STRATEGIC PLAN

(2020-2025)

Department of Management Studies

J.C. BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY, YMCA, FARIDABAD

(Formerly YMCA University of Science and Technology)

NAAC 'A' Grade accredited State University

Sector-06, Delhi Mathura Road, Faridabad -121006 (Haryana)

About the Department

The Department of Management Studies is one of the faculties of J.C. Bose University of Science and Technology, YMCA formerly known as YMCA University of Science and Technology. The University is presently NAAC accredited 'A' Grade State Government University and most of the University Teaching Departments (UTDs) are accredited by National Board of Accreditation.

The Department of Management Studies came into existence in the year 2008 with MBA program offering specializations in Information Technology, Operations and Power Management. The program was meant for technical graduates only. Since 2011, the MBA program has been opened for all graduates. With an aim to promote academic growth at various levels, now department offers the following programs:

- · MBA (with dual specializations)
- · MBA - Executive
- · BBA
- · B. Com Hons.
- · PhD

The department follows international standard curricula which is developed in consultation with eminent academicians and industry practitioners. The program delivery is done by well qualified, competent, research-oriented, and experienced faculty and experts from industry.

Vision

To build aspiring managers and entrepreneurs possessing good analytical skills and leadership qualities for effective decision making to contribute to the society and the nation.

Mission

1. To provide learning environment to young aspirants by introducing suitable pedagogy and innovative industry-based curriculum

2. To provide best research facilities for developing analytical capabilities

3. To impart effective managerial skills for transformation of raw minds into effective managers and entrepreneurs

Strategic Goals

- ➢ **Ensuring Quality**- To produce high quality professionals who meet the industry requirement and expectations, by ensuring quality and prevailing accrediting quality requirements of MBA Programs. Department aims to ensure continuous development and implementation of quality management system based on the national standards.

- ➢ **Improving Resources:** To improvise existing and adding up contemporary technologies and resources and to make their effective utilization.

- ➢ **Effective Teaching Learning-** To encompass latest methodologies and technologies in teaching process and assessment of their effectiveness by benchmarking with the peers.

- ➢ **Maintaining Relationship with the Stakeholders-** To deepen the involvement of the department with their stakeholders by enhancing communication between various stakeholders and ensuring their engagement by holding joint programs.

- ➢ **Research Development-** To provide access to database, software through upgradation of research labs for student and faculty publications in quality journals and conferences

- ➢ **Entrepreneurship Development-** Inculcating entrepreneurship abilities through course work, guidance, continuous encouragement and holding awareness programs.

- ➢ **Career Counselling and Placements-** To instil much-needed employability skills to students and help them to find a suitable job.

- ➢ **Faculty Development-** To enable faculty members to learn contemporary technologies through FDPs and encourage them to take up industrial consultancies and research projects

Program Education Objectives

PEO1 To prepare students to work in multiple professional areas

PEO2 To develop entrepreneurial capability among students so that they can set up their own start-ups

PEO3 To develop professional attitude among students

PEO4 To inculcate managerial skills in students so that they can contribute towards enhancing the productivity and value of the organization

PEO5 To enhance communication skills of students through various activities

PEO6 To inspire the students to engage in professional activities that will train them to become effective leaders.

Program Outcomes (Scheme 2020 Onwards)

PO	By the end of the program graduating students should:
PO1	Have awareness and knowledge about functioning of national and global business environment and society. They should be able to identify and explore potential business opportunities.
PO2	Be able to develop analytical skills for problem solving in functional areas, critical thinking, and decision-making.
PO3	Be able to demonstrate a global outlook with the ability to identify aspects of the global business and cross-cultural understanding.
PO4	Be able to identify the contemporary social problems, explore the opportunities for social entrepreneurship, design business solutions and demonstrate ethical standards in organizational decision making.
PO5	Be able to develop effective oral and written communication especially in business applications, with the use of appropriate technology.
PO6	Be able to collaborate and work in teams.

SWOC Analysis of the Department

The strengths of the department include:

Strength
- Connect with the industry in curriculum designing, industrial visits, expert lectures from industry experts, internship, and placements.
- NIRF ranking 2020 in slab of 76-100.
- Highly qualified faculty members with Doctoral degrees
- Membership of professional bodies like, AIMA
- Experienced and dedicated faculty that continuously tries to upgrade pedagogies suitable for students' development
- Department offers bouquet of programs including BBA, MBA, and PhD.
- Technology based infrastructure to support blended teaching pedagogy
- Well-equipped lab to enhance the effectiveness of research and teaching-learning process
- Conducive working environment
- Continuous knowledge and skills up gradation of faculty members through different training programs offered by institutes of repute.
- Overall development of students through co-curricular and extracurricular activities

Weakness
- Lack of sponsored research projects
- The programs are under self- finance scheme (SFS)
- Limited space for further expansion
- Global exposure of the faculty members and students

Opportunities
- International students' intake
- Potential for collaboration through MOUs and industry projects/ consultancy projects
- Management Development Program for the industry professionals
- Establishing and strengthening the industry academia linkages
- Potential to get international exposure
- More involvement of students in research

Concerns
- Ensuring the quality of live projects for practical exposure of students
- Enhancing competitive advantage of management programs in order to compete with other management institutes of repute
- Limited diversity among student intake due to state policy
- International training/visits for faculty and students

Action taken to be year wise

S. No.	Strategic Goals	Action to be taken				
		2020-21	2021-22	2022-23	2023-24	2024-25
1.	**Ensuring Quality**	Continuous upgradation of curriculum considering industry demand		Continuous upgradation of curriculum considering industry demand		Continuous upgradation of curriculum considering industry demand
		Continuous student evaluation	Continuous student evaluation	Continuous student evaluation	Continuous student evaluation	Continuous student evaluation
		Preparation for National Board of Accreditation for MBA Programs, which improves student enrollment both in terms of quality and quantity	Preparation and applying for National Board of Accreditation for MBA Programs, which improves student enrollment both in terms of quality and quantity			
2.	**Improving Resources**	Expand online teaching learning facilities	Expand online teaching learning facilities	Expand online teaching learning facilities	Expand online teaching learning facilities	Expand online teaching learning facilities
		Developing flipped classroom				
			Upgradation of departmental library	Upgradation of departmental library		

3.	Effective teaching learning	Mapping of teaching learning activities with defined outcomes	Mapping of teaching learning activities with defined outcomes	Mapping of teaching learning activities with defined outcomes	Mapping of teaching learning activities with defined outcomes	Mapping of teaching learning activities with defined outcomes
		Industrials visits	Industrials visits	Industrials visits	Industrials visits	Industrials visits
		Case-studies-based learning	Case-studies-based learning	Case-studies-based learning	Case-studies-based learning	Case-studies-based learning
		Encourage students to organize and participate in various extra-curricular and co-curricular activities	Encourage students to organize and participate in various extra-curricular and co-curricular activities	Encourage students to organize and participate in various extra-curricular and co-curricular activities	Encourage students to organize and participate in various extra-curricular and co-curricular activities	Encourage students to organize and participate in various extra-curricular and co-curricular activities
			Strengthening relationship with foreign universities	Strengthening relationship with foreign universities		
4.	Maintaining relationship with the stakeholders	Industry-academic interaction	Industry-academic interaction	Industry-academic interaction	Industry-academic interaction	Industry-academic interaction
		Corporate Classroom	Corporate Classroom	Corporate Classroom	Corporate Classroom	Corporate Classroom
		Expert lecture by Alumni and industry professionals	Expert lecture by Alumni and industry professionals	Expert lecture by Alumni and industry professionals	Expert lecture by Alumni and industry professionals	Expert lecture by Alumni and industry professionals
		Student, alumni, and industry personals representation in various departmental bodies	Student, alumni, and industry personals representation in various departmental bodies	Student, alumni, and industry personals representation in various departmental bodies	Student, alumni, and industry personals representation in various departmental bodies	Student, alumni, and industry personals representation in various departmental bodies

		Strengthening of Mentor-mentee relationship	Strengthening of Mentor-mentee relationship	Strengthening of Mentor-mentee relationship	Strengthening of Mentor-mentee relationship	Strengthening of Mentor-mentee relationship
		Feedback from parents	Feedback from parents	Feedback from parents	Feedback from parents	Feedback from parents
5	**Research Development**	Upgradation of research labs. Inclusion of SPSS	Upgradation of research labs. Inclusion of SPSS	Upgradation of research labs.	Upgradation of research labs.	Upgradation of research labs.
					Improving research infrastructure by including research databases and case repository.	Improving research infrastructure by including research databases and case repository.
		Faculty research publications in journals of repute.	Faculty research publications in journals of repute.	Faculty research publications in journals of repute.	Faculty research publications in journals of repute.	Faculty research publications in journals of repute.
		Encourage students for research publications	Encourage students for research publications	Encourage students for research publications	Encourage students for research publications	Encourage students for research publications
		Conducting conferences related to contemporary areas		Conducting conferences related to contemporary areas		Conducting conferences related to contemporary areas
6.	**Entrepreneurship Development**	Encouraging students to undertake live projects	Encouraging students to undertake live projects	Encouraging students to undertake live projects	Encouraging students to undertake live projects	Encouraging students to undertake live projects

		Emphasis on entrepreneurship development courses	Emphasis on entrepreneurship development courses	Emphasis on entrepreneurship development courses	Emphasis on entrepreneurship development courses	Emphasis on entrepreneurship development courses
		Encouraging entrepreneurial activities	Encouraging entrepreneurial activities	Encouraging entrepreneurial activities	Encouraging entrepreneurial activities	Encouraging entrepreneurial activities
7.	**Career Counselling and Placements**	Employability enhancement activities	Employability enhancement activities	Employability enhancement activities	Employability enhancement activities	Employability enhancement activities
		Value added programs for competency enhancement	Value added programs for competency enhancement	Value added programs for competency enhancement	Value added programs for competency enhancement	Value added programs for competency enhancement
		More focus on placement activities by conducting GDs and PIs	More focus on placement activities by conducting GDs and PIs	More focus on placement activities by conducting GDs and PIs	More focus on placement activities by conducting GDs and PIs	More focus on placement activities by conducting GDs and PIs
8.	**Faculty Development**	Encourage faculties to participate, conduct FDPs	Encourage faculties to participate, conduct FDPs	Encourage faculties to participate, conduct FDPs	Encourage faculties to participate, conduct FDPs	Encourage faculties to participate, conduct FDPs
					Motivating faculties to undertake industrial consultancies and research projects	Motivating faculties to undertake industrial consultancies and research projects