

Institutional Development Plan (2021-2025)



Faculty of Commerce and Management

Rama University, Kanpur (U.P.)

May 2021

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Registrar
Rama University
Kanpur



Vision

To be recognized worldwide as a premier business school with a vision to provide education of international standards. Our vision is to build superior professionals with strong work ethics and to empower the world with a commendable work force adept at meeting the challenges of the 21st century.

Mission

Our mission is to empower each section of our society through business education and produce socially committed professionals. Our mission is to provide our students a sense of understanding for values and ethics, a commitment to law and morality, and appreciation of human creativity.

Goals

- To produce quality literature by way of publication of research articles and subject-related books
- To sensitize the students to the ideological, political and religious dimensions of the emerging profession in Business and Administration

Strategic Plan 2021-2025
Faculty of Commerce and Management
Rama University, Kanpur (U.P.)



RAMA
UNIVERSITY

COMMITMENTS & PRIORITIES:

- 1. EDUCATION**
- 2. RESEARCH**
- 3. PEOPLE**
- 4. ENGAGEMENT & PARTNERSHIP**
- 5. RESOURCES**

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EDUCATION:

Through a commitment to the personal education of each student, we will provide a quality of education and experience which equips students with the values, skills and intellectual discipline that will enable them to make a positive contribution to society.

COMMITMENTS:
COMMITMENT 1

To attract and admit students from all backgrounds with outstanding academic potential and the ability to benefit from an Rama education

To maintain and enhance its intellectual strength, the University must recruit and support students of outstanding potential at all levels, whatever their background. To achieve this, we will strengthen and expand outreach activities, based on rigorous evaluation of their effectiveness.

We will work closely with other academic departments and faculties to ensure effective coordination of outreach activity. We will enhance our undergraduate and graduate admissions processes to ensure equality of opportunity for all applicants, and to improve efficiency and quality of service.

We will review the collegiate University's financial support packages to ensure that they are targeted in the most effective way. We will increase the funding available to support the most able postgraduate taught and research students, and increase the proportion of fully funded graduate studentships.

COMMITMENT 2

To offer an excellent academic experience for all our students and ensure that Rama University fully equips graduates/postgraduates/Doctorates to excel in whatever they choose to do

We will maintain the tutorial system at the heart of Rama's distinctive approach to undergraduate teaching, and will ensure that ongoing support from a senior academic also continues to underpin our approach to postgraduate study. We will ensure that teaching and assessment at Rama provide an equal opportunity for all students to achieve and demonstrate their full academic potential. We will work to reduce continuing gaps in attainment and encourage greater diversity in assessment.

Supporting student wellbeing is at the heart of our approach to providing the greatest opportunity for all our students to excel. We will work to strengthen the partnership between academic departments and faculties, to provide the welfare support that our students need to flourish.

We will provide opportunities, through and outside the curriculum, for our students to develop the personal and transferable skills to succeed in a global workplace. We will expand the number of funded internships and work-placement opportunities in the India and overseas. We will also provide opportunities for skills enhancement and career preparation for all our research students.

COMMITMENT 3

To retain and refresh the collegiate University's rich academic environment


We will retain the best that Rama has to offer in its teaching, including close personal supervision and support, access to world leading academics and unparalleled learning resources including our libraries and collections. We will also ensure that we respond to today's opportunities and tomorrow's challenges. We are committed to innovation and excellence in teaching, and will seek improved ways of demonstrating this in our academic staff recognition and reward processes. We will ensure that teaching is informed by best practice, an inclusive approach to learning and the opportunities for innovation offered by digital technology.

We will accommodate growth in student numbers that is strategically important to deliver the University's core mission and academic priorities, whilst recognizing our responsibility to preserve and protect nationally vulnerable subjects. We will continue to encourage the development of new and innovative courses and fields of study to ensure that our portfolio reflects advances in knowledge and meets the needs of today's students.

PRIORITIES:

Set ambitious targets by May 2021 to substantially increase by the year 2025, in the number undergraduate places offered to students from groups who are currently under represented at Rama.

Aim to create by 2025 an additional 100 graduate scholarships.



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Set ambitious targets by April 2020 to reduce by 2025 gaps in attainment by gender, ethnic origin and socio-economic background.

Aim to increase by 2025 undergraduate and post graduate student intake by up to 200-400 a year, with a focus on strategically important subjects areas including Pharma Management, Hospital and Healthcare Management, Rural Management, Agri Business Management, Economics, Digital Marketing etc. while maintaining quality.

Aim to offer by 2025 an additional 400 funded internships for students at all levels.

Aim to organize in campus HR meet of reputed MNCs with the help of placement cell.

RESEARCH:

The Rama University, Kanpur is famous for its research excellence and home to some of the most talented scholars. The breadth of our research and the connections between disciplines drive advancement in knowledge, understanding, innovation and creativity.

COMMITMENTS:

COMMITMENT 1


To promote and enable ambitious research of exceptional quality

Ambitious discovery-led research undertaken to the highest standards of rigour and integrity has the potential to create the greatest impact. We will provide our researchers with the freedom to investigate problems of significance, whether their work be curiosity-driven or challenge-led. The breadth and depth of FCM Rama's disciplinary expertise enables us to lead international research agenda across the Management, Economics, social sciences and humanities, and to convene multidisciplinary and international teams to address the most significant problems facing the world today.

COMMITMENT 2

To invest in people, to support them and their research environment, thereby enabling the research endeavor to grow sustainably

We will provide a conducive environment for conducting research, with state-of-the-art facilities and infrastructure, appropriate support for staff and students, and investment in the training, support and wellbeing of our staff. We will ensure that appropriate measures are in place to attract the most able minds from different area to engage in our research.



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COMMITMENT 3

To change the world for the better

Our research will impact the world through new understanding that leads to cultural, societal, political and economic change. We are a pioneer university with global ambition but have deep roots locally and nationally. We will invest further in the infrastructure to facilitate regional, national and international collaboration, in the skills and people to provide capacity for such collaboration, and engage with the Global South. We aim to maximize the cultural, social and economic benefit derived from our research regionally, nationally and across the world.

PRIORITIES:

Enhance the opportunities and support for early-career researchers.

Invest substantially in the research environment, both human and physical (including the estate, libraries, collections, equipment and IT) by 2025.

Engage with business, NGOs and others to grow the volume and value of non-public-sector-funded research on a sustainable basis.

Continue to broaden and invest in our innovation activities and foster the entrepreneurial environment for staff and students.

PEOPLE:

People are the foundation of the University's success and the quality of our academic, research, professional and support staff is critical to our future. In order for FCM Rama University to become a world-leading institution for research and teaching we must continue to attract, recruit and support talented individuals and provide a diverse, inclusive, fair and open environment that allows staff to grow and flourish. Our Human Resources policies and processes provide the framework for departments and faculties to support their people and to respond to the ever-changing external environment.

Dr. [Name]
Faculty of Commerce and Management
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Kanpur (U.P.)



COMMITMENTS:

COMMITMENT 1

To attract, recruit and retain the highest caliber staff

In order to ensure that the FCM Rama University becomes world-leading we must continue to recruit and retain the very best staff. We will ensure that our reward arrangements, including pension provision, are robust, transparent and competitive. We will address the challenges of living in Rama by providing excellent childcare provision and increasing the availability and affordability of staff accommodation. We will actively promote health and wellbeing so that our people are able to give their best to their work and feel valued, and we will support working parents and all those with caring responsibilities.

COMMITMENT 2

To work towards an increasingly diverse staffing profile

We believe that the broad range of cultural and other experiences that a diverse workforce brings will help the University maintain and develop its international outlook, strengthening its research and teaching. We will foster an inclusive culture that promotes equality of opportunity, values diversity and maintains a working, learning and social environment in which the rights and dignity of all our staff and students are respected. We will amplify the voices of under-represented groups in leadership and decision-making and work to eliminate any barriers to their success.

COMMITMENT 3

To support staff in personal and professional development

Personal and professional development is the key to enabling individuals to reach their full potential and maximize their contribution to the University. We will encourage staff at all levels to participate in planning their personal development and we will strengthen and promote our development programmes for all staff, regardless of their employment status. In particular, we will provide dedicated personal development support for early-career research staff and will ensure that those with management and leadership responsibilities are supported to be effective in those roles.

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PRIORITIES:

Embed a supportive, inclusive culture and increase the diversity of FCM Rama University staff at all levels through the implementation of our action plans such as Athena SWAN, the Race Equality Charter, the Stonewall Workplace Equality Index and Mindful Employer.

Ensure that Rama remains an attractive place to work, taking into consideration the work environment, housing, childcare, visas, pensions and salary.

Create a policy and practice environment that is supportive of wellbeing, where responsibility for wellbeing is shared and owned by all.

Put in place creative and consistent measures to help our staff to balance competing demands on their time, both within their roles and between their working and home lives, including developing our childcare provision and flexible working policies, and enabling academic staff to vary their duties over the course of their career.

Develop an equitable and transparent means of allocating new affordable homes for University and college staff (see priority 28).

Review and improve our current arrangements to support the personal and career development of all staff.

ENGAGEMENT AND PARTNERSHIP:

By enhancing the public engagement, knowledge exchange and innovation culture of the University, we aim to ensure that our research and education benefit wider publics in the Rama region, across India and globally. To this end we will work in partnership with public, private, voluntary and commercial organizations, and our alumni.

COMMITMENTS:

COMMITMENT 1

To work with partners to create a world-class regional innovation ecosystem

Enterprise and innovation are fundamental to Rama's continuing research success and to its positive impact on society. They position the University and the region as a place of opportunity which will attract the best researchers and students.

Working with our Local Enterprise Partnership, local councils, national government, State Government local and global business, we will foster an environment which nurtures social and commercial entrepreneurs.


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We will invest in our capacity to increase collaborative research activity with business, industry and other external organizations, and provide enhanced support for spinouts and start-ups derived from our research through the work of Rama University Innovation. We will increase co-location and co-working with businesses alongside our academic research (establishing innovation centers) and will actively engage in the formation of innovation districts.

COMMITMENT 2

To build a stronger and more constructive relationship with our local and regional community

We believe that it is vitally important that the University benefits local citizens. We will aim to increase the scale of innovation and translation including with our local NHS partners. We will continue to provide gateways for public engagement with the research and teaching of the University via exhibitions, public education, schools and outreach programs, including through Rama Research Cell. We are committed to working in partnership to increase our cultural, societal and economic impact at both local and regional levels.

We will reach out to non-traditional learners through the work of our Department for Continuing Education offering flexible and blended (digital and traditional) learning.

COMMITMENT 3

To engage with the public and policy makers to shape our research and education and to encourage the widest possible use of our research findings and expertise

Working in partnership with government, business, cultural organizations and others, we will look to inform the public and public policy through our research findings. We will also shape our research agenda, in part, through focusing attention on the issues of greatest social importance.

We believe that public engagement enriches research and society and, to that end, are committed to enabling our researchers to inspire, consult and collaborate with the public. We seek to embed high-quality and innovative public engagement as an integral part of our research culture and practice.

Rama University



We will be an active partner in the development of open scholarship, providing the tools necessary for researchers to publish and share outputs from their research and to support national and international collaboration. Through continuing digital investment the University will reach global audiences and communities.

Rama University Press will further the University's objectives of excellence in research, scholarship and education by publishing worldwide in the three intersecting markets of research, education and the learning of English.

PRIORITIES:

Continued investment in digital tools and infrastructure to be a leader in open scholarship and support open access to collections and research data outputs.

Expand strategic international research collaborations.

Support and expand international mobility opportunities for undergraduate and postgraduate students including non-term-time internships and on-course opportunities to study, undertake research or gain work experience abroad.

Inform, empower and mobilize alumni to become more knowledgeable and involved in support of the wider University.

RESOURCES:

Rama University benefits from the careful stewardship of resources— ensuring that the University remains both financially and environmentally sustainable into the future is critical. Enhancing the efficiency and effectiveness of our support services by simplifying systems and working together more collaboratively will be the key to delivering a sustainable platform to underpin our education and research.

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COMMITMENT:

COMMITMENT 1

To ensure that our estate provides an environment which promotes world-class research and education whilst minimizing our environmental impact, conserving our historic built environment and improving our space utilization

A prioritized capital programme will be developed which will ensure that the existing estate is refurbished and renewed and that it is complemented with new buildings. New buildings will be designed flexibly and to the highest standards of accessibility and environmental sustainability, in accordance with the University's commitment and will meet the users' research and education needs.

COMMITMENT 2

To raise funds to support the very best students, invest in our staff and their work, and provide new resources and infrastructure

We will ensure that fundraising and outreach efforts concentrate on those areas where we can be most effective and which address most strongly the strategic goals of the University.

PRIORITIES:

Diversify sources of income and investment including through partnership with the private sector, commercial activities, philanthropy and the breadth of sources of research funding.

Through the Focus programme deliver service and process improvements to allow the continued growth in research and education without an equivalent growth in service costs.