



**MANAKULA VINAYAGAR INSTITUTE OF TECHNOLOGY**

**Kalitheerthalkuppam, Madagadipet, Puducherry - 605 107**

# Strategic Plan 2014–2019

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**Department of Management Studies**

## Chairman's Foreword



*Sri Manakula Vinayaga Educational Trust was formed with the objective of imparting quality technical education, medical education and other relevant field of education especially to the weaker section of the society.*

*The Trust is sponsoring the colleges with the state of art facilities and modern technologies for making our students employable as well as to become successful entrepreneurs. We are running all the colleges in the highest order of discipline among the students and personally take care of their studies, successful completion of the course. We take utmost care about students future and also believe that they all are our customers.*

*All the colleges, especially Manakula Vinayagar Institute of Technology have got highest order of discipline, won the reputation and opinion of public and industrialists. That is the success of our institution which makes us to be a leader in Education.*

With regards,

**M. Dhanasekaran,**

Chairman and Managing Director.

## Principal's Foreword



*The Manakula Vinayagar Institute of Technology will strive hard to provide pleasant ambience and conducive atmosphere for moulding the young minds to scale greater heights in their chosen field of study. In our college we give top priority to academic excellence, innovation, and discipline. An effective Training and Placement Cell is in place to provide placement to all our students. Focus is given to Extra Curricular and Co-Curricular activities through various clubs and societies instituted to augment the students skills and knowledge.*

*A state-of-the-art and up-to-date infrastructure facilities and good learning atmosphere are the hallmarks of our Institution. I hope all the students admitted in this Institution will enjoy their study in the campus. Let us all come together, build together, and achieve together with the blessings of Almighty for Tomorrow's India.*

With regards

**Dr.S.Malarkkan**, Principal, MVIT.

# Manakula Vinayagar Institute of Technology

Nestled in the vast expanse of the agricultural lands of Kalitheerthalkuppam on the Pondicherry-Villupuram main road, Manakula Vinayagar Institute of Technology is the 10th and the most recent edifice that spells modernity and technological advance even as a classically architecture temple of the elephant-faced GOD welcomes the entrant with the deity bestowing intelligence and supernatural powers upon those who worship him with closed palms and an open heart.

Manakula Vinayagar Institute of Technology, with its motto, Educate, Empower and Excel, has risen to meet the ever increasing need for consummate technologists who would usher in a better tomorrow that would free people from the clutches of old world ideas. MIT is a self-financing technical institute started in 2008 by Sri Manakula Vinayaga Educational Trust with the aim to make state-of-the-art technology to the rural society and to open up career opportunities for the underprivileged youth in and around the vicinity.

The college is approved by AICTE and affiliated to Pondicherry University. It provides an ambience of uncompromised innovation, excellence and quality. Its library houses over 18343 books and 474 e-journals and magazines for the benefit of the students.



## Vision

To accomplish excellence in the field of technical education and scientific research on regional, national and international levels through committing to total quality for its faculty, providing excellent infrastructure, research facilities and conducive atmosphere that would motivate the students in the pursuit of knowledge in Engineering and Technology.

## Mission

- ◆ To provide in depth knowledge in fundamentals to students to improve their learning and analytical skills.
- ◆ To provide our students with the most progressive, relevant and well-rounded academic programs, supporting their learning through advanced and extensive resource.
- ◆ To promote interaction with industries and other institutes of higher learning to equip our students to face the challenges on real time problems.
- ◆ To develop the overall personality of the students to mould them into a good citizen with integrity and morality.

## Program Educational Objectives(PEO)

PEO1: **Role Capabilities:** Graduates will be leaders and managers in the Business World.

PEO2: **Core competencies:** Graduates will have multidimensional skills and competencies required for involving in any Entrepreneurial initiative.

PEO3: **Social Responsibility:** Graduate will observe ethical norms and values to be socially responsible in the contemporary business environment.

## Program Outcomes (PO)

PO1: **1.Application of Management Theories and Practices:** Ability to conceptualize, organize and resolve complex business or corporate issues by applying Management Theories and Practices.

PO2: **2.Critical Thinking and Communication Skills:** Analyse problems in business by applying research tools to solve its complexities and express them with clarity through all means of communications.

PO3: **3.Leadership and Ethics:** Exhibit leadership with ethical code of conduct and social responsibility by involving in internships, consultancy, fieldwork, projects, etc that are beneficial to peers, business communities and public.

PO4: **4.Environment and Sustainability:** Understand and analyse global, economic and legal aspects of Business and evolve professional management solutions to ensure sustainable development.

PO5: **5.Contribution in Team Environment:** Ability to lead themselves and contribute in team based environment to achieve Organizational goals effectively.

PO6: **6.Life-long Learning** understands the context of Environment and evolves professional management solutions to ensure sustainable development in it.

PO7: **7.Entrepreneurial outlook:** Students can identify, assess and create entrepreneurial opportunities by evaluating their competency in the dynamics of entrepreneurship.

## Strategic Plan

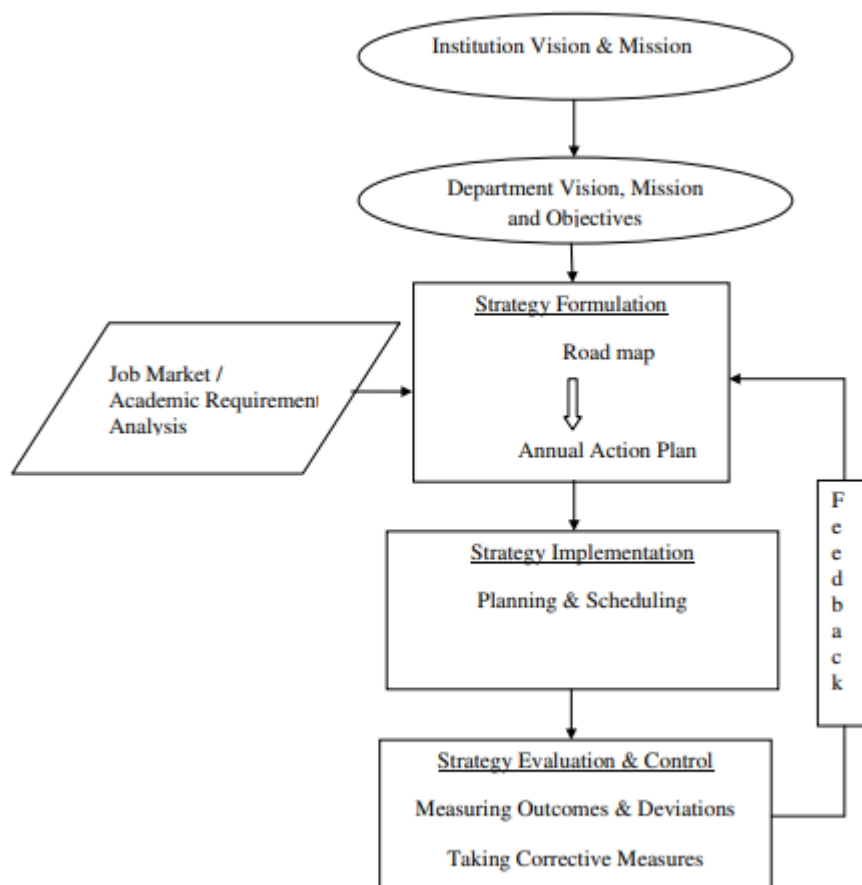
The strategy involves

A. Strategic Plan and Review

B. Preparation of Road Map for Every Batch

a) Preparation of Annual Action Plan

b) Submission of Target / Achievement Reports for every Academic Year.



1. Faculty Development
2. Physical infrastructure
3. Teaching – Learning infrastructure
4. Teaching, Learning and Evaluation
5. Industry- Institute relationships
6. Entrepreneurship
7. Placement, Internships & Career
8. Alumni engagement and interaction

## 1. Faculty Leadership Development

	Strategic Initiative	Measurement	Responsibility
<b>Decentralization</b>	<ul style="list-style-type: none"> <li>▪ Decentralize the academic, administration and student related based on Roles like Class Advisors, Project coordinator, etc.</li> <li>▪ Prescribe duties , responsibilities and accountability</li> <li>▪ Rotation of key posts to build leadership</li> </ul>	<ul style="list-style-type: none"> <li>▪</li> </ul>	<ul style="list-style-type: none"> <li>▪</li> </ul>
<b>Development &amp; Job Rotation</b>	<ul style="list-style-type: none"> <li>▪ Develop Leadership competencies</li> <li>▪ Plan for Job rotation /enlargement /enrichment assignments</li> </ul>	<ul style="list-style-type: none"> <li>▪</li> </ul>	<ul style="list-style-type: none"> <li>▪</li> </ul>

## 2. Physical infrastructure

<b>Academic infrastructure</b>	<ul style="list-style-type: none"> <li>▪ Aesthetic Class rooms, Tutorials, Seminar halls</li> <li>▪ State of the art Laboratory &amp; equipment</li> </ul>
<b>Library</b>	<ul style="list-style-type: none"> <li>▪ Library infrastructure up gradation</li> <li>▪ Revision of Journal Subscription</li> </ul>
<b>Sports, Hostel &amp; Canteen</b>	<ul style="list-style-type: none"> <li>▪ Encouraging PG students to participate in Sports and Extension activities</li> </ul>

## 3. Teaching- Learning Infrastructure

<b>ICT</b>	<ul style="list-style-type: none"> <li>▪ Hardware (Servers, Computers...etc)</li> <li>▪ Pedagogy tools</li> </ul>
<b>Books &amp; E-Learning</b>	<ul style="list-style-type: none"> <li>▪ Books, Journals, Periodicals, Magazines</li> <li>▪ Online access to E-media</li> </ul>
<b>Department library</b>	<ul style="list-style-type: none"> <li>▪ Adding new titles and volumes in Department library</li> </ul>

## 4. Teaching-Learning and Evaluation Process

<b>Specialisation Groups</b>	<ul style="list-style-type: none"> <li>▪ Constitute Specialisation Groups</li> <li>▪ Customise &amp; Implement best practices</li> </ul>
<b>Curriculum Design &amp; Lesson plan</b>	<ul style="list-style-type: none"> <li>▪ Curriculum implementation as per all graduate attributes and expectations of stake holders</li> <li>▪ Develop lesson plan as per OBE &amp; academic calendar</li> <li>▪ Develop e-learning content</li> </ul>
<b>Upgrading faculty &amp; staff competence</b>	<ul style="list-style-type: none"> <li>▪ Support paper publications and presentations</li> <li>▪ Provide opportunities for networking</li> <li>▪ Train faculty to use LMS effectively</li> </ul>



<b>Knowledge Delivery &amp; Outcome based education</b>	<ul style="list-style-type: none"> <li>▪ Define outcomes of each teaching learning initiative</li> <li>▪ Continuous Assessment and evaluation to measure outcomes</li> <li>▪ Access to online learning</li> <li>▪ Mentor on academic, career &amp; higher educational opportunities</li> </ul>
<b>Evaluation &amp; Assessment</b>	<ul style="list-style-type: none"> <li>▪ Create proper feedback system</li> <li>▪ Continuous progress assessment</li> <li>▪ Securing 100% results in University Examinations.</li> </ul>

## **5. Industry- Institute Relationships**

<b>Industry Data base &amp; Intelligence</b>	<ul style="list-style-type: none"> <li>▪ MoUs with potential industries/companies</li> <li>▪ Professional bodies membership</li> </ul>
<b>Leverage Industry Resources</b>	<ul style="list-style-type: none"> <li>▪ Invite industry experts for guest lecturers /talks/seminars</li> <li>▪ Partner with industry for syllabus reviews/advisory roles</li> <li>▪ Leverage for internships, research projects, consultancy &amp; placements</li> </ul>
<b>Leverage Institutional Resources for Industry</b>	<ul style="list-style-type: none"> <li>▪ Training and talks by faculty</li> <li>▪ Consultancy to industry</li> <li>▪ Starting of Integrated postgraduate programs</li> </ul>

## **6. Entrepreneurship**

<b>EDP Cell</b>	<ul style="list-style-type: none"> <li>▪ Utilising the initiatives of EDP cell</li> <li>▪ Identification of emerging areas of entrepreneurship</li> </ul>
<b>Identification of students, mentors &amp; Training</b>	<ul style="list-style-type: none"> <li>▪ Identify interested students for entrepreneurship</li> <li>▪ Identify mentors from successful entrepreneurs from Alumni/others</li> <li>▪ Formal training on entrepreneurship</li> </ul>

## **7. Placements, Internships & Career**

<b>Placement &amp; Career guidance Department</b>	<ul style="list-style-type: none"> <li>▪ Enabling students to adapt themselves with Modernized infrastructure (Video conferencing, interview &amp; conference rooms)</li> <li>▪ Video recording of mock up interviews of students and feedback</li> </ul>
<b>Industry MOUs- Intelligence</b>	<ul style="list-style-type: none"> <li>▪ Data base of various potential industries/companies</li> <li>▪ MOU s and relationship management</li> <li>▪ Industry experts as resource persons</li> </ul>
<b>Training &amp; Development</b>	<ul style="list-style-type: none"> <li>▪ Awareness programmes</li> <li>▪ Value added programmes (soft skills &amp; domain expertise)</li> <li>▪ Competency enhancement centre</li> </ul>

<b>Internships, Placement process</b>	<ul style="list-style-type: none"> <li>▪ Internships planning and execution</li> <li>▪ Placement process coordination</li> </ul>
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## **8. Alumni Interaction**

<b>Alumni Association</b>	<ul style="list-style-type: none"> <li>▪ Strengthen Alumni association and engagement</li> <li>▪ Establish alumni association office on campus, engage students</li> <li>▪ Data base updation and interactive alumni website</li> </ul>
<b>Relationships &amp; Leveraging</b>	<ul style="list-style-type: none"> <li>▪ Regular interactions /invitations</li> <li>▪ Recognise successful alumni</li> <li>▪ Leverage for guest lecturers/internships/placements</li> <li>▪ Academic advisors/ Board of governors</li> </ul>

Strategic Plan 2014–2019 sets out specific targets in every sphere of activity of the Institute—academic programmes, research, collaboration with industry, human resource development, entrepreneurship, development of infrastructure and facilities, student life, placement, community outreach, international and alumni relations. These targets have been set after extensive consultation to ensure that they are both ambitious and achievable. The targets will likely be exceeded if the contributions of stakeholders—faculty, staff, students, alumni, international partners and collaborators from industry—are aligned and reinforce each other. The vision outlined in the Plan will then be realized, and MBA, MVIT can be justifiably proud that the trust reposed.

**HoD**

