

Ashoka Education Foundation's  
**ASHOKA BUSINESS SCHOOL**  
**STRATEGIC PLAN AND DEPLOYMENT**  
**2020-21**

*Strategic Planning  
And  
Deployment Document*



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## About ABS

### 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, professional integrity and shall strive for excellence to create responsible global citizens with a deep-rooted ethos of Indian culture and tradition."

Ashoka Education Foundation is an initiative to revolutionize the educational environment, by not only equipping the students with information, mental and spiritual strength and with contemporary skills, but also empowering their personality with a VISION. We are dedicated in preparing our students to meet global challenges by retaining within themselves their Indian sanskar. The name 'Ashoka' reminds us the 'Ashok Chakra' the symbol of eternal motion and progress.

The accomplishments of ASHOKA BUSINESS SCHOOL have already garnered well-deserved recognition and widespread praise from eminent personalities across the spectrum. ABS has recorded a good percentage of admissions over the last Five years. Though the institution is still taking off, the achievements of its students, faculty and staff are many and commendable. The institute is growing fast, scaling greater heights by concentrating on excellence in education, research and promotion of placement & entrepreneurship through industry- academia tie-ups and value added programs.

**Ashoka Education Foundation's**  
**ASHOKA BUSINESS SCHOOL**  
**STRATEGIC PLAN AND DEPLOYMENT**  
**2020-21**

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## **Preface**

For an organization, strategic planning is very essential to accomplish the Vision and Mission, which it dreams of. Strategic planning is a continuous process with a specific focus on accomplishing institutional goals in this competitive world. Strategic Planning and deployment document (SPDD) is based on analysis of current obstacles and future opportunities and envisages the direction towards which the organization should move to achieve its set goals and objectives.

The first part of it addresses the vision, mission which the institute dreams along with core values, institutional long term & short term goals. These are defined and guided by the stake holders (management, leadership, Coordinators, faculty, staff, industry, students, alumni and parents) through SWOC analysis. After analyzing the internal and external environment, the institutional goals were set up in all possible growth domains through continuous thought process and discussion with Coordinators and faculty members. The strategies with action plans were decided to achieve institutional strategic goals.

While formulating the strategic plan and deployment document, care is taken to involve all stakeholders to help contribute their part which is vital for the success of every organization. Effort is taken to identify clearly the implementation processes and monitoring by identifying measurable targets in line with the desired outcomes. This will emerge to be the guiding force for Ashoka Business School to achieve its goal to become an institution of Academic Excellence and providing professional by skilled young Managers to the society.

**Ashoka Education Foundation's**  
**ASHOKA BUSINESS SCHOOL**  
**STRATEGIC PLAN AND DEPLOYMENT**  
**2020-21**

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## **ABOUT ASHOKA BUSINESS SCHOOL**

### **STATEMENT OF PURPOSE**

"We are committed and determined to redefine the cause of excellence in Education and implement it through accelerated need based practical oriented process with holistic approach to empower learner for self-exploration to become a responsible global citizen with deep rooted ethos of Indian culture and tradition."

### **VISION**

To be a premiere educational center of excellence fostering managerial competencies of global standards for holistic advancement of students and create 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 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

The Institute has a quality strategy which is executed by different committees and councils. The purpose is to make students ethically strong, give them quality training and make them employable and professional leaders.

Ashoka Education Foundation's  
**ASHOKA BUSINESS SCHOOL**  
**STRATEGIC PLAN AND DEPLOYMENT**  
**2020-21**

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## SWOC Analysis

### ***Strength:***

- Proactive visionary management
- Qualified, competent and dedicated faculty
- State of the art infrastructure
- Active MoUs with reputed industries and institutes
- Financial support by means of various scholarships
- Digital automation system for academic and administration process(ERP)
- Conducive environment for teaching learning process
- Value added/life skill courses

### ***Weakness:***

- Research grants from funding agencies
- Placement in core industries
- International MoUs with foreign universities and organizations
- Since the institution is young, Alumni base is limited

### ***Opportunities:***

- Interdisciplinary research activities.
- Organizing International conference.
- Faculty exchange programme with international organisation
- Incubation centres
- Revenue generation through consultancy and research projects
- NIRF ranking
- Autonomous status by the University

### ***Challenges:***

- Admission from diversified areas
- Develop multi-disciplinary and inter-disciplinary courses and programmes
- Developing patents and good research teams with students as students leave the organization once placement done.
- Achieving placement opportunity to every student

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**ASHOKA BUSINESS SCHOOL**  
**STRATEGIC PLAN AND DEPLOYMENT**  
2020-21



1

• ABS @ 2025

2

• 4-D Transformation

• Dimension wise Plan of  
Action

3

4

• Organizational Reform

5

• Student Development & Engagement

6

• Faculty Transformation

• Meeting Societal needs

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**ASHOKA BUSINESS SCHOOL**  
**STRATEGIC PLAN AND DEPLOYMENT**  
**2020-21**

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## Strategic Goals

The team of ASHOKA BUSINESS SCHOOL after several discussion and planning, guided by the Mission and Vision of the Institute, Quality Policy, Core Values, Stake holder's expectations and SWOC analysis have framed the Institutions strategic Goals.

### **Institution Strategic Goals:**

1. Following effective teaching learning process
2. Developing and following leadership and participative management
3. Establishing a continuous Internal Quality Assurance System
4. Ensuring good governance
5. Ensuring student's development and participation
6. Ensuring staff development & welfare
7. Developing financial management
8. Put emphasize on Institute – Industry interaction and partnership
9. Development of entrepreneurship
10. Encouraging research and development work
11. Increasing internal revenue generation
12. Increasing Alumni Interaction and participation and Outreach activities
13. Engagement in Community Services and Activities
14. Employment skill development for better Placement
15. Getting memberships of professional bodies, Local chapters etc.

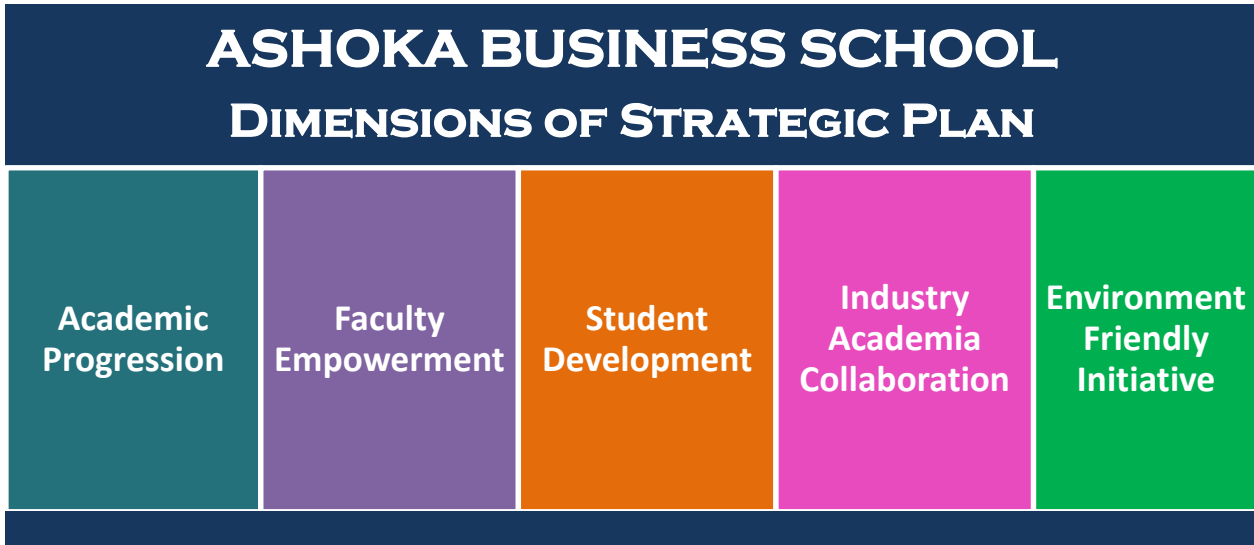
### **Major dimensions of Strategic plan**

1. Academic progression
2. Faculty Empowerment
3. Student Development
4. Industry-Academia collaboration
5. Environment Friendly Initiatives



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**ASHOKA BUSINESS SCHOOL**  
**STRATEGIC PLAN AND DEPLOYMENT**  
**2020-21**

Dimensions of Strategic Plan



**Action/Decisions on Strategic Plan-**

Plan	Action/Decision
To prepare QMS –ISO 2015 certification every year.	<ul style="list-style-type: none"> <li>• Audit preparations and Monthly Inspections of all processes.</li> </ul>
To prepare for 2nd Cycle NAAC Accreditation.	<ul style="list-style-type: none"> <li>• It is in continues process.</li> </ul>
To design Certification Courses as per need of Students.	<ul style="list-style-type: none"> <li>• Advance Excel Certificate Course.</li> <li>• Employability skill Development Course.</li> </ul>
To motivate Faculties for Research work and pursuing Ph.D./higher studies.	<ul style="list-style-type: none"> <li>• Faculties are appreciated on completion of Ph.D.</li> <li>• Financial Assistance is provided for attending conferences and publishing research papers.</li> <li>• Research Cell is established and monthly meeting is held for seeking the solutions for problems faced by faculties in their research work.</li> <li>• Special leaves are granted for promoting research work.</li> </ul>
To imbibe research culture through Research Cell.	<ul style="list-style-type: none"> <li>• To conduct meetings of Research Cell (Monthly).</li> <li>• To motivate Faculty for research work and Ph.D.</li> </ul>



**Ashoka Education Foundation's**  
**ASHOKA BUSINESS SCHOOL**  
**STRATEGIC PLAN AND DEPLOYMENT**  
**2020-21**

<p><b>To make students Industry ready through employability enhancement</b></p>	<ul style="list-style-type: none"> <li>• IIPC Cell have been established in this regard.</li> <li>• Various training programs are designed for students to improve their skills and knowledge</li> <li>• Language lab is established for soft skill development amongst students.</li> <li>• Spoken English classes are conducted for students.</li> <li>• Students are oriented for SIP through consolidated framework solely designed by the Institute as per the guidelines of SPPU.</li> </ul>
<p><b>To develop an ecosystem to foster professional leadership and Entrepreneurship amongst students.(AISC)</b></p>	<ul style="list-style-type: none"> <li>• AISC has been established in this regard.</li> <li>• Start Up league orientation and multiple competition has been conducted.</li> </ul>
<p><b>To enrich teaching learning process</b></p>	<ul style="list-style-type: none"> <li>• Experiential learning and student participation in teaching learning process is emphasized.</li> <li>• Well advanced library systems</li> </ul>
<p><b>To boost the Industry – Academia interaction</b></p>	<ul style="list-style-type: none"> <li>• IIPC is in place that communicates with the industry experts.</li> <li>• Industry/ HR Meets are periodically conducted to realize the industry needs and to develop the collaborations with industry.</li> <li>• MoUs and Collaborations are signed with industries in this regard.</li> <li>• Alumni association is established to strengthen relations with alumni.</li> <li>• Industry experts are invited to interact with students to share their expertise to provide real time experiences from the field.</li> </ul>
<p><b>To provide a platform for first hand industry experience to the Students and faculties.</b></p>	<ul style="list-style-type: none"> <li>• Special internship program i.e. AEEEP Cell is designed and established for confronting students to the industry.</li> <li>• SIP is regularly and meticulously monitored by the respective faculty guides.</li> <li>• Students volunteer various professional exhibitions like AIMA, NIMA.</li> </ul>

Ashoka Education Foundation's  
**ASHOKA BUSINESS SCHOOL**  
**STRATEGIC PLAN AND DEPLOYMENT**  
**2020-21**

Self-sufficient power generation through Solar power generation	<ul style="list-style-type: none"> <li>Solar panels implantation is sanctioned and is in installation stage which can make Institute self-sufficient in fulfilling power requirement.</li> </ul>
Green India Initiative	<ul style="list-style-type: none"> <li>Terrace garden is developed and maintained by the students.</li> <li>Tree plantation drives are conducted by faculties and students.</li> </ul>

## Strategic Planning

### 1. Teaching learning process

- a. Academic planning and preparation of Academic Calendar
- b. Development of teaching plan as per OBE
- c. Preparation of Lesson Plan based on CO & PO mapping
- d. Use of more teaching aids and adopt more ICT
- e. Development of e- learning resources
- f. Promote research culture & facilities
- g. Provide mentoring and personal support
- h. Follow a transparent and fair feedback system
- i. Conduct training based on need analysis
- j. Evaluation parameters and benchmarking
- k. Continuous assessment to measure outcomes
- l. Performance development through various courses/workshop/CEO talk

### 2. Leadership and participative management

- a. To follow reporting structure
- b. Decentralize the academic, administration and student related authorities & responsibilities
- c. Prescribe duties, responsibilities and accountability
- d. Establishment of functional committees

### 3. Internal Quality Assurance System

- a. Formation of Quality Monitoring Committee & functioning
- b. Periodic check & review for quality improvement from management.
- c. Establishment of academic & administrative process
- d. Academic Audit
- e. Annual report preparation & submission to statutory bodies.

**Ashoka Education Foundation's**  
**ASHOKA BUSINESS SCHOOL**  
**STRATEGIC PLAN AND DEPLOYMENT**  
**2020-21**

**4. Student's development and participation**

- a. Budget allocation for student development programmes and activities
- b. Students Trainings & Placement Activities
- c. Formation of student council
- d. Student's representation in various committee and cell
- e. Organizing & Participation in technical competitions
- f. Rewards & recognitions of achievers
- g. Participation in extracurricular, social and welfare activities

**5. Staff development & welfare**

- a. Staff performance evaluation system
- b. Staff Training for quality improvement through FDP
- c. Best possible work facilities & infrastructure facilities
- d. Code of conduct, service rules, leave rules and Staff welfare policy implementation
- e. Rewards, recognitions and incentives
- f. Deputation for seminars, conferences and workshops etc
- g. Sponsorship/ Motivation for qualification/learning improvement
- h. Support for research, innovations

**6. Financial management**

- a. Framing & implementation of Purchase and financial policies.
- b. Department wise Budget planning and allocation
- c. Effective functioning of purchase committee
- d. Budget formulation & approval through Finance Committee
- e. Periodic Audit

**7. Good governance**

- a. Vision, Mission development & their articulation in every key position
- b. Inclusion of industrialists & academicians through MRM, Vykritva Meet
- c. Evaluation of Institute's performance and benchmarking
- d. Institutional strategic goals setting (Mission Program)
- e. Institutional Strategic development plan (Short Term & Long Term Plan)
- f. Monitoring and Implementing the Quality Management Systems
- g. Following organization structure
- h. Smooth Working of statutory committees
- i. Establishing E governance
- j. Leadership development through decentralization
- k. Establishing internal audit committee
- l. Code of conduct and policy formulation, approval and implementation

Ashoka Education Foundation's  
**ASHOKA BUSINESS SCHOOL**  
**STRATEGIC PLAN AND DEPLOYMENT**  
**2020-21**

**8. Entrepreneurship**

- a. Establishment of Entrepreneurship Development Cell
- b. MoUs with organizations for entrepreneurship development
- c. Providing training & guidance for entrepreneurship development
- d. Bringing more experts of the field for seminar, lecture, workshop for entrepreneurship development
- e. Promoting & facilitating entrepreneurship development

**9. Research and innovation**

- a. Dedicated Research Cell and Research Centre.
- b. Dedicated support and continual motivation for Research upgradation from Management.
- c. Collaborations with Colleges, Universities and Research Organizations

**10. Alumni Interaction**

- a. Formation of Alumni association, participation and registration
- b. Data base creation, Regular interactions with alumni and networking
- c. Leverage for guest lecturers/internships/placements/training/ entrepreneurship
- d. Brand ambassadors –(Gold Medalist)

**11. Community Services**

- a. Identify community and social development work
- b. Identify challenges of society for development work
- c. Conducting various activities for Society

**12. Physical infrastructure**

- a. Infrastructure building development & modification
- b. Smart Class rooms, Tutorials, Seminar halls
- c. More ICT enabled classrooms
- d. Library infrastructure up gradation
- e. Functional facilities for Lang Lab.
- f. Safety & Security management
- g. Water facility
- h. Sports (indoor) facilities
- i. Plantations
- j. Rain water harvesting.
- k. Renewable Energy usage
- l. Hygiene, zero plastic & green campus

Ashoka Education Foundation's  
**ASHOKA BUSINESS SCHOOL**  
**STRATEGIC PLAN AND DEPLOYMENT**  
**2020-21**

## Strategy Implementation and Monitoring

After approval of Strategic development plan the next step is its implementation. During implementation the progress of strategy shall be measured from time to time. Hence the measurable success indicators are clearly spelt out in the implementation document. Director along with the other members of IQAC periodically review the strategic plan and its deployment.

### *Responsibility & Accountability Matrix for various activities at institute level*

Governance & Administration	Administrative office ,Administrator & Director
Infrastructure (Physical & Academics)	Hon.Chairman, Secretary Trust Board, Director & Admin Officer.
Teaching- Learning	Director, Academic Coordinator, Faculty and Staff
Departmental Activities	Coordinators and Faculty
Students Development	Director, Academic & IQAC Coordinator and concerned committee.
Research & Development	Director, Research Cell
Training & Placement	Director, TPO.
Quality Assurance	Director and IQAC Coordinator & QMS Coordinator

Ashoka Education Foundation's  
**ASHOKA BUSINESS SCHOOL**  
**STRATEGIC PLAN AND DEPLOYMENT**  
**2020-21**

**Key Result Areas to be measured during implementation.**

**1. Effective teaching learning process**

- a. Syllabus completion
- b. Mini projects, Major projects, Seminars
- c. No. of learning resources
- d. No. of student counseling/mentoring/training sessions conducted
- e. Result of examinations (Pass, First classes, Distinctions)
- f. Course File
- g. Student feedback

**2. Leadership and participative management**

- a. Reporting structure in place
- b. Decentralization in various domains - academic, administration, staff welfare, student development, infrastructure management – appointments
- c. Code of conduct - duties, responsibilities and accountability
- d. Functional of various committees – no. of meetings/ semester, minutes of meetings,
- e. Committee Planning & implementation

**3. Internal Quality Assurance Cell**

- a. Number of IQAC initiatives (Yearly)
- b. Academic audits reports
- c. Committees & Activity implementation.

**4. Good governance**

- a. MRM meetings.
- b. Vision ,Mission , Dissemination & Review
- c. Organization structure in place
- d. Degree of decentralization
- e. Resource mobilization
- f. Staff appraisal & career advancement scheme in place
- g. Service rules & benefits

Ashoka Education Foundation's  
**ASHOKA BUSINESS SCHOOL**  
**STRATEGIC PLAN AND DEPLOYMENT**  
**2020-21**

**5. Students development & participation**

- a. Number of sports, technical, cultural events organized
- b. Regional, National competitions participated
- c. Regional, National & International recognitions received

**6. Staff development & participation**

- a. Number of Staff attending training programs
- b. Staff training programs organized
- c. Number of staff welfare programs
- d. Staff awards/ recognitions/ incentives

**7. Financial management**

- a. Annual Budget forecasting income & expenditure
- b. Utilization / Allocation of funds
- c. Internal & External Audit

**8. Institute – Industry Interaction**

- a. No. of active MOUs
- b. No. of Initiatives/activities through MOUs

**9. Training & Placement**

- a. Number of placement drives organized
- b. Number of placements
- c. Number of skill development & career guidance programmes

**10. Entrepreneurship**

- a. No. of entrepreneurship trainings organized/participated
- b. No. of graduates becoming entrepreneurs

**11. Revenue Generation**

- a. Funding raised through sponsored/SPPU /Industry Projects
- b. Philanthropy- Donations



**Ashoka Education Foundation's**  
**ASHOKA BUSINESS SCHOOL**  
**STRATEGIC PLAN AND DEPLOYMENT**  
**2020-21**

**12. Alumni Association**

- a. Alumni data base
- b. Number of alumni interactions/meet/talk
- c. Support for internships/placements/ projects/ consultancy

**13. Community Services**

- a. Number of trainings/ awareness camps
- b. Number of social projects undertaken

**14. Infrastructure (Physical & Academic)**

- a. Number of buildings, class rooms added
- b. Annual budget allocated & utilized
- c. Green initiatives
- d. Number. of Volumes & Titles in library
- e. Number of National& International journals lectures etc.)
- f. Digital Library
- g. ICT enabled classrooms

**Monitoring Strategic Plan**

The implementation of strategic plan will be monitored time to time by Director and IQAC through periodic review. The section heads & committee coordinators will prepare the detailed progress report and present it in the review meetings. The benchmarking of quality standards and its monitoring, evaluation of attainment will be carried out by the IQAC independently.

The IQAC will report the findings to the Director With thorough analysis of outcomes and based on IQAC report, the above will recommend the corrective actions, need of further processes and deployment of resources. All these reports will be forwarded for further discussions, review feedback and approval to management & Industry mentors and University Office.