

Strategic plan – Department of Business Administration

The department has identified 8 goals:

1. Enhance the Teaching–Learning Process and Academic Excellence

Key Activities	Timeline
Integrate experiential learning through live projects, internships, field studies, and industry assignments	2025
Use blended learning by effectively integrating LMS, MOOCs, and digital resources to supplement classroom teaching	2025
Strengthen focus on ethics, entrepreneurship, sustainability, and analytics in existing courses	2025
Focus on case study-based pedagogy to enhance analytical and critical thinking	2026
Train faculty in OBE, case teaching, and experiential learning	2026
Provide faculty development programs (FDPs) on innovative pedagogy, analytics tools, and digital teaching methods	2025
Monitor teaching effectiveness through student feedback, and academic audits	2025

2. Promote Research, Innovation & Consultancy

Key Activities	Timeline
Encourage faculty and student research leading to publications and case studies	2025 onwards
Promote small consultancy projects and management development programs (MDPs)	2026 onwards
Support student startup ideas through mentoring and campus innovation support	2026-31

3. Advance Holistic Student Development and Career Readiness

Key Activities	Timeline
Conduct communication skills, leadership, and career readiness programs	2025 onwards
Offer short-term certification programs in Analytics, Digital Marketing, HR Tools, and Finance	2025 onwards
Implement a structured mentoring system using faculty and alumni	2025 onwards
Facilitate internships, industrial visits, and guest lectures	2025 onwards

4. Strengthen Infrastructure & Learning Resources

Key Activities	Timeline
Upgrade all classrooms with smart teaching aids	2027-2028
Strengthen access to business databases, e-journals, and case repositories	2026–2029

5. Industry -Institute Interaction

Key Activities	Timeline
Build MoUs with industries, MSMEs, and startups	2025 -27
Organize regular industry talks and corporate interaction sessions	2026 onwards
Improve internship-to-placement linkage through industry mentoring	2026 onwards

6. Encourage Alumni Engagement and Interaction

Key Activities	Timeline
Organize alumni interaction sessions and experience-sharing talks for MBA students	<i>2025 onwards</i>
Involve alumni as mentors for students, especially for career guidance, internships, and placements	2026 onwards
Encourage alumni participation in curriculum development and project review.	2026 onwards

7. Promoting Community Service and Extension

Key Activities	Timeline
Undertake planning and execution of activities related to UN SDG 3(good Health and Well-being)	2026 onwards
Undertake computer learning, conversational English and personality development (aligned to UN SDG4-Quality Education)	2027 onwards

8. Quality Assurance & Continuous Improvement

Key Activities	Timeline
Conduct annual internal reviews aligned with NAAC/NBA requirements	2025 onwards
Collect and act upon feedback from students, alumni, and recruiters	2025 onwards