

Sant Baba Bhag Singh UNIVERSITY

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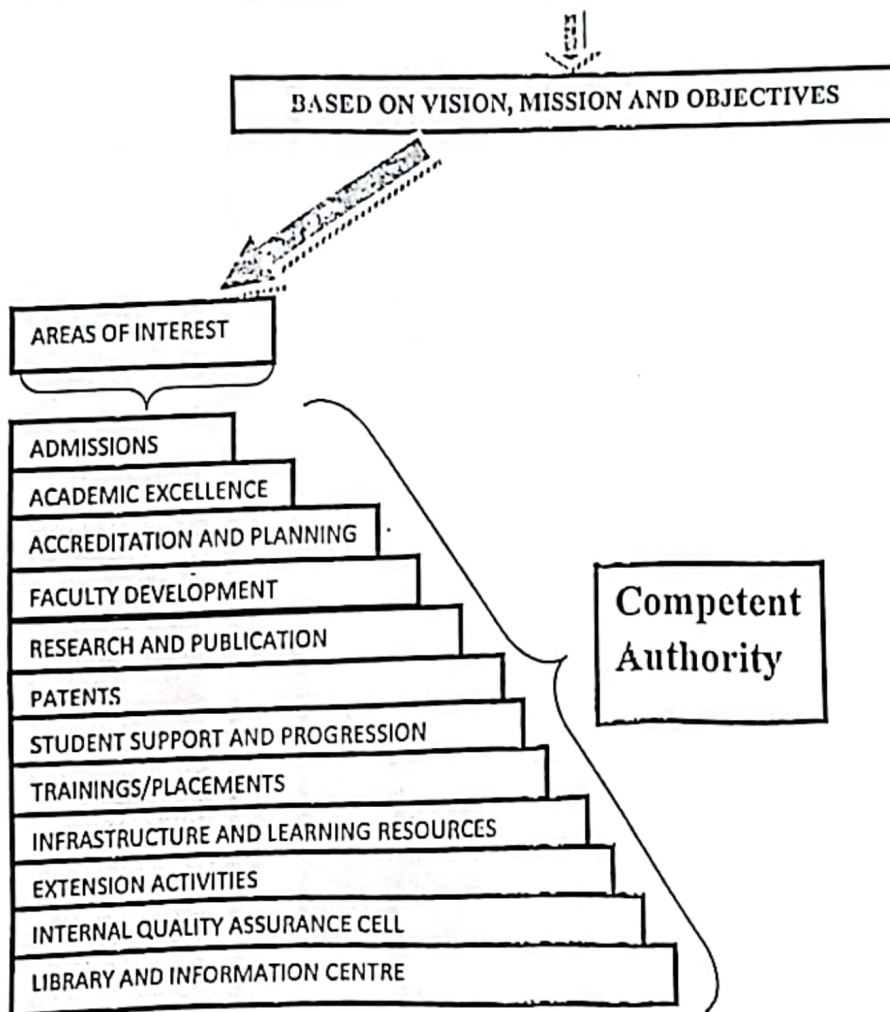
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STRATEGIC FRAMEWORK OF SANT BABA BHAG SINGH UNIVERSITY

STRATEGIC PLANNING FRAMEWORK OF SANT BABA BHAG SINGH UNIVERSITY

(3 Year Plan 2020-2023)



VIA
Registrar
Sant Baba Bhag Singh University
Vill-Khiala, Jalandhar-144030

DETAILED STRATEGIC PLANING FRAMEWORK


Sr. No	Strategic Area of Importance	Goals	Strategic Actions	Responsibility
1.	<p>ADMISSIONS</p> <p>(University shall attract talented exceptional and ambitious students, inspired to empower themselves to excel in their profession, to serve the nation and the global community with devotion and integrity)</p>	<p>1. To maintain the seat intake of various courses</p> <p>2. To promote rural education</p> <p>3. To provide quality education</p>	<p>1. Increasing visibility in the market by market promotion:</p> <p>a. Increasing hoarding penetration</p> <p>b. School Connect Programs</p> <p>c. College Connect program</p> <p>d. Organizing and participating in promotional event</p> <p>e. Promotion through digital platform such as Facebook, Whatsapp, Instagram and You tube</p> <p>f. Improving University website to enhance online outreach in the open market</p> <p>g. Participating in education fairs on selected locations to build-up the existing geographical domain and exploring new market</p> <p>h. Building connection with Coaching Centers</p> <p>i. Promoting flagship programs more aggressively and new innovative programs to attract more students</p> <p>j. Promoting scholarship schemes to attract students.</p> <p>Further, there are other areas, as mentioned below, which directly affect the market image of the University and impact the admissions, therefore, they also need due attention and improvement:</p> <p>a. Increase in quality of placements</p> <p>b. Achieving academic excellence & research</p>	<p>1. Registrar</p> <p>2. Deans/Directors of t institutes</p> <p>3. Head/Coordinator the Institutions</p> <p>4. Faculty</p>


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4.	<p>ACADEMIC EXCELLENCE THROUGH CHOICE BASED CREDIT SYSTEM & OTHER ACADEMIC INNOVATIONS (Academic Innovations, supporting students to engage and motivate to become problem solvers, natural leaders and capable of pushing the boundaries of knowledge and capable of greeting the challenges of future. University fosters a learning environment in harmony with nature where students and faculty have space to interact and engage. University shall integrate advantage technology in its teaching learning environment.</p>	<p>To achieve academic excellence by enhancing academic rigor through Innovation, Industry integration and Internationalization.</p>	<ol style="list-style-type: none"> 1. Introduce new programs in contemporary areas 2. Consolidate the existing programs in terms of student strength 3. Introduce new open electives subjects like Sociology 4. To introduce skill based & certification programs 5. To make the curriculum more industry focused & research oriented 6. Interaction with industry experts to be integrated with curricula 7. Dissertation – For all Masters level programs it would be mandatory to have the dissertation. 8. Promote team teaching and interdisciplinary perception. 	<ol style="list-style-type: none"> 1. Dean Academics 2. Deans/Directors of institutes 3. Head/Coordinator the Department 4. Programme Coordinator 5. Board of Studies 6. Academic Council
3.	<p>ACCREDITATION AND RANKING</p>	<p>Creditability and quality as per the Global Standard</p>	<ol style="list-style-type: none"> 1. Increasing visibility in the market through website and print media to publicize existing accomplishments. 2. Enhancing the Quality as per the International Standard 3. Improving faculty and students quality 4. Planning to apply for NAAC in Dec, 2022. 5. Planning to participate in NIRF ranking in Year 2023 after getting NAAC accreditation 	<ol style="list-style-type: none"> 1. Director – IQAC 2. Registrar 3. Dean Academics 4. Deans/Directors of institutes 5. Head/Coordinator Departments
4.	<p>FACULTY DEVELOPMENT (Faculty and students are at the core of the university reputation, university shall attract the best minds in its faculty who are inspired to teach and driven by research. Periodic updating of capabilities and peer review shall drive the faculty to achieve global benchmarks</p>	<ol style="list-style-type: none"> 1. To achieve number of PhD faculty above 75 per cent of total faculty strength 2. To achieve level of faculty cadre as specified as per UGC/NAAC requirement 3. Constant up-gradation of professional 	<ol style="list-style-type: none"> 1. Recruitment of faculty with PhD qualifications and experience more than 8 years. 2. Motivating faculty and assigning time frame to existing faculty to complete PhD 3. Cadre review and rewarding existing faculty 4. Providing opportunities for faculty development and refresher courses 5. Rewarding faculty completing their PhD 	<ol style="list-style-type: none"> 1. Registrar 2. Deans/Directors of institutes 3. Director – IQAC



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	of faculty quality.	competency of faculty 4. Transparent mechanism of regular performance evaluation, review and feedback of faculty	6. Objective and transparent performance evaluation & review system and feedback mechanism 7. FDPs mandatory in each Institute 8. Publication & Projects incentive 9. On time increments 10. Introduce young scientist award.	
5.	Training and Placement	1. To establish good repute with leading corporate houses and private sector MNC's 2. To provide maximum placements to students	1. T&P organizes Workshops, Soft Skills Programs, Aptitude Tests, etc. on regular basis as a part of Pre-Placement Training. Additionally, Guest Lectures by eminent industry experts are also organized.	1. Director, Training and Placement 2. Training and Placement Officer 3. Deans of the institutes 4. Head of the Departments


 Vice-Chancellor
 25/9/2020

Secretary


 Secretary


 Registrar
 Sant Baba Bhag Singh University
 Jai-Khiala, Jalandhar-144030