



Department of Management

Strategic Plan 2020-22

Chairman's Message

"... nothing gives me more happiness & satisfaction than seeing smiles on the faces of young boys & girls as they enjoy the learning process on the campus, make lifelong friends, work hard to cope with the challenges of their curricular & co-curricular schedules, and indulge with vigor in extracurricular activities, find time to party, groom themselves as fine Ladies & Gentlemen sensitive to global arts & culture, ready to plunge into their chosen professions and finally work overtime to care for their immediate & Global family and see that Mother Earth and all its inhabitants are saved from catastrophic human interventions. I do believe of these young people becoming ethically right, successful & enjoy their lives to the fullest..."

About ITM

Management Education at ITM will ignite your performance and give you the skills you need to succeed in global business today whether you want to augment your current career, be at the higher echelons in industry, or venture as an entrepreneur. MBA Programme offered by ITM started in 2009 is approved by AICTE and affiliated to Jiwaji University, Gwalior. Presently the program is offering dual specialization in four areas-Finance, HR, IB, and Marketing.

In its relatively short history, ITM, Gwalior has established itself as one of the best institutes in central India. Since ITM venture into the education section in 1997, it has garnered more recognition and acceptance in the region than all other institutions combined, as demonstrated through the steep growth curve of ITM. With talented faculty, world-class resources, infrastructure, and state-of-art research, the institute is among the most sought-after in central India.

Institute's Vision and Mission

The Vision

To develop the institute into a center of excellence in education, research, training, and consultancy to the extent that it becomes a significant player in the technical and overall development of the country.

The Mission

- to meet the global need for competent and dedicated professionals.
- To undertake R & D, consultancy & extension activities that are of relevance to the needs of mankind.
- To serve the community by interacting on technical, scientific, and other development issues.

Department of Management

Welcome to the Department of Management, a place where art, science, and craft meet. DoM has grown gradually over the years and imprinted a niche for itself in the landscape of management education and research. Besides curriculum, we incorporate various other industry-dependent parameters by imparting the necessary knowledge, skill, attitude, and personality to shape our students to meet present and future business needs. Department of Management has a blend of experienced and young full-time faculty engaged in teaching, research, and outreach activities.

Department offers quality education through the use of modern teaching aids to research management. We wish to prepare future managers who will be able to make the best use of their skills in managing business needs and coping with the challenges being faced by the firms in the present scenario.

The Vision of the Department

The department endeavors to foster analytical, managerial, and entrepreneurial attitudes besides inculcating ethical values for the holistic development of learners to create positive societal change.

The Mission statements of the Department

M1: To cultivate a learning environment suitable for the creation and dissemination of management knowledge.

M2: To develop innovative and dynamic business leaders who add value to society and nation-building.

M3: To develop industry-academia interaction in a collaborative manner that provides industrial exposure and experiential learning.

Course Offered:

MBA (Full Time) 2 years Program

Masters of Business Administration (MBA) is AICTE Approved post-graduate degree course in management with dual specialization and its duration is 2 years (four semesters). The Department is affiliated with Jiwaji University, Gwalior. The program is so designed that the students get balanced development in their conceptual understanding and practical/application exposure.

About the MBA Program

The MBA program is a well-known professional post-graduate degree of two years duration. This degree equips aspiring students with the expertise needed to understand business and management on both the national and international levels. It is structured to reflect the changing world of business. MBA education at ITM GOI campus is deliberately intended to be a life-changing experience, one that will shape your professional identity and influence your thinking for the rest of your life.

Highlights

- Online Classes through LMS (Tatva)
- Center of Excellence (Reflex Solutions)
- NPTEL Local Chapter
- UREKA- MoU for research and faculty-student exchange.
- Live Projects and Internships with reputed companies
- Industry Interaction & Industrial Training
- Industry trained faculty to supervise students for Project-Based Learning
- Activity-Based Continuous Assessment System (ABCAS)

- Training Augmentation and Placement (TAP)
- NSS & Unnat Bharat Abhiyan (UBA)

Strategic Plan of Department of Management

Strategic planning plays a significant role in achieving the goals of the institute. It provides a framework for effective target settings and evaluation. The plan is prepared in a way to plant deep roots that will offer a solid foundation for the continuous improvement of the department. A successful strategic plan also re-energizes the desire for experimentation and innovation while remaining focused on the various goals of the department and the institution.

Availability of Strategic Plans:

The Department has a strategic plan and the focus of this plan is to achieve the set goals as mentioned above. While the detailed strategic plan is available on the institute's website the key features of the same are mentioned below.

1. Promoting research work by encouraging faculty members and providing them with an environment conducive to scientific activities.
2. Transforming academic programs into excellence by deploying innovative pedagogy, improving the industry-institute interactions, above all increasing the active participation of the students in all academic, co-curricular, extra-curricular, and professional activities.
3. Conducting training and learning programs to create dynamic faculty and staff. Training programs to provide a smooth transformation of students from campus to corporate.
4. Innovative entrepreneurial activities are employed to achieve our goal of creating job providers.
5. New marketing approaches to attract students with higher grades in qualifying exams.

Strategic Planning Process

The ITM, Gwalior planning process shall be conducted on a two-year cycle and shall project strategic direction for the institution. The Director shall appoint the Strategic Planning Committee and lead the strategic planning process.

Through analysis of the Institute’s internal strengths and weaknesses as well as opportunities and threats, ITM is better prepared to define its institutional initiatives and corresponding goals.

The mission as well as the strategic initiatives and corresponding goals constitute the Institute’s strategic plan. The strategic plan forms the foundation for annual operational planning.

The results of the Management planning session, discussions with constituency groups, the SWOT analysis, and the discussions and reviews by the Strategic Planning Committee shall provide the basis for strategic initiatives and related goals for ITM Strategic Plan. Finally, strategic planning requires periodic assessment of progress toward initiatives and goals. In some cases, goals may be revised or eliminated and new goals formulated in response to changes within the Institute or in the external community. The ongoing assessment shall be an essential component of a successful strategic plan.

Strategic Planning Process Model

- Analysis of Internal and External Environment- Various factors evaluated i.e strengths and weaknesses of the institute, demographics of the region, economic and industrial trends
- Review - Based on the above analysis, the committee reviews the vision, mission, and values.
- Develop Strategic Direction- Committee develops strategic direction based on context, institutional goal, and initiative.
- Develop evaluation plan- An evaluation plan is prepared by the committee so that the implementation of the strategic plan can be measured based on effectiveness.
- Access outcomes-Initiatives taken, goals achieved and objectives completed are the indicators of outcomes of any strategic plan. Committee reviews the outcomes and plan for the next.

Strategic Planning and Monitoring Committee

Name	Designation
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Dr. Preeti Singh, HoD Management	Chairperson
Dr. Ankit Gupta	Secretary
Mr. Abhishek Pridarshi, Viram Woolens	Member
Mr. Vijay Singh Rajawat, Chief Manager Finance and Accounts JK Tyre and Industries Ltd.	Member
Dr. Prashant Sharma	Member
Dr. Shri Krishana Patsaria	Member

Objectives and Functions

The Strategic Planning and Monitoring Committee's primary objective is to assist the Department in its work to protect Institute's shareholders' interests via exercising control of the Institute's strategic development.

Key functions of the Committee are as follows:

- Determine the direction and scope of the Department over the longer-term;
- Participate in establishing concrete goals and priority areas of the Institute, assessment of strategic initiatives concerning development and implementation control of the Department Strategy and work-area specific strategies of the department;
- Analyze principles trends of the current education sector concerning the Institute activities and communicate relevant information to the Institute Management/ Director;
- Participate in the control of Department Plan delivery
- Assess the efficiency of the Department interaction with stakeholders of the Institute

- Review the strategic plan.

The Committee assists the Management/Director in the following areas of its competence:

- Identification of the Institutes' strategic objectives and development milestones.
- Assessment of the Institutes' long-term efficiency.
- Ensuring efficient strategic and work planning.
- Formulation of the Department policy.
- Reviewing the strategic plan every 2 to 3 years.
- Planning to deal with upcoming challenges.

Strategic Goals:

1. Promoting research work

Objective: Develop nurturing research environment for faculty and students

Target: Continually upgrade faculty and students in the field of research and Create ITM as Research Centre.

2. Transforming teaching-learning pedagogy

Objective: Develop an innovative academic structure for student progression

Target: Develop the Faculty as Prominent Academicians with high Research Aptitude

3. Training and learning programs for faculty and students

Objective: Provide excellent facilities and quality opportunities to students for all-round personal and professional growth

Target: Develop industry interaction and international connect for higher academic and professional development of faculty and students.

4. Innovative entrepreneurial activities

Objective: To improve entrepreneurship ratio through Alumni, Community, Business, and Professional Relationships.

Target: Excel in providing quality guidance through short-term workshops and mentorship.

5. Innovative marketing approaches

Objective: Develop Department of Management as a Trusted Brand recognized as a symbol of excellence

Target: To create our alumni as our brand ambassador

In our continued campaign towards attaining our strategic goals and correcting areas of weaknesses, the following outcome of the strategic plan can be listed:

- The Management Department has attracted well-educated faculty, which has enhanced the distinctiveness and uniqueness of the MBA program.
- The faculty members have actively participated in several national and international events as presenters and session chairs.
- The department has various active ties-ups with national and international organizations of repute. Program and training are regularly conducted under these collaborations.
- The placement of the students is exceedingly good and has a significant improvement in both the number of students placed and the annual pay package.
- The entrepreneur activity of the department has also shown a notable upsurge resulting in several established entrepreneurs.



Dr. Preeti Singh

Head of the Department

ITM, Gwalior