

-STRATEGY-



STRATEGIC

PLAN

2020-2025

# Our Strategic Plan

In these times of disruptive change and societal need, BIHER-DOMS 2020-2025 is a roadmap for increasing the relevance and impact of BIHER-DOMS's research by graduate's career building, partnering with alumni communities and expanding our social mission to generate new and sustainable revenue streams.



WE BELIEVE



“

THINK IN  
THE NEXT

# Vision

The Department of Management Studies, Bharath Institute of Higher Education and Research aspires to be a leading Management Institution with a passion for Academic Excellence, uncompromising Human Values and an abiding commitment for the development of Business and Society through excellence in grooming Leadership, Entrepreneurial Talent and Research.

# Mission

**M1:** To imbibe Entrepreneurial Culture through Curriculum, Pedagogy, Mentoring and foster excellence by providing Quality Education in Business Management.

**M2:** To cultivate the principles of Social Responsibility, Ethics and Spiritual Values among budding Managers.

**M3:** To build intellectual capabilities based on the twin pillars of Research & Innovation.

# Over the next five years, we will:

FOCUS OUR RESEARCH ON SUBJECT AREAS WHERE WE CAN HAVE THE GREATEST IMPACT ON ORGANIZATIONS AND MARKETS.

DEVELOP EXCEPTIONAL ORGANIZATIONAL TALENT THAT IS REQUIRED TO FACE TODAY'S CHALLENGES AND IS PREPARED FOR THE FUTURE.


INVEST IN DEEP AND MEANINGFUL CONNECTIONS WITH OUR ACADEMIC COLLEAGUES AND ALUMNI TO CREATE A LIFELONG LEARNING COMMUNITY.

BRAND AND SHARE OUR EXPERTISE, KNOWLEDGE AND SERVICES WITH COMMUNITIES AND ORGANIZATIONS REGIONALLY, NATIONALLY AND GLOBALLY.

# THE CONTEXT

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Technological advances and globalization are transforming the way people live, communicate, share information and transact business, producing a tremendous diversity of experience and endless change in markets and organizations, including those in which our graduates work. There has also been parallel disruption in the content and distribution channels for management education. These shifts create the need for a lifetime of continuous learning, and for the transformation of education models.



# STRATEGIC GOALS

## MISSION CENTRIC GOALS

To imbibe Entrepreneurial Culture through Curriculum, Pedagogy, Mentoring and foster excellence by providing Quality Education in Business Management.

To cultivate the principles of Social Responsibility, Ethics and Spiritual Values among budding Managers.

To build intellectual capabilities based on the twin pillars of Research & Innovation.

## FOUNDATIONAL GOALS



Foster a diverse, vibrant, & innovative community of students, faculty, staff and alumni.

Develop organizational and financial resources to sustain excellence in the pursuit of our vision and mission

Enhance recognition of BIHER-DOMS brand among local, national and global target audiences



Action  
Plan:

- 1.
- 2.
- 3.
- 4.





**OBJECTIVE:  
TO REVIEW  
PROGRAM  
CONTENT AND  
IMPROVE IN  
DIFFERENT  
AREAS**

- Review curricular content to align the University's programs with this strategic goal.
- Enhance curricular opportunities in multifarious areas.
- Strengthen and expand experiential learning opportunities through cordial links with academia and Industry.
- Review and assess approaches to measure student outcomes.

**TO ENHANCE THE  
STUDENT  
LEARNING  
EXPERIENCE  
THROUGH  
INNOVATIVE  
TEACHING  
APPROACHES  
AND  
INSTRUCTIONAL  
TECHNOLOGIES**

- Integrate instructional technology into existing courses.
- Apply instructional technology in program delivery in a blended and/or on-line format.
- Increase co-curricular and extra-curricular developmental experiences of students

**OBJECTIVE:  
CONTINUED  
EMPHASIS ON  
STUDENT  
PLACEMENT AND  
CAREEROPTIONS**

- Attract top recruiters from a wide range of firms and industry sectors.
- Increase entrepreneurial opportunities for students.

# **INFLUENCE SCHOLARLY DISCOURSE, BUSINESS PRACTICE AND POLICY-MAKING IN THE FIELD THROUGH HIGH-IMPACT RESEARCH AND THOUGHTLEADERSHIP**

Increasing our faculty's reputation for excellence and innovation and thought leadership is a core aspect of our Department's mission.

# **STRENGTHEN PARTNERSHIPS WITH ALUMNI, LOCAL, NATIONAL, AND GLOBAL BUSINESSES; AND THE EXTERNAL COMMUNITY TO CREATE MUTUAL VALUE**

Exchange of knowledge, skills, and other resources between BIHER-DOMS businesses and other organizations can lead to the creation of synergistic and mutual value for all involved. We will develop new ways to engage and partner with our alumni as thought leaders and mentors, and to continue their own learning, career advancement and networking. We plan also to engage our alumni as important contributors to every facet of the student life cycle, from admissions to placement. As these connections deepen, we expect alumni pride and passion for the school to grow.

# **FOSTER A DIVERSE, INCLUSIVE, VIBRANT, AND INNOVATIVE COMMUNITY OF STUDENTS, FACULTY, STAFF, AND ALUMNI**

Creating a diverse, inclusive and equitable environment based on mutual respect with open channels to communicate constructively about differences which will enhance the productivity and innovation of BIHER-DOMS. We prepare leaders to succeed in a global economy in which they will thrive in cross-cultural environments and interact with people from various backgrounds.

**OBJECTIVE:  
CREATE  
MECHANISMS TO  
ENCOURAGE,  
SUPPORT, AND  
SUSTAIN  
INNOVATIVE  
THINKING AND  
COLLABORATION**

- Identify and secure incentives that will inspire individuals and groups to advance and implement innovative concepts.
- Develop a process to identify and reward the most innovative ideas on a regular basis.
- Increase investments in the professional development of faculty and staff.
- Leverage and expand current relationships with innovative campus partners.

# **DEVELOP ORGANIZATIONAL AND FINANCIAL RESOURCES TO SUSTAIN EXCELLENCE IN THE PURSUIT OF OUR VISION AND MISSION**

Continual advancement requires resources that enable us to launch new initiatives and to attract, develop, and retain the best talent. Currently, we rely on a mix of funding sources to sustain and expand our operations. Increased private funding is essential to ensure that we achieve our vision of defining the innovative business school of the 21st century. In the ongoing pursuit of organizational effectiveness and excellence, we will grow the resources necessary to fulfill our strategic goals while tactically allocating funds.



**OBJECTIVE:  
ATTRACT,  
DEVELOP, AND  
RETAIN  
DIVERSE  
POOL OF HIGHLY  
QUALIFIED STAFF**

- Implement a talent acquisition plan to ensure the availability of skills and capabilities to support operations and efficient manner.
- Implement practices to attract, develop, retain, and manage highly qualified staff.

# **OBJECTIVE: BUILD AND OPTIMIZE ORGANIZATIONAL AND INFRASTRUCTURE RESOURCES**

- Review and assess operations through in-depth analyses of processes and benchmarking.
- Align BIHER-DOMS organizational structure, processes, and workflows with strategic goals and priorities.
- Prioritize and invest in IT infrastructure and facilities to support faculty, staff, and students to enhance their productivity and performance.

# ENHANCE RECOGNITION OF THE BIHER-DOMS BRAND AMONG LOCAL, NATIONAL AND GLOBAL TARGET AUDIENCES

Top ranked universities and business schools compete fiercely for students, talent, and resources on a global basis. To succeed in an increasingly competitive environment, we will create a stronger awareness of our brand among key audiences including prospective students, faculty, businesses, alumni, and donors –with a focus on local, national, and global markets.

We will develop targeted marketing and communication plans which clearly articulate our programs' and school's points of differentiation while growing the resources to implement increasingly effective marketing strategies to enhance our scholarly and educational reputation.

# IMPLEMENTATION OF THE PLAN



## PROJECT MANAGEMENT

The initial phase of the implementation process will establish process owners, timelines, expected outcomes, measures of success, and resource requirements.

## MANAGING & SUPPORTING CHANGE

We will devote resources to support our faculty and staff with their learning & development while reinforcing & rewarding positive changes.

## MEASUREMENT & ACCOUNTABILITY

Our implementation teams will continually review our success at achieving metrics for each of the major objectives, revising actions as needed.



(Declared w/s 3 of UGC Act, 1956)

**WE ARE EAGER TO  
ACHIEVE “THENEXT.”**

