



# giBS

Gitarattan International Business School

Grade A Accredited by NAAC

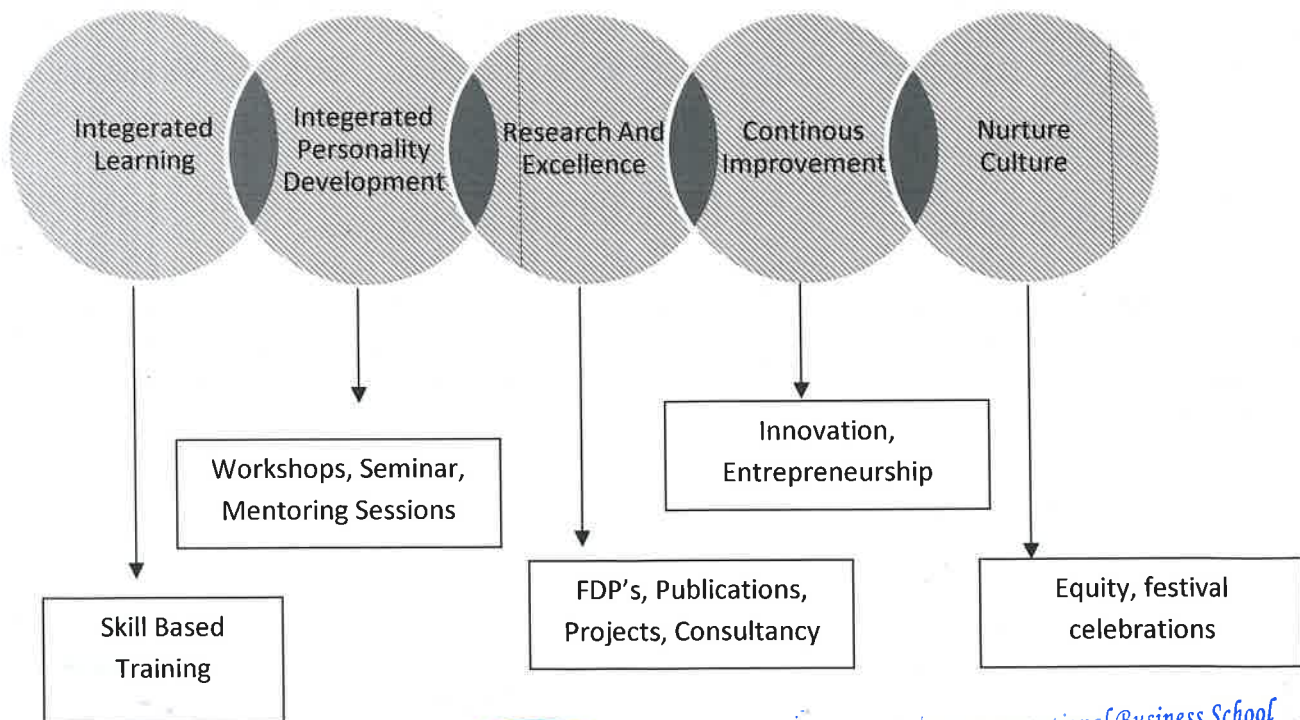
## Vision of the Institute

To prepare outstanding professionals in business management and other disciplines, who can provide intellectual-emotional-psychological leadership; design-develop-implement systems & processes; and research-innovate-compete at national & international level.

## Mission of the Institute

- Provide an integrated learning experience stressing basic skill development, academic excellence, employable skill preparation and intellectual rigor;
- Promote integrated personality development of students;
- Encourage research and excellence in all activities of teaching fraternity;
- Promote continuous improvement in processes and systems through innovative ideas and technologies, and
- Nurture culture of fairness, equity and partnership.

## Mapping of Mission and Plan of Action



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### SWOC of GIBS

<b>STRENGTHS</b>	<b>OPPORTUNITIES</b>
<ul style="list-style-type: none"> <li>• Qualified, Experienced and dedicated Faculties</li> <li>• Effective use of ICT in teaching Learning Process.</li> <li>• Student Centric functioning like <b>NURTURE CYCLE</b>, Effective academic monitoring.</li> <li>• Visionary leadership</li> <li>• Skill training through Skill based Training</li> <li>• Mechanism of Feedback-review-revision.</li> <li>• Manifold Student support system</li> <li>• Various clubs fulfilling interest of students like, Frames, Expressions, Heritage and many more.</li> <li>• Eco-conscious campus</li> <li>• Safe and Secured environment</li> <li>• Promoting Student Research Skills</li> <li>• Practical Exposure through events like MOOT COURT, CONNECT Management Fest.</li> <li>• Holistic development of student</li> </ul>	<ul style="list-style-type: none"> <li>• Potential to become autonomous college</li> <li>• Stronger Alumni network and their enhanced involvement in academic and research projects</li> <li>• The young faculty, providing greater opportunity for innovation and technology application in teaching-learning process.</li> <li>• Possibility of research in management and law.</li> <li>• Greater opportunity for research through start ups</li> <li>• Lecture recording studio.</li> <li>• International collaboration through student and faculty exchange.</li> <li>• Great opportunity to become a resource centre for local communities.</li> <li>• Possibility of Interdisciplinary research and collaboration.</li> <li>• Collaborations with foreign universities.</li> </ul>
<b>WEAKNESSES</b>	<b>CHALLENGES</b>
<ul style="list-style-type: none"> <li>• Limited Space available in campus</li> <li>• No hostel &amp; guest house.</li> <li>• Limited presence of international students on the campus.</li> <li>• Lacking of Incubation Cell</li> </ul>	<ul style="list-style-type: none"> <li>• Resource mobilization from agencies</li> <li>• Restriction from university and government on admission, fees and curriculum.</li> <li>• Getting more research projects &amp; funding.</li> </ul>



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## Key Strategic Plan

Short Term  
(2023-2025)

- To make organisation more focused on professional and quality.
- To enhance student Skills.
- To enhance students Research quality.
- Motivate students and faculty to increase usage of library and footfall.

Medium Term  
(2023-2027)

- Sign MOUs with academic institutions, industries and other agencies of professional and social relevance
- Design Systems, Processes and Structure for quality delivery
- Develop Culture to foster Value Proposition
- Nurture Leadership; and Invest Funds to sustain Quality Assurance
- Strengthen research and exposure of Faculty
- Digital learning
- Increase activities related to Health, Hygiene and Physical Fitness.

Long Term  
(2023-2030)

- To attain NBA Accreditation
- Constant endeavour to enhance quality of lecture delivery and technology proficiency
- To be a centre of Excellence and a model of green and sustainable practices based on SDGs.
- Modern Infrastructure facility
- To attain Autonomous Status



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**Long-term Goal 1. To provide Modern Infrastructure Facility**

- Develop infrastructure for carrying out Research and Development activities.
- Academic infrastructure to be strengthened further.
- Strengthen campus wide networking.
- Modernization of Computer Labs.
- Up gradation of Library.

**Long-term Goal 2. Enhance Quality of delivery**

- Encouraging brain storming sessions in the class
- Structure lectures logically, with clear outlines, to aid comprehension.
- Provide constructive feedback on assignments and assessments to support individual student progress.
- Cultivate a supportive and inclusive atmosphere that encourages student engagement
- Bring industry experts to share practical insights and experiences with students.

**Long-term Goal 3. To focus on Outcome Based Education- NBA Accrediation**

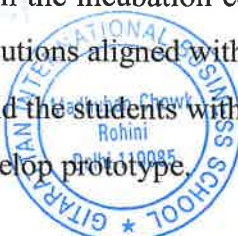
- Clearly define and communicate the expected outcomes of each program and course. These outcomes should align with the NBA accreditation standards.
- Improve institutional rankings by focusing on academic excellence, research output, and student achievements.
- More effective Assessment and evaluation following OBE framework.

**Long-term Goal 4. To attain Autonomous Status**

- To attain NAAC Accreditation
- Outcome Based Education

**Long-term Goal 5. To facilitate students to become entrepreneurs (incubation centre)**

- Conduct Business Plan and Idea Competition
- Foster an environment within the incubation center that supports and nurtures startups, focused on green innovations and solutions aligned with SDGs.
- Bring in mentors to hand hold the students with innovative ideas.
- Provide the seed fund to develop prototype.



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## **Long-term Goal 6. To make use of technologies for providing skill sets and additional self-learning**

- Adopt digital learning, e-learning solutions, and interactive sessions.
- Encourage self-learning techniques.
- Adopt blended learning to maximize student learning.

## **Long-term Goal 7. To collaborate with Foreign/National institutions of higher learning and research organizations**

- Collaborate with reputed foreign universities/Institution.
- Faculty exchange programs.
- Partnership programs.
- Collaborate with universities/Institution of repute for research activities.
- Best practices from reputed academia and industry to bring holistic learning experiences.

## **Long-term 8. Strengthening the conduction of social activities**

- Educational Workshops on Climate Change (SDG 13 - Climate Action)
- Cultural Exchange Events (SDG 16 - Peace, Justice, and Strong Institutions)
- Waste Management Initiatives (SDG 12 - Responsible Consumption and Production)



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## Road Map to Attain Strategic Goals: Vertical and Horizontal Growth

### Vertical Action 1: Research Goals

S.no.	Strategy	Action Plan	Targeted Year
1.	Focus on Student Research: Set Standards for Publication	<ul style="list-style-type: none"> <li>Research Training through Assignments &amp; Projects.</li> </ul>	2024
2.	Evolving pedagogy for teaching research Methodology to generate interest in research	<ul style="list-style-type: none"> <li>Experts Sessions &amp; Workshop</li> <li>Curriculum &amp; Syllabus</li> </ul>	2024
3.	Faculty Publication by Each Department	<ul style="list-style-type: none"> <li>Minimum 3 Publication per faculty per year</li> </ul>	2025
4.	Industry Collaboration for Research	<ul style="list-style-type: none"> <li>MoUs with Industry Partners for research</li> </ul>	2025
5.	Strengthen Research	<ul style="list-style-type: none"> <li>Provisions for promoting Research</li> </ul>	2025
6.	Research Lab Upgradation	<ul style="list-style-type: none"> <li>Lab Upgradation</li> <li>Software</li> </ul>	2024

### Vertical Action 2: Faculty Development & Consultancy

S.No.	Strategy	Action Plan	Targeted Year
1.	Ensuring PHD Qualification for at least 75% of the Faculty Members	<ul style="list-style-type: none"> <li>Identify potential candidates</li> <li>Encouraging and incentivizing them to join Ph.D.</li> </ul>	2025
2.	Faculty Career Advancement Policy	<ul style="list-style-type: none"> <li>Encouraging Research</li> <li>Support for publication and conference participation</li> <li>Encouraging memberships in professional bodies</li> <li>Provision for international exposure</li> </ul>	2025
3.	Strengthening Faculty Exposure	<ul style="list-style-type: none"> <li>Identifying Key areas of skills/expertise and getting faculty members trained for the same.</li> </ul>	2025
4.	Strengthen consultancy	<ul style="list-style-type: none"> <li>Create a division for consultancy in areas such as Green Audit, Academic Audit and pedagogy.</li> </ul>	2026



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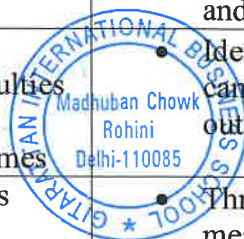
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**Vertical Action 3: Student Support and Progression**

S.no.	Strategy	Action Plan	Targeted Year
1.	Capacity Building	<ul style="list-style-type: none"> <li>• More usage of Library</li> <li>• Soft Skills Development</li> <li>• Internship Fair for in hand Practice</li> <li>• Skill based Training</li> <li>• Remedial Classes for Slow Learners</li> <li>• Holistic development</li> <li>• Nation building like (NSS)</li> <li>• Environment awareness</li> <li>• Green and Sustainable practices on SDG &amp; G20</li> <li>• Physical Fitness Activities like Yoga</li> </ul>	Continuous process
2.	Promote Higher Studies	<ul style="list-style-type: none"> <li>• Preparation for higher education (Career Counseling, Sessions &amp; Guidance for entrance)</li> </ul>	Continuous process
3.	Promote Higher Placement	<ul style="list-style-type: none"> <li>• Placement fairs</li> </ul>	Continuous process
4.	Mentoring	<ul style="list-style-type: none"> <li>• Mentoring for career</li> <li>• Mentoring for projects</li> </ul>	Continuous process
5.	Digital Learning	<ul style="list-style-type: none"> <li>• Recording Studio</li> </ul>	2026
6.	Classroom Modernization	<ul style="list-style-type: none"> <li>• All Smart Classes</li> <li>• Audio &amp; Video System</li> </ul>	2025
7.	Biometric Attendance System	<ul style="list-style-type: none"> <li>• Attendance</li> <li>• Entry &amp; Exit</li> </ul>	2025

**Vertical Action 4: Educational Leadership**

S.no.	Strategy	Action Plan	Targeted Year
1.	Promotion of International Exchange	<ul style="list-style-type: none"> <li>• International exchange target-1%</li> <li>• Collaborations &amp; Tie-ups through MOUs for the same - 5 MOUs for 5 years.</li> </ul>	2024
2.	Leader in Pedagogy	<ul style="list-style-type: none"> <li>• Establish a centre for educational innovation and research</li> </ul>	2025
3.	Planning for and identifying fitting faculties for various departments/programmes	<ul style="list-style-type: none"> <li>• Identifying potential candidates from within and outside</li> </ul>	2025
4.	To attain Autonomous Status	<ul style="list-style-type: none"> <li>• Through combined measures here</li> </ul>	2030



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## Vertical Action 5: Conduction of Social Activities

S.no.	Strategy	Action Plan	Targeted Year
1.	Workshops	<ul style="list-style-type: none"> <li>Climate Change</li> </ul>	2024
2.	Exhibition	<ul style="list-style-type: none"> <li>Waste Management Events</li> </ul>	2025
3.	Street Play	<ul style="list-style-type: none"> <li>Peace</li> <li>Justice &amp; Legal Knowledge</li> </ul>	2025

## Horizontal Action 1: Expand the Province of Knowledge Base

S.no.	Strategy	Action Plan	Targeted Year
1.	Raise the Strength of Student	<ul style="list-style-type: none"> <li></li> </ul>	2023-2025
2.	Skill Based Training	<ul style="list-style-type: none"> <li>Per semester at least one course to be offered</li> </ul>	2023-2030
3.	Language Course	<ul style="list-style-type: none"> <li>Foreign Language Course offered to PG Courses</li> </ul>	2023-2030
4.	Holistic Development	<ul style="list-style-type: none"> <li>Strong Mentoring Cell</li> </ul>	2023-2030

## Horizontal Action 2: Infrastructure Expansion

S.no.	Strategy	Action Plan	Targeted Year
1.	To develop two more floors	<ul style="list-style-type: none"> <li>Floor extension</li> </ul>	2023-2025
2.	To develop facilities for students	<ul style="list-style-type: none"> <li>Incubation centre</li> </ul>	2026
3.	Adequate infrastructure to become Autonomous College	<ul style="list-style-type: none"> <li>Build additional floors</li> <li>Build additional indoor sports</li> </ul>	2030
4.	Solar Panel	<ul style="list-style-type: none"> <li>Modernization</li> </ul>	2024
5.	Additional Lift	<ul style="list-style-type: none"> <li>Installation</li> </ul>	2024
6.	Modernize washrooms & Corridors	<ul style="list-style-type: none"> <li>Sensor based Lights</li> </ul>	2024
7.	IT Security	<ul style="list-style-type: none"> <li>New Website</li> <li>Firewall</li> <li>Mobile Jammer</li> <li>Security System-CCTV, IP based modernization</li> </ul>	2025
8.	New Structure	<ul style="list-style-type: none"> <li>Auditorium</li> <li>Six Seminar Halls</li> </ul>	2025
9.	Infrastructure Upgradation	<ul style="list-style-type: none"> <li>Cafetria</li> <li>Basketball Court</li> <li>Badminton Court</li> <li>Table Tennis</li> </ul>	2025



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