

INSTITUTIONAL DEVELOPMENT PLAN (IDP)

SHREE UTTAR GUJARAT BBA COLLEGE, SURAT

Planning Horizon: 2025–2035

1.2 Institutional SWOC Analysis

Strengths

- BBA Programme Offered Since **2009** With Stable Enrolment.
- Experienced Faculty In Management, Accounting, Marketing, HR, And Finance.
- Strong Regional Reputation and Affordable Fee Structure.
- Active Alumni Working In Business, Banking, and Service Sectors.

Weaknesses

- Limited Management-Focused Research Output.
- **Need for deeper corporate and MSME engagement.**
- Limited exposure to analytics, fintech, and entrepreneurship labs.

Opportunities

- NEP 2020: **4-year BBA with Research/Entrepreneurship.**
- Rising demand for business analytics, digital marketing, and fintech skills.
- Scope for consultancy, executive training, and incubation.

Challenges

- Competition from autonomous/private B-schools.
- Rapid changes in business models and technology adoption.
- Placement expectations of industry.

2. Institutional Development Plan (Next 10 Years)

2.1 Vision

To become a leading undergraduate management institution nurturing ethical business leaders, entrepreneurs, and socially responsible professionals.

2.2 Mission

- Deliver Industry-Relevant Management Education.
- Promote Entrepreneurship, Innovation, And Leadership.
- Integrate Research, Ethics, And Social Responsibility In Management Learning.

2.3 Goals and Objectives

Short-Term Goals (Year I–II)

- Strengthen Outcome-Based Education And Pedagogy.
- Introduce add-on certifications (Digital Marketing, Tally, Excel, Business Analytics).

Strategic Plan

- FDPs in case teaching and experiential learning.
- Guest lectures by industry professionals.
- Partial smart classroom implementation.

Medium-Term Goals (Year III–V)

- Strengthen research culture and consultancy.
- Establish Management Skill Development Cell.

Strategic Plan

- MoUs with banks, MSMEs, CA firms.
- Student live projects and internships.
- National seminars and management conclaves.

Long-Term Goals (Year VI–X)

- Launch **4-year BBA with Research/Entrepreneurship**.
- Establish Business Incubation and Consultancy Centre.

Strategic Planning

- Industry-sponsored projects.
- Alumni-funded entrepreneurship support.
- Academic autonomy roadmap.

2.4 Executive Summary

The BBA IDP focuses on transforming the college into a **practice-oriented and research-enabled management institution**, emphasizing employability, entrepreneurship, and ethical leadership aligned with NEP 2020.

2.5 Developing Motivated and Energized Faculty

- FDPs in analytics, finance, and pedagogy.
- Incentives for UGC-Care publications and consultancy.
- Mentoring system and leadership development.

2.6 Teaching, Learning and Education Technology

- Case-based and simulation-based learning.
- MOOCs integration (SWAYAM/NPTEL).
- Continuous evaluation and learning outcome mapping.

2.7 Research Development and Innovation (BBA Focus)

ii) Improving Quantity & Quality of Publications

Phase	Action
Year I–II	Research methodology & writing workshops
Year III–V	Incentives for Scopus/UGC-Care journals / peer reviewed
Year VI–X	Consultancy reports, edited volumes

iii) Training Faculty/Students for Research

- Short: Research orientation & minor projects
- Mid: Interdisciplinary business research
- Long: Policy, entrepreneurship and market research

iv) Preparing Faculties for 4th Year Research

- Training in supervision, NEP OBE, and ethics.

v) Research-Conducive Environment

- Databases, research rooms, management labs.

2.8 Industry–Academic Partnership

- Corporate Advisory Board.
- Live consulting projects.
- Executive Education Programmes.

2.9 Placement Plan (BBA)

- Career Guidance & Placement Cell.
- Aptitude, Soft Skills, Interview Training.
- Internships, Campus Drives, Startup Mentoring.

2.10 Accreditation Target

- Strengthen IQAC and Documentation.
- Target: **NAAC Accreditation with Progressive Grade Improvement.**

2.12 Alumni Engagement

- Alumni Mentoring, Internships, Scholarships.
- Annual Alumni–Industry Interaction.

2.13 Infrastructure Development

- Smart Classrooms, Seminar Halls.
- Business Analytics and Incubation Spaces.

2.14 Skill Development of Non-Teaching Staff

- ERP, Office Automation, Service Excellence Training.

2.15 Other Initiatives

- Leadership camps, NSS, Financial Literacy.
- Entrepreneurship and Ethics Clubs.