



Strategic Plan

The strategic plan of MBA Department for 2022-23 to 2026-2027 focus on the achievement of 05 Goals:

1. Academic Excellence
2. Research
3. Quality Assurance
4. Revenue Generation
5. Continuing education

Goal 1: Academic Excellence

Sub Goal	Purpose Definition	Target
1.1.Adequacy of Faculty	As, MBA Department has financial autonomy since its inception, the required number of faculty is always employed by the college administration. The additional faculty required for additional intake and / or programs shall be recruited well in time.	Throughout the year
1.2.Faculty development	The perspective of the faculty changes when they interact with the peers from reputed National and International institutions. The attitude of the faculty also undergoes a drastic change after the visits. Faculty members are motivated to participate in conferences/workshops/STTP/FDPs of reputed Institutes.	Throughout the year
1.3.Restructuring of MBA Program to meet the academic Standards	The innovations, new techniques and processes are researched as well as industrial requirements are constantly changing. The curriculum	After every semester

	must keep in sync with these latest trends and hence the up-gradation of the curriculum is never ending process.	
1.4. Improvement in Teaching-Learning process	MBA faculty shall strive for improvement in Teaching-Learning program as a way of life, by increasing interaction with the outside world, and also through training. Emphasis is given on innovative pedagogies and experiential learning.	Throughout the year
1.5. Closer tie up with the industry	The industries are the ultimate stakeholders of Teaching-Learning process in educational institutions. The alignments of the educational programs with industrial requirements produce the win situation for all stakeholders. Emphasis is given on Industry Interaction activities like Guest lectures of Industry Personnel, Summer Internship Projects, Pre-placement Training, Industry visits, Industry Mentoring etc.	Every academic session

Goal 2: Research

Sub Goal	Purpose Definition	Target
2.1 Research Environment enhancement	The Research will increase with the enhancement of number of faculty pursuing Doctoral degrees. The scholars and faculty may be exposed to good practices in	Every Academic Year

	reputed National and International institutions.	
2.2 Faculty & Student Policy	Faculty & Student Policy is in place to encourage faculty members and students to participate in various National events/programs.	Every Academic Year
2.3 Funding for research projects	Finance is essential for the development of Department, which can be obtained from various funding agencies and consultancy revenue.	Every Academic Year

Goal 3: Quality Assurance

Sub Goal	Purpose Definition	Target
3.1 Quality Assurance in Academic processes	The Department shall have to maintain the academic standards in its academic programs. Syllabus under autonomy is validated by the experts from industry and premier institutions.	Throughout the year
3.2 Quality of Scheme of Examination and Syllabus	The quality of the program is defined by the scheme and syllabus contents. Both must be relevant to needs of employers.	Throughout the year
3.3 Quality of research publications	Ensure quality of publications for International conferences and Journals	Throughout the year
3.4 Motivation to students for academic excellence	The excellence in academics when rewarded will prove as a great motivator to students and	Throughout the year

	will propel them to strive for still greater heights.	
3.5 Motivation to faculty for excellence.	Nothing works better than motivation for bettering the previous achievements.	Throughout the year

Goal 4: Revenue Generation

Sub Goal	Purpose Definition	Target
4.1 Funding for research	Department shall seek funds from AICTE, UGC, ICSSR. Faculty members will be encouraged to submit proposals under Funding schemes of these agencies.	Targets assigned to faculty members on annual basis
4.2 MOU's with industry	Closer ties with industries to help in tackling their live problems and to open avenues for sponsored projects for students and consultancy assignments.	Throughout the year
4.3 Consultancy	Closer ties with Industry in and around Andhra Pradesh will increase the revenue generation by way of Consultancy.	Throughout the year
4.4 Centre of excellence	The expertise of the faculty could be shared with industry and society.	Throughout the year

Goal 5: Continuing education

Sub Goal	Purpose Definition	Target
5.1 Training programmes for industry and academicians	Faculty members are involved in task like conducting TNA (Training Need Analysis) and	Throughout the year

	imparting training to industry people.	
5.2 Certificate courses	The expertise of faculty and available infrastructure can be utilized in non-peak times for training needs of tradesmen.	Throughout the year