



**Acharya** Bangalore B-School

(Affiliated to Bangalore University. Approved by AICTE & Recognized by Govt. of Karnataka)  
(Re-accredited with NAAC 'A' grade)

Aspire. Accelerate. Achieve.

## **CRITERIA - 6**

**6.2.1**

### **STRATEGIC PLAN**

**2016-2021**

#### **Abstract**

Institutional Strategic/ perspective plan and deployment Activity successfully implemented based on the strategic plan. The perspective plan with a time- line is meticulously followed.



## Acharya Bangalore B School



**NURTURING THE FUTURE**

**Strategic Plan 2026**

**Acharya Bangalore B-School**

Andrahalli Main Road, Off Magadi Road

Bengaluru - 560 091,

Karnataka, INDIA



## **Overview**

Strategic planning is a continuous process towards developing the institution as a preferred destination to pursue education. This Strategic Plan (SP) is designed to analyze SWOT, current environment, and expected future scenarios and to envisage the direction of the institution towards achieving its mission and objectives.

The first part of SP is revisiting the mission, objectives, and quality policy and core values. These are achieved through many brain storming sessions with all the stakeholders (Management, academic leadership, HODs, faculty, staff, industry, students and parents). Scientific scanning of internal and external environment is done. SWOT exercise for the institution is also deliberated upon. After scanning the environment, institutional strategic goals were finalized. Strategies and sub strategies to achieve them are arrived at for the institution.

Based on institutional strategic goals, departmental goals are drawn by holding discussions with HODs. Thirteen Institutional strategic goals and strategies are formed with action plans. The process of implementation is worked out and circulated to all the departments. Financial budgets and allocations are worked out along with time lines which are maintained separately by the Head of the Institution. SP evaluation and committee to monitor the effectiveness has been clearly spelt out. The final outcomes are discussed and approved by the Governing Board (GB).

It is highly exhilarating to note that most of the inputs are drawn from stakeholders through active participation and collective inputs. The SP will enhance the capability of the Academic Business Unit of ABBS in delivering expected results to all the stakeholders. The institution will grow and be a model institution in providing education for many decades to come. This leads to accomplishing institution's mission .

Strategic Planning Committee

IQAC - ABBS



Director/Co-ordinator  
INTERNAL QUALITY ASSURANCE CELL  
ABBS

**Acharya Bangalore B-School  
Strategic Plan**

**2016-2026  
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### **Chairman's Message**

We provide a professional environment to a student's creative and moral growth. Distinguished Faculty at ABBS is drawn from both the industry and the academia. State of the art infrastructure, sports and recreation facilities are provided towards fostering all round development of each student's talent.

Our learning process is more experiential than classroom-centric. The objective of the entire learning process at ABBS is entrepreneurship driven. Our aim is to make our students equipped to adapt to industry and business, we focus on strengthening the industry –institute interface through industrial visits, international internships, projects, case studies, research work, seminars, workshops and involving industry personnel in imparting industry specific curriculum. Change is the only permanent thing. Every organization has to catch up with fast changing reality. ABBS is not an exception. We know that Year 2026 will not be like 2016. We have to start planning for 2026. In addition to adapting to the change, growth is the organic requirement for every living organization. Keeping these two points - Adapting to change and growth - ABBS has envisaged to develop a strategic plan for next 10 years that is 'Strategic plan for 2016 – 2026', in tune with its vision.

I thank the strategic planning committee, who have come out with this strategic plan for ABBS  
Wishing all the success!

Dr. B. Vijaypal Reddy, MBBS.,MD.,DCH.  
Chairman  
ABBS

## **About the institution**

Acharya Bangalore B-School established in the year 2008 is a registered body represented by people with vision and passion for developing education system in the country. Acharya Bangalore B-School is run by Samgraha Sikhshana samithi trust. The other institution run by the Trust are, Acharya Institute of Health Sciences, Acharya College of Nursing, ABBS PU College. The institution has set up a vast campus with state of the art infrastructure and other facilities to facilitate world class environment in learning professional courses in interdisciplinary areas. The campus is located at Andrahalli road, off Magadi main road, Bangalore 560091 and is at 40 km distance from Bengaluru International Airport.

ABBS offers both Post Graduate and undergraduate programme affiliated to Bangalore University. The list of the programmes are as follows;

### **1. Department of MBA**

MBA (Master of Business Administration)

### **2. Department of Life Sciences**

- (i) M.Sc (Biotechnology)
- (ii) M.Sc (Applied Genetics)
- (iii) B.Sc ( Biotechnology, Biochemistry, Genetics/Microbiology )

### **3. Department of Commerce**

- (i) M.Com (Master of Commerce)
- (ii) B.Com (Bachelor of Commerce)
- (iii) B.B.M (Bachelor of Business Management)

### **4. Department of Computer Science**

BCA (Bachelor of Computer Applications)

### **5. Department of Media and Communication**

B.A ( Economics, Journalism, OPT English, History / Tourism)



Main Purpose of this educational institution is to impart knowledge, professional skills in diversified areas of education. Institute follows best practices to enrich the knowledge and skills levels of student and faculty. Main initiative in these directions are;

- Technology enabled Knowledge sharing – Both inside and outside class room
- Value added programmes for students
- Research and Publications
- Community development programmes
- Entrepreneurship Cell

At present, ABBS works with following vision, Mission, Objectives, Quality policy, Core values and Environmental policy.

### **VISION**

To provide relevant education, consistent with the changing world, by integrating the best faculties and infrastructure to enable students to stand the test of time and be of utmost benefit to society.

### **MISSION**

- To create an interface with industry and academia.
- To offer value added training programs in addition to the prescribed syllabus.
- To encourage knowledge synthesis through active faculty student interaction.
- To enhance faculty knowledge base through regular training and seminar participation.
- To provide extensive experiential learning sessions enabling students to compete on a global level.
- To impart professional ethics and social responsibilities.

### **OBJECTIVES**

- Provide latest knowledge and skills using modern technology.
- Develop technical competence enhancing their employability.
- Global exposure through industry interaction and visits.
- To infuse high ethical and moral values relevant in enhancing social responsibility.
- To ensure high standards of quality in education.
- Foster innovation and research culture in students and staff.

### **QUALITY POLICY**

To create an ambience which inspires professional learning and provide excellent infrastructure and faculty with both academic and industrial experience.

### **CORE VALUES**

- Equal opportunity
- Outstanding quality
- Professionalism
- Accountability
- Global perspective

- Acting with integrity
- Ethical value

## **Environmental Policy**

- ABBS is committed for the protection and development of the environment by implementing sustainable practices continuously.
- We aim for **Environmental certification** by achieving carbon neutrality and sustainability.

## **Situation Analysis**

### **Forces driving the Change**

The forces that are driving the change in Higher Education are many. But the ones that have the major effects both at Micro level and Macro level are:

#### **A. Tectonic shifts in Demography**

Globally there is a shift in demography. By 2030, India is expected to be the most populous nation in the world with about 1461 million people. From an age perspective too, India will be youngest nation by 2030 with a median age of 32 years. India will be a labour surplus nation and an exporter of skilled manpower to labour deficient markets around the world. It has been estimated that there will be a cumulative labour deficit of 56.5 million people in US, China, Japan, Russia and UK and other countries, India with 47 million skilled manpower is expected to provide relief. It has already become the leading source of permanent or skilled manpower going to Australia and New Zealand. Besides, the IT and ITES sector today has the largest number of Indian manpower employed all over the world. The young nation provides significant opportunities for education. It is expected that about 142 million student in the age group of 18 to 23 will enter education institutions. Hence there is a need to create additional capacity which will take care of 40 million students to serve the incremental demand for Higher Education if the GER in Higher Education has to increase from current 20% to 50% by 2030. This has to happen across all geographies, income levels and social groups.

There is also a growing need to skill the population and therefore skill based programs will increase. These will be in all spheres, be it agriculture, manufacturing or the tertiary sector that is the services.

Growing demand for women education will also mean new education programs being developed exclusively for this segment.

The paradox of Indian market is that by 2030, India will also be home to a very large group of senior citizen in the age group of 65 and above. Many of whom would be retired but perhaps may have the energy, experience and knowledge to be gainfully employed. Re-skilling this group of people and at the same time providing new knowledge to them will be another challenge in for Higher Education Institutions.



## **B. New Generation students**

The new generation students are confident, expressive and technology savvy. They communicate and stay connected through the social networks which today also influence their expectations and aspirations. This is a generation in a hurry whose attention span is no more than 5 to 10 minutes. High on multi skilling, this generation wishes to learn and do many things simultaneously. It is a generation that wishes to experiment and is not afraid of taking risks.

This generation of students find more excitement in non classroom activities than the classroom, thereby raising a debate on the role of classroom and the campuses in today's environment.

## **C. Technology**

Technology is today an important driver of change. It is today at the root of new consumptions and communication behavior in as much as it is a leveler between the have and the have-nots. Internet/web-based technology, cloud technology mobile technology and tools of collaboration and communication are today defining the learning experience. Open source software has led to the birth of MOOCS in different forms. It has also helped co-create knowledge. This is likely to grow in a significant manner. Multiple forms of digital student engagement are likely to emerge. There is a greater likelihood of flip classrooms changing the entire learning infrastructure of the campuses. Digital library, campus vide telecast, video conferencing facilities, learning management systems, social networks etc are defining the education and research environment on the campuses.

## **D. Global Markets**

Today India has a winning chance to emerge as a global hub of education provided the Government of India policies do not prohibit Indian institutions from going abroad or Indian institutions bringing foreign students in India or partnering with foreign universities. India today has a significant opportunity to create demand in higher education in emerging markets. It also has an opportunity to research and innovate products and processes required for markets which are on the margin or for the emerging markets. The markets on the margin are a reality not only in countries like India but even countries in Europe and North America. India offers today opportunities to research in human life and economy. For countries in the immediate neighborhood, Middle East and Indian Ocean rim and Africa, India is a good destination for education.

## **E. Competition**

Indian education today is a large sector with 720 universities and 47000 and above colleges which includes engineering and management institutions also.

The sector is competitive and the market forces have started determining the future of an institution. The competition is no more restricted to national institutions but emanates from global universities and institutions also. They may not necessarily have a campus or a partner. Technology has today enabled them to reach out to the target markets in India.

New education concepts like MOOCS or short term courses offered at certificate or diploma level, education on the go (m-education) are the new competitors to the current forms of education. The new assessment models involving stakeholders today is replacing assessment only by the university faculty or complimenting the university assessment.

Competition has made the task of student engagement both offline and online more challenging.

#### **F. Markets are changing**

Markets today are changing. Students are price sensitive, value seekers and expect education to provide them employability. Education is seen as enabling them improve their standard of living and help them follow their passion. Quality and affordability are yet other considerations that stakeholder demand from institutions.

#### **G. Regulatory Framework**

Over a period of time we will see a declining trend of the Central Government in regulating institutions. We are going to be witnessing states becoming more active in Higher Education. Each state will compete with the other for investments in education on the basis of its vision, policy and the infrastructure support. States will compete to get foreign universities to partner with universities in their state. The Center role is likely to be more in forecasting the demand for higher education, directing the funds to achieve the socio economic priorities of the country and building a research and innovation culture. The centre's role will also be in terms of setting the agenda for skill development and thereby providing support to institutions to engage in skill building. The Regulatory bodies like UGC, AICTE, MCI and PCI etc. are likely to be the national repository of norms for Higher Education. They are also likely to be negotiators in the multilateral negotiation in Higher Education. Further accreditation will replace approvals.



## SWOT analysis

<p><b><u>Strengths</u></b></p> <ul style="list-style-type: none"> <li>• Brand Image</li> <li>• Visionary Management</li> <li>• Competent faculty</li> <li>• Academic Excellence</li> <li>• Accreditation Status</li> <li>• Diversified students input</li> <li>• Industry networking</li> </ul>	<p><b><u>Weaknesses</u></b></p> <ul style="list-style-type: none"> <li>• Advertisement &amp; Visibility</li> <li>• Research &amp; Consultancy projects</li> <li>• Industry collaboration and Research projects</li> <li>• Placement conversion rate</li> <li>• Internal Communication Process</li> </ul>
<p><b><u>Opportunities</u></b></p> <ul style="list-style-type: none"> <li>• Increased demand for specialized courses like analytics, Business leadership etc</li> <li>• Advanced technology and its applications in education industry like online, MOOCs, E-library etc</li> <li>• Increased demand for specialized centers of excellence</li> <li>• More opportunities for Foreign languages lab/courses</li> <li>• Consultancy Opportunities</li> <li>• Global initiatives-collaborations</li> <li>• Market opportunities for expansion and growth like University Status</li> </ul>	<p><b><u>Threats</u></b></p> <ul style="list-style-type: none"> <li>• Competition</li> <li>• Too many private /Deemed universities getting started (industry led)</li> <li>• Ambiguous Government regulations -Admission Policy</li> <li>• Higher expectations of stakeholders</li> </ul>

It is in the context of these change drivers that the leadership team of ABBS has developed vision 2026 and the mission and goals for 2016-26.

### **Strategic Plan**

The strategic Plan 2026 is planned to carried out in three phases. They are

**Phase – 1 – Enhancement Phase**

**Period 2016 – 2019**

**Phase – 2 – Efficiency Phase**

**Period 2020 – 2022**

**Phase – 3 – Excellence Phase**

**Period 2023 – 2026**

#### **Phase – 1 – Enhancement phase (2016 – 2019)**

##### **1) Admission Process**

- a. To increase the metrics for quality student intake
- b. To widen the market coverage

##### **2) Academic Process**

- a. To increase Industry oriented Augmented programme
- b. To enhance the overall classroom delivery by providing practical exposure through live projects
- c. **To enhance the experiential learning by maintaining average 3.5 metric point out of 5**
- d. Constant revisiting on Programme outcomes

##### **3) Research and Publications**

- a. **Encouraging faculty to publish in leading journals aiming to reach among 100 good cited articles in the country.**
- b. To guide faculty to undertake funded research projects at least 5 per academic year
- c. Generating minimum of 5% revenue from Research projects
- d. To increase the visibility of ABBS research department by organizing 2 national and 1 international conference per academic year in each discipline.

##### **4) MDPs and Consultancy**

- a. To conduct minimum **12 MDPs in Academic year which generates 5% of revenue**
- b. To undertake Industry consultancy work of minimum 6 in academic year 5% revenue generation

##### **5) Faculty and Publications**

- a. To encourage all faculty to complete or enroll for higher education like PhD



- b. To encourage faculty to publish minimum 4 research papers in Academic year
- c. To promote all faculty to deliver best in class experience for students

**6) Knowledge Exchange**

- a. To sign MOUs with minimum of 5 Global universities covering Japan, German, Middle east, U.S, Europe and China for student exchange and faculty exchange.
- b. To partner with corporate for live projects – Minimum 2 projects per year.

**7) Financial perspectives**

- a. To increase endowment fund which contributes minimum 3 % of the operational expenses

**8) Entrepreneurship or Incubation**

- a. To encourage students to initiate entrepreneurial ventures or Incubate at least 5 companies in a year
- b. To setup small Business centre for startups in campus

**9) Community Development**

- a. To conduct minimum of 6 sustainable community development programmes in a year.
- b. To conduct 2 vocational course training for local community.

**10) Alumni Collaboration**

- a. To encourage alumni to actively collaborate with institute.
- b. To setup minimum of 2 chapters overseas.

**Phase – 2 – Efficiency Phase**

**Period 2020 – 2022**

**1) Admission Process**

- a. To increase the diversity of students background in terms of educational streams, work experience and skill sets
- b. To be well known educational group in the country

**2) Academic Process**

- a. To Design augmentation programme as an independent short term programme
- b. To enhance the overall classroom delivery by providing practical exposure through live industry consultancy
- c. **To enhance the experiential learning by maintaining average 4 metric point out of 5**
- d. Constant revisiting on Programme outcomes

### **3) Research and Publications**

- e. **Encouraging faculty to publish in leading journals aiming at reaching among top 50 cited articles in the country.**
- f. To guide faculty to undertake funded research projects at least 10 per academic year
- g. Generating minimum of 10% revenue from Research projects
- h. To increase the visibility of ABBS research department by organizing 4 national and 2 international conference per academic year

### **4) MDPs and Consultancy**

- c. To conduct minimum **12 MDPs in Academic year which generates 10% of revenue**
- d. To undertake Industry consultancy work of minimum 12 in academic year 5% revenue generation

### **5) Faculty and Publications**

- a. To consider UGC NET Examinations as a basic criteria / qualification
- b. To encourage all faculty to complete or enroll for higher education like Phd
- c. To encourage faculty to publish minimum 4 research papers in Academic year
- d. To promote all faculty to deliver best in class experience for students

### **6) Knowledge Exchange**

- c. To sign MOUs with minimum of 10 Global universities covering Japan, German, Middle east, U.S and China for student exchange and faculty exchange.
- d. To partner with corporate for live projects – Minimum 2 projects per year.

### **7) Financial perspectives**

- b. To increase endowment fund which contributes minimum 25% of the operational expenses

### **8) Entrepreneurship or Incubation**

- a. To encourage students to initiate entrepreneurial ventures or Incubate at least 10 companies in a year
- b. To setup small Business centre for startups in campus

### **9) Corporate Social Responsibility**

- a. To conduct minimum of 4 sustainable community development programmes in a year.
- b. To conduct multiple vocational training courses for local community.



## **10) Alumni Collaboration**

- a. To encourage alumni to actively collaborate with institute.
- b. To setup minimum of 5 chapters overseas.

## **Phase – 3 – Excellence Phase**

**Period 2023 – 2026**

Acharya Bangalore B-school would like to reach autonomous University status under Central UGC act of 1956. Proposed name of the university will be ABBS University.

University Model is to provide niche Industry specific educational programme to mass students and enrich their skills to excel in their professional career.

Acharya's strategy is to serve for society by enhancing the knowledge and skills of common average students into industry ready professional, thus striving to bridge the gap of skill inventory of the market.

Acharya University model therefore is to develop overall **Professional skill** development of the stakeholders

After analyzing the market and situation analysis, ABBS revisited the strategy of the group. Revisited Vision and Mission are as follows;

### **Vision 2026**

To build a World class University through excellent on site, online and hybrid modes which facilitates individual's growth, development and global well-being.

### **Mission**

We are committed to achieve the vision through

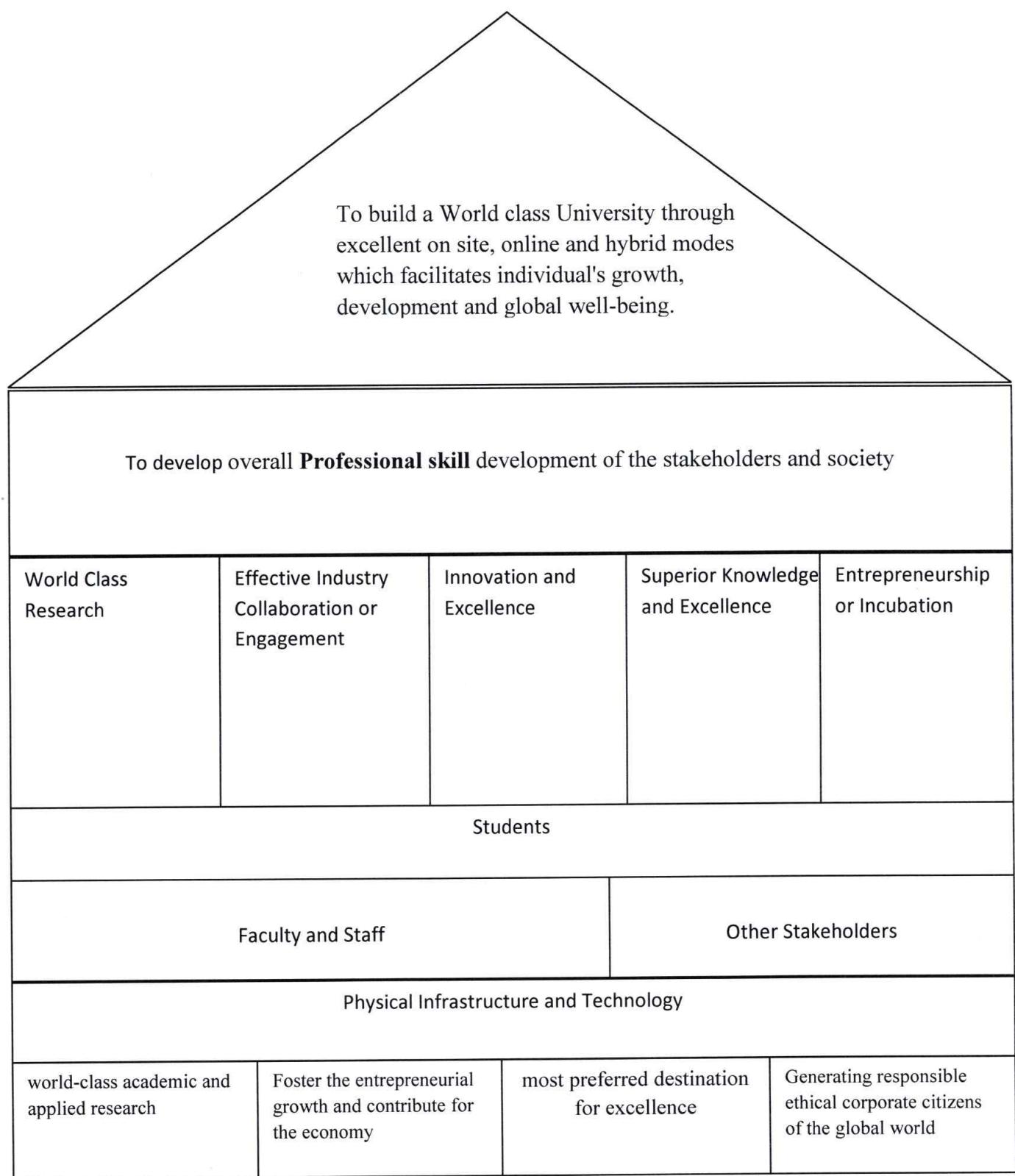
- Imparting superior knowledge and skills
- Equipping the stakeholder for Innovation and excellence
- Deliver world-class academic and research
- To make it as most preferred destination for excellence in education
- Foster the entrepreneurial growth

- Nurturing Creative and ethical Global citizens

### **Strategic Intents**

1. The University will be recognized for its distinctive and high quality student experience.
2. The University will undertake and publish research that advances knowledge and professional practice in various disciplines.
3. Engagement with Industry, Governments, Tertiary sector, universe and creative individuals will be hallmark of university.
4. University will grow as international reputation as a provider of world-class knowledge and education.
5. To educate leaders and professionals for the global marketplace. Through our teaching, our research and our engagement with industry, we proactively contribute to the development of individuals, industry and society.





### **Quality Pillars or Drivers of Excellence at University**

## **Operational Goals for 2026**

1. To become popular and be top 50 universities in the country by providing professional education in the niche area.
2. To achieve excellence in Research by contributing minimum of 25% revenue from funded projects.
3. To increase quality process and accredited with AACSB.
4. To build Partnership with corporate.
5. To expand 10 alumni chapters around globe covering Europe, US, Japan, China, Middle east etc.
6. To promote minimum 30% entrepreneurship or Incubation.
7. To promote more sustainable Community development programme
8. To generate minimum 15% revenue from Management Development Programme (MDPs & FDPs)
9. Promote Internationalization through Global student exchange and faculty exchange with top ranked institutions.
10. Building endowment fund, income from interest or dividend from this fund will contribute 50% of the operational expenses of the group.

## **Educational Units of University**

ABBS University Model devised various Educational Units to achieve the above strategic goals. Educational Units of University are;

1. School of Business
2. School of Business Analytics
3. School of Business Finance
4. School of Marketing
5. School of Commerce
6. School of Information systems
7. School of Media
8. School of Nursing
9. School of Healthcare Sciences
10. School of Biological sciences



11. School of Distance Education
12. School of E-learning or Online Learning
13. School of Executive Education
14. School of Research (Both Academic and Industry driven application oriented Research)

Other than the above Educational Business units, University proposed to have independent units which relatively diversified into autonomous bodies run on self sustaining Model;

1. Acharya Research and consultancy
2. Acharya Online Business education Pvt Ltd
3. Acharya Marketing Consultants
4. Acharya Business Analytics consultants
5. Acharya Corporate Training
6. Acharya Press and publications

### **Short Term, Mid Term and Long Term Goals**

#### **Short Term Goals:**

- Curriculum review for augmentation program design
- Faculty Development Program
- Academic Excellence
- MOUs with Industry
- Improving students happiness index
- Enhancing multiple specializations
- Accreditation- both national and international

#### **Mid Term Goals:**

- Faculty Exchange program with international universities
- Strengthening publications, books to generate revenue
- Establishing Chairs in specialized areas like Supply chain, Real estate, Retail.

### **Long Term Goals:**

- To reach a University status and Named as ABBS University
- To become most preferred institute in the country for all stakeholders.
- To undertake more funded research projects and generate 20% of the total revenue.
- To increase publications in high quality research journals in the world by making it as top 50 cited articles in the global knowledge economy.
- Developing specialist consulting competence
- Endowments to offer scholarships
- Developing ABBS to be top 20 B Schools in India
- Develop ABBS to be change agent in Social, Economic and Administrative areas

  
Director/Co-ordinator  
INTERNAL QUALITY ASSURANCE CELL  
ABBS



[www.abbs.edu.in](http://www.abbs.edu.in)



## MBA DEPARTMENT



# STRATEGIC PLAN 2017-2027

## PROGRESS REPORT - MARCH 2019



Acharya Bangalore B-School



## **Executive Summary**

Management education is one of the imperative segments in higher education along with Science and Technology, Humanities and Social Sciences. Developments in Management discipline has to cope up with industry requirements and has to keep pace with fast changing technology and corporate expectations. The B-Schools which offers management programs, particularly at the PG level, need to recalibrate themselves at regular intervals. The challenges are multidimensional when a B school competes among the best in the country. With this background, the MBA Department of ABBS has decided to chart out a Strategic Plan 2017 -27. The Strategic Plan is conceived in three phases, namely the Short Term (2017 -19), Medium Term (2020 - 23) and Long Term (2024 - 27).

In the Short Term, the plan is to reposition the brand 'ABBS', build a state-of-the-art Auditorium, and establish a Center of Excellence in Logistics and Supply Chain Management.

The Medium Term Plan is to position the MBA Program competing with the best in the country. Another ambitious plan in the Medium Term is to create student entrepreneurs through the Incubation Center of the Department. Placement being the focus area in Management education, raising the bar with an average package of Rupees Nine Lakhs Per Annum is another Medium-Term plan of the department. In this phase, the Centre of Excellence in Logistics and Supply Chain Management will be initiated to be among one of the best in the country. Also, it is envisaged, at this stage, which the department would get funding for mega research projects.

The long-term plan is to progress with an AACSB Accreditation and to have 10 % of faculty to be expats. Another Long-Term Plan is to generate at least 20 % of the operational expenses of the Department through MDPs, Consultancies and Executive Programs. In this phase, another center of Excellence will be initiated while taking activities of Center of Logistics and Supply Chain Management to the global level.



## **Samagra Shikshana Samithi Trust (SSST)**

The Samagra Sikshana Samithi Trust (SSST) was founded in 1996 by a group of educationalists and visionaries. Led by the commitment of the Trustees, SSST has accomplished appreciable growth in more than a decade that it has just completed by setting role-model institutions for training the youth in Health Sciences, Basic Sciences, Paramedical programs, Arts, Commerce, Aviation and Management. The vision has always been to make education relevant for the society.

The management of the SSST institutions is led by Dr. B. Vijaypal Reddy, an accomplished medical professional.

### **BOARD OF TRUSTEES**

Chairperson : Dr. B. Vijaypal Reddy

Secretary : Mr Ajitesh Basani

Treasurer : Smt. B. Poornima Reddy

Trustees : Dr. B. S. Basavaraj

Sri. M Subba Reddy

### **The Institutions under Samagra Shikshana Samithi Trust (SSST):**

- Acharya Institute of Health Sciences (Estd. 2000).
- Acharya College of Nursing (Estd. 2004).
- Acharya Bangalore B-School- (Estd. 2008)
- ABBS School of Management (Estd. 2009)
- ABBS PU College (Estd. 2015)



## **Chairman's Message**

The strategic plan 2017-27 for the MBA department has been conceived to take the program to the national competitive orbit. We are happy that the last ten years of our existence has been fruitful from every stakeholder's perspective. The Department has grown and has made an indelible mark in the 'Management Education' arena of the country. In the next ten years, the Department has to be among the top B schools of the country, in every parameter which matters. Taking this further, it is envisaged that at least, in one of the areas of knowledge in management, the Department should have a global presence. This strategic plan 2017-27, has been conceived in three phases - Short Term (2017-19), Medium Term (2020-23) and Long Term (2024-27).

**Dr. B. Vijaypal Reddy**  
Chairman - Acharya Bangalore B School



## From the Desk of the Director

The last ten years has taught us that success comes to those institutions which make all stakeholders to 'think' and 'act' single mindedly. This Strategic Plan 2017 - 2027 is an effort to bring all stakeholders to the same page - to make ABBS one of the best B- Schools in the country. ABBS from its inception believed that value addition and experiential learning are cornerstones for growth. This success 'mantra' is further reinforced in this strategic plan 2017 - 2027. Ethicality and social responsibility should be core values for an individual and an organization. This strategic plan envisages to create tomorrow's transformational leaders with these qualities. Nature of business and corporate dimensions are always subject to change. With this trend, the type of students we prepare for the corporate also has to change. Technology, global competition, changing demographic profile and geopolitical factors bring disruption in industry, sometimes beyond our imagination. The challenge for B-Schools is to change faster than this to survive and grow in the coming years.

Any B school has to be a learning organization on a continuous basis. Knowledge creation and dissemination is undergoing a big change. The complexity has been compounded with the agility of change in the business environment. In this scenario, ABBS plans to become a nationally renowned management institution with the establishment of globally competitive Center of Excellence in Logistics and Supply Chain Management. For operational convenience, the strategic plan is implemented in three phases. The first phase (Short Term) is spread over three years from 2017 -2019, and the second phase (Medium Term) is spread over four years from 2020 -2023, and the third phase (Long Term) is spread over four years from 2024 - 2027. The department looks forward to all the concerned stake holders joining hands to implement this strategic plan in letter and spirit.

**Dr. H. R. Venkatesha**  
Director - MBA Department



## About ABBS

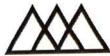
Acharya Bangalore B-School (ABBS) was established in the year 2008. It is a registered body under Samagra Shikshana Samithi Trust represented by people with vision and passion for developing a superior education system in the country. The institution has a vast campus with state-of-the-art infrastructure and other facilities to create a world class environment in learning. ABBS offers undergraduate and postgraduate programs in Management, Commerce, Arts and Science. The MBA program is the flagship program of ABBS.

## ABBS Vision

To provide relevant education consistent with the changing world by integrating the best faculty and infrastructure to enable students to stand the test of time and be of utmost benefit to society.

## ABBS Mission

- To create an interface with industry and academia.
- To offer value added training programs in addition to the prescribed syllabus.
- To encourage knowledge synthesis through active faculty student interaction.
- To enhance faculty knowledge base through regular training and seminar participation.
- To provide extensive experiential learning sessions enabling students to compete on a global level.
- To impart professional ethics and social responsibilities.



## **ABBS Core Values**

ABBS is upheld by six arterial values that form the foundation for the institution.

- Ambition: To encourage and inspire thought leadership, creativity and innovation.
- Providence: To be far-sighted and equipped for the future.
- Knowledge: To encourage knowledge sharing and synthesis through interactions and programmes with leaders in the industry and academia.
- Humility: To stay humble, respectful and empathetic towards students, faculty, staff and stakeholders at every level.
- People-Centricity: To keep people at the centre of all decisions.
- Transparency: To promote open communication at all levels.

## **ABBS Quality Policy**

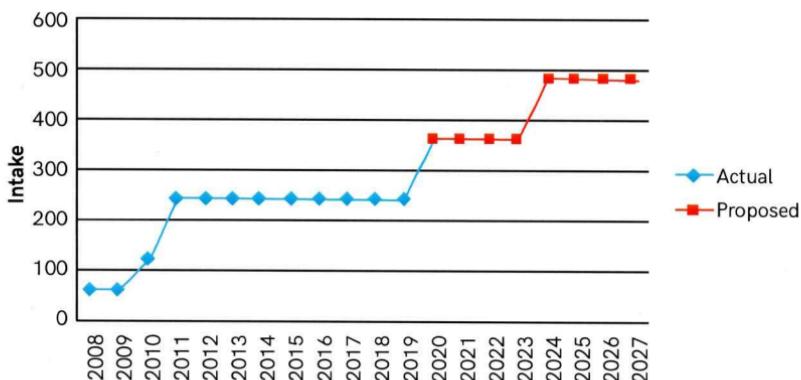
To create an ambience which inspires professional learning and provide excellent infrastructure and faculty with both academic and industrial experience.

## **MBA Department**

Management studies is one of the major disciplines of Acharya Bangalore B-School which offers a Masters in Business Administration (MBA) affiliated to Bangalore University. The MBA department had its humble beginning in the year 2008 with a batch of 60 students. The student strength was upgraded to two batches in 2010 with an intake of 120 students. By 2011 the institution's brand image had gained reputation that paved the way to establish four batches with an intake of 240 students. The intake is further expected to increase to 360 in the mid-term (2020) and 480 in the long term (2024).



## Student Intake



The MBA department, in 2018, has reached a decade in educational excellence. Close to 50% of MBA faculty are PhDs from reputed universities. Many faculty members have rich industry experience covering different sectors of the economy.

The Department strongly believes in 70 - 30 principle. Out of the total learning of an MBA student in two years, 70% of their learning should come from experiential learning through activities outside the classroom such as book reviews, day celebrations, socially relevant projects, management clubs, Armageddon, Dissertations and Internships, Live projects, inter collegiate management fests of the department (Bizomania) and management fests of other colleges, Times of ABBS (Newsletter), entrepreneurship activities and many other such programs. In addition to these activities, the Department exposes the students to the corporate world through industrial visits, guest lectures, workshops, conferences etc., The MBA department prides itself in hosting eight international conferences. The Department also focuses on knowledge creation and dissemination. ABBS has a Bi annual Journal named "AMBER" (ISSN No. 0976-3341). The journal publishes research articles on a particular theme in each issue. The journal is in its tenth year of publication.

The Department has been ranked among the top 1% of the best B Schools in India in almost all the credible ranking exercises. In addition to this, the



Institution and the Department has got many accreditations. ABBS as an institution was accredited by NAAC twice with 'A' Grade. The last NAAC accreditation was in 2017 valid for five years up to 2022.

The MBA program of ABBS was accredited by an international accreditation agency IACBE, USA for seven years from 2015 to 2022.

The MBA program at ABBS was provisionally accredited by NBA for two years from 2014 to 2016.

## **Department Vision**

To evolve as a Center of Excellence in Management imparting innovative education to develop transformational leaders.

## **Department Mission**

- To develop students to be harbingers of change in business.
- To provide value added and experiential programs.
- To create a learning organization.
- To create professionally ethical and socially responsible individuals.

## **Program Educational Objectives (PEOs)**

**PEO 1** : To internalize fundamentals of management and to specialize in the chosen areas.

**PEO 2** : To develop students to face managerial challenges through effective decision making, logical and critical thinking to excel in chosen career.

**PEO 3** : To adapt students to leverage on change for reaping social and economic benefits.

**PEO 4** : To equip students to synergize interdisciplinary, interpersonal and multicultural environment.

**PEO 5** : To impart professional ethics and commitment to social responsibilities enabling students to become global corporate citizens.

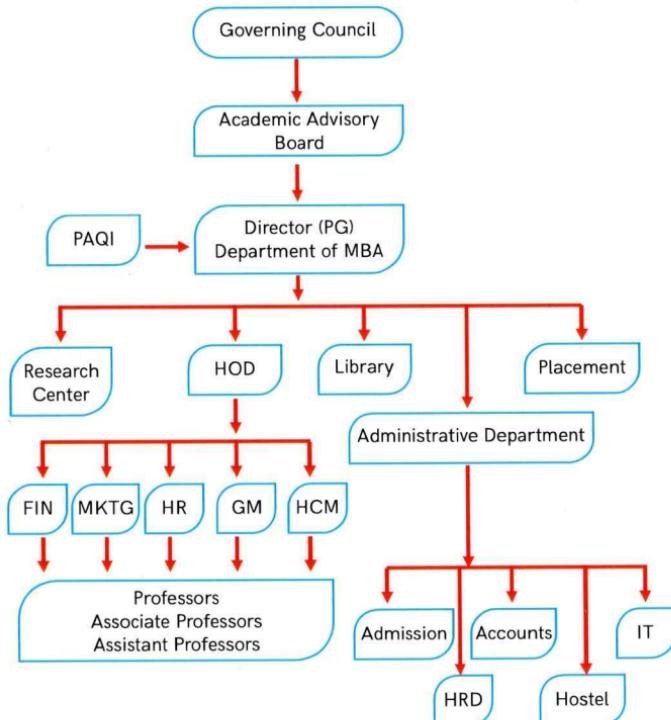


## Milestones of the Department

Year	Accomplishments
2008	Establishment of the Department.
2010	Increase of intake from 60 to 120.
2010	First International Conference on "Business Vision 2020".
2011	Increase of intake from 120 to 240.
2011	Second International Conference on "Changing Global Dynamics and Business Opportunities in India".
2012	NAAC Accreditation with 'A' Grade of the institution.
2012	Third International Conference on "Business Opportunities in Emerging Asia" held in Colombo, SriLanka.
2013	Fourth International Conference on "Cross Cultural Management in Global Business" in association with Daito Bunka University, Tokyo, Japan.
2014	Provisional NBA Accreditation of MBA Program for two years.
2015	IACBE, USA Accreditation of the Program for seven years 2015 - 2022.
2015	Fifth International Conference on "Social Transformation and Cultural Change in South Asia" in association with Daito Bunka University in Tokyo, Japan.
2016	Sixth International Conference on "Managing Business Competitiveness through Technology, Innovation and Big Data".
2017	NAAC second cycle Accreditation with 'A' Grade 2017 - 2022.
2017	Seventh International Conference on "Eco-system for Growth of Business".
2018	Eighth International Conference on "Sustainable and Human Development through Spirituality, Peace Economics and Peace Science" in cooperation with Binghamton University, SPES Institute Europe, Mahatma Gandhi Center for Conflict Prevention and Management.
2019	MBA Department successfully organized TEDx ABBS in January 2019.



## MBA Department - Organization Structure



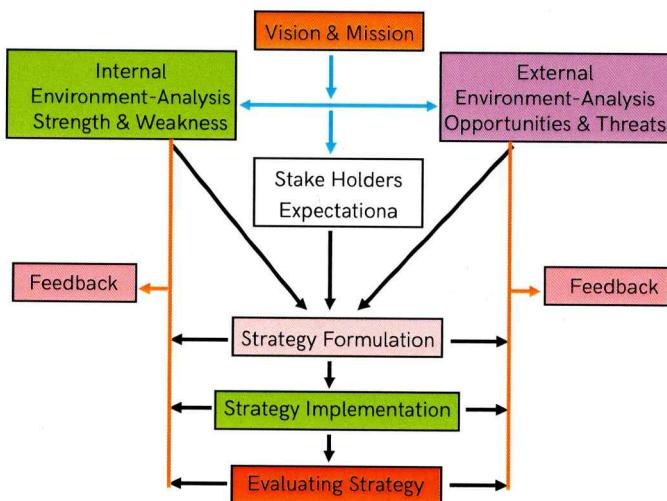
## SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Brand Image</li><li>• Located in Startup Capital of India</li><li>• Cosmopolitan culture of ABBS</li><li>• Diversity of students</li><li>• Accreditations</li><li>• Value added activities</li><li>• Competent Faculty</li><li>• Good academic results</li><li>• Visionary Management</li><li>• Academic Excellence</li><li>• Industry interface</li><li>• State of the art infrastructure</li></ul>	<ul style="list-style-type: none"><li>• Not offering any focused programs</li><li>• Lack of consistency in regulations</li></ul>



Opportunities	Threats
<ul style="list-style-type: none"><li>• Starting new executive programs</li><li>• Developing centers of excellence</li><li>• Consultancy opportunities</li><li>• Global initiatives- collaborations</li><li>• University status</li><li>• India's growth rate</li><li>• More youths seeking higher education in Management - demographic dividend</li><li>• Collaboration with top ranked foreign Universities</li></ul>	<ul style="list-style-type: none"><li>• Competition</li><li>• Possibility of industry recession</li><li>• Corporate initiated Management Programs</li><li>• Entry of foreign university MBA programs</li></ul>

## Process of Evolving a Strategic Plan for MBA Department



Strategic planning is a process by which an organization defines its strategy and navigates a path to reach its preferred destination. This Strategic Plan (SP) is designed to analyze the SWOT of the department, the current environment, and the expected changes in the future scenarios and to envisage the direction of the department to achieve its vision and mission.



The first part of Strategic Plan is to conceive the vision and mission statements of the department. These were achieved through many brain storming sessions involving all the stakeholders of the department namely the Management, Academic Leadership, HoDs, Faculty, Staff, Industry experts, Students and Parents. Towards achieving this target, a thorough scanning of the internal and external environment was done, and a SWOT analysis for the department was developed. Based on these factors, the Vision and Mission were finalized.

## **STRATEGIC PLAN: (2017-2027)**

Short Term Plan : 2017-2019

Medium Term Plan : 2020-2023

Long Term Plan : 2024-2027

### **Short Term Plan: 2017-2019**

- Strategic Branding of ABBS
- State -of -the -Art Auditorium
- Placements
- NBA Accreditation
- Spread of Gandhian Values
- Faculty Exchange Programs
- Pan India admissions
- Establishing Centre of Excellence in 'Logistics and Supply Chain Management'

### **Implementation: Short Term Plan 2017-2019**

#### **Strategic Branding of ABBS**

Change of logo and tagline are important efforts by ABBS to reposition the brand. Previous logo with letter 'a' within a triangle and tagline 'Nurturing the Future' was replaced with new logo representing 'three mountains' with broader visionary tagline 'Aspire, Accelerate, Achieve' in the year 2017. This is more contemporary and represents the vision of the institution to reach greater heights.





## State-of-the-Art Auditorium



Auditorium equipped with state-of-the art facilities has a seating capacity of 320 renovated from 2017. This was inaugurated on 11th January 2019. This facility is in addition to the existing APJ Abdul Kalam Seminar Hall and Two Gallery Halls.

## Placements

The placement is becoming more and more competitive.

- In the last two academic years, 2016 - 17 and 2017 - 18 the placement percentage has been 84% and 85% respectively with an average package of Rs. 4.18Lakhs and Rs.4.35 Lakhs.
- In the present academic year 2018 - 19, the plan is to take the placement percentage to 89% with an average package of Rs. 4.6 Lakhs p.a.

## NBA Accreditation

- The MBA Department was provisionally accredited for two years from 2014 to 2016.
- The plan presently is to enter the league of B Schools having six years accreditation.

## Spread of Gandhian Values

- The department has been actively associated with Gandhi Bhavan, Bangalore for the last four years. During this period a number of activities were conducted to spread Gandhian values and thoughts among the MBA students.



- As a community service, the same has been extended to government school children. The literature on Gandhian values (in English and Kannada) was distributed to MBA and Government school children. The exams were conducted by Gandhi Bhavan. The successful students were awarded certificates by Gandhi Bhavan.
- In order to take this initiative to the next level, Mahatma Gandhi Center for Conflict Prevention and Management was established. This center was earlier situated in University of Sydney, Australia and has been relocated to ABBS.
- ABBS and Mahatma Gandhi Center for Conflict Prevention and Management jointly organized an International Conference titled 'Sustainable and Human Development through Spirituality, Peace Economics and Peace Science' on 6th, 7th and 8th June 2018.
- On January 9th 2019, a national seminar on the theme 'Disaster Management' was organized by ABBS in association with Mahatma Gandhi Center for Conflict Prevention and Management.

### **Faculty Exchange Program**

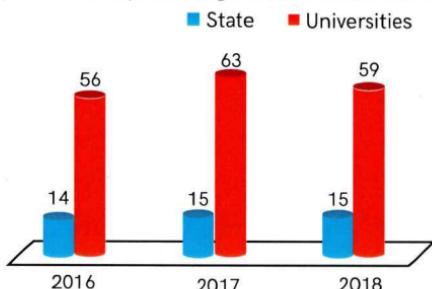
- Our faculty Dr. A. Dhanalakshmi is working at present as Professor in Wenzhou University, China on faculty exchange basis.
- In the same way, Dr. Kamini Dhruba was sent on faculty exchange to Al-Yamamah University, Riyadh. Dr. Kamini has reported back to the department on 3rd January 2019.

### **Pan India Admissions - Diversity of Students**

- In 2016 admissions, students were from 14 States and 56 Universities.
- During 2017 admissions, students were from 15 States and 63 Universities.
- In 2018 admissions, the student profile represents 15 states and 59 Universities.



Diversity Students Representing Different States and University



In the coming years the diversity is expected to further go up.

### **Establishing Centre of Excellence - 'Logistics and Supply Chain Management (SCM)'**

The MBA department is in the preliminary stage of planning to establish a Center of Excellence in 'Logistics and Supply Chain Management'. The objective is to carve a niche for the department in one of the upcoming fields of management. Logistics and Supply Chain accounts for close to 12% of the GDP of the country. Indian logistics and supply chain is not globally competitive and it is estimated that the cost of logistics and supply chain is 10 % more expensive compared to many developed countries. This impacts industry, agriculture, retail and many other service sectors. Hence, the issue needs to be addressed. In addition, Industry 4.0 technologies are impacting the logistics and supply chain in a very big way. In this scenario, there is wide scope for research, development, education and training in logistics and supply chain management. Hence, MBA Department has planned to start a 'Center of Excellence in Logistics and Supply Chain Management'.

In this direction, the department has taken a few baby steps. In the library, a separate section has been created for Logistics and Supply Chain Management. The department has also signed an MOU with CRIMM, Kolkata for joint research programs for offering Certificate Courses, MDPs and consultancies in this area. In addition, in the 9th Volume: Issue 2 (April 2018 - September 2018), the department's in-house journal AMBER has also adopted the theme 'Logistics and Supply Chain Management'.



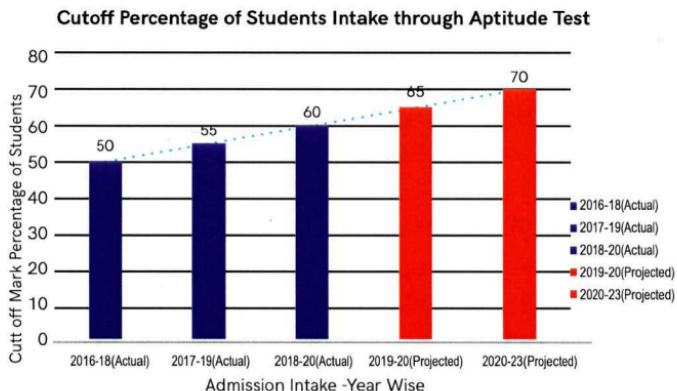
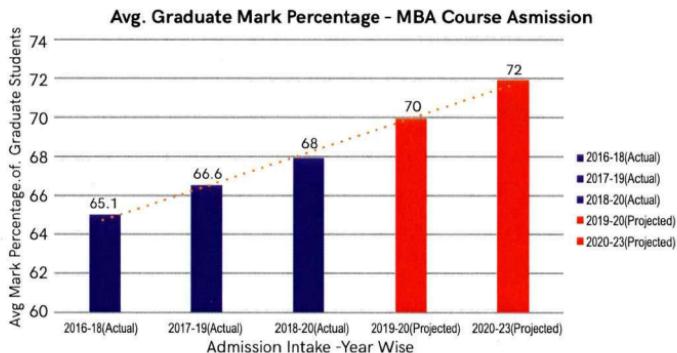
## Medium Term Plan: 2020-2023

### MDPs and Consultancy

The department has been getting repeat assignments of Consultancy from Indian Plywood Industries Research and Training Institute (IPIRTI) for the last Four years. In addition to this, department has undertaken two MDPs in 2018-19, thirteen in 2017-18 and two in 2016-17. It is envisaged that the Department in the medium term would take more number of consultancies and MDPs with major focus on Logistics and Supply Chain Management in order to enhance the activities of the 'Center of Excellence'

### The quality of intake to be upgraded

The quality is a journey. In this endeavor, the Department continuously strives to further enhance the quality of its intake of students.





## **Alumni Involvement- Alumni Chapters**

The Alumni Association registered in 2010 (Reg. No. SOR/BLU/DR/1428/2009-10 Dated 31st March, 2010) has been active since its inception. The Alumni has contributed in supporting placements and in mentoring the present students. They also deliver guest lectures and assist the students in getting internships. Annual Alumni meet is organized every year. In order to make the Alumni contribution have a better impact the Association has decided to expand the network and have a Chapters in Kerala, Andhra Pradesh and Telangana.

## **Autonomous Status**

The Autonomous status would give much more freedom to offer quality education. In this direction, the department plans to make a concerted effort to get autonomous status in the medium term.

## **Placements- Average package of Rs. 7 Lakhs per annum**

The present average package is Rs. 4.5 lakhs to Rs. 5 Lakhs per annum which is expected to increase to Rs. 7 Lakhs in the medium term.

## **International Quality Publication**

The faculty has to enhance publication level by contributing to the Journals of international repute. Some of the journals are listed below.

<b>Sl. No</b>	<b>Journal Name</b>	<b>ISSN No</b>	<b>Impact Factor</b>
1	Harward Business Review	0017-8012	4.374
2	California Management Review	00081256	3.302
3	Strategic Management Journal	1097-0266	5.482
4.	Journal of Consumer Research	0093-5301	3.800
5	Journal of Marketing	0022-2429	3.7
6	Journal of Operations Management	0272-6963	4.899
7	The Journal of Finance	Online ISSN: 1540-6261	5.397



8	Journal of Accounting Research	0021-8456	4.542
9.	International Journal of Human Resource Management	0958-5192	2.425
10	Human Relations	0018-7267	3.043

### **Faculty and Student Exchange Programmes and Collaboration with More Number of Overseas Universities**

- Student and Faculty Exchange programs with wider global reach and collaboration with more number of Foreign Universities
- Under this scheme, two of the faculties have gone to Universities abroad. Our faculty Dr. A. Dhanalakshmi is working at present as Professor in Wenzhou University, China on faculty exchange basis. In the same way, Dr. Kamini Dhruva was sent on faculty exchange to Al-Yamamah University, Riyadh.
- This initiative has to be given fillip to make more such exchanges in the medium term involving both faculty and students.

### **Incubation Centre to make at least 10 percent of Students Entrepreneurs**

The department is very active in Entrepreneurial activities. This has resulted in sensitizing all students about entrepreneurship and making a few of them entrepreneurs. In the medium term, the department plans to make at least 10 percent of its regular MBA students as Entrepreneurs through MBA Department incubation initiatives.

### **Third Cycle NAAC with Highest Grade**

The institution has got 'A' grade in NAAC in both cycles (2012 -2017 and 2017-2022). MBA being the flagship program of the institution, the plan is to get the highest grade in the third cycle.

### **IACBE Accreditation - Second Cycle**

MBA got its first international accreditation in 2015. This has to be repeated in 2022 with the same fervor.



## AMBA Accreditation

At this level the department will be geared up to get accredited by AMBA. This would become second international accreditation for the department.

## Long Term Plan: 2024-2027

**Placements** - Average Package of Rs. 10 lakhs per annum

In the long term, the placement department is focusing on enhancing the average annual package to Rs.10 Lakhs per annum from 2024.

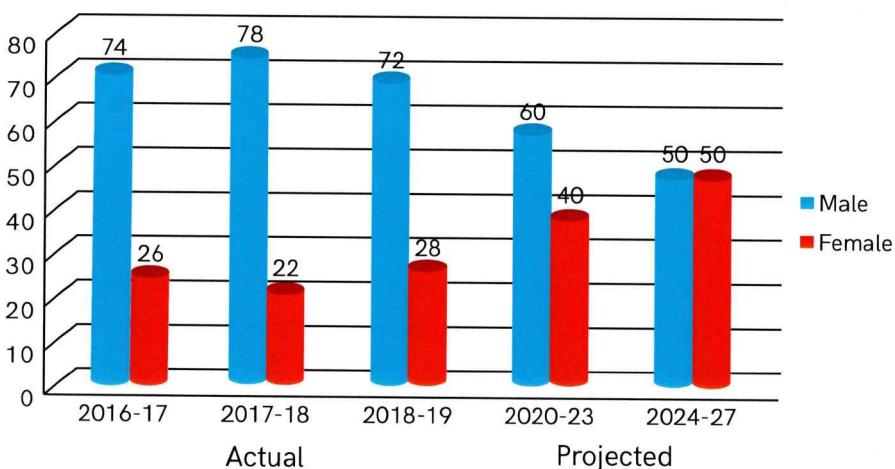
## AACSB Accreditation

In the long run, in addition to NAAC, NBA, IACBE and AMBA department aims to obtain AACSB accreditation.

## Admission 50:50 Male to Female ratio

The gender ratio has been increasing year after year in the department in favor of female students. However, it has not reached the desired 50:50 Ratio. The long-term plan of the department is to enhance the female student admission and make the Male to Female Ratio 50:50.

## Admissions Male to Female Ratio





### **At least 10% of the Faculty to be Expats**

At present number of international experts, both from academia and industry are visiting the department on short term assignments and as guests. This has to be improved. The department plans to have at least 10 percent of its faculty from the expat pool.

### **To generate at least 20% of the operational expenses through MDPs, Consultancies and Executive Programs**

The department has been awarded repeat assignments of Consultancy from IPIRTI, Bengaluru for the last Four years. In addition to this, the department has undertaken two MDPs in 2016-17, thirteen in 2017-18 and two in 2018-19. The long term plan is to generate at least 20% of the operational expenses though MDPs, Consultancies and other Executive Programs.

### **Alumni Chapters - Abroad**

The plan of expanding the alumni chapters to other states of India would be taken up in the Medium term. The plan in the long term is to have Alumni chapters abroad, particularly in UAE, USA, Australia, Europe and New Zealand.

### **Establishing Centre of Excellence in Business Design**

In the short term, the plan is to establish a center of excellence in 'Logistics and Supply Chain Management'. The process has already been initiated and will be operational before the end of 2019.

In the long term, the department envisages the establishment of 'Center of 'Excellence in Business Design'. This is because in future, organizations will rely on business design which would pave the way for disruptive innovations and application of future technologies such as Artificial Intelligence (AI), Machine Learning (ML) to improve their competitiveness in the market place and find appropriate solutions to the various business scenarios and social problems.



## Acharya Bangalore B-School

(Affiliated to Bangalore University & Recognized UGC (2F), AICTE & Govt. of Karnataka)

Andrahalli Main Road, Off Magadi Road,

Bengaluru - 560 091. INDIA

Ph.: +91 80 23245515 - 18, Fax: +91 80 23245519

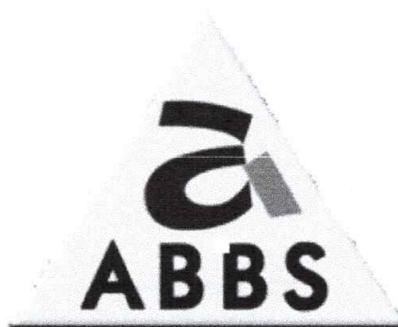
[www.abbs.edu.in](http://www.abbs.edu.in)

Acharya Bangalore B School  
Bangalore, Karnataka state

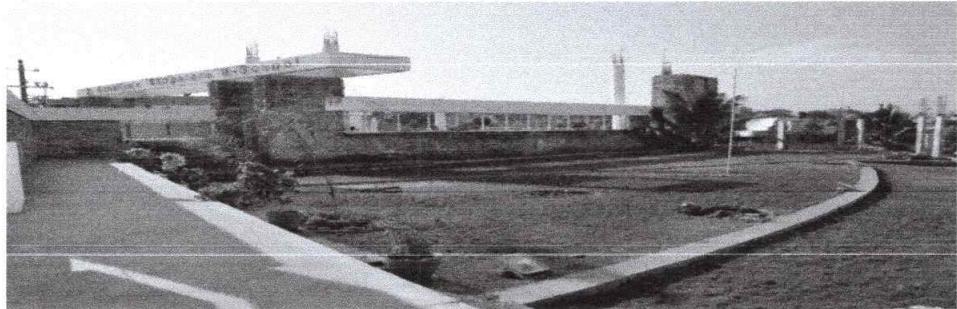
INDIA

## STRATEGIC DEVELOPMENT PLAN

2014-2020



NURTURING THE FUTURE



A B B S  
Andrahalli Main Road, Off Magadi Road  
Bengaluru - 560 091, Karnataka india





**Dr. B. Vijaypal Reddy, MBBS.,MD.,DCH.**

### ***Chairman's Message***

***We provide an effective environment to a student's creative and moral growth. State of the art infrastructure, sports and recreation ambience are provided towards fostering all round development of each student's talent. Distinguished Faculty at ABBS is drawn from both the industry and the academia.***

***Our learning process is more experiential than classroom-centric. The objective of the entire learning process at ABBS is entrepreneurship driven. Our aim being to make our students equipped to adapt to industry and business, we focus on strengthening the industry –institute interface via industrial visits, international internships, projects, case studies, research work, seminars, workshops and involving industry personnel in imparting industry specific curriculum.***

***Wishing all the success!***

***Sincerely,***

***Dr. B. Vijaypal Reddy, MBBS.,MD.,DCH.  
Chairman  
ABBS***



## About the institution

Acharya Bangalore B-School established in the year 2008 is a registered body represented by people with vision and passion for developing education system in the country. The institution has built a vast campus with state of the art infrastructure and other facilities to facilitate world class environment in learning professional courses in interdisciplinary areas. The campus is located at Andrahalli road, off Magadi main road, Bangalore 560091 and is at 50 km distance from Bengaluru International Airport.

### Academic Business Unit

The ABU was started in the year 2008. Currently with 40 teaching faculty and 60 staff. There are 12 faculty with Ph.D qualification and 10 faculty have registered for pursuing Ph.D. During the last five years the department has published papers in international and national journals.

We have Ten faculties with Ph. D degree and twelve are pursuing Ph D programs. Eleven of the faculties have successfully completed NET (National Eligibility Test) conducted by UGC (University Grants Commission). Nineteen faculty members have Industry experience covering different sectors.

The department's prides itself in hosting four international conferences. We have a Journal named "Amber" published (ISSN No. 0976-3341) annually on a theme based research topic.

### Mission of the Academic Business Unit

To provide relevant education consistent with the changing World by Integrating the best faculties and Infrastructure to enable students to stand the test of time and be of utmost benefit to the society

### The objectives of the Academic Business Unit

- To create an interface with industry and academia
- To offer value-added training programs in addition to the prescribed syllabus
- To encourage knowledge synthesis through active faculty-student iteration
- To enhance faculty knowledge base through regular training and seminar participation
- To provide extensive experimental learning sessions enabling students to compete on a global level
- To impart professional ethics and social responsibilities



### **Short Term Goal:**

- Curriculum review for augmentation program design
- Faculty Development Program
- Academic Excellence
- MOUs with Industry
- Improving students happiness index
- Enhancing multiple specializations
- Accreditation both national and international

### **Mid Term Goal**

- Faculty Exchange program with international universities
- Strengthening publications, books to generate revenue
- Establishing Chairs in specialized areas like Supply chain, Real estate, Retail.

### **Long Term Goal**

- Developing specialist consulting competence
- Endowments to offer scholarships
- Developing ABBS to be top 20 B Schools in India
- Develop ABBS to be change agent in Social, Economic and Administrative areas

## **Institutional Goals**

Leadership Team having brain stormed mission, objectives quality policy, core values, environmental factors and SWOT analysis. The following Institutional goals have been identified.

- Good Governance
- Primary accountabilities of Governing Body
- Vision, Mission and Long term strategic plan approval
- Financial sustainability
- Quality assurance
- Monitoring Head of institution's performance
- Transparency in the operation of Governing Body
- Annual report
- Sharing of Institutional activities & information to all Stake holders
- Performance monitoring & review of Key positions
- Effectiveness and performance review of various functionaries
- Regulatory Compliance
- Audit of Institutional social service by Governing Body
- Accreditation from various agencies





## Core values

AABBS is committed to the principle of equal opportunity

- Quality
- Professionalism
- Commitment
- Accountability
- Acting with integrity
- Ethical value

## Quality policy

To create an ambience which inspires professional learning and provide an excellent infrastructure and faculty with both academic and industrial experience.

## Governing body

The Governing Body(GB) is headed by the Chairman of ABBS and has representatives from faculty and industry. GB meets twice in a year to take decisions related to infrastructure, new courses, resource allocation

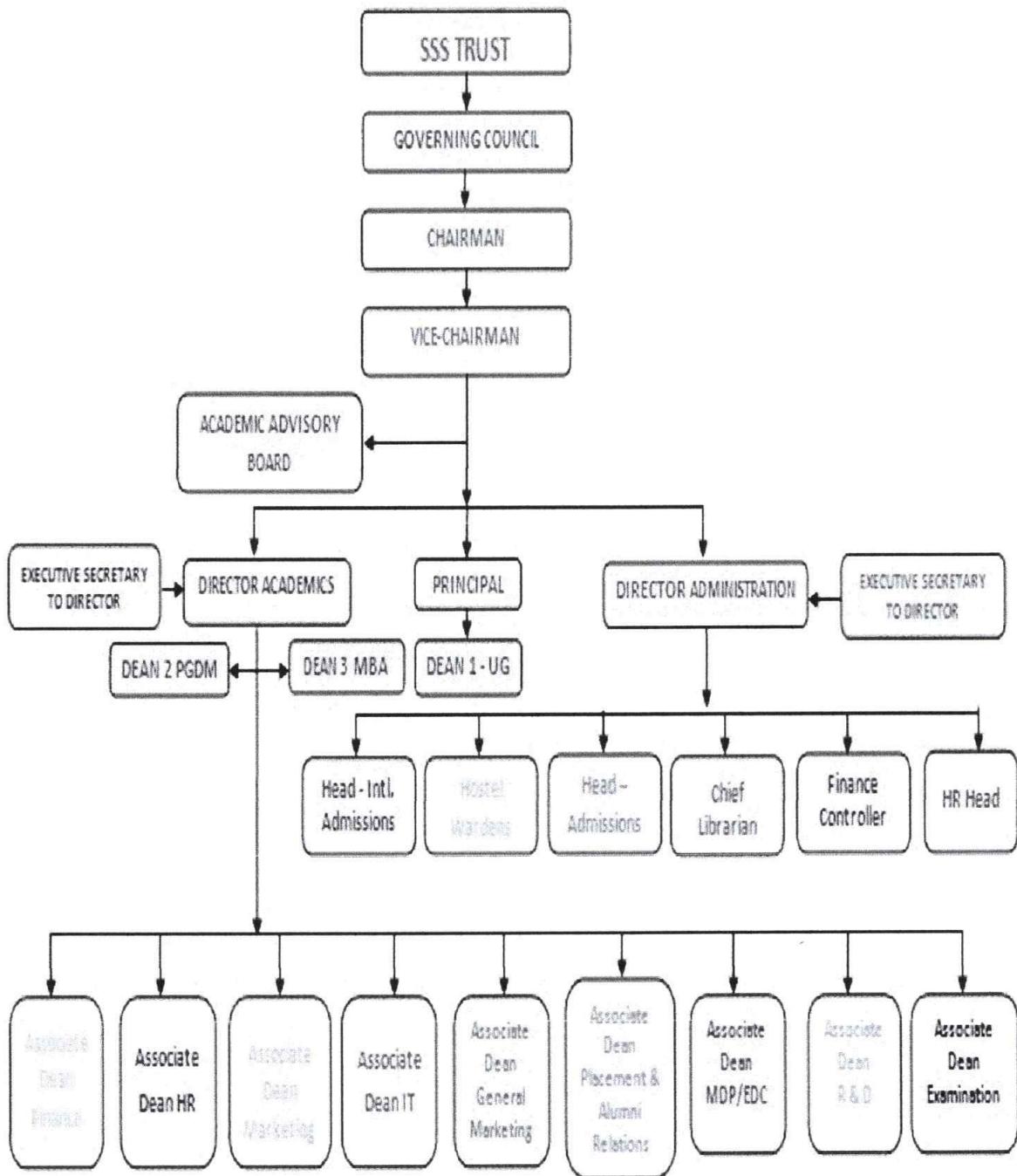
## Academic advisory board

The board is organized with Dean, Director, senior faculty members and academic experts from reputed institutions. AAB meets four times a year to review the operational effectiveness of the academic pedagogy



## ACHARYA BANGALORE P SCHOOL (ABPS)

### ORGANIZATIONAL CHART -2014



# **Financial management**

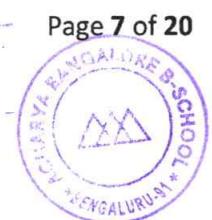
## **Budgeting process**

Budgeting is done with the following objectives:

- Forecast & estimation of revenue
- Forecast & estimation of expenses
- Budget formulation & approval by Academic Advisory Board and Governing Body
- Budget decentralization is done department wise

## **Financial Governance strategy includes**

- Planned expenditure management
- Procurement and Financial policies implementation
- Expenses as per budget planning
- Growth- Expansion plans
- Audit to facilitate ( internal /External ) checks- balances



## **Academic programs**

The institution has introduced commerce and management programs at undergraduate and post graduate levels.

### **Post Graduate**

#### **MBA (Master of Business Administration)**

Two years duration The course is affiliated to Bangalore University

Dual specialization in any two areas viz.,

Human Resource Management, Finance, Marketing , Information Technology and Entrepreneurship.

#### **PGDM (Post Graduate Diploma in Management)**

Autonomous program recognized by AICTE

Two years duration. Dual specialization in any two areas viz.,

Human Resource Management , Finance, Marketing ,

Information Technology and Entrepreneurship.

### **Undergraduate**

#### **B.Com (Bachelor of Commerce)**

Three years duration. Affiliated to Bangalore University

With specialization in Finance and Marketing

#### **B.B.M (Bachelor of Business Management)**

Three years duration. Affiliated to Bangalore University

With specialization in Marketing or Finance



# **Analysis of Internal and External environment**

## **SWOT analysis**

<b><u>Strengths</u></b> <ul style="list-style-type: none"><li>• Brand Image</li><li>• Visionary Management</li><li>• Competent faculty</li><li>• Academic Excellence</li><li>• Accreditation Status</li><li>• Diversified students input</li><li>• Industry networking</li></ul>	<b><u>Weaknesses</u></b> <ul style="list-style-type: none"><li>• Admissions</li><li>• Advertisement &amp; visibility</li><li>• Research &amp; Consultancy projects</li><li>• Industry collaboration improvement</li><li>• Placement conversion rate</li><li>• Internal Communication Process</li></ul>
<b><u>Opportunities</u></b> <ul style="list-style-type: none"><li>• Starting new P.G. courses</li><li>• Digitizing library</li><li>• Developing more Centers of Excellence</li><li>• Foreign languages lab/courses</li><li>• Consultancy Opportunities</li><li>• Global initiatives-collaborations</li><li>• University Status</li></ul>	<b><u>Threats</u></b> <ul style="list-style-type: none"><li>• Competition</li><li>• Continuation of Industry recession</li><li>• Too many private /Deemed universities getting started (industry lead)</li><li>• Ambiguous Government regulations -Admission Policy</li></ul>



## **Strategic planning process**

The management & top academic leadership team met and brain stormed in understanding all stakeholders expectations. Discussions helped in revisiting mission, objectives quality policy and core values for ABBS. Environment scanning was done keeping mission in mind.

Institutional strategic goals formed main theme for arriving at strategies, sub strategies and how to accomplish them. Each Strategy was deliberated in detail and sub-strategies were also discussed. Implementation plan has been worked out reflecting all details such as budget, resources needed and leader responsible to implement with time lines.

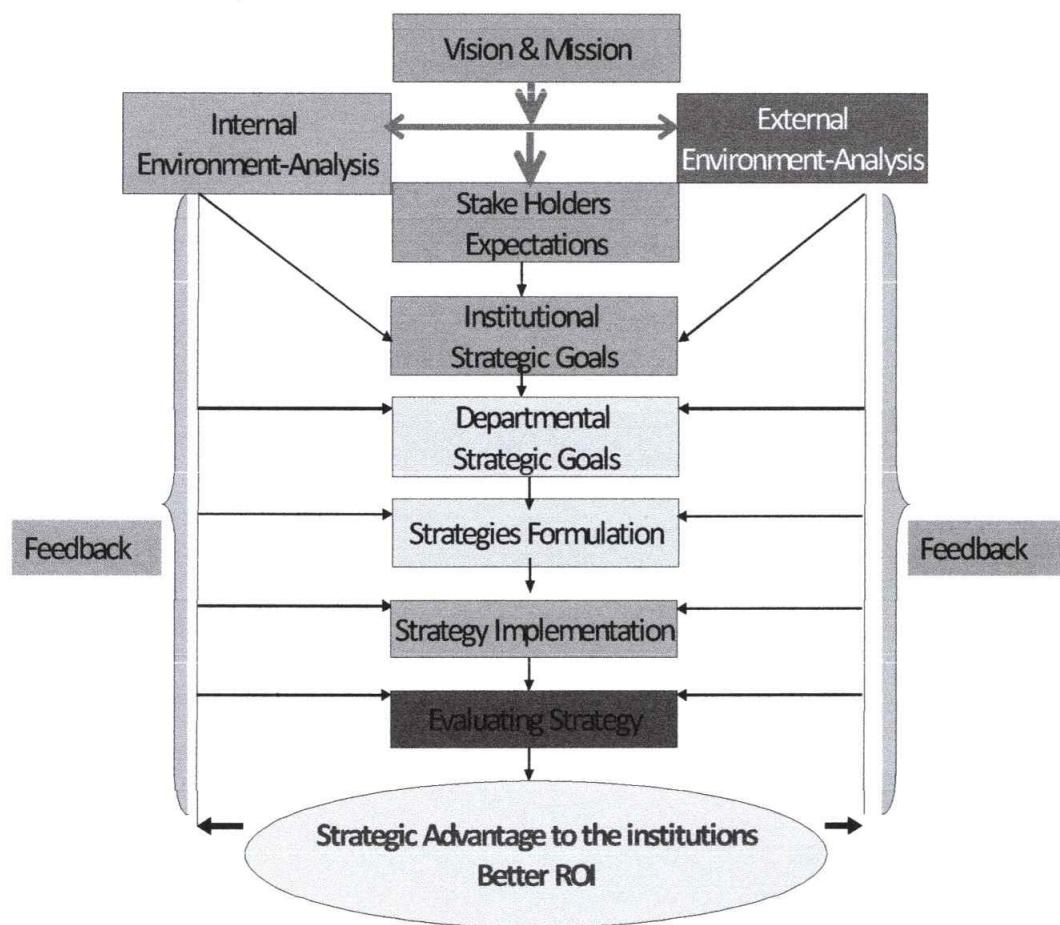
Departments play a crucial role for the institution. Each department worked out their mission, objectives and short, mid & long term goals. The implementation plan for the departments also reflected all details such as budget, resources needed as well as leader responsible with time lines.

Strategic Development Plan emphasizes on evaluation criteria, measures, monitoring team, deviation and remedial measures if any. The evaluative components for each component are clearly spelt out along with periodicity of performance evaluation reviews.

The final draft document was discussed with Governing Board and after its detailed review, the suggestions were incorporated towards its effective implementation.



## Strategic planning process



## **Academic pedagogy**

The institution gives utmost importance for teaching-learning process. An effective system backed up by digital technology is in place with a strategy for upgrading periodically. The requirement of resources are identified and necessary budgetary allocations are made. The effectiveness and corrective measures required are assessed periodically. All proposals of academic pedagogy are discussed by academic heads and are approved by the Academic advisory board and endorsed by the governing body.

## **Student learning :**

### **Learning Ambience**

- Model classrooms, library and laboratory facilities
- High speed Internet facility to students
- Exposure to international practices Industry visits, internships, seminars, study tours
- Extracurricular activities

### **Teaching-learning-evaluation:**

1. **Measurable Learning :** Continuous outcomes based education assessment & Evaluation
  - Direct measures
  - Indirect measures
  - Operational outcomes
2. **Experiential Learning**
3. **Professional Ethics & Social Responsibility**



## **Measurable Learning**

**Continuous outcomes based education assessment & Evaluation**

**Direct measures with an assessment on likert scale**

### **BBM**

Project work

MCQ test in Strategic Management

### **B Com**

Analyses and presentation of case studies

MCQ test in Costing and Taxation

### **MBA**

Project work

MCQ test in Strategic Management

### **PGDM**

Project work

MCQ test in Strategic Management

### **Indirect measures**

Exit survey

Alumni survey



## **Operational outcomes**

- 1 Focus on advancement of professional abilities in the alumni to adapt to industry requirements.
- 2 Use of innovative and instructive methodologies.
- 3 Encourage practical application and action based learning through internships and projects.
- 4 Develop broad based intellectual capital
- 5 Encourage the activities in the research centre to boost research and improve quality of research publications
- 6 Focus on success in placements
- 7 Maintain effective communication with alumni and employer to achieve continuous improvement
- 8 Encourage students participation in community service projects

## **Experiential Learning approaches**

- Guest lectures by experts in industry
- Industry visits
- Internship in industries
- Projects in specialization fields
- Business simulation

## **Professional Ethics & Social Responsibility**

Students are involved in social activities planned by the institution under various schemes.

### **Methods to monitor and evaluate progress in accomplishing goals**

- Well established quality cell
- Direct and indirect measures
- Academic review meetings
- Students feedback
- Faculty meetings
- Self appraisals
- Result analysis



## **Outcome : Operational effectiveness**

- Augmentation on Indian Accounting Standards, Retail Management, Advanced Excel
- Preparation of Corporate files
- Entrepreneurship Workshops
- Improved Book Review Sessions
- Business Simulation
- Enrollment in Toastmasters International
- Campus Store by students

## **Quality**

### **Action plan for enhancing the Quality**

The institution has a policy to create an ambience which inspires professional learning and provide an excellent infrastructure and faculty with both academic and industrial experience.

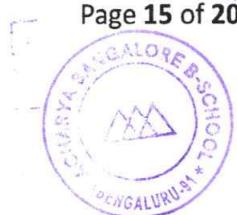
#### **Actions initiated:**

1. Review of student learning and operational performance results
2. Strategic planning council has mid-meets to review the performance
3. Strategic Planning council conducts situation analysis updates and revises the executed plans
4. SPC meetings includes the performance of the students, internship, projects, employers feedback

## **Placements , Internships and Alumni**

Placement department will organize preplacement training to prepare students for on or off campus interviews. A vast data base of prospective companies in India and abroad will be updated regularly. The department maintains the industry institute relationships.

The other major mandate of placements is to maintain the data base of Alumni members and obtain their involvement in strategic planning and implementation.



### **Corporate Relationships-**

- MOUs with companies- Corporate Connect
- Internships and Live projects
- Placements
- Alumni database

### **Relationships with alumni**

- Database management
- Interactions – annual events
- Admission process- Academic support
- Advisory boards -representation
- Continual education, participation

### **Placements & Internships**

- MOUs with companies
- Internship assistance
- Placement assistance

### **Alumni**

- Alumni data base & formation of Association
- Number of interactions per year
- Internships and placements through alumni
- Consultancy and donations
- Annual budget allocation for Alumni

## **Research and consultancy-policies and strategies**

All faculty members engage in research programs. They are given the infrastructural facilities to operate projects from outside funding.

Performance appraisal has a special component for assessment of research publications and participation in seminar and conferences.

Each faculty is expected to take up consultancy in specialized field .

Faculties are also identified as resource persons in conducting Management Development Programs for corporate and entrepreneurs.



# **Infrastructure facilities – strategies and policies**

## **Development of Green Campus**

- Rain water harvesting and green cover
- Energy management, use of solar power
- Hygiene, solid waste management (zero plastic usage)
- Plastic free campus

## **Modern Class rooms, Labs & Library**

- Aesthetic Class rooms, conference and auditorium
- State of the art Laboratory structures
- Best faculty rooms & Library building facilities
- Functional Furniture and fittings

## **Facilities to be improved in next five years**

- Staff quarters and other facilities
- Safety, Security management
- Clinical/ pharmacy facilities and health care centre

## **Sports ,Hostel & Canteen**

- Expanding sports ( indoor/outdoor) facilities
- Forming Hobby clubs,
- Canteen & community Centre
- Increase in Hostel facility for boys & Girls

## **Bench Mark with best institution standards**

- Diagnostic study of existing facilities
- Visit best institutes for bench marking

## **Model Teaching-Learning infrastructure**

- Model class rooms with smart boards
- Video conferencing rooms
- Software and hard ware facilities



## **Institutional Strategic Goals (ISG)**

Leadership Team having brain stormed mission, objectives, quality policy, core values, environmental factors and SWOT analysis. The following Institutional strategic goals (ISG) have been identified.

- Good Governance
- Primary accountabilities of Governing Body
- Mission and Long term strategic plan approval
- Financial sustainability
- Quality assurance
- Transparency in the operation of Governing Body
- Annual report
- Sharing of Institutional activities & information to all Stake holders
- Performance monitoring & review of Key positions
- Effectiveness and performance review various functionaries
- Regulatory Compliance
- Audit of Institutional social service by GB
- Accreditation from various agencies

## **Critical Success Factors analysis**

Has been discussed at length and the following factors have been identified.

- Quality of students admitted
- Best teaching- learning practices
- Best placement opportunities
- Attraction and retention of best faculty
- State of the art infrastructure
- Industry- institute interface/ collaboration
- Research & Innovation and
- Global initiatives



# **Implementing the strategies**

## **Action plan**

Strategy implementation and the progress is measured from time to time. SMART (Specific, Measurable, Attainable, Realistic and Time bound) concept is made use for implementation.) All the measures of success are clearly spelt out in the implementation document and Director/ Principal is the custodian for implementation.

### **Responsibilities for Action**

Good Governance & Administration	- Chairman /Managing Director
Finance Management	- CFO, Chairman & GB
Institution Statutory Compliance	- Principal /Director
Talent Management	- Chairman, Director/ Principal
Infrastructure (physical)	-GB, Chairman, Admin
Infrastructure-Academics	- Chairman, Admin, HODs, Deans
Teaching- Learning-Evaluation	-Director /Principal, HODs
Research	- Director Research
Student affairs	- Director- Student affairs
Student admissions	Director Admissions, Director/
Accreditation Process	-Principal /Accreditation coordinator.
Faculty Development program	- Director/Principal and HODs
Departmental activities	- HODs and Faculty
Placement & Training	- Director- Placement & Training



## Evaluation and Monitoring

**Evaluation of strategic plan is done through quantification of the following parameters.**

### Parameters measurable during implementation

- Faculty performance
- Students intake Quality
- Students academic performance
- University ranks
- Number of students success in placement
- Companies visiting the campus
- Students opting for higher education (GRE/CAT/GMAT...etc),...etc
- Entrepreneurships
- Industry partnering
- Faculty training on new syllabi
- Introduction of new subjects
- Research & Consultancy
- Publications in national/international journals
- Conferences conducted
- New MOUs signed-
- centers of excellence established
- Feedback from stake holders

## Committee for monitoring

A strategic planning ,implementation and monitoring team (Strategic Planning Council )consisting of all the academic heads will do periodic review of strategic plan implementation and success.

