

Ashoka Business School

STRATEGIC PLAN

2022–2023



QUALITY POLICY

"We are at Ashoka Education Foundation, are committed to impart need-based, practical education to the students. We are determined for holistic development of students with the help of highly qualified and proficient faculties fully dedicated to empower learners for self-exploration.

We endeavour to keep our students abreast with Technical and Skill-Specific knowledge to provide opportunities to develop abilities so as to contribute to global development in the knowledge-based technological era. We will achieve students' satisfaction with our high ethical standards, and professional integrity and shall strive for excellence to create responsible global citizens with a deep-rooted ethos of Indian culture and tradition."

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Strategic Planning Committee

Dr Sarita Dhawale

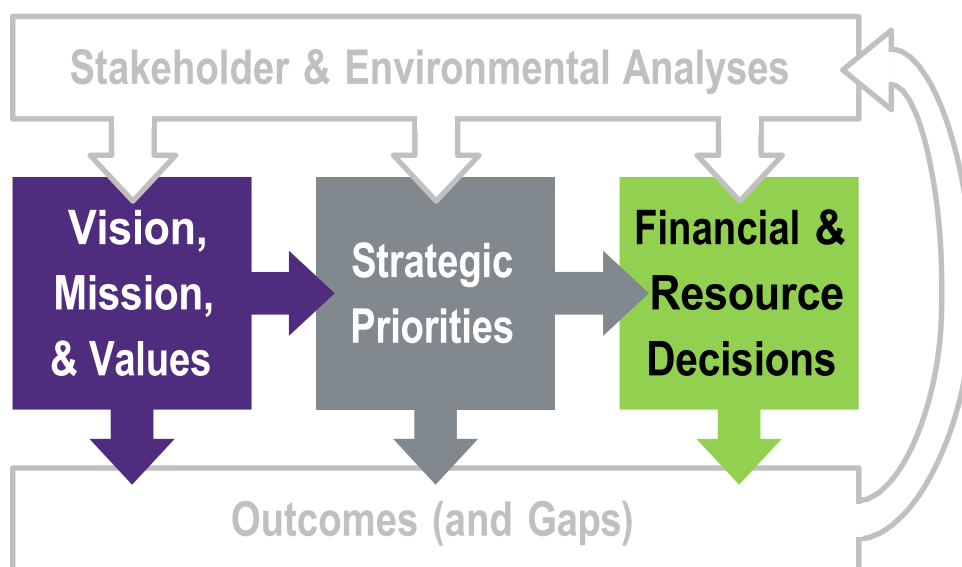
Dr Vikas Gaundare

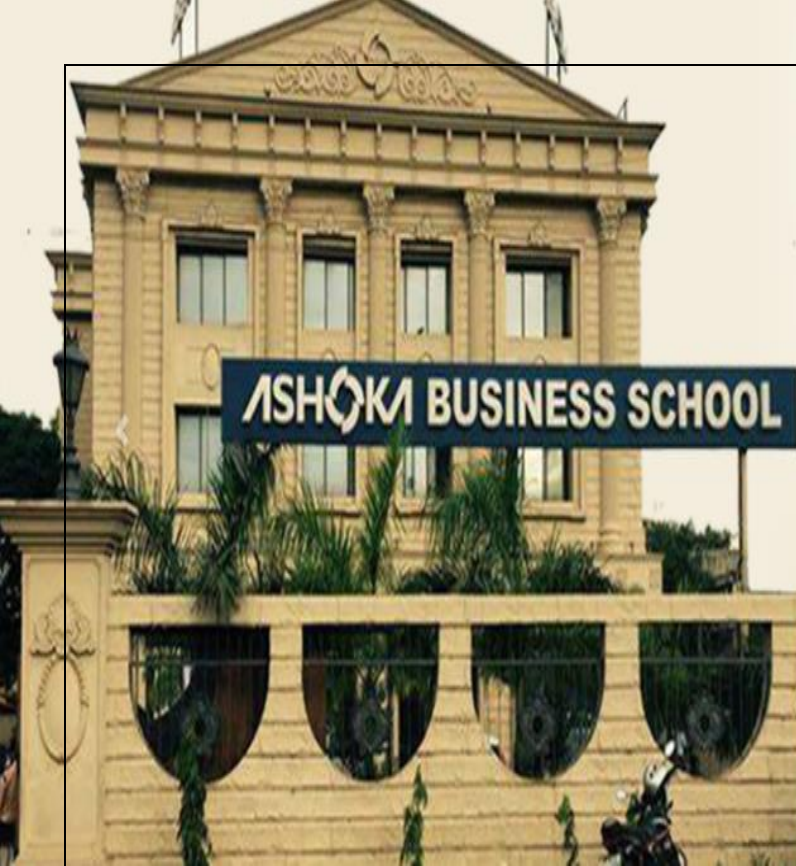
Dr Vaibhav Bhalerao

Introduction

Ashoka Business School is one of the leading business schools in the State of Maharashtra. Exceptional scholars, educators, and practicing business professionals comprise the College's faculty. Our faculty has developed areas of teaching and research excellence in accounting, economics, finance, Marketing, Human Resource Management Start-up, innovation and entrepreneurship, logistics and supply chain management, and management information systems. Our conscientious staff contributes to the development, effectiveness, and continuous innovation of our programs. The College has modern facilities that provide an ideal learning and working environment for our faculty, staff, and students. This document outlines the basic assumptions, commitments, and propositions about our activities and programs and constitutes our Strategic Plan. Much of what is included herein conveys what is generally called "work in progress," recognizing that the College must continuously improve to remain competitive, and efficient, and to pursue opportunities.

Mission attainment, strategic growth, and the responsible utilization of resources require shared governance and continuous improvement. These objectives are accomplished through a coordinated series of activities including the identification of desired outcomes, the implementation of processes/procedures towards those outcomes, and routine assessment to determine the extent to which desired outcomes are attained. It is through this continuous improvement process that problems are identified and addressed to improve future performance. Ashoka Business Scholl utilizes this system, which is diagrammed below, to improve the efficiency and effectiveness of operations.





ASHOKA
ASHOKA EDUCATION FOUNDATION'S
ASHOKA BUSINESS SCHOOL

Ranked amongst
Top 50 Private B-Schools of India
&
Top 20 Private B-Schools of Maharashtra
by
EducationWorld India
in Private B-Schools Ranking 2021-22

VISION

To be a premier educational center of excellence fostering managerial competencies of global standards for holistic advancement of students and creating professional leaders contributing to the socio-economic development of the nation.

OUR MISSION

To provide a platform for learners to hone their competencies through experiential learning by imparting professional leadership skills driven by committed educators

CORE VALUES

Ashoka Business School – Nurturing Global Leaders with Cultural Integrity

In the realm of education, Ashoka Business School stands out as a beacon of commitment to excellence and a holistic approach to learning.

CORE INSTITUTIONAL VALUES

We shall strive to develop and sustain the following values to provide the context for all our program and activities -

- Excellence,
- Commitment,
- Responsiveness to Societal Needs,
- Creativity,
- Openness,
- Diversity with Synergy

Application-oriented education. This approach is grounded in a holistic vision that aims to empower learners for self-exploration, molding them into responsible global citizens while retaining the deep-rooted ethos of Indian culture and tradition.

STRATEGIC PLAN

**Suggestions by
stakeholders or
recommending
Body**

**Current
Status**

**Action
Plan
2022-23**

**Time Line to
Comply & the
Accountability**

Sr no.	Suggestions	Current Status	Action Plan	Timeline	Responsibility
1.	Grade up gradation from Recognized Bodies	Preparing for up gradation (A+)	Uploading AQAR 2021-22	Dec-22	IQAC Coordinator & Team
			Mission 2025	To apply for NIRF by 2022 Dec - 2022	Director & IQAC Coordinator
2	To introduce the 2019 pattern Outcome Based Education (OBE) Syllabus as a move towards learner-centric education. 2022-23 onwards - Focus on Outcome Based Education (OBE)Optimum implementation in revised CBCS Curriculum, CO PO Reports		Outcome Based Education, Assessment Program on OBE, Outcome Based Teaching in Practice. Curriculum and Assessment Pattern revision based on feedback. CO PO Reports.	For each Semester	Academic Coordinator and IQAC Coordinator Exam Concurrent Coordinator
3.	Contribution of faculty members in designing of syllabus	<ol style="list-style-type: none"> Four faculty members are subject coordinators of the Distance MBA SPPU syllabus revision committee. Faculty members attend the syllabus revision meetings and contribute through their suggestions 	To increase the participation of faculty members as coordinators and members of the SPPU syllabus designing /revision committee.	One year	Faculties
4.	Funding from various government and non-government organizations	1. Current year there is no fund received from any org.	To initiate submission of research proposals and projects for funding from various Govt. and Non-Govt. organizations. (ASPIRE & RBI) SCHEME. Funds can be received from AICTE (Rs. 3,00,000/) for one Research project.	ASPIRE Four PROPOSALS READY.	Research Cell Committee, Coordinator, and faculties.
5.	Accomplish Academic fulfillment.	1. Acquired Research Center Affiliation from University-SPPU	To have more Faculties as a Guide for Ph. D	2023	Director and Admin Officer.
6.	Industry Academic Alliance	<ol style="list-style-type: none"> The institute has signed MOUs through TPOs and Placement Agencies to increase Placement. Students are encouraged to do internships in industry during SIP. 	Increase the proportion of internships and Prominent Placement for the students	Ongoing activity	Training & Placement Head and Placement Agency
7.	Syllabus delivery in-line with Industry	<ol style="list-style-type: none"> Case study-based Learning is adopted. Augmentation Courses are conducted for each semester 	<ol style="list-style-type: none"> Extend Project Based Learning to more subjects per semester. Provide Certification 	Ongoing activity	Director & Academic Coordinator

		<p>and topics are identified based on the current industry trends.</p> <p>3. Students are encouraged to undertake desk research projects so that they understand and correlate industry problems.</p>	<p>for the completed Value Added Courses.</p> <p>3. Increase the percentage of Sponsored projects.</p>		
8.	Universal human values	<p>1. Currently institute organizes 1-2 Hrs. expert talks on International Peace Day.</p>	<p>1. Student training program in terms of Augmentation course of duration 1-2 Hrs. will be Planned for students.</p>	Monthly(1)	Director & ISR Cell Coordinator.
9.	Up gradation Faculty qualifications and professional capabilities.	<p>1. Currently there are 5 Ph.D. holders.</p> <p>2. Another 3 faculties are pursuing their Ph.D.'s.</p> <p>3. Various FDPs and refresher courses are conducted by departments to enhance professional knowledge. Industry interactions with domain-related people to bridge the gap between industry and academia.</p> <p>4. A few faculties are enrolled in NPTEL & Swayam certificate courses and also Research Schemes for the projects in their domain.</p>	<p>1. To encourage and motivate faculty members to complete their Ph.D. by Staff Academy specially design for faculty enhancement.</p> <p>2. To conduct more number of effective FDP's and refresher courses.</p> <p>3. To motivate and support faculty members towards Participating in NPTEL and Swayam Courses in their respective domain.</p>	Monthly (Ongoing)	Staff Academy Coordinator & Faculties.
10	Awareness & to initiate the implementation of NEP	<p>1. NEP 2020 was introduced by the management.</p> <p>2. NEP Policy as a resource to Library Dept.</p>	<p>1. Awareness Program for all the Staff.</p> <p>2. To attain the NEP workshop conducted by statutory bodies.</p>	Ongoing activity	NEP Nodal officer & Director

PRIORITY 1: STUDENT SUCCESS

Ashoka Business School has several key objectives that guide its educational mission and programs. These objectives are designed to prepare students effectively for careers in business and to equip them with the necessary skills and knowledge for success. Let's delve into each objective in detail. We are dedicated to providing a current and relevant curriculum from the university that prepares students for industry ready. We plan to accomplish this by focusing on four objectives:

OBJECTIVE 1A: To prepare students for a career in business by providing managerial skills and core competencies as part of a relevant curriculum

This objective emphasizes the importance of providing students with a robust curriculum that covers essential managerial skills and core competencies. This includes areas such as strategic management, financial analysis, marketing strategies, human resource management, and leadership development. The curriculum is designed to be relevant to the current business landscape, incorporating industry trends, best practices, and real-world case studies to ensure students are well-prepared for the challenges and opportunities in business environments.

Objective 1b: To provide experiential education as part of a relevant curriculum

Experiential education plays a crucial role in Ashoka Business School's approach. This objective focuses on providing students with hands-on learning experiences, such as internships, projects, simulations, and industry collaborations. These experiences allow students to apply theoretical knowledge in practical settings, develop critical thinking and problem-solving skills, and gain insights into industry dynamics. By integrating experiential learning into the curriculum, the school aims to enhance students' readiness for the complexities of the business world.

Objective 1c: To prepare students who are ready for careers in business

This objective underscores the school's commitment to preparing students for successful entry into business careers. It encompasses not only academic excellence but also professional development, career guidance, and networking opportunities. Ashoka Business School strives to nurture a talent pool of well-rounded individuals who possess the skills, mindset, and readiness to contribute effectively in various business roles and industries.

Objective 1d: To prepare students for further education and licensure

Beyond immediate career readiness, Ashoka Business School aims to equip students with the foundation and credentials necessary for pursuing further education and obtaining relevant licensure or certifications. This objective reflects the school's dedication to lifelong learning and supporting students in their ongoing professional growth and development. Whether students choose to pursue advanced degrees, specialized certifications, or licensure in specific fields, the school provides the educational framework and resources to facilitate these pursuits.

Overall, these objectives collectively contribute to Ashoka Business School's overarching mission of providing a comprehensive and impactful education that empowers students to thrive in the dynamic world of business, both in their immediate careers and in their long-term professional journeys.

FACULTY SUCCESS

Strategic Priority 2

**Excellence in
Teaching**

**Excellence in
Research**

**Faculty
Empowerment**

PRIORITY 2: FACULTY SUCCESS

Ashoka Business School is committed to offering the highest possible level of instruction to its students. Effectiveness in teaching is of primary importance. The College expects its faculty to bring knowledge, scholarship, dedication, and energy to the classroom and to present the various disciplines offered by the College in a manner that assists students in achieving their goals.

OBJECTIVE 2A: To support faculty excellence in teaching

Faculty are encouraged to engage in professional development to make them more effective in the classroom and in student engagement activities. This objective is directly tied to student success when faculty use techniques that engage and inspire students.

OBJECTIVE 2B: To support faculty excellence in research and related scholarly activities

Faculty engage in scholarship to maintain the currency, provide relevance in their teaching, and enhance the knowledge base within their disciplines. Given our mission of quality teaching with strong engagement with the business community, we believe that the majority of this scholarship should produce results that fall in the applied and/or teaching (pedagogical) categories. (SRPS) is one of the best practices we do it yearly. Engagements in professional and academic organizations and collaborations among faculty of all disciplines will increase the impact of scholarly activities.

OBJECTIVE 2C: To hire and cultivate quality faculty

Faculty Development Plan, committed to professional development, and interested in student success and engagement. Providing support for faculty success is key to achieving this goal.

STUDENTS ENGAGEMENT

Strategic Priority 3

**COMMUNITY
AND
CAMPUS
LINKAGES**

**INSTITUTE
SOCIAL
RESPONSI
BILITY**

Priority 3: STUDENT ENGAGEMENT

Enhancing the reputation of the Ashoka Business School is a stepping stone to achieving our other priorities. A positive reputation, supported by intentional engagement with the community and appropriate messaging and communication, helps us to engage the students, attract qualified faculty, and gain other opportunities like Social networking.

OBJECTIVE 3A: To develop linkages between the community and the ISR club.

The college resides in an ecosystem of students, faculty/staff, and business organizations. Our ISR club ensured the objective of social connection and the importance of maintaining strong connections with the local, and regional, community. Active engagement is accomplished by encouraging and sustaining relationships with society.

OBJECTIVE 3B: Institute Social Responsibility

Our story will be told with social media to exhibit the outreach activities and will make students sensitized towards societal relationships. Consistency and the motivation to continuously develop and push this message will enhance the good reputation and relationships with those outside the campus.

**PRIORITY 4 :
SUPPORTIVE TEACHING AND LEARNING
ENVIRONMENT STRATEGIC**

**Support
Staff**

**Facilities for
Stakeholders**

**Technology
Support for
TL Process**

PRIORITY 4: SUPPORTIVE TEACHING AND LEARNING ENVIRONMENT

We provide an environment that enables and rewards innovative teaching and impactful learning across all teaching formats/techniques. To accomplish this, we focus on continuously improving our staff support, both within the College and across campus, as well as our facilities and technological support, to optimize returns for all stakeholders.

OBJECTIVE 4A: Recruit and retain support staff to support college operations

The efficient and effective operation of the institute relies on the support of key staff members throughout the year. such operations IT support, transport, material, store dept., security services, administrative support, and others. These support functions help enable continuous improvement in effective teaching and learning, which impacts our stakeholders. Qualified staff provide proactive support; rather than reacting to issues, our staff strives to anticipate and proactively address issues so that our primary objectives experience little disruption

OBJECTIVE 4B: Provide and maintain facilities that enhance and support learning, scholarship, and development

The facilities in which the institute operates are important for success. Classrooms should enhance the learning environment and make learning activities possible. Cabin space provides faculty and staff with the appropriate environment for work, and other areas in/around the facility provide opportunities for engagement.

OBJECTIVE 4C: Maintain and upgrade technology to support learning and development

Technology (hardware, software, and devices) in offices, classrooms, and around the building should provide opportunities for students to learn and engage in business and for faculty and staff to plan, prepare, and develop learning opportunities and meet research expectations.

STRATEGIC PLANNING PROCESS

Ashoka Business School uses the Vision, Mission & and Values statement (VMV) as a source of guidance and direction for decision-making, particularly about resource allocation. Our Strategic Priorities flow from the VMV and strategic action items flow directly from these strategic priorities. Each of these strategic action items is evaluated annually for status updates.

The strategic planning process of Ashoka Business School's MBA program involves several key steps and considerations to ensure the program's effectiveness, relevance, and alignment with the school's overall objectives. Below is an outline of the strategic planning process typically followed by Ashoka Business School for its MBA program:

PROCESS

Oversight of the Strategic Planning process is the primary responsibility of the concerned coordinator, Academic coordinator, and the Strategic Planning Committee, IQAC, College Development Committee (CDC).

1. **Mission and Vision Definition:**

The process begins with defining the mission and vision of the MBA program within the context of Ashoka Business School's overall mission and vision. This involves clarifying the program's purpose, goals, and desired outcomes.

2. **Environmental Analysis:**

This includes analysing industry trends, market demand for MBA graduates, competitive landscape, technological advancements, regulatory changes, and internal strengths and weaknesses of the program.

3. **Stakeholder Engagement:**

Engaging stakeholders such as faculty members, industry experts, alumni, current students, and employers to gather input, insights, and feedback regarding the MBA program. This helps in understanding stakeholder expectations, identifying areas for improvement, and ensuring program relevance and responsiveness to market needs.

4. SWOT Analysis:

Conducting a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis specifically focused on the MBA program. This analysis helps in identifying key areas of strength to leverage, weaknesses to address, opportunities to pursue (such as new specializations, industry partnerships, or international collaborations),

Goal Setting and Objective Definition:

Based on the mission, vision, environmental analysis, stakeholder input, and SWOT analysis, setting clear and measurable goals and objectives for the MBA program. These goals may include academic excellence, student satisfaction, career placement rates, industry relevance, innovation in curriculum and pedagogy, and alumni engagement.

5. Strategic Initiatives Identification:

Identifying strategic initiatives and action plans to achieve the defined goals and objectives. This may involve initiatives such as curriculum enhancements, faculty development programs, industry collaborations, international exchange programs, career services enhancements, student support initiatives, and marketing strategies to attract high-quality applicants.

6. Resource Allocation:

Allocating resources effectively to support the strategic initiatives. This includes financial resources, faculty expertise, infrastructure enhancements, technology investments, marketing budgets, and partnerships with external stakeholders.

7. Implementation and Monitoring:

Implementing the strategic initiatives according to the defined action plans and timelines. Continuous monitoring and evaluation of progress against goals and objectives, adjusting strategies as needed, and ensuring alignment with the overall strategic direction of Ashoka Business School.

8. Review and Adaptation:

Periodic review and adaptation of the strategic plan based on changing market dynamics, industry trends, stakeholder feedback, program performance data, and emerging opportunities or challenges. This iterative process ensures that the MBA program remains agile, responsive, and aligned with the evolving needs of students, employers, and the business community.

By following a systematic and data-driven strategic planning process, Ashoka Business School's MBA program aims to maintain its reputation for excellence, relevance, and impact in preparing future business leaders.

The following table (IQAC Calendar) is an outline to refer to the dates and responsibilities for the respective program for continued review of Vision, Mission, and Values (VMV), Strategic Priorities, Strategic Plan, and Strategies.

ASHOKA EDUCATION FOUNDATION
ACAD/R/02 Rev:00 Date: 10.06.2015

**Ashoka Business School
Internal Quality Assurance Cell (IQAC) - Calendar**

2022-2023

Sr. No.	CR. NO	Particulars	Probable Time line	Accountability
1	6	Review of Academic, Admin, Lib Planning	Aug-22	IQAC Coordinator
2	6	Review of yearly Committee Distribution & allocation .	Aug-22	IQAC Coordinator
3	6	Meeting with Criterion Chairpersons	Sep-22	IQAC Coordinator
4	6	Faculty development programs as per New norms of NAAC Guideline-Based on NEP	Sep-22	IQAC Coordinator
5	6	Faculty Induction & Refresher Course	Sep-22	IQAC Coordinator
6	6	Workshop On" Team Building and Collaborative outcome"-Administrative Training Program	Sep-22	Dr. Vikas Gaundare Mr. Vishal Sonkamble
14	6	Faculty Development Program-on Research Quality Indicators-citations, i-10, h-Index,	Oct-22	Mrs Pooja Gholap Dr Sarita Dhawale
7	6	Professional Development Program to administrative Staff.	Nov-22	Dr. Vikas Gaundare Mr. Vishal Sonkamble
13	6	Faculty Review Meeting regarding Academics & extra curricular Activities.	Mar-23	IQAC Coordinator
8	6	College Development Committee Meeting	Quartely	Mr. Vishal Sonkamble
9	6	IQAC Meeting(Sept-Jan-April-July)	Quartely	IQAC Coordinator
12	6	Criteria Committee meetings (For AQAR Preparations & document complainece)	Quartely	IQAC Coordinator
16	6	Analysis Report of feedback from Parents/Employers/Students/Alumni	Semester	Dr. Vikas Gaundare Criteria -I
10	6	AQAR Report 2021-22	Yearly	IQAC Coordinator Criterion Leader
11	6	Internal Academic & Administrative Audit	Yearly	IQAC Coordinator
15	6	NIRF Preparation & Submission	Yearly	IQAC Coordinator Mr. Vishal Sonkamble

Sr. No.	CR. NO	Particulars	Probable Time line	Accountability
17	6	Student Satisfaction Survey & Yearly SSS Report uploading on Website.	Yearly	Dr.Vaibhav Bhalerao Criteria -2
18	6	Curriculum Development Committee Meeting Report	Yearly	Dr.Vikas Gaundare
19	6	Curricular Feedback from Students	Yearly	Criteria -1
20	6	Green Audit, Energy Audit, Environment Audit	Yearly	Mr.Vishal Sonkamble ISO Coordinator
21	6	Policy & MOU -Review Meeting	Yearly	IQAC
22	6	Faculty Development Program-"How to develop the interest amongst the students for learning through	Sep-22	Mrs Pooja Gholap Dr Sarita Dhawale
23	6	Resource Mobilisation for Faculties for Research	Monthly	Admin & Accounts Officer
24	6	Internal Academic & Administrative Audit	Dec-22	IQAC Coordinator
25	6	Review of Best Practices 2022-23	Semester	IQAC
26	6	Annual Award Function (Felicitation of merit Student & Staff)	Yearly	IQAC
27	6	Action Taken Report 2022-23	Yearly	IQAC Coordinator


Dr. Mrs. Sarita A. Dhawale
IQAC Coordinator