



***Institute of Management Studies and Research
(IMSAR)***

Maharshi Dayanand University Rohtak

(NAAC Accredited 'A' Grade)

Strategic Plan (2018-2023)

About the Department

Institute of Management Studies and Research (IMSAR) is one of the prestigious business management schools in north India. The focus is on thought leadership with in-depth knowledge of management education. IMSAR enjoys the privilege to be a founder part of one of the NACC accredited 'A' grade state Universities – Maharshi Dayanand University, Rohtak. The Institute is enriched with well-qualified and diversified faculty members which provide the advantage of a much wider view and deeper understanding. IMSAR offers three distinguished 2 Year MBA programmes, namely MBA (Business Economics), MBA (Honours), and MBA (General). In addition, IMSAR offers 5 Year Integrated MBA programme and Ph.D. programme. All programmes are full time. The institute has adopted Choice Based Credit System for 2 Year MBA programmes. The approach to pedagogy blends industrial visits and research studies with a strong emphasis on issues relevant to societal transformation. Our alumni have been serving different spheres of the society covering corporate world, administration and politics. Many of them are successful entrepreneurs as well. Some of IMSAR scholars have achieved competitive profile and have become faculty at the top management schools.

Vision

In accordance with the broader vision of the University "transformative learning community", Institute of Management Studies and Research (IMSAR) aspires to be recognized world-wide for excellence in teaching, research and service and as a catalyst for intellectual, social, cultural and economic development.

Mission

The institute is committed to transform lives and serve the society through pursuit of excellence in teaching and research on all aspects of management education, innovation, lifelong learning and professional enrichment.

Strategic Goals

To achieve its Vision and Mission, IMSAR strives:

- To develop innovative and ethical future leaders capable of managing change and transformation in a globally competitive environment.
- To advance the theory and practice of management sciences.
- To promote excellence, academic freedom, flexibility, commitment, responsiveness to societal needs, creativity, openness and diversity with synergy.

- To engage in innovative, high-impact and leading-edge research within and across disciplines.
- To act in partnership with the community over the generation, dissemination and application of knowledge.
- To contribute to national/regional policy making.

SWOC Analysis

Strength

- The institute is enriched with well-qualified and diversified faculty members who provide the advantage of a much wider view and deeper understanding.
- It offers distinguished Master and Doctoral programmes in business education.
- The approach to pedagogy blends industrial visits and research studies with a strong emphasis on basic concepts and theory.
- It welcomes supervision of doctoral scholars from affiliated institutions as well.
- Presently about 1000 students are admitted in different courses.

Weakness

- Placement is still less attractive.
- The institute has to benefit from exposure of international standards of high quality management education.

Opportunities

- Placement level can be improved further.
- Quality of research contribution may be more theoretically sound, methodologically rigorous by international standards, and relevant for policy.
- Keeping in view the changes in the ground realities of the economy and society, the institute can implement UGC-SAP and ICSSR (Indian Council of Social Science Research) sponsored IMPRESS (Impactful Policy Research in Social Sciences) programmes.
- Deep and sustained relationships with business afford the opportunity for the institute to gain insights into the ever evolving needs of organisations.
- It has wide scope to incorporate an element of on-the-job training.

Challenges

- Many senior faculty members are near superannuation.

- The institute is facing the challenge of greater engagement with the international business community.

Action Plan

2018-19

- ✓ Creation of smart class rooms
- ✓ Installation of CCTV cameras for security purpose

2019-20

- ✓ To start M.Phil in management with an intake of 30 students
- ✓ Starting of short term certificate courses
- ✓ Re-structuring of syllabi
- ✓ Extension of IMSAR building

2020-21

- ✓ Creation of Advance Research Lab.
- ✓ Establishment of Centre for Career Advancement Programmes
- ✓ Publication of Research Journal

2021-22

- ✓ Proposal for SAP
- ✓ Launching of news letter of the institute

2022-23

- ✓ Promotion of E-Contents
- ✓ Construction of separate block for 5 Year MBA Integrated Programme

Activity Calendar (2018-19)

S. No.	Name of the Activity	Tentative Schedule
1.	Induction Programme	August, 2018
2.	Teacher's Day	September, 2018
3.	IMSAR Day	September, 2018
4.	Business Quiz	October, 2018
5.	Capacity Building Workshop for Students	October, 2018
6.	Alumni Meet	November, 2018
7.	Industrial/Educational Visit	November, 2018
8.	Extension Lectures	Feb.-March, 2019
9.	Students' Seminar	February, 2019
10.	Sports Activities	February, 2019
11.	National/International Conference	Feb.-March, 2019
12.	Community Services	March, 2019
13.	Workshops	March-April, 2019