

Aditya Institute of Management Studies and Research

Perspective Plan: 2019-2024

Context:

Aditya Institute of Management Studies and Research is an emerging leader in management education in India. The Institute is ranked as the top 2nd emerging B-school in India by the Times B-school survey 2018. The Institute aims to become a globally recognized international Business School.

Strategy:

The Transformation Plan outlined in this document considers the need to continuously focus on key stakeholders responsible for the Institute's development, namely, Faculty, Non-teaching Staff, Students, Parents, Alumni and corporate. The transformation plan is based on achieving excellence in the following pillars of performance:



Action Plan:

The execution will be implemented in the following phases:

Phase 1 (2019-2020): Building up on strengths

This phase will focus on utilizing Institute's state-of-art infrastructure facilities to develop an environment conducive to industry and academic interactions.

Phase 2 (2020-2022): Developing Intellectual Capital and Industry Interfaces

This phase will focus on building corporate connect in diverse sectors and expanding the Institute's presence in academic and industry Forums.

Phase 3 (2022-2024): Going global

This phase will position the Institute on the international platform through exposure to the Faculty and Students and foreign based Alumni and Corporates.

The details of the plan follow:




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Phase 1 (2019-2020): Building up on strengths

A. Placements:

1. Efforts to target 100 percent placements with good salary in variety of growing sectors will be achieved by improving employability in each semester throughout the program as follows:

Semester 1 - Core Program - Employability	Semester 2 – Core Program Employability	Semester 3 – Core Program Employability
<ul style="list-style-type: none">• Knowledge enhancement through Library Research – newspapers, magazines, industry reports• Industry Visits• Aptitude Tests for Verbal, Quantitative, Reasoning skills• Faculty Mentorship	<ul style="list-style-type: none">• Resume Writing• Deep –dive into Sector Awareness (6 – 8 Sectors)through series of lectures• CSR projects• Live projects culminating into research papers	<ul style="list-style-type: none">• Last mile support for company specific preparation• Seminars on recent trends, learnings from Summers• Ethics & Life-skill orientation• Cross-Functional Case Studies• Semester 4 – Campus-to Corporate Sessions through Corporates

2. Parents will be invited twice a year to discuss the performance of their ward.
3. There will be focus on increasing the number of recruiters visiting the campus.
4. Efforts will be made to identify growth/sunrise sectors.

B. Intellectual Capital:

1. Achieving Accreditation by NAAC through focussing on documentation and quality control.
2. The curriculum will be made industry oriented by seeking inputs from industry experts.
3. The curriculum will be based on discovery-driven learning by using the following focus:

Workshops/Certifications	Weekly Discussions	Special sessions by Experts
<ul style="list-style-type: none">•Sem 1: Six Sigma, Digital, Analytics•Sem 2: EQ, Retail Management, Advanced Excel•Sem 3: Simulation Games•Sem 4: Webinars	<ul style="list-style-type: none">•Latest trends in each specialisation: Marketing, Finance, Operations, Systems and HR• General Managent topics such as Human rights, Multicultural workplaces, Corporate Governance	<ul style="list-style-type: none">•Grooming•Emotional Competencies required by Managers•Group Dynamics•Body Language•Oral/written Communication




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4. Motivating Faculty members to get their research published in internationally indexed peer reviewed journals.
5. Encouraging Faculty members to write blogs on LinkedIn.

C. Admissions:

1. Testimonials from Industry will be put up on both the Institute's website and LinkedIn page.
2. More testimonials will be obtained from Alumni.
3. Marketing efforts will include presentations by Faculty, Alumni and distribution of handbills in cities like Nagpur, Jaipur etc.
4. Efforts will be made to glorify placement/summers success stories in print/radio.
5. Stringent selection processes will be maintained.
6. Collaborations will be established with SMEs to train their staff using the Institute's infrastructure.
7. Investments in workshops conducted by Corporate Trainers through tie-ups.

D. Industry Interface:

1. An Ideation Cell will be set up for corporates to brainstorm with students for creating client briefs.
2. Newsletters will be sent to HR Heads of target organisations.
3. Alumni will be invited on a fortnightly basis.
4. Regular meetings will be conducted with organisation Heads/decision makers.

E. Infrastructure:

1. Communication Development Centre will be created for:
 - Video Recording for each individual
 - Training for E-mail writing/mobile messaging
 - Conducting Meetings (Agenda, Minutes)
 - Practicing Business Etiquettes
2. Regular LinkedIn activation will be encouraged through blogs.
3. Online practice tests will be encouraged using the TCSion software.
4. An Alumni Centre and website will be created.




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Phase 2 (2020-2022): Developing Intellectual Capital and Industry Interfaces

A. Placements:

Efforts will be made to sustain and improve processes undertaken in Phase 1.

B. Intellectual Capital:

1. The focus will be initiating Consultancy assignments with the industry.
2. MDPs will be increased in all areas of specialisation.
3. Concrete efforts will be made to hire greater number of PhD Faculty from top 20 Management Institutes.
4. Preparation will begin for NBA Accreditation.
5. Efforts will be made to sustain and improve processes undertaken in Phase 1.

C. Admissions:

1. New programs with super specialisation will be introduced.
2. Efforts will be made to increase the intake in existing programs.
3. Efforts will be made to sustain and improve processes undertaken in Phase 1.

D. Industry Interface:

1. Surveys will be conducted to identify best practices in each sector.
2. Awards be given to recruiters, companies and individual achievers in specific categories.
3. Efforts will be made to initiate industry sponsored research.
4. Efforts will be made to sustain and improve processes undertaken in Phase 1.

E. Infrastructure:

1. Efforts will be made to go digital strongly by making key lectures/sessions available on LinkedIn and also making most lectures available online for students.
2. Efforts will be made to sustain and improve processes undertaken in Phase 1.




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Phase 3 (2022-2024): Going global

A. Placements:

Efforts will be made to focus on building relationships with large conglomerates.

B. Intellectual Capital:

1. The focus will be giving global exposure to faculty and students.
2. International student/faculty exchange programs will be developed.
3. Joint research programmes will begin through collaborations with foreign universities.

C. Admissions:

Marketing efforts will be initiated in foreign locations.

D. Industry Interface:

1. An area of focus will be identified where the Institute will create its name.
2. Foreign associations/memberships will be built.

E. Infrastructure:

Efforts will be made to locate two or three international locations.

Conclusion:

The above pillars of performance will require documentation and regular audits by using the following system:

Weekly Performance Tracker



[Signature]
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The above plan will culminate into Accreditation by NAAC and NBA, strong collaborations with several organisations, academic reputation through innovative high-impact academic programs and rankings, optimal use of infrastructure, increasing quality of research and expanding opportunities for business and global engagement. The transformation plan will be reviewed and adjusted every six months.



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