



MANAKULA VINAYAGAR

INSTITUTE OF TECHNOLOGY

Kalitheerthal kuppam, Puducherry 605 107

Strategic Plan
Strategic Plan
2019–2024



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, personally take care of their studies for their successful completion of the course and their future. We firmly believe that they should be our valuable products ready for contributing to the Society.

All our colleges have got highest order of discipline, won the reputation and opinion of public and industrialists. That is the success of our institutions 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

Higher Order Skills : equip management aspirants with the higher order skills of problem-solving and decision making.

Learning Environment : provide conducive learning environment rendering the best experience on learning Business.

Research : create a feasible platform for Industry-Institute Interaction, collaborative initiatives, research, etc., to facilitate teaching and learning community in contributing towards the Corporate / Entrepreneurial Initiatives.

Social responsibility : enable the management aspirants exhibit managerial and entrepreneurial competency with social responsibility.

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.

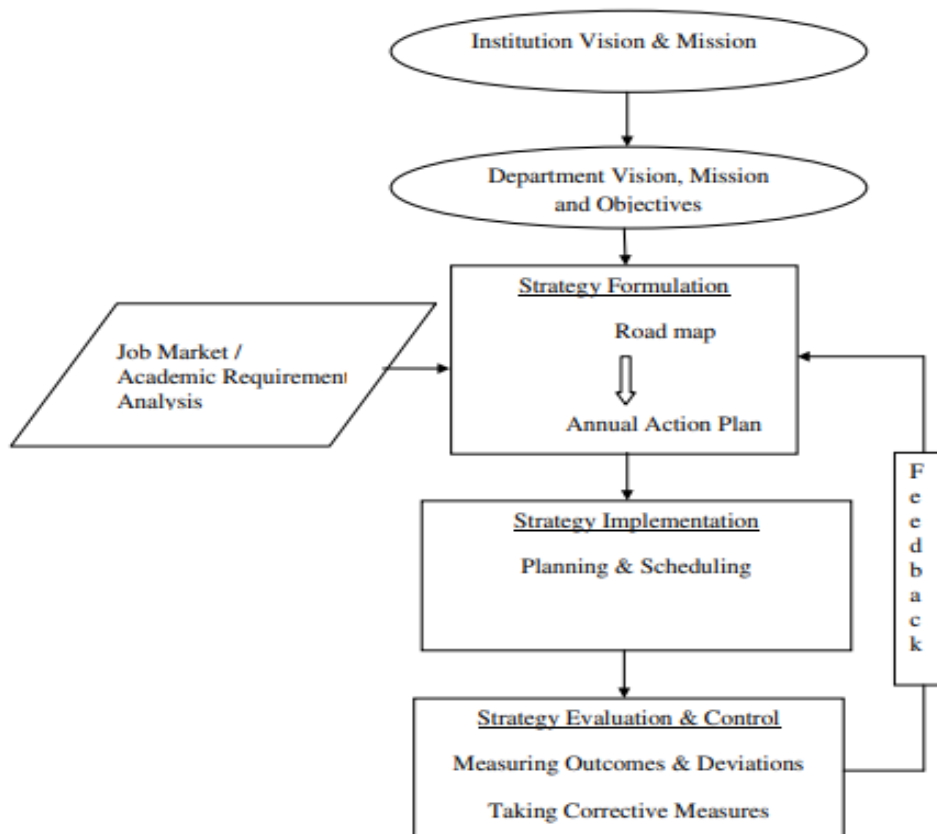
PO5: **5.Contribution in Team Environment:** Ability to lead themselves and contribute in team based environment to achieve Organisational goals effectively.

PO6: **6.Life-long Learning** Understand the context of Environment and evolve 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. Preparation of Road Map for Every Batch a) Preparation of Annual Action Plan B. Submission of Target / Achievement Reports for every Academic Year.



Situation Analysis

The Department of Management Studies has been highly successful in graduating students who become leaders and Entrepreneurs in the current Business Scenario. The department has many strengths in its educational programs, faculty, students, location, corporate relations, and overall reputation within the region. It is in an ideal position to take advantage of various opportunities within the external environment. At the same time, it is also necessary to address the weaknesses, threats of the Department.

SWOT Analysis –

Strength	Weakness	Opportunity	Threats
<ul style="list-style-type: none"> ▪ Provided with excellent aesthetic class rooms, seminar halls, state of art Lab and Library facilities ▪ Exceptional Sports, Hostel and Canteen facilities provided for the students 	<ul style="list-style-type: none"> • Physical infrastructure available in the college campus is far away from the City 	<ul style="list-style-type: none"> ▪ Appealing infrastructure results in improved admissions ▪ State of art facilities facilitate the students to achieve success thereby contributing to the attainment of our mission 	<ul style="list-style-type: none"> • Other colleges nearer to the city are better utilizing their location to get preferred

<ul style="list-style-type: none"> ▪ Well stacked library with required number of Books, Journals, Magazines, Periodicals and access to online e-journals ▪ Conducive Teaching-Learning atmosphere with ICT Tools, LMS and other online learning tools 	<ul style="list-style-type: none"> • Driving force is required to ensure Effective Utilization of ICT and other online tools. 	<ul style="list-style-type: none"> ▪ Provision for upgrading Library with exclusive budget allocation ▪ Provision to add new titles and volumes in the department library 	<ul style="list-style-type: none"> • New pedagogy requires effective utilization of ICT and other online tools
<ul style="list-style-type: none"> • Identifying, attracting and hiring talented faculty members • Offering career advancement schemes to them by orienting with new talents and development programmes • Providing career growth opportunities by providing conducive working atmosphere • Retaining the talented faculty with rewards and recognition based on annual appraisal 	<ul style="list-style-type: none"> • Constant updating of knowledge in emerging areas needs improvement. • Lack of industry exposure leads to poor knowledge enrichment 	<ul style="list-style-type: none"> • Department and institutional development can be attained by the dedicated faculty with loyalty • Enhanced student development possible with well experienced and talented faculty 	<ul style="list-style-type: none"> • Retained and sustained faculty lack in out of box thinking
<ul style="list-style-type: none"> • Offering specializations and elective subjects based on industry requirements • Offers outcome based education with well designed curriculum; upgrading faculty competency and systematic evaluation and assessment process. 	<ul style="list-style-type: none"> • Faculty member need to qualify themselves in more specialty and niche programs. • Lack of communication skill of students getting admitted 	<ul style="list-style-type: none"> • Industry requirements are better matched with students exposure with real time scenarios through internships • Well molded students with outcome based education are able to cope up with market challenges 	<ul style="list-style-type: none"> • Shrinking pool of talented undergraduate students coming out of colleges
<ul style="list-style-type: none"> • Strengthened collaboration with industries through signing MOUs to offer mutual benefits like resource sharing and leveraging • Having membership with professional bodies for the benefit of student community 	<ul style="list-style-type: none"> • Networking among the faculty members is not at the desirable level • Active engagement in providing solutions to Industries' real time problems is required 	<ul style="list-style-type: none"> • Industry seeks academia support to solve their real time problems • Industry provides opportunities to carry out projects and research for their betterment 	<ul style="list-style-type: none"> • Lack of industry support in getting collaboration • Difficult to get support from the industries during economic down turn.
<ul style="list-style-type: none"> • Well established R&D cell ensures in getting funded projects and consultancy projects and supports for research 	<ul style="list-style-type: none"> • Collaborations with National level and International level funding bodies is required. 	<ul style="list-style-type: none"> • Funding agencies offer fund support for research project proposals • Industries offer 	<ul style="list-style-type: none"> • Poor support towards research and development at national level

<ul style="list-style-type: none"> papers publishing Incubation center involved in idea to product incubation activities encourages innovation 		<ul style="list-style-type: none"> consultancy projects IIC helps in bringing innovative ideas from the students 	
<ul style="list-style-type: none"> Outcome based quality education enabled by well established quality assurance cell quality systems Continuous improvement achieved through internal periodical audit control systems, rewards and recognitions and identifying achievements 	<ul style="list-style-type: none"> Establishing quality system has its own limitations in execution 	<ul style="list-style-type: none"> Quality accreditations and certifications improves the reputation and overall image of the institution 	<ul style="list-style-type: none"> Externally imposed need for getting quality accreditations
<ul style="list-style-type: none"> Well established ED Cell promotes entrepreneurship and innovation by arranging ED programmes and supports entrepreneurs through incubation centers. 	<ul style="list-style-type: none"> Risk appetite is the major factor influencing entrepreneurship 	<ul style="list-style-type: none"> Lot of government support for start-ups and entrepreneurial ventures promoting entrepreneurship 	<ul style="list-style-type: none"> Fund raising is the major challenge for the entrepreneurs
<ul style="list-style-type: none"> Excellent track record of placements with Tier-1 companies Organizing Employability Training programmes to develop aptitude and soft skill to make the students industry ready Organizing career guidance programmes and arranging internships for students in reputed companies in all specialization areas Earned reputation and gained credibility with brand image to offer high quality education in MBA programme 	<ul style="list-style-type: none"> Poor joining ratio Students are not willing to move out of the city to pursue their Professional career. Students are not willing to join with sales profile jobs as they are afraid of meeting targets. 	<ul style="list-style-type: none"> Industries offer more job opportunities for Sales Finance profiles. Banking, Finance and Insurance sectors hire in bulk 	<ul style="list-style-type: none"> HR industry is not very attractive as it has limited scope Reputation towards insurance sector is not up to the mark
<ul style="list-style-type: none"> Providing excellent infrastructure facilities and nurturing and supporting students participation in various competitions and events and making them as prize winners 	<ul style="list-style-type: none"> Minimal student participation in extra-curricular activities at college level 	<ul style="list-style-type: none"> Rewards and recognitions offered for the prize winning students. 	--
<ul style="list-style-type: none"> Well established alumni cell and Strengthened alumni association enable the alumni 	<ul style="list-style-type: none"> Lack of alumni contribution through knowledge sharing due to busy time schedule 	<ul style="list-style-type: none"> Alumni interaction enables the students to get market updates 	<ul style="list-style-type: none"> Alumni's Exposure may tend to underestimate Institute's glory.

participation and making their contribution in the overall development of the department as well as institution		<ul style="list-style-type: none"> Alumni brings in new and more opportunities for the budding managers 	
<ul style="list-style-type: none"> Serving the society as the part of CSR by identifying and adopting nearby villages and providing vocational skill development training to the people 	<ul style="list-style-type: none"> Willingness of people participation from the rural area is very low 	<ul style="list-style-type: none"> Contributing towards CSR for giving back to the society 	<ul style="list-style-type: none"> Lack of awareness among rural people about the institute mission
<ul style="list-style-type: none"> Ability to collaborate with foreign institutes/universities for research collaborations, trainings and other benefits 	<ul style="list-style-type: none"> Difficulty in Identifying reputed and trusted foreign partner 	<ul style="list-style-type: none"> More foreign institutes and universities have opened up for having research collaborations and knowledge sharing 	<ul style="list-style-type: none"> Careful investigation is needed before having collaboration with foreign institutes
<ul style="list-style-type: none"> Faculty's strong inclination towards research is capable of starting research center affiliated to University 	<ul style="list-style-type: none"> Research works done by the members of faculty should be improved. 	<ul style="list-style-type: none"> Support provided by the established Institute R&D cell towards faculty development 	--

Deriving Goals and Objectives

Department Mission - 1

Higher Order Skills : equip management aspirants with the higher order skills of problem-solving and decision making.

Goals

1. Developing pedagogies and new methods of Teaching, Learning and Evaluation

Objectives

- a. **Ensuring effective functioning of Specialisation Groups**
- b. **Submission of recommendations for Curriculum Design & Lesson plan**
- c. **Upgrading faculty & staff competence**
- d. **Improving Pedagogies for Knowledge Delivery & Outcome based education**
- e. **Improving methods of Evaluation & Assessment**

2. Faculty-Students Participation in Research, Development and Innovation

Objectives

- a. **Establishment of R&D / Research Centre**
- b. **Establishing Centres of Excellence**
- c. **Signing MOU with premier institutes/ R&D labs**
- d. **Utilising Institute's Incubation Centre**

3. Enhancing Students' Competence

Objectives

- a. **Coaching and training of Students to encourage participations in competitions**
- b. **Rewards & Recognition**

Department Mission - 2

Learning Environment : provide conducive learning environment rendering the best experience on learning Business.

Goals

1. Establishing Teaching – Learning infrastructure

Objectives

- a. **Developing Academic infrastructure required for Students**
- b. **Increasing Number of title and Volumes relating to Management Studies and Business administration in Central Library**
- c. **Developing infrastructure like Sport grounds, Hostel & Canteen**
- d. **Procuring and utilizing ICT enabled tools and devices for better teaching learning experience.**
- e. **Improving Department Library & E-Learning**

2. Attraction, Development, Retention of Appropriate Faculty members

Objectives

- a. **Hiring appropriate Talent for enlightening the knowledge of students**
- b. **Instituting Rewards & Recognitions for outstanding faculty performance.**
- c. **Creating Conducive working environment for Faculty members**
- d. **Ensuring Career growth & Development for faculty members**

Department Mission - 3

Research : create a feasible platform for Industry-Institute Interaction, collaborative initiatives, research, etc., to facilitate teaching and learning community in contributing towards the Corporate / Entrepreneurial Initiatives.

Goals

1. Promotion of Industry- Institute relationships

Objectives

- a. **Appending Industry Data base and incorporating Intelligence to utilize them for recruitment and knowledge enrichment.**
- b. **Leverage Industry Resources for students' practical exposures**
- c. **Leverage Institutional Resources for Industry's manpower development.**
- d. **Setting up Centres of Excellence**

2. Placements, Internships & Career Development of Students

Objectives

- a. **Providing Career guidance for students**
- b. **Signing Industry MOUs for Industry –Institute interactions, internships, projects, etc.**
- c. **Providing Training & Developing the students as per Industry standards.**
- d. **Facilitating Internships and Placements**

3. Encouraging Students towards Entrepreneurship

Objectives

- a. **Utilising the benefit provided by EDP Cell**
- b. **Identification of students, mentors & Training them appropriately to choose their Entrepreneurial career.**
- c. **Leverage Promotion agencies that facilitates start ups and Entrepreneurs.**

Department Mission - 4

Social responsibility : enable the management aspirants exhibit managerial and entrepreneurial competency with social responsibility.

Goals

1. Improvising Alumni Relations and Participation

Objectives

- a. **Promoting Alumni Association by organizing activities entertaining Alumnis.**
- b. **Building Alumni Relationships & Leveraging them for the department prospects.**

2. Involving Community Service and Extension

Objectives

- a. **Involving Village adoption and pursuing Rural Projects for developing Rural Community.**
- b. **Proving Vocational training for rural unemployed youths**

3. Evolving Global Initiatives

Objectives

- a. **Initiating and signing MoUs with Foreign Governments/ Institutions**

Planning, Scheduling and Measurements

1. Developing pedagogies and new methods of Teaching, Learning and Evaluation

	Strategic Initiative	Measurement	Responsibility
Specialisation Groups	<ul style="list-style-type: none"> ▪ Checking and Ensuring the effective functioning of Specialisation groups 	<ul style="list-style-type: none"> ▪ Number of Specialisation Group Initiatives 	<ul style="list-style-type: none"> ▪ FSG Coordinators
Curriculum Design & Lesson plan	<ul style="list-style-type: none"> ▪ Recommend to BoS on curriculum as per all graduate attributes and expectations of stake holders ▪ Develop lesson plan as per OBE & academic calendar ▪ Develop e-learning content ▪ Benchmark with industry requirements ▪ Use of LMS to support students 	<ul style="list-style-type: none"> ▪ Number of recommendation posted to University BOS ▪ Innovations pedagogies / assignments planned in Lesson Plan. ▪ Number of e-content created per course ▪ Number of lectures organized with Industry Experts ▪ Number of Effective checks on students learning 	<ul style="list-style-type: none"> ▪ Head of the Department ▪ Faculty handling Courses
Upgrading faculty & staff competence	<ul style="list-style-type: none"> ▪ Support paper publications and presentations ▪ Provide opportunities for networking 	<ul style="list-style-type: none"> ▪ Number Publications / Conference Presentations ▪ Number of Contacts created 	<ul style="list-style-type: none"> ▪
Knowledge Delivery & Outcome based education	<ul style="list-style-type: none"> ▪ Continuous Assessment and evaluation to measure outcomes ▪ Establish Research Culture ▪ Mentor on academic, career & higher educational opportunities 	<ul style="list-style-type: none"> ▪ Overall attainment of Course outcomes ▪ Number of Student Publications ▪ Improvement record of Counseled students 	<ul style="list-style-type: none"> ▪ Faculty handling courses ▪ Project Coordinator ▪ Student Counselors.
Evaluation & Assessment	<ul style="list-style-type: none"> ▪ Monitoring Continuous progress assessment and feedback system ▪ Question bank development 	<ul style="list-style-type: none"> ▪ Improvement record in slow learners ▪ Number of New questions added 	<ul style="list-style-type: none"> ▪ Class Advisors ▪ Faculty handling courses

2. Faculty-Students Participation in Research, Development and Innovation

	Strategic Initiative	Measurement	Responsibility
R&D / Research Centre	<ul style="list-style-type: none"> ▪ Start Journals with Indexing. ▪ Starting Research Center affiliated to Pondicherry University 	<ul style="list-style-type: none"> ▪ Number of Articles published in Indexed Journals 	<ul style="list-style-type: none"> ▪ All Faculty members
Establishing Centres of competence	<ul style="list-style-type: none"> ▪ Fund raising through Project proposals ▪ Establishing Consultancy cell 	<ul style="list-style-type: none"> ▪ Number of Projects / Consultancy sanctioned 	<ul style="list-style-type: none"> ▪ Senior Faculty members

MOU with premier institutes/ R&D labs	<ul style="list-style-type: none"> ▪ MoUs with higher learning institutions in India & abroad. ▪ Collaborations with National level and International level funding bodies 	<ul style="list-style-type: none"> ▪ Number of Collaborations 	<ul style="list-style-type: none"> ▪ Head of the department
Incubation Centre	<ul style="list-style-type: none"> ▪ Encourage “idea to product” pre-incubation activities ▪ Establishing Business incubation centres 	<ul style="list-style-type: none"> ▪ Number of Project Ideas Incubated 	<ul style="list-style-type: none"> ▪ Senior Faculty members

3. Enhance Student Competence

	Strategic Initiative	Measurement	Responsibility
Coaching, training & competitions	<ul style="list-style-type: none"> ▪ Regular training /coaching classes ▪ Participation in tournaments/competitions ▪ Hosting competitions/ tournaments 	<ul style="list-style-type: none"> ▪ Number of student Participated in Competition ▪ Number of Competitions ORganised 	<ul style="list-style-type: none"> ▪ Students Event Participation Coordinator ▪ Head of the Department
Rewards & Recognition	<ul style="list-style-type: none"> ▪ Admission priority for state/national achievers ▪ Reward & Recognise achievers 	<ul style="list-style-type: none"> ▪ Number students won prizes 	<ul style="list-style-type: none"> ▪ Students Event Participation Coordinator

4. Establishing Teaching – Learning infrastructure

	Strategic Initiative	Measurement	Responsibility
Academic infrastructure	<ul style="list-style-type: none"> ▪ Aesthetic Class rooms, Tutorials, Seminar halls ▪ State of the art Laboratory & equipment 	<ul style="list-style-type: none"> ▪ Installation of Apparels / Accessories ▪ Purchase of PCs and Software 	Office of Principal
Library	<ul style="list-style-type: none"> ▪ Library infrastructure up gradation ▪ Revision of Journal Subscription 	<ul style="list-style-type: none"> ▪ Purchase of New Edition Books ▪ Renewing Subscription and Adding Journals 	Library Development Cell Member
Sports, Hostel & Canteen	<ul style="list-style-type: none"> ▪ Encouraging PG students to participate in Sports and Extension activities 	<ul style="list-style-type: none"> ▪ Number of facilities installed to create interest among students 	Office of Principal
ICT	<ul style="list-style-type: none"> ▪ Hardware (Servers, Computers...etc) ▪ Pedagogy tools ▪ MOOCs courses ▪ Online learning tools ▪ Evaluation & assessment tools 	<ul style="list-style-type: none"> ▪ Number of Hardware Purchased ▪ Number of Innovative Pedagogies Adopted ▪ Number of Rubrics Created 	<ul style="list-style-type: none"> ▪ Principal ▪ Head of the Department ▪ Class Advisor

	<ul style="list-style-type: none"> ▪ Learning Management System ▪ NPTEL courses 	<ul style="list-style-type: none"> ▪ Number of Student supportive Online resource ▪ Number of Courses Registered 	
Department Library & E-Learning	<ul style="list-style-type: none"> ▪ Digital Library ▪ Departmental library books 	<ul style="list-style-type: none"> ▪ Number of e-books ▪ Number Books / Periodicals subscribed ▪ Adding new titles and volumes in Department library 	<ul style="list-style-type: none"> ▪ All Faculty members

5. Attraction, strengthening and retention of Faculty (Through Institute)

	Strategic Initiative	Measurement	Responsibility
Talent Hiring	<ul style="list-style-type: none"> ▪ Career advancement Schemes ▪ Scientific induction/ orientation of new talent ▪ Critical talent identification & retention measures 	<ul style="list-style-type: none"> ▪ Number of High profile Faculty members employed 	<ul style="list-style-type: none"> ▪ Principal ▪ Head of the Department
Rewards & Recognitions	<ul style="list-style-type: none"> ▪ Additional cadres to be created for deserving staff ▪ Recommending Rewards – recognitions & incentives 	<ul style="list-style-type: none"> ▪ Number of Faculty members Promoted ▪ Number of Faculty members given additional responsibilities ▪ Number of Faculty members rewarded 	<ul style="list-style-type: none"> ▪ Head of the Department ▪ Faculty members
Conducive working environment	<ul style="list-style-type: none"> ▪ Best work facilities and infrastructure ▪ Role & responsibilities clarity and empowerment ▪ Online access to Library- journals 24X7 hours 	<ul style="list-style-type: none"> ▪ Clear role specification in HR Manual 	<ul style="list-style-type: none"> ▪ Top Level Institute Authorities
Career growth & Development	<ul style="list-style-type: none"> • Appraisal, Talent Gap - Identification • Sponsorship to participate in national /international conferences • Participation in FDP and QIP • Organising FDPs 	<ul style="list-style-type: none"> • Number of Faculty members with higher FPI • Number of Faculty members participated in National / International Conference / FDP • Number of FDPs organized 	<ul style="list-style-type: none"> • All Faculty members

6. Promotion of Industry- Institute relationships

	Strategic Initiative	Measurement	Responsibility
Industry Data base & Intelligence	<ul style="list-style-type: none"> ▪ Strengthen placement, training and industry institute interaction cell ▪ Identify Specialisation-wise preferred industries & companies ▪ MoUs with potential industries/companies ▪ Professional bodies membership 	<ul style="list-style-type: none"> ▪ Number new recruiters added ▪ Number student placed with reference to Specialisation ▪ Number of MoUs ▪ Number of Professional body memberships 	<ul style="list-style-type: none"> ▪ Placement Coordinator ▪ Profession body Coordinator ▪ Head of the Department
Leverage Industry Resources	<ul style="list-style-type: none"> ▪ Invite industry experts for guest lecturers /talks/seminars ▪ Leverage for internships, research projects, consultancy 	<ul style="list-style-type: none"> ▪ Number of lectures organized with Industry experts ▪ Number of Students sent for internships 	<ul style="list-style-type: none"> ▪ Senior faculty members ▪ Placement Coordinator
Leverage Institutional Resources for Industry	<ul style="list-style-type: none"> ▪ Training and talks by faculty ▪ Consultancy and testing to industry ▪ Organising Management Development Programmes 	<ul style="list-style-type: none"> ▪ Number of faculty members acted as resource persons ▪ Number of Consultancy projects ▪ Number of MDPs organized 	<ul style="list-style-type: none"> ▪ Senior Faculty members of the department
Setting up Centres of Excellence	<ul style="list-style-type: none"> ▪ Identify potential industries who can establish centres of excellence ▪ Establish and operationalize centres of excellence 	<ul style="list-style-type: none"> ▪ Number of Centers of Excellence created 	<ul style="list-style-type: none"> ▪ Head of the Department

7. Encouraging Students towards Entrepreneurship

	Strategic Initiative	Measurement	Responsibility
EDP Cell	<ul style="list-style-type: none"> ▪ Budget /seed funding for funding initial projects ▪ Identification of emerging areas of entrepreneurship 	<ul style="list-style-type: none"> ▪ Number of Proposals sanctioned with seed funding ▪ Number of areas identified for Entrepreneurship 	<ul style="list-style-type: none"> ▪ ED Cell member / Coordinator

Identification of students, mentors & Training	<ul style="list-style-type: none"> ▪ Identify interested students for entrepreneurship ▪ Identify mentors from successful entrepreneurs from Alumni/others ▪ Formal training on entrepreneurship 	<ul style="list-style-type: none"> ▪ Number of students identified and trained ▪ Number of Successful Entrepreneurs ▪ Numbers of Programs organized 	<ul style="list-style-type: none"> ▪ Head of the Department ▪ ED Cell Members
Leverage Promotion agencies	<ul style="list-style-type: none"> ▪ EDP agencies and networking ▪ Competitions participation ▪ Leverage for funding & support 	<ul style="list-style-type: none"> ▪ Number of ED Boards contacted 	<ul style="list-style-type: none"> ▪ Entrepreneurship Development Cell Coordinator

8. Placements, Internships & Career Development of Students

	Strategic Initiative	Measurement	Responsibility
Placement & Career guidance	<ul style="list-style-type: none"> ▪ Enabling students to adapt themselves with Modernized infrastructure (Video conferencing, interview & conference rooms) ▪ Video recording of mock up interviews of students and feedback 	<ul style="list-style-type: none"> ▪ Number of Programs organised 	<ul style="list-style-type: none"> ▪ Placement Coordinator
Industry MOUs- Intelligence	<ul style="list-style-type: none"> ▪ Data base of various potential industries/companies ▪ MOU s and relationship management ▪ Industry experts as resource persons 	<ul style="list-style-type: none"> ▪ Number of Interactions arranged with Human Resource Personnels 	<ul style="list-style-type: none"> ▪ Placement Coordinator
Training & Development	<ul style="list-style-type: none"> ▪ Awareness programmes ▪ Value added programmes (soft skills & domain expertise) ▪ Competency enhancement centre 	<ul style="list-style-type: none"> ▪ Number of Personality Development Programs organized 	<ul style="list-style-type: none"> ▪ Placement Coordinator
Internships, Placement process	<ul style="list-style-type: none"> ▪ Internships planning and execution ▪ Placement process coordination 	<ul style="list-style-type: none"> ▪ Number students undergone internships ▪ Number of Students Placed 	<ul style="list-style-type: none"> ▪ Placement Coordinator

9. Improving Alumni Relations and Participation

	Strategic Initiative	Measurement	Responsibility
Alumni Association	<ul style="list-style-type: none"> ▪ Strengthen Alumni association and engagement ▪ Registration of alumni association and office on campus, engage students ▪ Data base updating and interactive alumni website ▪ Establish Regional chapters and networking 	<ul style="list-style-type: none"> ▪ Number of Alumni meets Organised in a year 	<ul style="list-style-type: none"> ▪ Alumni Coordinator
Relationships & Leveraging	<ul style="list-style-type: none"> ▪ Regular interactions /invitations ▪ Recognize successful alumni ▪ Leverage for guest lecturers/internships/placements ▪ Academic advisors/ Board of governors 	<ul style="list-style-type: none"> ▪ Number of Alumni invited / Lectures Organized / Pre-placement talks organized 	<ul style="list-style-type: none"> ▪ Alumni Coordinator

10. Involving Community Service and Extension

	Strategic Initiative	Measurement	Responsibility
Village adoption & Rural Projects	<ul style="list-style-type: none"> ▪ Identify nearby villages for adoption ▪ Study rural projects and challenges ▪ Explore & provide support to the execution of projects 	<ul style="list-style-type: none"> ▪ Number of Rural supportive projects created ▪ Number of Villages Adopted ▪ Number of benefitted rural people 	<ul style="list-style-type: none"> ▪ Head of the Department ▪ Principal
Vocational training	<ul style="list-style-type: none"> ▪ Identify the job oriented courses as per local needs ▪ Provide vocational training at the institute 	<ul style="list-style-type: none"> ▪ Number of Programs organized for rural unemployed youths 	<ul style="list-style-type: none"> ▪ Head of the Department ▪ Principal

11. Evolving Global Initiatives

	Strategic Initiative	Measurement	Responsibility
MoUs with Foreign Governments/ Institutions	<ul style="list-style-type: none">▪ Identify foreign higher level learning institutions▪ MOUs with potential partner institutions▪ MOUs with governments for education & projects	<ul style="list-style-type: none">▪ Number of MoUs signed with Foreign Academia▪ Number of activities organized based on MoUs	<ul style="list-style-type: none">▪ Head of the Department

Strategic Plan 2019 – 2024 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

