

## **Strategic Plan**

Strategic Plans form an essential component for the accomplishment of the vision and mission at ISBS PGDM, and these constitute long term goals and short-term goals. The framing of goals is classified in this manner so that a long-term perspective of about 5 years can be achieved. Strategic planning is the prerogative of the governing council and its precepts flow from that body, and these normally revolve around mentioned aspects:

- Expansion of education facility to provide education to larger section of population.
- International Exposure for students and faculty
- Accreditation for the programs
- Employment for maximum students
- Provide admission for weaker sections of society through reservation policies and scholarship.
- Facilitate interface between academics and industry
- Provide quality infrastructure to train the students in the use of contemporary technology and business processes.
- Sensitize the students towards their responsibility to society and community.
- Give impetus to research and increase quality research publications.

Long term goals lead the team at ISBS PGDM to plan short term goals to achieve the precedent indicated by the long-term planning. ISBS PGDM engages in progression planning and its implementation is reviewed annually for progress and revision if any. The last plan was envisaged in June 2012 and the current plan under consideration was established in June 2017.

## **Strategic Plan 2017-22**

### **1. Creating quality education & skill enhancement ecosystem**

To create a consistent conduit of quality human resources for industry and enabling students to become economically independent & socially responsible, ISBS PGDM has taken various initiatives. Success of these endeavours has reflected in consistent improvement in attainment level of PEOs and upward trend in placement percentage year on year.

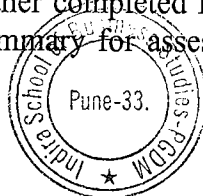
### **2. Ensuring quality accreditations such as NBA till the year 2022.**

ISBS PGDM in its pursuit of quality accreditation had initiated its process for accreditation with National Board of accreditation in November 2019. Due to the pandemic, the committee visit could not take place and the process was reinitiated in August 2021.

### **3. Enhancing faculty attributes and capabilities**

Faculty being at core of teaching learning process, ISBS PGDM in its endeavour to enhance faculty's knowledge, skills and research orientation, encourages faculty to register for Ph.D. write papers in quality journals and take part in MDPC projects.

In AY 2020-21, 65% of regular faculty had either completed Ph.D. or was in final stage of completion. The research paper publication summary for assessment year also indicates an upward trend in quality research writing

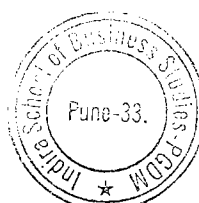


Academic Year	Total publications	Details of publications (Journal affiliation)
2018-19	31	UGC CARE listed- 10
		Peer reviewed journals- 20
		In house journal- 1
2019-20	26	UGC CARE listed- 17
		Peer reviewed journals- 6
		Scopus indexed- 1
		Chapter in book- 1
		Conference proceedings- 1
2020-21	35	ABDC-1
		Emerald-1
		Web of Science- 3
		Scopus indexed- 7
		UGC Care listed- 17
		International conference (A listed)-1
		Peer reviewed- 4
		Conference proceedings- 1

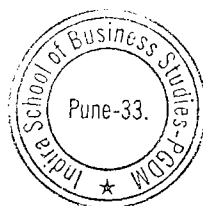
As a hallmark of teaching excellence, faculty of ISBS PGDM have also written books in their domain area. The summary of books written in assessment years is below:

AY 2019-20				
Sr. No.	Name of the faculty	Book Title	ISBN	Year of Publication
1	Dr. Meena Goyal	Indian Tax Structure	9789353211189	2019
2	Dr. Gaganpreet Ahluwalia	Management Fundamentals	9789388809849	2019
AY 2020-21				
Sr. No.	Name of the faculty	Book Title	ISBN	Year of Publication
1	Dr. Meena Goyal	Modern Banking in India	9788194627678	2020
2	Dr. Vidya Nakhate, Dr. Dharendra Kumar	Employee Relations and Labour Legislations	9781678044978	2020
3	Prof. Amruta Deshpande	Fundamentals of Management	9788194739128	2020

The faculty has also upskilled themselves by doing certification courses and FDPs as a result of which the faculty has established themselves as consultant and trainer for reputed organizations across various sectors. Even during the time of pandemic (AY 2019-20), faculty was able to do 13 projects for 8 clients worth INR 3,23,00. In previous years, the revenue generated by faculty via MDPC projects is more than 8,50,000 per year. A summary of MPDC activities undertaken by faculty is as below:



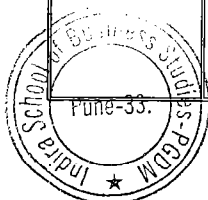
Sr. No	Objectives/ Functions	Means to Achieve	Outcome	2019-20	2018-19	2017-18
1	To build internal capacity for consulting and training	1. By identifying competent resource to execute a project. 2. By motivating faculty to go through trainings to build their capacity of being a trainer/consultant	Number of faculty involved in primary functions (consulting & training)	13	23	14
			Number of faculty involved in support functions	8	18	20
2	To do Business Development for MDP Cell	1. By reaching out to Corporates and orient them about the services offered by MDP cell. 2. By mass mailing and cold calling clients.	Number of Clients Served	8	16	10
			Number of Projects Executed	13	36	13
3	To generate revenue for ISBS	By quoting an appropriate price for the projects.	Total Revenue Generated (In Rs)	323200	930526	854024
<b>Total Revenue Rs. 2107750</b>						



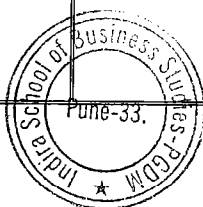
#### 4. Collaborations with foreign universities

ISBS PGDM strives to provide contemporary exposure to faculty and students and therefore it lays stress in providing platforms for them to avail opportunities for interface with universities in foreign countries and add global perspectives in teaching and learning on campus. Mentioned below are such collaborations of ISBS PGDM:

Sr. No.	Associate Partners	Date of Association	Nature of Association	Supporting Document
1	Abu Dhabi University, UAE	3 <sup>rd</sup> June 2013 for 5 years	PG Student Exchange	MOU Copy
			Dual Degree Program	
			Research Conference & doctoral Student Colloquium	
2	MDIS Singapore	21/11/2017 Ongoing	Student & staff Exchange	MOU Copy
			Research & training	
3	Wheel of Innovations- IBEP	26 <sup>th</sup> April 2017 (Revised every year)	Partnership for Educational trips towards International Campus Enrichment Program (IBEP)	MOU Copy
4.	FOM, Germany	15/08/2018 Ongoing	Academic and Research collaboration in the areas of mutual interest	MOU Copy
			Exchange of students and faculty (individual mobility)	
			Cooperative seminars, workshops and other academic meetings	
			Exchange of academic information, scholarly information, materials, and publications	



			Common study programs	
5	International American University, USA	8/10/2021 Ongoing	Academic and Research collaboration in the areas of mutual interest	MOU Copy
			Exchange of students and faculty (individual mobility)	
			Cooperative seminars, workshops, and other academic meetings	
			Exchange of academic information, scholarly information, materials, and publications	
			Common study programs	
6	X-Culture, USA	17/10/2021 Ongoing	Academic and Research collaboration in the areas of mutual interest	MOU Copy
			Exchange of students and faculty (individual mobility)	
			Cooperative seminars, workshops, and other academic meetings	
			Exchange of academic information, scholarly information, materials, and publications	
			Common study programs	



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