

## IUBAT CBA Strategic Plan

Mission & Vision Alignment → Stakeholder-Informed SWOT Analysis → Goals, Objectives & Strategic Initiatives

**Mission-** To develop socially responsible and ethically driven managers, improve quality education and research in business and management, and prepare students with contemporary developments in the field of business, management, and technology.

**Vision-** To be a globally renowned business college that produces knowledge-and skill-based ethical graduates for addressing the 21st century's business challenges.

### SWOT:

<b>Strengths</b>	<b>Development Challenges</b>
<ul style="list-style-type: none"> <li>i. Robust governance,</li> <li>ii. Strategic clarity,</li> <li>iii. Quality curricula,</li> <li>iv. Experienced faculty,</li> <li>v. Modern infrastructure,</li> <li>vi. Active research, and</li> <li>vii. Strong industry linkages producing adaptable graduates.</li> </ul>	<ul style="list-style-type: none"> <li>i. Gaps in leadership effectiveness,</li> <li>ii. Curriculum alignment,</li> <li>iii. Teaching quality,</li> <li>iv. Student support, and</li> <li>v. Research and infrastructure advancement.</li> </ul>
<b>Opportunities</b>	<b>Emerging Challenges</b>
<ul style="list-style-type: none"> <li>i. Digital innovation,</li> <li>ii. Enhanced accreditation,</li> <li>iii. Expanded experiential learning,</li> <li>iv. Deeper alumni–industry collaboration, and</li> <li>v. Integrated technical and soft skills development.</li> </ul>	<ul style="list-style-type: none"> <li>i. Accelerating industry and</li> <li>ii. Technological change requiring continual curriculum renewal to maintain competitiveness.</li> </ul>

### Goals and Objectives:

<b>Goal</b>	<b>Objectives (Timeline)</b>
<b>1. Provide Quality Educational Experiences</b>	<ul style="list-style-type: none"> <li>1.1 Curriculum Enhancement (2025–2028)</li> <li>1.2 OBE Implementation (2025–2028)</li> <li>1.3 Experiential Learning (2028)</li> <li>1.4 Technology Integration (2028)</li> </ul>
<b>2. Faculty Recruitment, Development &amp; Facility</b>	<ul style="list-style-type: none"> <li>2.1 Staffing Optimization (2028)</li> <li>2.2 Research Development (2028)</li> <li>2.3 Faculty Training (2028)</li> <li>3.1 Admission Promotion (2028)</li> </ul>
<b>3. Promoting CBA</b>	
<b>4. Recognition &amp; Accreditation (National &amp; International)</b>	<ul style="list-style-type: none"> <li>4.1 ACBSP Accreditation (2025)</li> <li>4.2 UGC Compliance (2028)</li> </ul>
<b>5. Collaboration &amp; Relationship Building</b>	<ul style="list-style-type: none"> <li>5.1 Academic Collaboration (2028)</li> <li>5.2 Employer Engagement (2028)</li> <li>5.3 Student–Alumni Relations (2028)</li> </ul>