

# **STRATRGIC PLAN**

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### **INSTITUTIONAL ANALYSIS**

#### **Background**

Jaipuria Institute of Management Noida was established in 2004. It commenced its longterm academic programmes with the offering of AICTE approved MBA course affiliated to UP Technical University, Lucknow. However, in order to pursue its mission of quality education, the Institute decided to offer only Post Graduate Diploma in Management (PGDM) from the year 2006 onwards. The Institute currently offers three AICTE approved two-year full time PGDM programmes: PGDM, PGDM (Services) and PGDM (Marketing).

An examination of the goals clearly forms a link between the stated mission and the strategic objectives that we pursue to achieve.

To meet our primary goal of developing relevant and innovative curricula with a view to produce competent managers with global, professional and entrepreneurial mindsets, we are guided by our 'Board of Governors' which comprises of champions of the industry. They bring in their collective pool of knowledge and an insight of future of higher education in India. They outline broad framework that guides in formulation of innovative curricula, our academic policies and procedures in light of future requirements of employability skills.

The 'Faculty Council' forms the apex of the academic processes at the institute level. Drawing out from the mission and vision statement as well as the broad outlines of the Board, it shapes strategies to upkeep the progress of the academic and related activities. All the important issues are deliberated upon by the faculty and decisions are arrived through consensus. It is supported by other important committees constituted for the purpose to facilitate the activities and processes and make periodic assessments to reflect the consistency with the mission of the institution.

There are multiple 'Functional Areas' in the institute. Each Area is guided by the collective wisdom of faculty from that functional domain. They together with Area Chairs play a key role in promoting the academic programmes and research in their respective Areas. In consultation with

the experts, the core faculty they actively engage in formulating the curriculum every year to make it relevant, challenging and comprehensive as well as guiding the curricular, co-curricular activities of the Area.

There are various committees constituted for taking up a collective leadership philosophy forward wherein faculty and staff members are nominated to shoulder the assigned responsibilities of designing and overseeing academic and academic-administration activities.

To meet our cherished goal of honing managerial skills and broaden their perspectives, we continuously interface with the eco-system around through Management Development Programs. There is a center for MDP which conducts Management Development Programmes Pan-India where executives from public and private enterprises participate.

To further our stated goal to produce cutting edge intellectual capital in the field of management through applied and conceptual research in the field of management, we have center for Research & Consultancy. The center focuses on high quality of research output through association of faculty, research scholars and management students. To enrich research focus, the institute has schemes for encourage the faculty for research. The institute also runs doctoral programmes which, too contribute to research output. The resources available are our infrastructure including state of art library, a dedicated team of faculty and administrative staff.

There is an independent cell for strengthening the network with national and international business schools and institutions in order to provide global exposure to the faculty and students. Presently the college has international collaborations with eight universities and is actively seeking more tie-ups in near future.

The institute promotes excellence in faculty through motivational schemes like opportunities to participate in FDPs, seminars, conferences, workshops both nationally and international. The institute also offers schemes for encouraging the faculty for research. The faculty is offered career advancement schemes and is promoted as they meet the laid criteria which are announced in advance.

The institute has placed special emphasis on student empowerment and students engage themselves in conducting a host of activities through 'Student Excellence Council'. Our clearly stated objectives aim to help students unlock their true potentials and transform them from 'what they are' to 'what they could be'. There are multiple clubs and committees which are student driven under the guidance of a faculty coordinator.

We understand the importance of our contribution in nation building primarily through business and industry. Our interface with the job market is through Corporate Resource Center (CRC). The employment markets that we serve are business, academia, NGOs etc. The institute is aiming to emerge as a Centre of Excellence in all facets of management education which is rooted in its stated ethos and value system.

The Institute has started a change programme to translate its strategy into action. The Institute is committed to become a student centric B-school. We focus on enhancing the academic, campus and living experiences of students. The Institute collects feedback from students in different ways, as such as course feedback, focus group feedback and survey feedback. Corrective actions and action plans are initiated to fill gaps and to meet students' expectations.

We have a Pan-India framework in terms of our alumni. We also draw students and faculty from Pan-India. Jaipuria Noida thus strives to attain its strategic objectives and grow into a mature institution with global reputation, imparting high quality management education. It aspires to play a pioneering role in professionalizing Indian management.

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<b>S.No.</b>	<b>Action</b>	<b>Strategic Plan 2019-24</b>	<b>Action Planned / taken</b>
1	Student Intake	Intake quality, spread/diversity of students	<ul style="list-style-type: none"> <li>- Strengthening and extending the franchise of JQL</li> <li>- Undergraduate Outreach program</li> <li>- Communicating our value proposition at multiple touch points in a carefully targeted market for improving the spread and quality of admissions</li> </ul>
2	Programme Curriculum	Outcome Based Education and preparation for International Accreditations	As a precursor to formal initiation of the process, OBE implementation has commenced. In next five years we plan to put in place a robust academic program delivery framework built around gold standards of leading national and international accreditations.
3	Placement Performance	Improving quality and profiles of placements	<ul style="list-style-type: none"> <li>- Review of curriculum for rigour as well as relevance to the needs of recruiters</li> <li>- Structured industry outreach program</li> <li>- Alumni mentorship program</li> <li>- Increased thrust on live projects which solve real industry problems.</li> </ul>
4	Corporate Social Responsibility (CSR)	Spreading the outreach	<ul style="list-style-type: none"> <li>-Village adoption</li> <li>-Adopting villages and working for solving pressing issues.</li> <li>- Survey the adopted village and establish connections with local panchayat</li> <li>-To conduct education drives in the Anganwadis</li> </ul>

			-Spread awareness through different platforms and cultural activities such as Nukkad Natak and distribute the basic hygiene products.
5	Stakeholder engagement	-Engaging Alumni, Industry guests, Council members	-Inviting Alumni, Industry guests and council members for expert advice in developing a stronger systems and procedures.
6	International linkages	Offer intense learning through study, travel experiences, student exchanges for every full time PGDM student through foreign collaborations and partnerships with other global B-Schools	-Semester / trimester student exchange programme - Exchanging MOU using the unique positioning - Inbound Faculty visit - Increasing scope of outbound faculty exchange
7	MDP & Consultancy	Improve executive education programmes and consulting activities by encouraging faculty to design and conduct open and customized management development programmes through collaborations with PSUs, MNCs, NGOs, and government organizations.	- Strengthening relations with State Government Corporations -Collaboration with Industry associations -Empanelment with Government Training Institutes - Launch of Online Training programs - GSO approval for MDP to be mandatory for promotion

8	Faculty Quality	Driving research and Hiring Qualified faculty	<ul style="list-style-type: none"> <li>- Enhancement of faculty Quality</li> <li>- Offering fellow program</li> <li>- Case study development center</li> <li>- Training and support</li> <li>- Faculty IDP /mentorship program</li> <li>Industry internship</li> <li>- Partner of</li> <li>- Academic</li> <li>- Research mentors</li> </ul>
9	Leveraging Assets	Align existing assets and corpus of the Institute to support the execution of these initiatives, and add to these assets and corpus when necessary	<ul style="list-style-type: none"> <li>- Online Executive Education programs</li> <li>- Flipped classes</li> <li>- Incubation Centre</li> <li>- Planning for MOOCs</li> </ul>

As outlined in Jaipuria Institute of Management’s Strategic Plan for the period 2019-2024 with the objective of realizing its aspiration to be among the top 50 business schools in the country by 2024, the Institute has identified four strategic goals and developed strategies to achieve those goals. To measure and monitor the progress of implementation activities, metrics have been developed with defined annual targets.

**Strategic Goal 1.2:** Allocate resources for faculty to attend professional development workshops and training to acquire cutting edge pedagogical and classroom skills.

**Strategic Goal 1.3:** Focus on continuous improvements and inculcate growth mind-set and adopting a target-oriented approach wherever feasible.

**Strategic Goal 2.1:** Sustained and continuous improvements in all aspects of institutes’ functioning (both in academic and administrative processes). Emphasize on the application of contemporary managerial tools and techniques.

**Strategic Goal 2.2:** Students will be able to relate concepts to practice and use their knowledge and skills acquired in the program to solve real-world problems. Improving the learning experience of students using experiential pedagogical techniques.

**Strategic Goal 2.3:** Supporting student engagement in professional business exposure. : Increase student engagement and improve their learning by doing and exposing them to simulated or real business situations.

**Strategic Goal 2.4:** Engaging students beyond the classroom for holistic growth. Students are provided the opportunity to engage with professionals in their field. Also enhance opportunities for live projects, internships, and placements.

**Strategic Goal 3. 1:** Allocate resources to incentivize and reward research/ scholarly projects and publications. Develop life skills and imbibe values in students to achieve success in professional careers and personal lives.

**Strategic Goal 3.2:** Provide opportunities for encashing upon 'Uncampus' Synergy through collaborations in publishing and sharing research. Develop a research culture where all full-time faculty are engaged in sufficient scholarly activities.

**Strategic Goal 3.3:** To facilitate faculty development in producing quality research. Develop a supportive and collaborative research environment and increase joint research output.

**Strategic Goal 4.1:** Create meaningful and sustained social engagement including issues relating to sustainability for students and faculty. Increase in publications in reputed peer-reviewed journals.

**Strategic Goal 4.2:** Engage in research and advocacy in social, environmental, and wellbeing with a special focus on the local context. Adoption of sustainable practices and contributing towards the development of a less privileged section of the society. This will also establish connections with local issues and contributions towards their solution. This will also help developing humility and ethical practices among students and faculty.

**Strategic Goal 4.3:** Developing teaching cases This will lead to the dissemination of knowledge on social and sustainability issues. Teaching cases based on local issues and leadership will make classroom learning contextual and closure to reality.