



# Jagannath International Management School

MOR, Pocket-105, Kalkaji, New Delhi-110019

(Affiliated to Guru Gobind Singh Indraprastha University and Approved under  
Section 2(f) of UGC Act 1956)



## Criteria 6.2.1

**The institutional Strategic/ perspective plan is effectively deployed**

QIM: Describe one activity successfully implemented based on the strategic plan within a maximum of 200 words

Supporting Documents:

1. Strategic Plan and Deployment Documents

## STRATEGIC PLAN (2022-27)

### Vision

To be a Premier Business School, nurturing leaders and creating social impact through excellence in education, training and research.

### Mission

1. Ethics, Integrity and Social Responsibility: : "To cultivate principled leaders grounded in ethics, integrity, and social responsibility, committed to making a positive impact on businesses, communities, and society at large."
2. Innovation, Technology and Business Acumen for Global Markets: "To empower future leaders with cutting-edge innovation and technological expertise, combined with strategic business acumen, to excel in global markets and drive transformative change in the world of business."
3. Entrepreneurship: "To foster an entrepreneurial mindset that encourages creativity, resilience, and transformative ideas, in creating value in dynamic business landscapes."

### The Environment

#### External

The landscape of business education is being reshaped by globalization and new technologies leading to heightened competition, complexity, and change. Business schools compete for students across the globe, offering programs on multiple continents, using myriad technologies that minimize the importance of physical distance. The marketplace for faculty is global, creating unprecedented demand for faculty talent. The new landscape requires business schools to ensure their educational experiences and research meet the emerging needs of students, businesses, and society. Students need to be prepared for the challenges of cross-border and cross-cultural commerce, rapidly evolving technologies, and the need to manage limited resources. Employers seek students with a global mindset, who are entrepreneurial in their thinking and actions, with strong communication and analytical skills. Faculty need to be prepared to work on solutions to the complex and multidisciplinary problems facing businesses and society. Business schools need to develop a culture of continuous innovation and experimentation to keep pace with change in the external world, and identify better ways to serve existing markets while at the same time exploring opportunities in new markets. Also with the strong impetus being provided by the Government on implementation of NEP 2020, Colleges will need to adapt and redefine their Academic policies so that their Curricular reflect greater practical orientation, internationalization and interdisciplinary aspects.

#### Internal

The institute's internal environment is positive, progressive and motivating. It has a pleasant, vibrant and green ambience. The prevailing culture is high on quality and contributes towards pursuit of academic and research activities. Its stakeholders, comprising students, faculty, alumni and parents, all actively participate in the key activities of Curriculum Development, Admissions, Placements, Mentoring Programs etc and significantly contribute to the growth and development of the institute. The institute has dedicated faculty who are well qualified, experienced and fully committed to serving the interests of the students. It also has adequate physical, financial and human resources to fulfil its vision and mission objectives.

## SWOC Analysis

### Strengths

JIMS Kalkaji is a Premier Institute in Delhi NCR, recognized for its excellence by outside constituents and rating agencies. We are privileged to possess unique assets that build our reputation, attract students, faculty, and staff, and enhance our relevance to alumni, corporates and strategic partners. Our assets include:

- 1.A dynamic Governing Body comprising of nationally renowned Academicians and Industry Captains, which is fully committed to providing strategic direction and continual guidance
- 2.A leading educational Institution on the rise that is dedicated to impart world class education while also valuing imagination, entrepreneurial thinking, collaboration, adaptation, and ethical and social perspectives.
- 3.A central location in metropolitan New Delhi one of India's economic, social, cultural, and intellectual hubs, and a national trendsetter.
- 4.An extensive alumni base.
- 5.A network of relationships with individuals and institutions in India
- 6.A diverse body of outstanding students.
- 7.Dedicated, talented and experienced faculty.
- 8.A portfolio of educational programs that serve students using a variety of teaching methods.

### Weaknesses

- Communication skills of students need to be improved.
- Consultancy and MDP activities need improvement
- Publications and research are a weak area

### Opportunities

- Situated opposite Nehru Place, New Delhi, a part of NCR where a large number of Indian and foreign multinational companies have set up their offices and factories.
- Ease of Access via Metro & Bus as Metro Station and Bus stand situated at walking distance.
- Focus on interdisciplinary research at micro level is the need of the day and many opportunities abound these areas.
- The Institute should aim at offering courses in areas of technology, research, sustainable development and similar issues that India needs.

### Challenges

- Quality intake of students is a concern.
- Declining availability of quality faculty as exposing the teaching faculty to the industrial scenario and getting them trained in industry poses a real challenge

### **Key Focus Areas**

To improve our performance in national accreditations.

### **Key Success Factors**

We believe that there are nine major factors that will determine the success of JIMS in fulfilling our Vision and Mission:

1. Implementation of NEP
2. Institutional Ranking and Accreditation
3. Curriculum Planning & Implantation
4. Faculty Development
5. Student Development Program
6. Students Progression & competitive examination
7. Corporate Social Responsibility
8. Internal processes
9. Visibility of the Institute

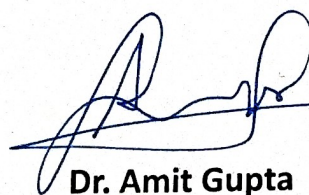
To work on achieving following goals/targets in respect of KSF activities.

Sr. No.	Key Success Factor(KSF)	Goals and Objectives	Key Performance Indicators (KPIs)
1.	Implementation of NEP	<p>Institute to implement NEP-2020, catering to thrust areas as under :</p> <ol style="list-style-type: none"> <li>1) Multidisciplinary and holistic education</li> <li>2) Digital empowerment and online education</li> <li>3) Capacity Building of Teachers for quality education</li> <li>4) Quality ranking and accreditation</li> <li>5) Promotion of Indian Knowledge system.</li> <li>6) Apprenticeship embedded programs</li> </ol>	<ol style="list-style-type: none"> <li>1. Courses on Indian Knowledge system to be introduced in both BBA &amp; B.Com program</li> <li>2. Multidisciplinary courses, skill enhancement and ability courses to be introduced.</li> <li>3. Students enrolment in skill India for career growth and learning <a href="https://www.skillindiadigital.gov.in/home">https://www.skillindiadigital.gov.in/home</a></li> <li>4. Online education to be promoted through courses offered by NCVET</li> <li>5. Students to enrol on <a href="https://nats.education.gov.in/">https://nats.education.gov.in/</a> for apprenticeship programme.</li> <li>6. Faculty members to register on Malviya Mission Teacher Training Programme for attending Faculty Induction program/Short Term Programme/ Faculty Development Programme.</li> </ol>
2	Institutional Ranking and Accreditation	<p>Binary Accreditation manual Guidelines to be released by NAAC in Dec 2024 to be implemented in the institutional functioning</p>	<ol style="list-style-type: none"> <li>1. New Clubs and process restructuring as per NEP guidelines and Binary Manual mandates for higher education institutes</li> </ol>
3	Curriculum Planning & Implementation	<p>A Multidisciplinary and Skill enhancement/language course as per NEP has been added in curriculum by the university.</p>	<ol style="list-style-type: none"> <li>1. Time Table Committee to allocate subjects to the faculty as per their expertise in their specialization.</li> <li>2. Credit Allocation- Time Table committee</li> </ol>

		Institute to effectively Implement curriculum prescribed by the university in both the departments.	<p>along with Department heads to evenly check the credit delivery &amp; allocation per faculty for effective implementation of syllabus before commencement of sem.</p> <p>3. Office to disseminate faculty load &amp; subject allocation is the faculty before commencement of semester for effective delivery of curriculum.</p> <p>4. Record of choice of electives submitted by the students taken care by Time Table Committee.</p> <p>5. Mentoring coordinator to allocate mentees to the mentors to resolve academic related queries of the students.</p> <p>6. New Faculty member to be added for Value added courses/ Indian knowledge system and Indian languages.</p>
4	Faculty Development	<p>1. Creation of effective teaching learning environment through Innovative Teaching Pedagogies.</p> <p>2. Publication of research papers in Scopus &amp; WOS Journals.</p> <p>3. Participation of faculty in FDP's</p>	<p>1. Faculty to be encouraged for enrolment in PhD.</p> <p>2. Faculty members to participate in at least 2 FDPs/ Short term programme in a year</p> <p>3. Institute to organize FDP for Training of Faculty Members so as to Foster Innovative Teaching &amp; Learning Practices in the Institution.</p>
5.	Student Development program	<p>Groom students to succeed in Nationals &amp; Global Business Organization by developing them as follows:-</p> <p>1. Inspecting professional Education that draws balance b/w conceptual &amp; practical</p>	<p>1. Internship cell to ensure that every class of BBA/B.Com has Hands on Exposure through Industrial Visits.</p> <p>2. NSS Cell, Placement JIMS Talks, Tank Tales, &amp; Subject Clubs to ensure that developing of Managerial, leadership,</p>

		<p>components.</p> <ol style="list-style-type: none"> <li>2. Ensuring skills development covering technical, managerial, Leadership &amp; Behavioural Skills.</li> <li>3. Developing competencies through exposure to multidisciplinary courses, Innovative Teaching Pedagogies</li> <li>4. Encouraging &amp; Developing Research Skills in Students &amp; providing them with incentive by publishing paper in Peerreviewed Journals.</li> <li>5. Organizing capacity building programme for students to enhance life skills, soft skills, IT skills amongst the students.</li> </ol>	<p>behavioural&amp;entrepreneurial skills amongst the students.</p> <ol style="list-style-type: none"> <li>3. VAC coordinator to chalk out plan for implementation of VAC courses.</li> <li>4. Faculty Members to facilitate panting of students in seminar, conferences for Paper Presentations.</li> <li>5. NSS Cell, IT Club, Communicon: The Debating Club to ensure the development of life skills, soft skills, IT skills of the students.</li> </ol>
6.	Students Progression & Competitive examination	<p>Developing students to combat in the competitive environment providing them with the skills, necessary to progress in Higher Education &amp; clear State &amp; National Level Competitive Exams.</p>	<p>Placement Cell to organize aptitude test session to enhance the aptitude &amp; the abilities of the students needed to crack the Higher education exams.</p> <ol style="list-style-type: none"> <li>1. Placement Cell to collaborate with coaching centres &amp; organize weekly classes in the campus to help students crack SSC/CAT/MAT/other State &amp; National level Exams.</li> <li>2. Library to organize separate section for the preparation of State/National Level Exams, facilitating student progression.</li> </ol>
7.	Corporate Social Responsibility	<p>Community development &amp; environmental sustainability practices to be propagated amongst</p>	<p>NSS Cell to undertake community development/Social Projects in collaboration with NGO's.</p>

	y	the students.	<ol style="list-style-type: none"> <li>1. NSS unit to celebrate various National &amp; International Days of Historic Importance.</li> <li>2. NSS unit to organize educational trips to sensitise students against the rich Indian Heritage, Constitutional Obligations, socio-economic, linguistic awareness.</li> <li>3. NSS unit to organize special campaigns, Blood Donation Camps, Health Camps for the upliftment of the community.</li> </ol>
8.	Internal Processes	Periodic Monitoring & Evaluation of Internal Processes	<p>IQAC to monitor Monthly Quality Assurance report &amp; discuss the observations with Head of the Institute.</p> <ol style="list-style-type: none"> <li>1. Academic/ISO/Green Audit to be conducted annually.</li> <li>2. Institute's By Laws, Faculty Handbook Student Handbook, other policy documents to be revised &amp; uploaded periodically.</li> <li>3. Departments to participate in various Assessment &amp; Rankings surveys Eg:- India Today, MDRA, Outlook.</li> <li>4. To Monitor the Strength of Quality Parameters during the semester, IQAC to prepare Semester Quality Assurance Report.</li> </ol>
9.	Visibility of the Institute	To enhance the visibility of the institute to develop positive perception of the institute	Social Media Committee to ensures that the major activities are well covered on all the official Social Media handles.



**Dr. Amit Gupta**  
Chairman

