

## STRATEGIC PLAN DEVELOPMENT FOR THE YEAR 2023-2026

ISME has always been at the forefront of academic excellence in management education through its focus on high quality teaching by globally aware and industry exposed faculty, industry-relevant curriculum, and experiential assignments. With this strength, ISME is working towards its vision of becoming **“a B-School of international repute for excellence in industry-focused academics and producing outstanding professionals”**.

Towards achieving our vision, we are taking certain strategic initiatives in line with our mission to **“Transform every student into a dependable and successful professional with a global perspective capable of providing analytically grounded solutions”** by establishing international partnerships and benchmarks for industry-aligned academics and creating an educational and scholarly academic environment focused on innovative teaching, experiential learning, data-driven practical projects and applied research.

- ISME has a detailed Strategic plan, which is reviewed every 3 years.
- In the ranking of Business Schools, ISME strives to be identified in the top 30 Private B-Schools in India.
- As an institution, ISME continues to grow and mature as an institution. However, it is acutely aware of the competitive environment and challenges of staying ahead in the field of education. While it has its inherent strengths, it continually strives to work on its weaknesses, seeks newer opportunities, and works continuously to deal with threats.
- Our strategic plan development is a 2-step process
  1. Department level SWOT analysis
  2. Department level 1-year and 3-year strategic planning

Presented below are the **SWOT Analysis** and **1-year and 3-year strategic plans** for the following departments of ISME:

- Academics
- Research
- Admissions
- Placement



## 1. Academics Department - SWOT Analysis

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Faculty – Qualified management faculty with industry and academic, research and entrepreneurial experience; some with international exposure.</li> <li>• Value added Courses and certification courses designed to be in tune with industry requirements.</li> <li>• Process – highly process driven, and technology driven</li> <li>• Leadership contribution in Academic processes</li> <li>• Low faculty attrition</li> <li>• Corporate Culture - Open and professional environment and gender equality</li> <li>• Visibility in digital marketing space</li> <li>• Structured session plan, reviewed by faculty panel</li> <li>• International Study Tours for students</li> <li>• Continuous assessment of courses.</li> </ul>	<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Attracting excellent students by offering scholarships (&gt;80%).</li> <li>• Classes – Exploring online visiting faculty with UK, Canadian, European, Singapore and American Universities.</li> <li>• Various online MDP/EDP and students' online programs</li> <li>• Community Engagement – NSS activities, especially in the local communities providing outreach for career counselling, and assistance in competency building.</li> <li>• Student Support – to Involve Alumni support in admissions, placements, and feedback on industry requirements.</li> <li>• Faculty industry interaction and consultancy project.</li> </ul>
<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Less local students/day scholars opting for course.</li> <li>• Consistent flow of Tier I companies for placement/Internship</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Competitors – Universities, affiliated institutes, big private players, IIMs-integrated courses.</li> <li>• Regulatory changes</li> <li>• Edtech online Learning and courses</li> </ul>

## Academics Department - Strategic Plan

Plan for next 1 year	Plan for the next 3 years
<ul style="list-style-type: none"> <li>• NAAC accreditation</li> <li>• Preparation of compendium of questions per course in alignment with industry expectations</li> <li>• Research and publications</li> <li>• Streamlining dissertations and more publications from students</li> <li>• Faculty exchange programs</li> <li>• More Involvement of faculty in Bangalore University activities, like paper setting (3 Faculty), valuation (2 Faculty) and BOE/BOS members</li> <li>• Incorporating more Industry relevant assignments which are skill based</li> <li>• Automation of Internal exams processes through ERP</li> <li>• Alignment of student clubs activities with learning outcomes mapped to program outcomes and ISME mission</li> </ul>	<ul style="list-style-type: none"> <li>• Faculty integration with industry specialization wise</li> <li>• Faculty international collaborations</li> <li>• Publishing of research papers by students of Final year students along with Faculty</li> <li>• Focus on BU results, 80% of students &gt;80%</li> </ul>



## 2. Research Department - *SWOT Analysis*

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Leadership with research focus</li> <li>• Well-qualified, dedicated, and student-centric faculty members</li> <li>• Focus towards NAAC</li> <li>• Dedicated research center</li> <li>• Conduct of Conferences / Seminars / FDPs</li> <li>• Research policy and WFH for promoting research</li> <li>• Focus on Quality Publications, blogs and Cases.</li> </ul>	<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• New collaboration opportunities for research initiatives</li> <li>• Opportunities for funding / grants from external agencies</li> <li>• Improved opportunities for presentation at conferences</li> <li>• Improved opportunities for quality publications</li> </ul>
<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Alignment between expectations from research and the support available</li> <li>• Dependency on small number of researchers</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Competition from other educational institutions</li> <li>• Balancing the quality of teaching and research</li> <li>• Alternative career opportunities (non-research areas)</li> </ul>

## Research Department - *Strategic Plan*

Plan for next 1 year	Plan for the next 3 years
<ul style="list-style-type: none"> <li>• Minimum one ABDC/Scopus publication from each faculty</li> <li>• International Research Collaboration.</li> <li>• Applying for Funded Projects</li> <li>• Call for funded research projects</li> <li>• Enhancing caselets publications for more visibility</li> </ul>	<ul style="list-style-type: none"> <li>• Minimum 6 case lets from each faculty.</li> <li>• Minimum 2 Scopus/ABDC publications from each faculty per annum</li> <li>• Enrollment of eligible faculty as research Guides.</li> <li>• Executing minimum 3 funded projects.</li> </ul>



### 3. Admissions Department - *SWOT Analysis*

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Transparent Process</li> <li>• Robust CRM</li> <li>• Good partner network</li> <li>• Student Diversity</li> <li>• Singapore Study Trip</li> <li>• Faculty and Academics</li> <li>• Hostel on Campus</li> <li>• Pricing</li> </ul>	<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Management Development Programs</li> <li>• Moving out of partner network</li> <li>• Local branding</li> <li>• Alumni network</li> </ul>
<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Reliability on partner network</li> <li>• Branding using videos &amp; experience marketing</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Online Education</li> </ul>

### Admissions Department - *Strategic Plan*

Plan for next 1 year	Plan for the next 3 years
80%+ Students With 70% and Above Marks	80% +With 80% and Above Marks
Engaging alumni	
Digital branding through videos and influencers	



#### 4. Career Opportunity Cell - SWOT Analysis

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Strong experienced, target driven and qualified professionals with Business Development &amp; Academic background, with Industry connect.</li> <li>• Incubation center.</li> <li>• Career Counselling – For Higher Education</li> <li>• IETLS, TOEFL, CAT and MAT Trainings.</li> <li>• Alumni connect and resources for network building and knowledge sharing.</li> <li>• Profile shortlisting process to cater to the company needs for placement.</li> </ul>	<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Existing relationship between ISME pool of corporates and BIG FIVE through networking/social events.</li> </ul>
<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• PlaceCOM Training Program for streamlining Corporate Connects</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Branding of ISME at par with other institutions through Intercollegiate and Corporate Events</li> </ul>

#### Career Opportunity Cell – Strategic Plan

Area	Plan for next 1 year	Plan for the next 3 years
Higher Education	To improve the process of preparing students for higher education	To keep a track of all students after completion of higher education and engagement as alumni
Students to be placed through Final Placement Process	Ave Salary > 5L for all eligible and interested students	International placements

International School of Management Excellence



Director

