

STRATEGIC PLAN

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Preface-

Education plays a very vital role in securing economic and social development of a country. Knowing the requisite SRMS- IBS participates in a process aims to make a perfect balance of imparting education and skill formation among the youth, to help them in becoming the leaders to shape the good fortune of the country. It aims to fulfill the greatest need of the hour that is innovation, creativity, and integration of knowledge at global level.

SRMS- IBS is committed to: Excellence in management education, and training by using contemporary pedagogies and teaching methods for a strong and growing presence in emerging segments. The capabilities of its faculty and staff, the level and quality of Infrastructure and other facilities, and the quality of the students have soared and transformed the college to one of the top institution of the region.

VISION

- To help build India as a world leader in Management Education
- To establish and develop world-class institutions for overall growth in an era of globalization
- To facilitate easy access to management education to all sections of society
- To develop and provide a professionally qualified managerial workforce for augmenting the nation's human resources

MISSION

- To impart academic excellence in Management Education
- To inculcate high Moral, Ethical and Professional standards among our students and to improve overall personality
- To strive incessantly to achieve the goals of the Institution
- Our Assets - Our Students, Our Means - Our College Staff

VALUES @ SRMS- IBS

- Innovativeness
- Fairness
- Excellence
- Integrity

Strategic Plan- For 2010- 2018

The Strategic Plan- SRMS- IBS consisted of a series of coordinated steps to bring about changes in the Institute's direction, structure, interfaces and performance.

- To make the Institute leaner, more professional and more focused
- Revision of the subject Syllabus in the beginning of every trimester for achieving the career-ready standards.
- Further enrichment of all the Resources including Library Facilities and class room infrastructure for making the teaching more effective.
- Execution of redefined and innovative ideas that make teaching methods more effective.
- Maintain the number of high-visibility research symposia with at least one major symposium per year and overall, hold at least one significant public symposium, conference or event at the Institute.
- Develop and launch of revenue-generating, high-value Executive programs for executive students.
- Refine faculty service standards to reflect the importance of faculty collaboration in building a strong culture in the campus.
- To train and improve quality by imparting new skills to employees and by redesigning staff jobs/functions
- To deploy technology for enhancing productivity and efficiency
- To ensure effective utilization and maintenance of infrastructure
- To form selective strategic alliances with academic, research and industrial organizations
- Expand the Institute's branding activities through increased promotion and advertising using traditional and web-based media.
- Continue to develop branding of the Institute that will help alumni, current students, and recruiters translate the Institute's strategy into clearly understood career benefits.
- Provide & Practice the best possible environment in campus for all the students, faculties and staff.