2</b>	<b>Prioritize Faculty Resources Development</b>	Emphasize Financial planning
		Establish academic priorities
		Enhance result orientation, improve quality of Teaching-learning, and emphasize outcome-based education

		Staffing: Restructuring and Hiring Focus on Recruitment in key functional roles
<b>Focus #3</b>	<b>Revitalize Advisory Board &amp; Committees to play an active role with defined purpose</b>	Constitute or reconstitute <ul style="list-style-type: none"> <li>• Academic Advisory Board</li> <li>• Area Advisory Board</li> <li>• Industry-Alumni advisory</li> </ul>
<b>Focus # 4</b>	<b>Student Empowerment</b>	Focus on Student-Driven Culture
		Refurbish Library and IT support system

**Desired Outcome 2: Alignment of Academics with Industry & Society Needs**

<b>Strategic Focus</b>		<b>Enabling Action</b>
<b>Focus # 1</b>	<b>Program Renovation</b>	Review program design/portfolio
		Review Electives, Specialization
		Engage Advisory Board/Committees
<b>Focus # 2</b>	<b>Curriculum Improvement</b>	Review Curriculum, syllabus, texts
<b>Focus # 3</b>	<b>Faculty Adequacy</b>	Conduct Faculty-Course mapping
		Invite Practicing Faculty

<b>Focus # 4</b>	<b>Integrity of Pedagogy/Evaluation /Feedback</b>	Leverage IT in Teaching-learning process
		Explore Simulations & Certifications
		Emphasize Assignments, Internships, Projects
<b>Focus # 5</b>	<b>Industry &amp; Social Interface</b>	Invite industry practitioners for guest lectures
		Emphasize Internships, Live projects and industry related applications in class assignments
		Ensure Study Tours, Industry Visits, Live Projects
		Schedule International / National Study Tour / Rural - Additional Value Propositions
		Enhance Value Additions for Industry Needs
<b>Focus # 6</b>	<b>Operational</b>	Prepare Manuals and Handbook to Streamline Assessments, Results, Backlog, Attendance
		Establish Feedback Systems - Policies & Procedures

**Desired Outcome 3: Industry Readiness of The Students**

<b>Strategic Focus</b>		<b>Enabling Action</b>
<b>Focus # 1</b>	<b>Development support for students</b>	Mentoring - Industry, experts, faculty, alumni
		Individual Development Plan (IDP)
		Compulsory credit-based training module
<b>Focus # 2</b>	<b>Student interface with industry</b>	Relevant Industry Internships
		Live Projects - Problem-based projects
<b>Focus # 3</b>	<b>Encourage up-skilling &amp; peer confidence</b>	Industry 4.0 & other relevant skills
		Research Orientation
		Certifications, online resources - MOOCs
		Participation in Conference, Business Plan, quizzes, competitions

**Desired Outcome 4: Result Orientation of Faculty**

<b>Strategic Focus</b>		<b>Enabling Action</b>
<b>Focus # 1</b>	<b>Assessment of Faculty Strengths</b>	Faculty Strength & Capability Review
		Faculty - Course Mapping
		Visiting Faculty Review & Course Mapping
<b>Focus # 2</b>	<b>Hiring &amp; Retention</b>	Faculty Recruitment
		Faculty hiring & retention policy
		Practicing Faculty
		Research Track Faculty
		Faculty remunerations
<b>Focus # 3</b>	<b>Training &amp; Development</b>	Faculty Development Program
		Faculty HR Manual
		Technology Tool Training
		Faculty Industry Engagement
		Faculty performance evaluation system
<b>Focus # 4</b>	<b>Faculty Orientation</b>	Teaching - Learning Focus
		Faculty Role Basket (Academic & Administration)



## Desired Outcome 5: Networking and Partnerships

Strategic Focus		Enabling Action
<b>Focus # 1</b>	<b>Conclaves &amp; Conferences</b>	Integrate corporate relations initiatives with th Eco System
		Industry Advisory meetings
		Industry / HR Conclaves
<b>Focus # 2</b>	<b>Increase Participation &amp; Develop Networks</b>	Student & Faculty visits t corporate/conferences/competitions
		Faculty & Student Involvement
		PAN India New Companies Engagement
<b>Focus # 3</b>	<b>International Engagements</b>	Partnering with institutions for join International Conference
		Leverage MoU relationship and develo collaborations
<b>Focus # 4</b>	<b>Thought Leadership</b>	Thought Leadership Series
		PAN India Start-up Engagement
		PAN India Alumni Engagement

## Desired Outcome 6: Industry & Alumni Engagement

Strategic Focus		Enabling Action
<b>Focus # 1</b>	<b>Guiding Students</b>	Handling Preparatory Sessions
		Mentoring
<b>Focus # 2</b>	<b>Providing Industry Perspective</b>	Guest Sessions
		Advisory Boards
<b>Focus # 3</b>	<b>Increasing Credibility</b>	Brand Ambassadors
		Admission GD / PI
<b>Focus # 4</b>	<b>Supporting Institute Initiatives</b>	Placement Leads
		Live Projects & Internships
		Start Up Mentoring

**Desired Outcome 7: Branding, Communication, Marketing**

Strategic Focus		Enabling Action
<b>Focus # 1</b>	<b>Revamp</b>	Review Approach to Branding
<b>Focus # 2</b>	<b>Key thrust areas</b>	New Brand Strategy
		Intensify Collaborations for Branding
		Quality of students intake with more engineers
<b>Focus # 3</b>	<b>People &amp; Processes</b>	Transparency and easy access
		MRM (Monthly review meetings)

**Desired Outcome 8: Faculty/Staff Institutional Alignment (Old/New)**

Strategic Focus		Enabling Action
<b>Focus # 1</b>	<b>Culture Building</b>	Drive Transparency and teamwork
<b>Focus # 2</b>	<b>Professional satisfaction</b>	Initiatives - HR Practices, Policies
		Trainings
		Retreats

## MEASURING SUCCESS FOR YEAR 1 2020-23 (CONSOLIDATION)

The consolidation efforts in year 1 are a mix of qualitative efforts. Since they are all interlinked, success would be a combination of qualitative and quantitative measures for the overarching goals. Some results can be quantified, while others can be measured as Yes or No, or other qualitative feedback

	<b>Desired Outcomes (DO) : Year 1 (2022-23)</b>	<b>Quantitative Results e.g. Industry Rankings, Placement (No./Avg. Package/ Highest Package)</b>	<b>Papers Presented/P ublished/ Seminars Attended (Nos.)</b>	<b>Processes &amp; Manuals Completed (Identify)</b>	<b>Industry Engagement (Nos.)</b>	<b>Student Feedback &amp; Inter college achievements</b>	<b>Qualitative Feedback (External)</b>
<b>DO 1</b>	Overall Consolidation & Course Correction						
<b>DO 2</b>	Alignment of Academics with Industry and Society Needs						
<b>DO 3</b>	Industry Readiness of Students						
<b>DO 4</b>	Result Orientation of Faculty						
<b>DO 5</b>	Increased Networking & Partnerships						
<b>DO 6</b>	Industry & Alumni Engagement						
<b>DO 7</b>	Improved Branding, Communication & Marketing						
<b>DO 8</b>	Faculty / Staff/ Institutional Alignment						

The following OPTION is a different way of illustrating the success of initiatives.

Key Outcomes	Success Indicator	Success Indicator	Success Indicator	Success Indica
Improvement in Rankings				
Quality Placements of	Number of placements	Average Package	Highest Package	
Industry Engagement & Thought Leadership	Industry Visits	Practitioner Sessions & workshops		GD/PI,
Infrastructure Upgradation	CCTV, Projectors and other hardware			
Intellectual Capital	Participation in Seminars	International Webinars or Sessions	Papers Published/ Presented	MDP conducte
Policies & Manuals				
Student empowerment			Mentoring	
Marketing & Branding activities	Organic Increase in social media visibility	Seminars sponsored	Redesigned website	Redesigned brochures

**Year Two: 2023-24**

**COMPETITIVE VALUE PILLAR**

<b>DESIRED OUTCOMES (DO) :Year 2 (2023-24)</b>	
<b>DO 1</b>	Improved Program Positioning & Perception
<b>DO 2</b>	Consolidation of Intellectual Capital
<b>DO 3</b>	Acceleration of Research & Publications
<b>DO 4</b>	Centre for Entrepreneurship Development
<b>DO 5</b>	Internationalization
<b>DO 6</b>	Management Development Program
<b>DO 7</b>	Executive Education
<b>DO 8</b>	Foundation of Fully Residential Program

**Desired Outcome 1: Improved Program Positioning & Perception**

<b>Strategic Focus</b>		<b>Enabling Action</b>
<b>Focus #1</b>	<b>Program Design</b>	New Program Design
		Second Revision of Curriculum
		Syllabus - Thrust on Project based Learning
		Technology usage - Certifications
<b>Focus # 2</b>	<b>Faculty</b>	More numbers & Better outcomes
		Improved teaching-learning & student engagement
		Eminent Visiting Faculty (Foreign and Industry) , Industry Guests
		Assessment, Projects, Group Learning
<b>Focus # 3</b>	<b>Quality Focus</b>	Quality internships
		Improved intake
<b>Focus # 4</b>	<b>NBA accreditation</b>	
<b>Focus # 5</b>	<b>Branding &amp; Communication</b>	

**Desired Outcome 2: Consolidation of Intellectual Capital**

Strategic Focus		Enabling Action
<b>Focus # 1</b>	<b>Strengthening Faculty</b>	Visiting experts/Faculty/Alumni/Practicing Faculty
<b>Focus # 2</b>	<b>Improving Faculty Performance and Productivity</b>	Industry mentors for faculty
		Categorization of faculty- Teaching Research, Training, Consulting
		Increase number of FDPs and improve faculty output
<b>Focus # 3</b>	<b>Incentives for Faculty</b>	Introduce merit/performance-based rewards
		Better remuneration and rewards for research and MDPs

**Desired Outcome 3: Acceleration of Research and Publication**

Strategic Focus		Enabling Action
<b>Focus</b>	<b>Create Enabling Environment</b>	KRA and research reward culture
		Research Workshops, Mentors, Software
		Research Track Faculty



### Desired Outcome 4: Centre for Entrepreneurship Development

Strategic Focus		Enabling Action
Focus	Complete Preparatory Work	Consolidation of e-Lab/ Simulation
		Collaboration with Agency and experts
		Foundation of Incubation Center

### Desired Outcome 5: Internationalization

Strategic Focus		Enabling Action
Focus	Establish International Credentials	One tie-up with Overseas School/University
		Collaboration/MOUs in specific vertices Luxury Retail, Capital Markets, Insurance Analytics

### Desired Outcome 6: Management Development Programs

Strategic Focus		Enabling Action
Focus	Establish MDP Vertical	Hiring of an Experienced Hand
		Prepare annual calendar for 4-6 programs
		Cross discipline/Across faculty resources

**Desired Outcome 7: Executive Education**

Strategic Focus		Enabling Action
Focus		Launch of Certificate Course(Hybrid)

**Desired Outcome 8: Foundation of Fully On-campus Residential Program**

Strategic Focus		Enabling Action
Focus		Initiate Feasibility Study and provision for necessary infra/Bandwidth

## MEASURING SUCCESS FOR YEAR 2 (CREATING VALUE)

Success would be a combination of qualitative and quantitative measures for the overarching goals. Some results can be quantified, while others can be measured as Achieved / Not Achieved.

	<b>DESIRED OUTCOMES (DO): Year 2 (2023-24)</b>	<b>Achieved / Not Achieved</b>	<b>External Feedback</b>	<b>Self-Assessment</b>
<b>DO 1</b>	Improved Program Positioning & Perception			
<b>DO 2</b>	Consolidation of Intellectual Capital			
<b>DO 3</b>	Acceleration of Research & Publications			
<b>DO 4</b>	Center for Entrepreneurship Development			
<b>DO 5</b>	Internationalization			
<b>DO 6</b>	Management Development Program			
<b>DO 7</b>	Executive Education			
<b>DO 8</b>	Foundation of Fully Residential Program			

**Year Three: 2024 - 25**

**CREATING BENCHMARKS PILLAR**

<b>Desired Outcomes (DO): Year 3 (2024-25)</b>	
<b>DO 1</b>	Quality Assurance and Excellence
<b>DO 2</b>	Quality Assurance in Research & Publication
<b>DO 3</b>	Centre for Entrepreneurship Development
<b>DO 4</b>	Centre for Management Development Program
<b>DO 5</b>	Autonomous/ Executive Education Bouquet
<b>DO 6</b>	Launch of High Value Program

<b>Desired Outcome 1: Quality Assurance &amp; Excellence</b>		
<b>Strategic Focus</b>		<b>Enabling Action</b>
<b>Focus</b>	<b>NAAC Accreditation</b>	Discuss and review for improvement in grade in NAAC (A++ from A+ at present)
		International accreditation

### Desired Outcome 2: Quality Assurance In Research & Publication

Strategic Focus		Enabling Action
<b>Focus # 1</b>	<b>Increase weightage for Research &amp; Publication</b>	Intensify Research Track Faculty/ Research Scholar
		Compulsory Publication rule for increments & Promotions
		Rewards & Incentives for Publications & Collaborative Research
<b>Focus # 2</b>	<b>Engage with Industry &amp; Academia</b>	Launch of a Case Centre
		Conduct of Case Writing & Teaching workshops
		International Research Conference - Proceedings / Edited Volumes
		Industry Internship Competition

### Desired Outcome 3: Centre for Entrepreneurship Development

Strategic Focus		Enabling Action
<b>Focus # 1</b>	<b>Program on Family Business &amp; Entrepreneurship</b>	New program on Business analytics & Family Business and Entrepreneurship
<b>Focus # 2</b>	<b>Groundwork for the Centre for Entrepreneurship</b>	Strengthening activities of Incubation Center
		Activities with NEISBUD, MSME
		Activities with Start Ups, Funding Agencies VCs, & Experts
		Joint Proposal with One of Atal Incubation Center

**Desired Outcome 4: Centre for Management Development Programs**

Strategic Focus		Enabling Action
Focus	Revenue Centre	Start working as a Revenue generation centre
		Annual Calendar
		Prepare to Establish a standalone executive education & MDP centre

**Desired Outcome 5: Executive Education Bouquet**

Strategic Focus		Enabling Action
Focus		Weekend Certification Programs (After autonomous status)
		Certification Programs

**Desired Outcome 6: Launch of High Value Program**

Strategic Focus		Enabling Action
Focus		Program in collaboration with foreign University with specialization in sunrise sector/Industry 4.0

## MEASURING SUCCESS FOR YEAR 3 (CREATING BENCHMARKS)

Measurement of achievement in the 3rd year is rather straightforward. Hence no specific metrics are being identified at this stage, except Achieved / Not achieved.

	<b>Desired Outcomes (DO): Year 3 (2024-25)</b>	<b>Achieved / Partially Achieved/ Not Achieved (Internal Assessment)</b>	<b>External Feedback</b>
<b>DO 1</b>	Quality Assurance and Excellence		
<b>DO 2</b>	Quality Assurance in Research & Publication		
<b>DO 3</b>	Centre for Entrepreneurship Development		
<b>DO 4</b>	Centre for Management Development Program		
<b>DO 5</b>	Executive Education Bouquet		
<b>DO 6</b>	Launch of High Value Program		

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