



AL-AMEEN INSTITUTE OF MANAGEMENT STUDIES

Al-Ameen Educational Campus, Near Lalbagh Main Gate
Hosur Road, Bangalore-560 027

Perspective/Strategic Plan & Deployment Strategy

Al-Ameen Institute of Management Studies Strategic Plan identifies strengths to build on, challenges to overcome, opportunities to seize, and emerging areas to explore. These strategic priorities capture the core of who we are as a Management college and will guide us through in our journey.

Strategic Priorities

1) A Vibrant Academic Experience

Al-Ameen Institute of Management Studies will provide all students a high-quality educational experience, including academic offerings that address complex challenges, keep pace with rapidly advancing pedagogy, and prepare students for global citizenship.

2) Excellence that Matters

Al-Ameen Institute of Management Studies will continue its trajectory of excellence and grow with eminence by hiring and supporting experienced & qualified faculty and enable Continuous and Comprehensive Knowledge Delivery System while incorporating collaborations, innovation & technology and CSR.

3) Diversity, Equity and Inclusion

Al-Ameen Institute of Management Studies will be a more diverse institution with equitable access, inclusive practices, and opportunities for all faculty, staff and students while also contributing to include programmes on Ethics, Gender, Human Values, Environment and Sustainability into the Curriculum.

4) Global Engagement

Al-Ameen Institute of Management Studies will build and grow its presence in a global hubs that support continued excellence and strengthen partnership with alumni and other institutions for accomplishing a global impact.

OBJECTIVES - Strategic Priorities

1) A Vibrant Academic Experience

a) AN OUTSTANDING EXPERIENCE FOR ALL STUDENTS

Provide education that extends well beyond the classroom.

b) CLOSE INTERACTION WITH EXCELLENT FACULTY

Offer numerous opportunities for students to engage with faculty e.g., mentorship and coaching.

c) A MEANINGFUL, ENGAGING, AND CHALLENGING CURRICULUM

Prepare students academically and personally to become productive members of society.

d) PREPARE STUDENTS FOR A GLOBALLY CONNECTED WORLD OF WORK

Train students for careers where they must continually adapt and develop new job skills.

e) RESPONDING TO EVOLVING STUDENT NEEDS

Meet student expectations for support and experiences both in and out of the classroom.

f) INVEST TO EXCEL

Ensure that our core professional programmes provide experiences that continue to attract top-tier students.

g) EXPLORE DIGITAL LEARNING OPPORTUNITIES

Provide high-quality, flexible, and efficient technologies and educational opportunities to gain skills, expand knowledge, and advance their careers.

h) EMPHASIS ON FURTHER STUDIES (Eg., Ph.D., IAS & KAS) IS MORE RESPONSIVE TO STUDENT NEEDS

Ensure students receive support, tools, and resources to pursue careers of their choice on par with the professional world.

2) Excellence that Matters

a) HIRE, SUPPORT, AND PROMOTE EXPERIENCED, DIVERSE FACULTY

Continue to elevate excellence and expertise throughout the curriculum.

b) ENCOURAGE AND ENABLE INTERDISCIPLINARY COLLABORATION

Focus on diverse and creative collaborative efforts to tackle today's complex problems.

c) CONTINUE INVESTMENTS IN HEALTH

Deepen and support to build a healthier world.

d) CONTINUE INVESTMENTS IN INNOVATION & TECHNOLOGY

Strengthen research, scholarship, and creativity through innovation & technology.

e) INVEST IN INITIATIVES THAT LEAD TO CORPORATE SOCIAL RESPONSIBILITIES

Ensure Al-Ameen continues to implement initiatives to impact & transform all areas of life.

3) **Diversity, Equity and Inclusion**

a) **FACULTY, STUDENTS, STAFF AND DIVERSITY, EQUITY, INCLUSION**

Cultivate a campus community that is welcoming and inclusive to all.

b) **INCLUSIVE PEDAGOGY THAT ENGAGES ALL STUDENTS**

Ensure course materials feature diverse voices and perspectives and teaching techniques reach a wider variety of students.

c) **ENSURE THAT THOSE WITH FINANCIAL NEED HAVE ACCESS TO EDUCATION**

Build upon our commitment to ensure access for students of all socioeconomic backgrounds and provide support and programmes to ensure they graduate and move on to productive lives. Al-Ameen Scholarship Committee caters to the needs of meritorious & financially weaker students.

d) **ADVANCES DIVERSITY**

Bring together scholars, students, and practitioners around diversity issues and initiatives.

e) **EDUCATIONAL OPPORTUNITIES FOR FACULTY, STAFF, AND STUDENTS TO ENGAGE WITH ISSUES OF DIVERSITY**

By becoming more knowledgeable individuals, we can become a more equitable and inclusive institution.

5) **Global Engagement**

a) **GLOBAL PERSPECTIVE EDUCATION EXPERIENCE**

Offer students & faculty a global perspective through an increasingly interconnected world—with collaboration and an appreciation for global diversity since this is an essential part of a 21st-century education.

b) SUPPORT FOCUSED RESEARCH

Give faculty & students ample opportunities & tools to cultivate and capitalize on research potential.

c) DEVELOP PROGRAMMES FOR ALUMNI-INSTITUTE-INDUSTRY INTERACTIONS

Explore ways to provide services and engagement opportunities to students, faculty, alumni, and prospective students globally.

Strategic Plan Initiatives

- ✿ Keep campus safe & healthy.
- ✿ Advance Al-Ameen Institute of Management Studies as a anti-racial, anti-gender and health promoting Institution.
- ✿ Strengthen Al-Ameen Institute of Management Studies further as a Professional Management Education Institution.
- ✿ Advance a coherent & coordinated approach to students success.

Strategic Plan

VISION

We aspire to become a leading institution in Management Education with a Global and Dynamic Outlook by continually expanding and defining new frontiers of Management Education and its implications in the corporate world.

MISSION

To be the Best Vendor of Ethical and Value Added Human Capital to the Development of Corporate and Industry Economy through Quality Training and Continuous Learning.

QUALITY POLICY

A platform for professional Business and Management education, where values meet excellence; to be achieved with constant up-gradation of conceptual, entrepreneurial, technical & human resources skills and ethical values through continuous industry-institute interactions, faculty development and student personality development programmes and Research.

CORE VALUES

Enabling Social Good – Societal advancement is in our heritage. We are enablers of public and social good through the promotion of deeper, shared understanding & knowledge.

Reaching for New Horizons – Actively learning from our progressive past, encouraging individuals to realize their potential.

Equality, Diversity and Inclusion - We are committed to elevating the importance of issues of equality, diversity, and inclusion for all members of our community.

Accessibility - We strive to create an accessible and inclusive curriculum and learning environment, respecting and supporting the equality and diversities of all students and staff.

Quality Assurance & Enhancement - Quality Assurance and Enhancement is a top priority in the institute, ensuring that our teaching practices are of high standards and continually improving.

High Quality Students Experience - *In addition to learning, we cater to be responsive to a wide range of students' expectations and we strive to deliver the best of college experiences and educational outcomes.*

ACADEMIC PROGRAMMES

We offer several certification programmes as Add-ons to our BBA & MBA students to equip them with the need of the hour such as the Business Analytics, Digital Marketing, Entrepreneurship, Soft Skills & Finishing School Training

RESEARCH & SCHOLARLY CHALLENGES

Students and faculty are being encouraged to present and publish several research articles and the publication expenditure is being met by Al-Ameen Institute of Management Studies. We take up consultation too.

EDUCATIONAL EFFECTIVENESS

This can be measured with parameters of our results being 100% with many distinctions and first classes and high success rate of our placements.

FACULTY SUPPORT & DEVELOPMENT

Faculty pursuing Ph.D., are given an incentive of Rs.90,000/- per faculty. Two half day leave per week is also granted for research work. Further, the institute sponsors faculty for publications, FDPs, Seminars, Conferences etc.

STRATEGIC ENROLLMENT PLANNING

All the stakeholders representations are factored into our decision making. All our action plans are coherent with its mission, vision and quality policy.

SERVICES & RESPONSIVENESS

We have Grievance Redressal Committee, Anti-Ragging Committee, Anti-Sexual Harassment Committee, Mentoring & Counseling to fix all the hindrances faced by students in their journey of transforming themselves into complete personality who are physically fit, mentally alert & socially influential.

COMMUNITY ENGAGEMENT

Through NSS & CMCA we instill a sense of Corporate Social Responsibility in our students. Our NSS unit successfully participates in various activities & programmes and encourages other students to serve in this noble cause too while and we have experts from CMCA visiting our institution twice a week to instill & ingrain amongst our students the importance of being responsible citizens of India.

INFRASTRUCTURE

State-of-the-Art Infrastructure with all facilities such as Seminar Hall, AV Room, Smart Board, Language Lab etc.

SWOT ANALYSIS

STRENGTHS

- ❁ We are catering to the educational needs of Minority and Backward students in general and Muslim students in particular.
- ❁ The Top Management's commitment to provide state-of-the-art infrastructure and high quality professional management courses to the aspiring students.
- ❁ Locational advantage, the institution enjoys due to its presence in the heart of the city, hence favoring industry – institute interaction.
- ❁ Encouraging Examination Results and Effective Placements.
- ❁ The Brand Equity of Al-Ameen.
- ❁ Our strong Alumni network of about 1800+ MBA graduates & about 2000+ BBA graduates are working in senior executive positions in the corporate and business establishments across the world.

- ❁ Inducing a Competitive Spirit coupled with ethics & spirituality amongst the future management professionals in the making.

WEAKNESSES

- ♠ Our constant strive for creating and sustaining a conducive learning environment and upgrading our knowledge delivery system.
- ♠ Our thirst to bench mark our institution with the B-Schools of global standards

OPPORTUNITIES

- To leap into the domains of Research & Consultancy in the areas of Management Education.
- In the “start-ups” era, Al-Ameen Institute of Management Studies focuses on strengthening its Entrepreneurship Development Activities.

THREATS / CHALLENGES

- ♣ Fierce competition from several B-Schools in India and foreign universities.
- ♣ To attract and retain talented faculty.
- ♣ To provide Professional quality Education without compromising on Al-Ameen’s Philanthropic Mission

Phases of Strategic Plan

Phase 1	Launch – Process Design, nomination & change in committee
Phase 2	Input & Analysis
Phase 3	Plan Development
Phase 4	Implementation

All committees will focus on recommendations related to all aspects of campus life including engagement with the local committee, plus frequent opportunities to consider input & feedback from all stakeholders.

Considerations while forming Strategic Planning Committees :

1. Inclusive, representing campus community.
2. Individuals with Expertise
3. Operational responsibility for implementation
4. Committees should have overlapping members, for various committees to work in an integrated and aligned manner.

Guiding Principles

1. To honour values & promote inclusive excellence
2. To be broadly inclusive & transparent
3. To ensure coherence and focus
4. To develop a plan that is :
 - a) Data informed
 - b) Adapts best practices
 - c) Builds on and enhances our tremendous existing assets
 - d) Creates opportunities to address gaps
 - e) Realistic & well defined in ambitions
5. Promote the spirit of Entrepreneurship
6. Establishment of Institutes Innovation Council – IIC
7. Continue our tradition of Practical Engagement & Services through Scholarships and financial support to the underprivileged meritorious students and open up the doors of higher education to the masses.

Common set of activities

1. Establish Norms & Committees
2. Gather Input
3. Collect & Analyze Data : documents, recommendations, data analysis
4. Investigate Best Practices for adaptation
5. Conduct SWOT Analysis
6. Draft recommendations
7. Build a Resourcing Plan (budget, space, human capital etc.,)

“The force that unite us are intrinsic and greater than the superimposed influences that keep us apart” - Kwame Nkrumah, Political Leader and Activist

The collective goal is to provide a higher quality of Training, Education,
Research & Knowledge Delivery.

