



K.R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

STRATEGIC PLAN

[2017-2022]



Strategic Planning – K.R. Mangalam University

Strategic Planning is a well-defined process at K R Mangalam University which has been devised in achieving the University Objectives. This process shall enable the University to achieve the goal of attaining global standards and excellence in academics, research, and innovation.

To give a shape to the strategic plan, the plan is divided into University's goals which take care of all the aspects of successful running of the operations at the University in tune with the Vision & Mission of K R Mangalam University.

OUR VISION



K.R. Mangalam University's vision is to develop a world class education and to deliver a substantial innovation and international impact through creation and dissemination of knowledge. Through our university we aim to provide highest quality of education to students, nurture their talents, promote intellectual growth, and shape their personal development.

OUR MISSION



We set sail therefore to further propel the strong foundations of our vision upon which we base our objectives.

- Transforming lives through knowledge, collaboration, and partnership.
- Creating niche of innovation, entrepreneurship, and creativity.
- Nurturing and rewarding skills and talent.
- To impart undergraduate, post graduate and doctoral education in identified areas of higher education.
- To integrate its growth with the global needs and expectations of the major stakeholders through teaching, research, exchange & collaborative programs with foreign or Indian universities, institutions and MNCs.
- To act as a nodal centre for transfer of technology to the industry.

SYMBOL OF EXCELLENCE



K.R. Mangalam group have widespread interest in the sphere of quality education with a commitment to excellence. The KRMU uses the KASAM approach to get an effectual outcome.

K-Knowledge

A-Attitude

S-Skill

A-Ambition

M-Moral values

To make the world a better place is what we aim to develop in KRMU students. Our approach is therefore to impart the education and groom the leaders of the future world.

The emblem of K.R. Mangalam University is the symbolic representation of the enlightenment of spirit and empowering the youth with global values and beliefs. The flame represents the passion and burning desire for acquisition of knowledge and the torch an everlasting penchant to achieve leadership. The human elements holding the torch reflect a value system that respects humanity as a whole and treats the world as a close-knit network. The convocation cap signifies accomplishment while the trophy represents achievements. The ultimate destination of any academic pursuit being success, the emblem embodies the spirit in its design principle. The legend of K.R. Mangalam incorporates all the elements together to make the institution what it is today.

Goal 1- Expansion of University: Offering Diverse Programs across Schools

KRMU aspires to become an innovative university in its pursuit of knowledge sharing. We aim to provide healthy and safe learning environment in which faculty, and students can work in collaborative manner to achieve highest standards in research and education to provide sustainable solutions to world problems.

Therefore, we aim to offer bouquet of programs in all sectors to accelerate our progress as a pioneering university in India. We intend to offer programs and professional courses in all fields and provide unparalleled educational experience to the students that is intellectually, socially, and personally transformative.

Strategic Initiatives	Target set	Evidence
Start of New Schools	To start new Schools catering to different specialized areas	<ul style="list-style-type: none"> • Increase in number of schools covering areas of humanities, social sciences, sciences, management, education and law, journalism, pharmacy, physiotherapy, agriculture etc.
Increase in Number of Programs in the existing Schools.	To start new UG and PG Programs	<ul style="list-style-type: none"> • Increase in number of UG and PG Programs in most of the schools such as law, management, engineering, pharmacy, journalism, sciences etc. • Increase in Number of admissions.
Offer PhD Program in selected disciplines	Initiation of PhD Program in selected disciplines	<ul style="list-style-type: none"> • List PhD Programs offered by Schools in specific discipline.

Goal 2- Educational Excellence and Holistic Development of Students

“**Education** means inculcating moral values, positive thinking, helping attitude, attitude of giving to society and imparting ethical values to students who will only be able to bring changes in society.”

An exceptional education system provides the opportunity to the students and allows them to fully utilize their potential to achieve success in their professional life.

The conception of holistic development of students covers a wide spectrum of activities where ambitious students avail opportunities to develop their abilities to the fullest. The purpose is not only attributed merely to academics, but also to promote the all-round students’ development which can enable them in succeeding socially, professionally, and ethically.

We, at KRMU focus on the comprehensive learning and development of the students that assimilates the intellectual development of the students along with societal, emotional, and ethical development. The faculty persistently searches for innovative and effective ways to assist students to be enduring learners to achieve brilliance and distinction.

With the objective of redefining education to fit the contemporary needs and challenges, K R. Mangalam University provides a platform for all knowledge streams and all disciplines to grow and gain advantage in a cross-disciplinary environment. This allows theory and practice to blend harmoniously. It will encompass the following:

- Innovation shall be the key driving factor.
- Design innovative pedagogies, practical application of knowledge in the real world, analytical and critical thinking, communication, and management strategies.
- Creates an environment of start-ups and jobs.
- Involve trans-disciplinary approach of learning.
- Create courses that are linked with practical which involve investigation, analysis, synthesis, and presentation of information using digital tools and methods.

The strategic initiatives to achieve educational excellence and holistic development of students at KRMU are given below:

Strategic Initiatives	Target set	Evidence
Focusing on improving the students’ skills and competencies by imparting them high quality education to enhance their knowledge and employability	<p>100% of students shall be offered a skill enhancement course.</p> <p>Students shall be motivated to design various business plans and participate in various events presenting their business plans.</p>	<ul style="list-style-type: none"> • Students going for higher studies in foreign Universities. • Number of students who start their own business

	Students shall be motivated to be part of the internships in collaborating academic, research organizations and industries.	<p>ventures/joined family business.</p> <ul style="list-style-type: none"> • Number of students placed in good, reputed organizations on highly appreciable packages.
Focusing on promoting innovative pedagogy and modern methodologies in teaching learning process to suit the needs of the students.	Each school to identify novel pedagogies in teaching learning process.	<ul style="list-style-type: none"> • The course structure is modified focusing on the nature of the course, learning objectives, and expected outcome. • Student feedback is reviewed on course delivery.
Creating and sustaining the organization culture that supports teaching excellence and focus on outcome-based education system.	<p>Implementation of Choice Based Credit System (CBCS) in the academic curriculum of all the programs.</p> <p>An Evaluation Plan and its report for each program shall be prepared and submitted every year.</p> <p>Entrepreneurship Awareness Cell (EAC) shall organize various Entrepreneurship workshops for students.</p>	<ul style="list-style-type: none"> • Evaluations are conducted from time to time covering various aspects like continuous class evaluation, class tests, assignments, case studies, live project assessments, etc. • Program structure is updated with the current content on a timely basis. • Academic calendar (framework) is planned for the whole year for smooth functioning.

<p>Focusing on providing high quality education to prepare the students for extensive careers.</p> <p>Opportunities in industry, Government, Academia and research</p>	<p>Students shall be given the assignments/project to accentuate learning.</p> <p>Students will undertake and complete the projects and internships as defined in the curriculum to develop connect with industry.</p> <p>Mentors shall work on the different aspects to assess the learning curve of the students.</p>	<ul style="list-style-type: none"> • Assignments and projects are evaluated to determine the actual learning outcomes of the students. • Details of internship, projects and dissertation are maintained for proper records. • Mentoring classes are conducted to keep track of the problems existing and the ways they can be resolved by fostering a smooth learning process.
<p>Focusing on developing the digitally knowledgeable students who can make proper use of the technology purposefully to achieve academic, professional, and personal goals.</p>	<p>Students shall be able to use IT tools to complete their assignments and projects</p> <p>Students shall be provided support to use SPSS for data analysis of their projects and dissertations</p>	<ul style="list-style-type: none"> • Use of technologies, database, tools in projects/assignment etc.

Goal 3 – Research and Innovation Excellence

KRMU is a research and innovation driven University that endeavours to outshine in research. Research and Innovation are fundamental to the mission of the University. The University has an admirable array of facilities and resources to support the faculty and students with research activities. The motive behind the research competence is to promote the culture of research excellence.

We reassure the engagement of our faculty and students in the research, artistic endeavours and scholarly activities. Over the years, we have improved the quality and augmented our research environment, harmonizing the discipline-based research. To outrival in research and innovation, we shall ensure that the University continues to produce a significant volume of high-quality original research work and respond to the rapidly changing needs of industry, society and environment.

Strategic Initiatives	Target set	Evidence
<p>Ensuring that the research work done by the research scholars is original and of high quality and shall not contain plagiarism.</p>	<p>Plagiarism check shall be performed on all the research work done by the faculty and the students.</p>	<ul style="list-style-type: none"> • Workshops are organized to guide the faculty and students to improve upon their content writing skills. • Plagiarism reports are generated to ensure no copied content is used.
<p>Ensuring enhancing quality of research publications evidenced by high criteria index per paper</p>	<p>Increase Research publications and citations</p>	<ul style="list-style-type: none"> • Details of Research publications in journals like Scopus, Elsevier, science Direct, any other reputed Journal.
<p>Focusing on maintaining and strengthening the core infrastructure and excellent pool of human resources to stimulate the intellectual participation of students in scholarly activities.</p>	<p>Enhance Research Facilities</p> <p>100% student engagement in scholarly activities.</p> <p>Increased enrollment of research scholars</p> <p>Embedding research-oriented courses in the program curriculum</p>	<ul style="list-style-type: none"> • Reports recording scholarly activities are maintained and updated regularly. • Infrastructure assessment is done on a timely basis. • Dissertations, internships and projects are incorporated as part of the program curriculum to promote research-oriented learning.

Goal 4 – Follow the Path of Ethics, Integrity, and Good Governance

Any institution is known by the functioning of its people. The employees of any organization are the face to the world. Here, at K R Mangalam University, we understand this aspect quite clearly, therefore, while working with these values; we encourage our students also to inculcate these characteristics which make them a better human being when they face the real world after passing out from here.

Working with integrity means that people trust you. You are dependable, honest, and open in your communication and take responsibility for your actions. This is the mantra which we follow at K R Mangalam University and at the same time imbibe these values in our students as they are the face of our university. They represent us everywhere they go and anywhere they work.

Good Governance is a mechanism where the organization follows the policies and procedures which are essential for maintaining the right work culture. The basic idea behind this is that each one is involved in the functioning of the organization as well as showing the accountability for the actions taken. To ensure good governance, the engine of quality and competitiveness must be fueled majorly with - Clearly defined vision, mission, and goals; Transparency and accountability at all levels; Meeting the expectations of all the stakeholders.

Strategic Initiatives	Target set	Evidence
Strategy of inculcating ethical values in the students (coming from varied backgrounds) by following the same in our day to day working.	<p>The students are given the task to follow certain principles.</p> <p>Continuous review of their performance</p>	<ul style="list-style-type: none"> • Performance analysis of diverse groups • Cases of indiscipline / unethical practices of diverse groups • Performance improvement after appropriate interventions
Engage and maintain faculty and staff that work with integrity	<p>Working with complete honesty and transparency to show that we care for our students and all stakeholders.</p>	<ul style="list-style-type: none"> • Analysis of Student satisfaction survey

and provide support for students to meet their educational goals and objectives.	Grievance redressal mechanism for all the students, faculty & staff	<ul style="list-style-type: none"> • Analysis of grievance redressal • Showing integrity in all the tasks that we perform
Having the policies & procedures in place for the functioning of the institution. Preparing SOPs of the functioning of each department/office of the University.	Track the performances based on set guidelines. The policies & procedures to be in place for the entire organization.	<ul style="list-style-type: none"> • Relevant Policy Guidelines • Annual Academic & Strategic Plan • Internal and external audit reports
	Each department/office has its own SOPs.	

Goal 5 – Procuring Accreditations & Improve Ranking

Accreditation & Ranking is a form of quality assurance which is given only after the thorough evaluation of the standards of University's teaching, faculty, services, and students, among other things. We, at K R Mangalam University, have the aim of getting national and international accreditations & higher rankings.

These national and international accreditations from the leading agencies will help us in showcasing our resolve for a better working environment for the faculty and staff and more importantly, a conducive atmosphere for the students to learn.

We already have the following approvals:

1. Course Approval from Haryana Govt.
2. Approval from UGC
3. Approval from Council of Architecture
4. Approval from Pharmacy Council of India
5. Approval from National Council for Teacher Education
6. Approval from Bar Council of India

Strategic Initiatives	Target set	Evidence
Apply for relevant and reputed accreditations for	Each school to work towards completing the necessary work to be	<ul style="list-style-type: none"> • Timeline for applying & getting the required

different schools & University	eligible for the required accreditation. Review of systems & processes by IQAC periodically.	accreditation. • Supporting documents and papers.
Review of all the systems at regular intervals so that the University is on the same page with the rules laid down by the relevant agencies.	Continuously and periodically updating the documents as per the guidelines of different agencies.	<ul style="list-style-type: none"> • List of processes and systems required for specific activity. • Benchmarking report • Copy of approval of new processes and systems • Accreditation in process/achieved status
	Review of systems & processes by IQAC periodically.	

Goal 6 – Strong Network with Industry & Alumni

It is imperative that every educational institution has strong tie-up with the industry so that it teaches the courses which allows the students to integrate with the industry without much hassle. At K R Mangalam University, we strive to do this at every aspect of our interaction with the students so that they are very well aligned with the demands of the industry. To fulfill this aspect, alumni play a vital role as they help in bridging the gaps between industry & educational institution.

Vehement partnership between industry & university brings together the economic growth for all the stakeholders. Joint execution of research project and development of curricula may be the few examples of partnership of the industry & university. This collaboration between industry & university will also enable the students to carry out research.

In our quest to give the best to our students we intend to connect with all kinds of companies so that our students can go for industrial training, internships, and campus placements. Our alumni can help us in helping the students connect with the industry for the enhancement of their careers.

Strategic Initiatives	Target set	Evidence
Build strong industry networks to keep the research and academic programs responsive	Students can undergo training programs and internships. Invite the industry experts	<ul style="list-style-type: none"> • Technology transfers • Details of industry internships

to industry needs	to share their life experiences and to discuss current trends.	
Develop sufficient capabilities in research and teaching.	To procure industry funded projects, consultancy, assignments from industry	<ul style="list-style-type: none"> • Number of industry funded projects, consultancy, assignments from industry
To connect the university with corporate as a means of enriching the university's curricula	<p>Integration of the feedback of industry experts to align the program with the industry needs.</p> <p>Integrate Industry feedback in curriculum review.</p> <p>Industry expert shall be a member of committee constituted for the purpose of curriculum review</p>	<ul style="list-style-type: none"> • Industry feedback • Minutes of meetings of Governing Body, Academic Council and Board of Studies
To foster ties with alumni and nurture and develop strong alumni network	<p>Organize Alumni meet to develop alumni network.</p> <p>Integrate alumni feedback in curriculum review</p>	<ul style="list-style-type: none"> • Alumni Survey • Alumni meet. • Feedback on curriculum

Goal 7 – Global Exposure

K R Mangalam University is a relatively new University on the block having the aspirations of becoming a renowned global university.

In our quest to become a renowned University, we shall provide our students and faculty with a challenging and exciting international experience, providing them with new perspectives and an understanding of different cultures. The students & faculty shall be exposed to a much-diversified atmosphere which will help them in broadening their horizons.

We shall stress the enhancement of our partnerships on international research with other world class universities and institutions worldwide.

To become a world class University, we shall also focus on having the best minds on board with us. University would introduce some innovative programs which may give better opportunities for global exposure to our students.

Strategic Initiatives	Target set	Evidence
<p>Exchange programs with world class universities to give exposure to our students & faculty alike.</p>	<p>Tie-up with universities across the world will have a two-way benefit for both the universities.</p> <p>The students from international universities come to K R Mangalam University and study.</p>	<ul style="list-style-type: none"> • MoU signed for student exchange programs. • Details of international faculty & students • Details of international universities
<p>Stress on research in all the fields in collaboration with international universities.</p>	<p>Different schools of K.R. Mangalam University shall set the target of areas of research.</p>	<ul style="list-style-type: none"> • Listing of the fields of research and find out the best schools for research field.