Bharath

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

Declared as **Deemed-to-be-University** u/s 3 of the UGC Act, 1956

BHARATH UNIVERSITY

Institutional Strategic Plan

INSTITUTIONAL
STRATEGIC PLAN

173, Agaram Main Rd., Selaiyur, Chennai, Tamil Nadu 600073

INSTITUTIONAL STRATEGIC PLAN

Interactive teaching and learning process, quality research in defined thrust areas in inter-disciplinary and inter-institutional mode, contemporary curricula and quality pedagogy, innovative programs, academic excellence, state-of-the-art infrastructure and support facilities,use of modern technology and learning resources, green campus, alternative sources of energy, promoting innovations leading to intellectual property creation and protection, expanding social outreach and extension programs etc. are some of the strategic plans effectivelydeployed.
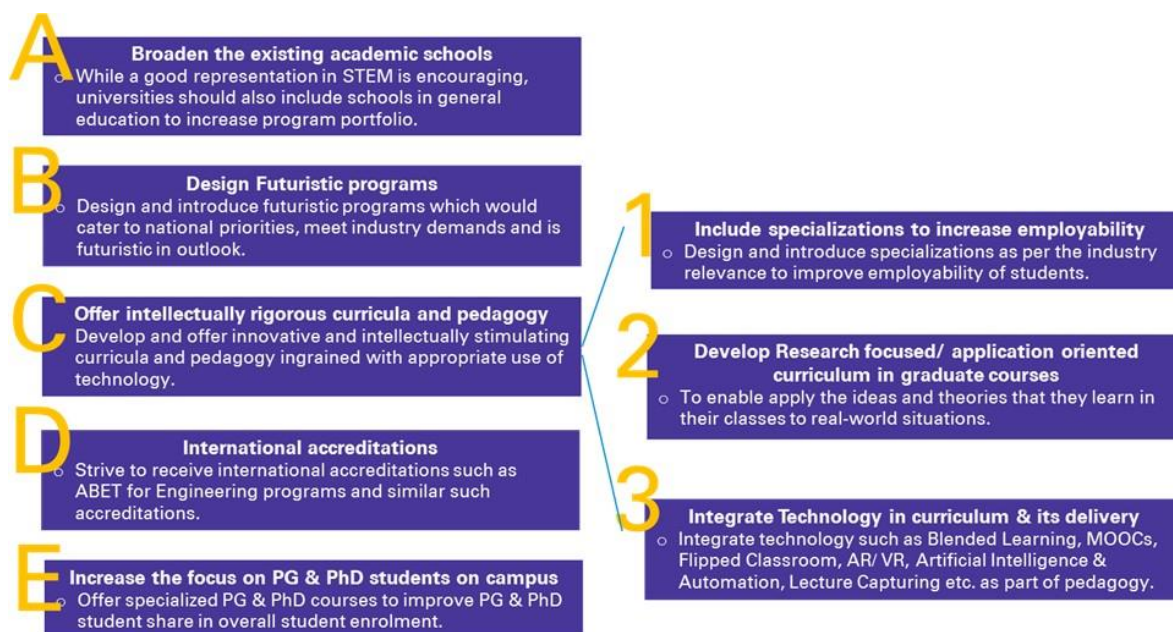
A. VALUES:

DEDICATION Strong commitment to serve others	**TRUST** Commitment to behave ethically in all endeavor
EXCELLENCE Commitment to exceed the expectations of all stakeholders	**IMPACT** Offer services and solutions with measurable influence on community
INTEGRITY Academic Integrity and accountability and transparency	**AGILITY** Adapt quickly and effectively to challenges & opportunities
INCLUSION Embrace diversity and create advancement for all	**CREATIVITY** Openness to new ideas and willingness to be entrepreneurial
RESPECT Inculcate an institution wide culture of respect towards diversity of ideas and opinions	**SUSTAINABLE** Responsibility towards preservation of natural & financial resources
PASSION Attitude of engaged enthusiasm for work, co-workers, and students	**INDEPENDENT & EGALITARIAN** Advocate and support the principle of equality for everyone

B. GOALS TO ACHIEVE

1. EXCELLENCE IN ACADEMICS
Create and nurture industry ready professionals/ scholars/ leaders

2. EXCELLENCE IN RESEARCH AND INNOVATION
Research becoming more inter-disciplinary and focused towards solving real-life problems

3. HUB OF BEST IN CLASS TALENT
Quality students, teaching staff & researchers from India and abroad form quintessential base

4. STRONG COLABORATIONS AND NETWORKING
Developing collaborations with various stakeholders for academic and research excellence

5. BE SOCIALLY RESPONSIBLE AND COMMUNITY CENTRIC
Work towards the upliftment of the society we operate

6. ROBUST FINANCIAL SUSTENANCE
Abundance of funds with diversified revenue streams to reinvest for better performance

7. EFFICIENCY IN GOVERNANCE AND MANAGEMENT
Constituting a Governance structure which is robust, transparent and accountable

C. TEACHING-LEARNING PROCESS

A **Broaden the existing academic schools**
○ While a good representation in STEM is encouraging, universities should also include schools in general education to increase program portfolio.

B **Design Futuristic programs**
○ Design and introduce futuristic programs which would cater to national priorities, meet industry demands and is futuristic in outlook.

C **Offer intellectually rigorous curricula and pedagogy**
Develop and offer innovative and intellectually stimulating curricula and pedagogy ingrained with appropriate use of technology.

D **International accreditations**
○ Strive to receive international accreditations such as ABET for Engineering programs and similar such accreditations.

E **Increase the focus on PG & PhD students on campus**
○ Offer specialized PG & PhD courses to improve PG & PhD student share in overall student enrolment.

1 **Include specializations to increase employability**
○ Design and introduce specializations as per the industry relevance to improve employability of students.

2 **Develop Research focused/ application oriented curriculum in graduate courses**
○ To enable apply the ideas and theories that they learn in their classes to real-world situations.

3 **Integrate Technology in curriculum & its delivery**
○ Integrate technology such as Blended Learning, MOOCs, Flipped Classroom, AR/ VR, Artificial Intelligence & Automation, Lecture Capturing etc. as part of pedagogy.

Plan:
- Apart from strengthening the existing teaching & learning system while maintaining the academic rigor, the university endeavors to expand the ambit of existing innovative programs in the emerging areas, to create linkages (MoUs) with more number of international universities/organizations, to induct faculty from international arena, to undertake faculty and student exchange programs and to implement twinning programmes with the reputed institutes within the country and abroad.
- Benchmarking with top 100 QS World University Ranked International universities.
- Creation of Virtual Classrooms, Simulation Laboratories, e-content development, more digital resources in the library, MOOCS etc.
- Strategic addition of new schools and departments on campus
- Selective inclusion of new age futuristic and market relevant courses which are aligned to National priorities.
- Inclusion of choice of interdisciplinary and multi-disciplinary specializations in programs to increase employability of students
- Systemic increase in student base at steady rate with high standards of quality, relevance and equity, taking into account global trends and regional development
- Balanced diversification of students (UG vs PG; Domestic vs International)
- Inclusion of immersive and rigorous curricula – Inquiry based, research oriented as part of graduate program to improve the research acumen of students
- Integration of innovative educational technology for curriculum delivery in collaborative and active learning environment
- Experiential Learning

- Adding leading accreditations to the Institute and school of the Institute

Control:

- Academic Council
- IQAC
- Vice-Chancellor
- Pro-Vice-Chancellor
- Registrar
- Controller of Examinations
- Deans and Heads of the Schools.

D. RESEARCH AND DEVELOPMENT

A **Focus on futuristic Research Areas**
o Identify R&D focus areas in line with national priorities an globally emerging areas.

B **Institution wide research innovation centres along with world class R&D Infrastructure**
o Develop advanced multi-disciplinary R&D centers of excellences in alignment with Indian and International strategic priorities over long term.

C **Strategic Collaborations**
o Establish strategic research partnerships with leading international universities which has strong research capabilities

D **Improve External R&D Funding**
o Engage with government bodies, corporates, donors, multilateral agencies and other stakeholders to secure external funding.

E **Recruitment of talent**
o Recruit "star" faculty, researchers and PhD scholars for focusing on research.

Plan:

- Increasing the range of thrust areas.
- Establishing advanced research centres to facilitate research activities in defined thrust areas
- Promoting Joint research culture
- Augmenting the number of sponsored, collaborative & inter-disciplinary research projects through increasing the budgetary allocations for research infrastructure.

- Empaneling more Ph.D supervisors from reputed national/international universities.
- Motivating UG & PG students to undertake research projects and publish the research findings.
- Increasing the IP portfolio through more patents.
- Strengthening the consultancy
- Creating of New Centres of Excellence for research and Development: The core purpose would be to drive economic growth through technological and intellectual property development (through patents), innovation and entrepreneurship
- Increasing the scope of Central Research Facilities.
- Augmenting Strategic Collaborations with other reputed R & D organizations
- Promoting the commercialization of IPR

Control:
- Board of Research
- IQAC
- Scientific Advisory Committee
- Dean, Research
- Registrar
- Deans & Heads of the Schools.

E. ADMISSIONS:

Students

A Offer greater career options to students
- Offer 100+ programs in STEM and non-STEM related disciplines to attract students from multitude of backgrounds.

B Offer a differential learning experience to students
- Offer futuristic courses, innovative pedagogy, study abroad programmes, smart institutional partnerships etc. to attract best in class students.

C Adopt targeted marketing strategy to attract International students
- Target international students to ensure diversity and enhanced learning

D Offer best in class scholarships to attract meritorious students
- Robust scholarship policy to attract best in class students

Plan:

- Strive to achieve 100% admission in all programmes
- Enhancing the application to seat demand ratio to 20: 1.
- Increasing the student diversity from all states & union territories.
- Increasing the international students in admission to 500 per year.
- Reducing the drop out ratio to 0.25%.
- Increasing admission in innovative, emerging & interdisciplinary programmes
- Increasing the Doctoral scholars to 1500.
- Increasing the admission in reserved category ensuring a fair balance in studentdiversity.
- Ensuring gender equilibrium in admission by enhancing.
- Enhancing UG-PG ratio

Control:

- Planning & Monitoring Board
- Admission Committee
- Director, Admissions
- Registrar
- Deans

F. PLACEMENT:

- Enhancing placement to 95 % in all programmes
- Increasing the average package to 7.5 Lakhs
- Focus on core branch placement
- Enhancing tie-ups with 50 more companies for Placement & Training.
- Exploring the new ways for engaging companies at institutional level training followedby hiring.

Control:

- Placement Officers
- HR Officer
- Registrar
- Deans

G. STRATEGIC HUMAN RESOURCES PLANNING:

Faculty

A **Offer best in monetary benefits**
○ Offer a globally competitive salary, variable pay, research funding, seed funding for R&D etc.

B **Offer best in class benefits**
○ Adopt innovative benefits such as residence facility, dual career for spouse, child care support, learning & development, other administrative support on campus etc.

C **Target International faculty members**
○ Target increased representation of internationally profiled faculty members for global excellence and stature by providing best in class salary and other benefits.

D **Forge alliances with peer Institutes & Industry**
Engage in strong alliances with peer institutes and industry associations to enable faculty exchange.
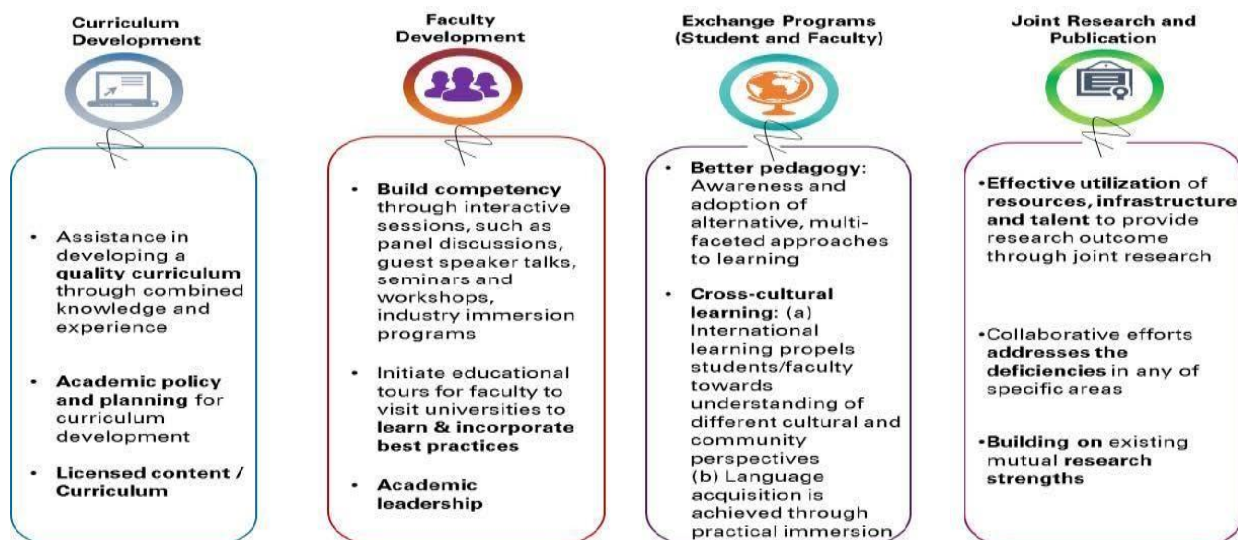
Plan:
- Inducting experienced faculty with more industry exposure
- Strategic deployment of experienced persons in key positions
- Performance Appraisals & Incentives

Control:
- Planning & Monitoring Board
- IQAC
- Registrar
- HR Officer
- Chief Administrative Officer

H. COLLABORATIONS AND PARTNERSHIPS

Plan:

Curriculum Development	Faculty Development	Exchange Programs (Student and Faculty)	Joint Research and Publication
• Assistance in developing a **quality curriculum** through combined knowledge and experience • **Academic policy and planning** for curriculum development • **Licensed content / Curriculum**	• **Build competency** through interactive sessions, such as panel discussions, guest speaker talks, seminars and workshops, industry immersion programs • Initiate educational tours for faculty to visit universities to **learn & incorporate best practices** • **Academic leadership**	• **Better pedagogy:** Awareness and adoption of alternative, multi-faceted approaches to learning • **Cross-cultural learning:** (a) International learning propels students/faculty towards understanding of different cultural and community perspectives (b) Language acquisition is achieved through practical immersion	•**Effective utilization** of resources, infrastructure and talent to provide research outcome through joint research •**Collaborative efforts** addresses the **deficiencies** in any of specific areas •**Building on** existing mutual **research strengths**

Approach/Key activities for Partnerships with Industry

- Set-up **knowledge sharing portal for industry and alumni**
- Invite industry professionals and faculty from other Institutes for collaborative programs
- Focus on Applied & Collaborated Research inviting Industry to participate
- Participation in Conference / Seminars / Conclaves

Research Partnerships - Inter organizational arrangement for collaborative R&D

Research Services - Contract research, consulting, quality control, testing, prototype development

Shared Infrastructure - Use of University labs & equipment by firms, business incubators

Academic Entrepreneurship - Development and commercial exploitation of technologies pursued by academic inventors through a partly owned company

Learning & Development Training of industry employees, internship programs, post graduate training in industry, industry secondments of university faculty

Commercialization of IP - Transfer of university generated IP (such as patents) to firms (eg. via licensing)

Publications - Use of scientific knowledge within industry

Informal Interactions - Conferences, meetings

Control:

- Academic Council
- Board of Research
- IQAC
- Vice-Chancellor
- Pro-Vice-Chancellor
- Registrar
- Dean, Research

I. COMMUNITY ENGAGEMENT

Plan:

- Strengthening the developmental activities involving the community in participatory mode, in the areas of community health, education, plantation and environment, extension of social outreach programs with a view to improve the overall quality of life of the poor and marginalized sections of the local community.
- Empowering the local community for livelihood generation through technology supplements.
- Creating a disaster management unit involving local community, NSS/NCC.

Control:

- Registrar
- Dean, Student Welfare
- NSS Coordinator
- NCC Coordinator
- Deans

***

Bharath
INSTITUTE OF HIGHER EDUCATION AND RESEARCH
Declared as **Deemed-to-be-University** u/s 3 of the UGC Act, 1956

173, Agaram Main Rd., Selaiyur, Chennai, Tamil Nadu 600073

www.bharathuniv.ac.in