

STRATEGIC PLAN

NAIPUNNYA BUSINESS SCHOOL (NBS)

Challenging the change, Transforming the business education models

SWOT analysis & Future plans of NBS

Strengths

- **Academics:** NBS has strong and rigorous academic programs that provide students with the knowledge, skills, and competencies needed to enter immediately into the workforce upon completion of the program. Student interviews and surveys demonstrate a high degree of confidence and satisfaction in the academic programs, as well as the faculty advice that they receive concerning their academic options and pathways. Employers also report that NBS students excel in a variety of fields and are receiving the appropriate competencies and skills acquisition through their programs of study. NBS also has a variety of academic programming that meets both student and employer needs in a wide range of employment sectors and academic fields.
- **Faculty:** Faculty members are well qualified with Doctoral degrees or with their ongoing doctoral programs. This enables them to contribute in a big way to academics. The faculty also has an excellent understanding in the Vision, Mission and core values and how NBS should function. The department also subscribes regularly to 5 leading magazines, besides the newspaper `Business Line` to every student and faculty. NBS has exceptional physical facilities, including a green campus which contributes to a pleasant teaching and learning exchange. NBS has strong support from the management and important relationships with industry that allow for program enhancements and expansion. Faculty also emphasizes the importance of value education and socially relevant projects in management education.
- **Governing Council:** NBS has a Governing Council with academicians and Industry leaders, which is critical to ensuring that curriculum is connected to competencies and skills needed in the workforce.
- **Infrastructure:** NBS is well connected via road, rail and air. Located on the NH47 highway, NBS is well connected to Ernakulam, Kottayam and Thrissur districts. NBS is located 13 Kms from the Kochi International airport. NBS is also located between Angamaly and Chalakudy. The nearest railway station is Karukutty. This strategic location makes it possible for easy commuting for students, staff and visitors.

Weakness

- **Paucity of Finance:** Any institution that opts to move along the straight and narrow path, are not financially rich, we too are so. This slows down our future developments. At the same time we are able to fulfil our mission of *'Reaching to the Unreachable.'*
 - **Language Development:** Even though English is the language in the campus, it is not possible to enforce this norm due to the political pressure existing in the state.
 - **Courses:** Interdisciplinary courses could not be conducted due to university norms.
 - **Consultancy:** Since it is relatively a new B-School, we lag in consultancy.
 - **New Courses:** Add-on courses could not be conducted due to tight academic and non-academic schedules.
 - **Academia - Industry Interaction:** Industrial interactions have taken up but needs improvement.
 - **Affiliation:** Since the college is affiliated to Calicut University, twinning programs cannot be conducted.
 - **New Technologies:** Due to the onset of new technologies in media, the sense of loyalty and commitment is getting diluted, this can widen the gap between the different stakeholders of the college like students, faculty and management. However this is not an isolated issue for NBS alone, thus we need to accept the general tendencies and trends.

Opportunities:

- **Consultancy:** NBS is striving to develop various links with Industry for consultancy programs. This will enable the faculty to have firsthand information on current practices and will be shared in the classes.
- **Alumni:** Alumni who are in prominent positions are also utilized for classes as well as opportunities for projects for our students.
- **Learning Methodologies:** NBS is also expanding its e-learning academic resources which can be operated via laptops, tablets and smartphones.
- **Faculty Development:** NBS has allowed its faculty to pursue PhD programs. This results in multifold benefits to the college. Not only does the institute have higher qualified faculty, but through them, the quality of students passing out of the college also improves.

Threats:

- **Location:** NBS is located in the border of Thrissur and Ernakulam districts. Hence it faces competition from self-financing colleges in Calicut and MG Universities. With the increase in the number of B-Schools, retaining qualified and experienced faculty

has become very difficult. Hence measures towards increasing affinity and allegiance of faculty towards the institute needs to be implemented.

- **Technology:** With technology changing every day, NBS needs to progressively upgrade its computer lab, online libraries, which invites large investment. Therefore measures to increase Institutional revenue from sources other than tuition fees needs to be thought about.

- **Competition & other threats:**

With new entrants into the B-school market, student admissions are getting affected. Due to the low economic growth and increasing prices, many students are not coming for higher education. Similarly due to the large number of online and distance learning courses available, students are looking into these options for continuing their higher studies. With the GATT agreement signed, there is a certain possibility that foreign universities will offer courses in India. There will be a tough competition for Indian colleges and universities. Steps must be taken to face this threat.

Action Plans:

- To start a research center.
- To organize International seminars and conferences.
- To provide more scholarships for academically sound and deserving students which will improve the quality of the program.
- To offer guidance to prepare for Competitive Examinations once in a week.
- Placement training to be strengthened for improving better outcomes in placements.
- To create an effective Alumni which will help students to be in regular contact with the business school.
- NBS to expand its cooperation with the industries within and outside the state as well as outside the country to give more exposure to the students.
- To enhance the quality teaching of faculty through participating and conducting FDP's.

To create leaders with a vision and concern for society.

Strategic plans for Future:

Student Centric curriculum:

Provide contemporary, and unique experiences to foster student employability from the start of their academic journey.

- To facilitate industry connections and ensure program relevance.
- Incorporate technology across all courses.

- Consider flagship programs as part of a portfolio of programs.
- Develop and deliver authentic assessments and team experiences, and peer assessment tools.
- Embed contemporary skills and abilities into the curricula.
- Develop international partnerships to extend student exchange opportunities.
- To offer Executive Education business courses and programs.
- To create a vibrant campus experience that facilitates excellence in student learning and collaboration.
- Continue to build the connection between academics, professional staff and students through student committees.

Community Research

Focus on challenges of the community to optimize the impact of our research upon academia, business and the community.

- Create and promote collaboration on Interdisciplinary distinctive research themes to address business and societal challenges of national and international importance.
- Identify those themes which have research priorities in national, global business and societal Challenges.
- Foster collaboration and develop key research partnerships and strategic alliances with leading national and international universities
- Enhance support for impactful research.
- Enhance support systems for emerging researchers.
- Develop initiatives that promote enhanced research collaboration with the international academic community.

People for Performance

Adopt a growth centered approach, to align with the School's vision, values and priorities.

- Develop a culture of innovation among staff and faculty.
- Career development plans involving opportunities for learning and development.
- Improve human resource functions in faculty and staff development, recognition and reward systems, and performance appraisal systems.
- Develop a staff engagement and communication plan, incorporating intranet technologies.
- Promote equity, diversity and inclusiveness throughout the employee lifecycle.
- Support staff physical and mental wellness.

Governance and Structure:

Develop a governance framework and structure to enable broad consultation without compromising timely decisions.

- Achieve operational excellence, in all functions, to support the learning, research and engagement priorities.
- Evolve governance framework, in organizational structures and approach to decision making.
- Review, redesign and introduce a framework, to support our priorities for collaboration, consultation and decision making.
- Promote responsible stewardship, and timely reporting with respect to the School's resources.

Operational Excellence

Strive for operational excellence, to support the learning, research and engagement priorities.

- Identify and recognize the diverse ways in which staff and faculty members can contribute to the Business School.
- Promote responsible stewardship, and timely reporting with respect to the School's resources.

Develop operational plans to complement and support the School's strategic plan and its learning, research and engagement priorities.

- Strive to improve business systems, processes and policies.

Ecology, Environmental friendly Infrastructure

Create a physical environment and infrastructure that supports the environment

- To establish the B school as a sustainable one, to make a difference using logic and honesty by adding an ethical dimension to the role of management.
- To create a B school which prepares its students for environmental/sustainability and social responsibility issues.
- To add environmental friendly buildings, recycle paper and ultimately paperless.
- To be sustainable in water, energy and provide good quality of air.
- To nurture entrepreneurial spirit and social consciousness.
