

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:

Strengths	Development Challenges
i. Robust governance, ii. Strategic clarity, iii. Quality curricula, iv. Experienced faculty, v. Modern infrastructure, vi. Active research, and vii. Strong industry linkages producing adaptable graduates.	i. Gaps in leadership effectiveness, ii. Curriculum alignment, iii. Teaching quality, iv. Student support, and v. Research and infrastructure advancement.
Opportunities	Emerging Challenges
i. Digital innovation, ii. Enhanced accreditation, iii. Expanded experiential learning, iv. Deeper alumni–industry collaboration, and v. Integrated technical and soft skills development.	i. Accelerating industry and ii. Technological change requiring continual curriculum renewal to maintain competitiveness.

Goals and Objectives:

<i>Goal</i>	<i>Objectives (Timeline)</i>
1. Provide Quality Educational Experiences	1.1 Curriculum Enhancement (2025–2028) 1.2 OBE Implementation (2025–2028) 1.3 Experiential Learning (2028) 1.4 Technology Integration (2028)
2. Faculty Recruitment, Development & Facility	2.1 Staffing Optimization (2028) 2.2 Research Development (2028) 2.3 Faculty Training (2028)
3. Promoting CBA	3.1 Admission Promotion (2028)
4. Recognition & Accreditation (National & International)	4.1 ACBSP Accreditation (2025) 4.2 UGC Compliance (2028)
5. Collaboration & Relationship Building	5.1 Academic Collaboration (2028) 5.2 Employer Engagement (2028) 5.3 Student–Alumni Relations (2028)