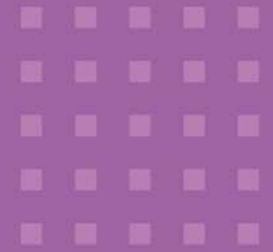




ABBS School of Management  
Bangalore



Aspire. Accelerate.  
Achieve.



STRATEGIC  
**PLAN**  
2025

*Andrahalli Main Road, Off Magadi Road, Bengaluru - 560 091, Karnataka, India.*

+91 8023245520/21 @ admissions@abbs.edu.in www.abssm.edu.in

Accreditations



# Samagra Sikshana Samithi Trust (SSST)

The Samagra Shikshana Samithi Trust (SSST) was founded in 1996 by a group of educationalists and visionaries. Led by the commitment of the Trustees, SSST has accomplished appreciable growth in more than a decade that it has just completed by setting role-model institutions for training the youth in Health Sciences, Basic Sciences, Paramedical Programs, Arts, Commerce, Aviation and Management. The management of the SSST institutions is led by Dr.B.Vijaypal Reddy, an accomplished medical professional.

## Board of Trustees

**Chairperson:** Dr.B.Vijaypal Reddy

**Secretary:** Mr.Ajitesh Basani

**Managing Director/Treasurer:** Smt.B.Poornima Reddy

**Trustees:** Dr.B.S.Basavaraj, Sri.M.Subba Reddy

## The Institutions under the Samagra Sikshana Samithi Trust (SSST)

- Acharya Institute of Health Sciences (Estd. 2000)
- Acharya College of Nursing (Estd. 2004)
- Acharya Bangalore B-School (Estd. 2008)
- ABBS School of Management (Estd. 2009)
- ABBS PU College (Estd. 2015)







## Chairman's Message

The Strategic Plan of ABBS-SM is our articulation of our vision to develop contemporary management education necessary to adapt to a continuously changing business environment. It is designed to shape the future of higher education. Multi-disciplinary research, collaborating with new partners in India and abroad to generate new knowledge which would catapult our students and stakeholders coupled with high standards of teaching and learning to adapt to a creative international environment is what we envisage. ABBS-SM is committed to create an ecosystem that supports lifelong learning. We are entrusted with our passion to prepare our administrators to effectively manage learning systems relevant to today's businesses forging alliances and strategic partnerships with industry centres of higher learning, social groups and governments.

In this process we want our students to be empowered to take ethical and socially responsible leadership roles in their endeavours. In order to achieve the above and integrate diversity and inclusion into the fabric of campus life, curriculum and administrative areas of the Institution, our Strategic Plan is spread over 3 phases namely, the Short -Term Plan (2018-20), Medium Term Plan (2020-23) and Long -Term Plan (2023-28).

As the Institute continues its journey in pursuit of its vision and mission statements despite several challenges and unprecedented pressures, we confidently march forward converting it all to opportunities and achievements.

## From the Desk of the Director

Welcome to ABBS School of Management. Over the last decade ABBS-SM has seen remarkable progress in promoting creativity among our students, faculty members and all our stakeholders. To achieve this we are committed to excellence in everything we do.

We believe that teaching should be infused with eagerness and enthusiasm to create the passionate lifelong learner. Research should draw inspiration from the surrounding community and an attitude of service should be the basis of all activities undertaken at ABBS-SM. The spirit of discovery and collaboration is promoted through a commitment to diversity and opportunities for advancement for people from all walks of life.

The word Education is derived from the Latin "Educare" meaning to "lead out." At ABBS-SM we believe in developing essential capacities in knowledge, skills and the habits of mind to venture on to this lead out journey. These capacities are essential for our students to thrive in their personal and professional lives in this increasingly complex and interconnected world. Management education is all encompassing ranging from quantitative reasoning, social and scientific inquiry, historical and philosophical interpretations, civic engagement to global citizenship.

We encourage students to have a balanced life by taking care of their health, happiness and relationships as they venture on this incredible journey that would shape the future thinkers, workers, citizens and difference makers that each one is destined to be.





# Snapshot of Our Milestones

## 2018

- ✓ Eight International Conference on 'Sustainable and Human Development through Spirituality, Peace Economics and Peace Science', in cooperation with Binghamton University, SPES Institute, Europe, Mahatma Gandhi International Research Center for Conflict Prevention and Management.
- ✓ Relocation of Mahatma Gandhi International Research Centre for Conflict Prevention and Management (MGIRCCPM) from University of Sydney to ABBS-SM

## 2019

- ✓ Ninth International Conference on the themes The Modern Youth and Gandhi.
- ✓ India ethos and Management Philosophy
- ✓ Corporate Social Responsibility, Conflict Management, Peace Economics and Peace Science, in cooperation with Binghamton University, SPES Institute, Europe, Mahatma Gandhi International Research Centre for Conflict Prevention and Management (MGIRCCPM)
- ✓ MOU with Rennes School of Business.
- ✓ MOU Fintech Infosystems Private Limited (India)

## 2020

- ✓ Membership to European Foundation for Management Development (EFMD),
- ✓ Membership to South Asia Alliance of Disaster Research Institute (SAADRI)
- ✓ MOU- UREKA Education Group







# 10 YEARS

## Our Journey over the Decade

ABBS School of Management is an autonomous Business School, established in 2009 which offers Post Graduate Diploma in Management. The PGDM program is one of the top-ranking programmes in India and is internationally accredited by IACBE, USA. The 2-years program (full-time) is approved by AICTE (All India Council for Technical Education).

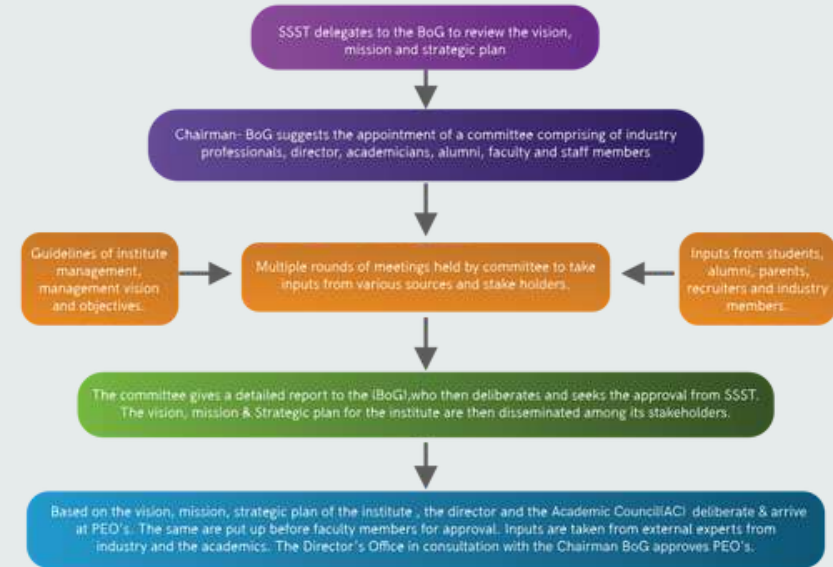
The Institute is established under the Samagra Shikshana Samithi Trust (SSST), which in turn appoints the Board of Governors. The Institute's activities are planned, directed and monitored at the apex level by the Board of Governors (BoG), headed by the Chairman and it includes eminent personalities from public life, education, industry and services. The Director of the Institute acts as the Member-Secretary of the BoG.

ABBS School of Management during its tenure of more than a decade in management education is driven by its academic program, its analytical, data-driven approach to problem-solving, the research impact of its faculty, the ambition and creativity of its students and the business successes of its alumni. The Institute prides itself on not just keeping pace with the changing needs of contemporary business but anticipating and contributing to that change through its Centres of Excellence, innovative research and education.

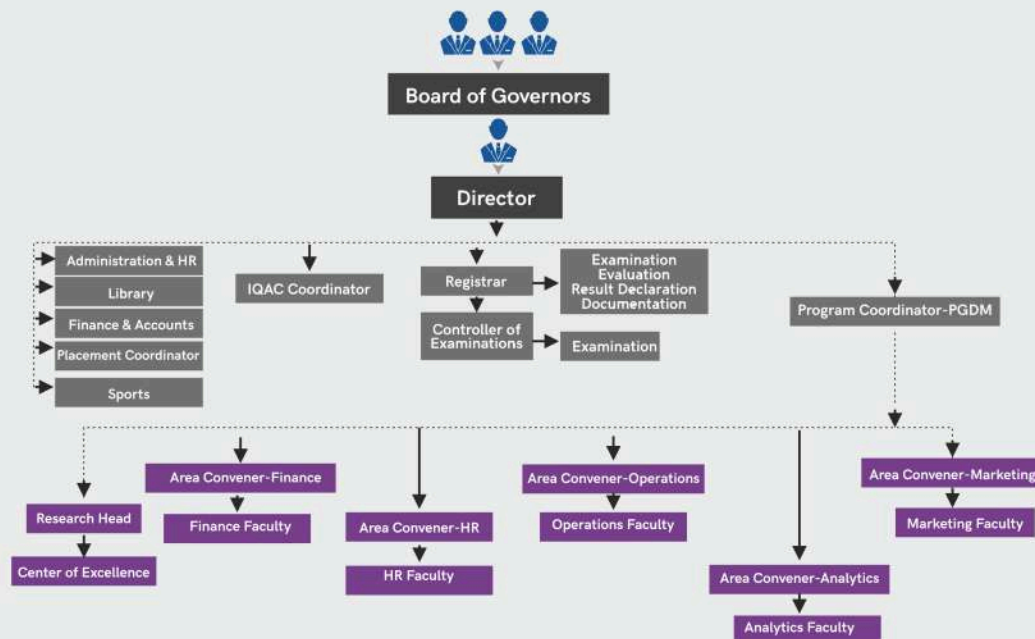
ABBS-SM is among the first of its peers to experience the opportunities and challenges that greater diversity brings. Our student body now looks the way the country will look in the future. What we do with the variation in background, identity, and point of view matters not only to us and higher education, but to the world beyond our campus. We are engaged in the intellectual project of renewing a tradition in order to make good on its promise for a changed social and cultural world.



# Vision, Mission & Strategic Plan Formulation Process



## ABBS-SM's Organizational Structure

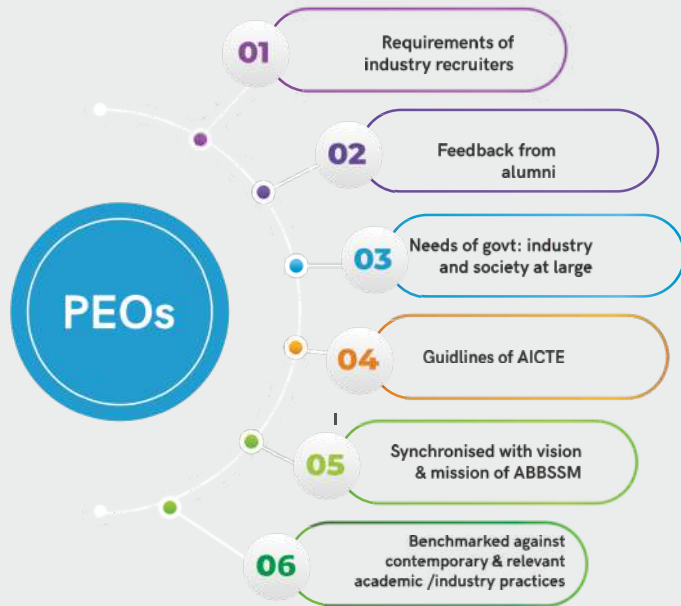


A committee to review the Vision, Mission, Values, and Objectives of the Institute was formulated by the Chairman -BoG. The committee comprised of an industry professional, Director, Academicians, faculty and staff members. The committee in 2017 met to review the Vision, Mission, Values, Objectives of the Institute, and suggested a few changes. The findings were presented to the board for their approval. The vision, mission and objectives of the Institute were developed for next 5 years and summarized as Vision 2018. The draft vision and mission were sent to SSST for deliberations and approvals. The SSST gave its stamp of approval and the same was disseminated.

Vision and Mission once accepted, was circulated to faculty, staff, students and other stakeholders. They were prominently displayed in the Institute and were made part of website, publication, conferences, seminars, corporate lectures and industry-interface. Thus, the process of formulating the vision, mission and PEOs are the outcomes of several brainstorming sessions involving the stakeholders.

The Committee was also entrusted with the task of updating the existing PEOs. PEOs are developed based on inputs from various sources, including government, industry, society and stakeholders along with changes in the eco-system over a period. The AICTE is the main guiding force for management schools offering guidelines and model course curriculum, which give a direction to the formulation of PEOs. ABBS-SM always tries to keep the PEOs contemporary and industry relevant. Requirements of industry and recruiters always remain a critical input for PEOs formulation. Feedback from alumni and parents are also taken into consideration. Alumni are an integral part of the Institute, and they are regularly invited to offer critical inputs about the changes in the eco-system. These factors enabled ABBS-SM to align its PGDM program with the professional world and industry. The edifice of the program is based on the pillars of vision, mission and objectives. What Institute stands for and what Institute aspires provide the guiding light to all stakeholders.





# Vision & Mission of PGDM Department

## Vision PGDM Department

To Develop Contemporary Management Education Necessary to Adapt to a Continuously Changing Business Environment.

## Mission PGDM Department

- M1** Developing a technology driven dynamic andragogy that is relevant to today's businesses.
- M2** To develop alliances and strategic partnerships with industry, centres of higher learning, social groups and governments.
- M3** To empower students to take ethical and socially responsible leadership roles in their endeavours.
- M4** Integrate diversity and inclusion into the fabric of campus life, curriculum and administrative areas of the Institution.
- M5** To create an ecosystem that supports lifelong learning.

## Program Educational Objectives

- PEO1** To equip students with critical and integrated thinking by applying management concepts to arrive at relevant business decisions.
- PEO2** To impart effective communication skills and prepare students for personal and professional growth.
- PEO3** To understand diversity and inclusiveness in the complex and interdependent global environment.
- PEO4** To train students to work in a digital environment and manage a diverse workforce.
- PEO5** To inculcate ethical values to create socially responsible corporate citizens.

ABBS-SM's strategic plan, aim at continuing to create new paradigms for business education that is conspicuous for its relevance to the needs of business and society. The Strategic Plan are intended to make the Institute's development and evolution concrete — and achievable.

These strategies will ensure the success of the Institute well into the future. In alignment with its Vision and Mission our strategic plan acknowledges that our accumulated wealth of knowledge and experience must be constantly protected and enhanced, as we explore all possible openings in a changing world.





# Plan of Action based on ABBS-SM Strategic Pillars

## Strategic Plan of ABBS-SM

### TRAC

Short Term Plan  
2017-20

#### Curriculum Change:

- ✓ From Semester to Trimester

#### Centres of Excellence:

- ✓ Mahatma Gandhi International Research Centre for Conflict Prevention and Management (MGIRCCPM),
- ✓ Centre for Research in Supply Chain Management

#### Research:

- ✓ Augment Sponsored Research & Consultancy

#### Internationalization:

- ✓ International Faculty
- ✓ Enhancing Student Immersion in Europe & US

#### Industry relevant Value- Added Courses:

- ✓ \*MOOCS
- ✓ Supply Chain Certification (CRIMM)
- ✓ Six Sigma Green Belt Certification
- ✓ BSE Certification
- ✓ Scrum and Agile Certification
- ✓ Block Chain Certification

### ERPP

Medium Term Plan  
2021-25

#### Drive towards Sustainability/ Development/Innovation

- ✓ Swiss Learning Exchange (SLX)
- ✓ Universal Human Values (AICTE)
- ✓ Campus to Community (C2C) Projects

#### Centres of Excellence

- ✓ MDPs/EDPs

#### NEP 2020

- ✓ Holistic & Multidisciplinary Education (NEP CL 11.9 & 11.10)
- ✓ Credit transfer and Academic Bank of Credits (CL 11.9)

#### Technology enhanced blended learning

- ✓ Setting up Digital E-Learning Studio
- ✓ Sports Arena Amphitheatre

#### COVID Initiatives: Digitalization- "Continuous Online Learning and Assessments

#### Internationalization:

- ✓ Exchange programs with foreign B schools
- ✓ International Placements
- ✓ Collaborate impact-based research.
- ✓ Twinning programs with foreign B schools

#### Accreditation:

- ✓ SAQS Accreditation

#### Introducing Industry 4.0 PGDM Program

- ✓ PGDM in Business Analytics & Data Science
- ✓ Specializations in Agri Business & Health Care in collaboration with AIHS (Acharya Institute of Health Sciences)

#### Research

- ✓ 100% of Research Publications in ABDC and Scopus Indexed journals

#### Creation of IPR Cell

### LREG

Long Term Plan  
2026-30

#### To become a Multidisciplinary Education and Research University (MERU) (NEP 2020 CL.11.11)

- ✓ Specialized programs in Social Ecology, Disaster and Risk Management and Community Resilience.

#### Centres of Excellence

- ✓ Policy & Decision Making

#### Technology enhancement blended learning:

- ✓ Total Digitalization of Learning content and Campus Management

#### Accreditation:

- ✓ EFMD International Accreditation

#### Ranking

- ✓ Top 100 in NIRF Ranking



# Short Term Plan 17-20

## Short Term Plan (2021-25)

The Short-term strategic plan of ABSSM is based on the pillars of Teaching, Research, Administration and Consultancy (TRAC)

## Teaching

Over the past few years, ABBS-SM has experienced a growth in its learning portfolio. In its endeavour to consistently evolve in management education, ABBS School of Management re-visited its vision and mission statement in 2018. The Institute set for itself the task of enhancing its curriculum by shifting from semester to trimester system, with the aim of offering its students a wide range of contemporary subjects to choose from in their choice of specialisations. The curriculum has been strengthened by Internationalisation of faculty by inviting eminent faculty and industrial practitioners to interact and teach programs. Value added industry certification by introducing MOOCs has been a key focus towards curriculum development. ABBS-SM has entered academic tie-ups with universities in Europe, and USA. To enhance student knowledge and exposure to global work culture, the institute has moved student exchange to other parts of the globe and signed MoUs with eminent triple crowned educational institutions like Rennes School of Business (AACSB, EQUIS, AMBA).

To provide enhanced experiential learning the infrastructure has also been upgraded to the state-of-the-art auditorium which has a seating capacity of 320 which was inaugurated on the 11th of January 2019. In addition to the existing smart classes the Institute has in-house recording studio to facilitate blended learning and content development.

## Research

ABBS-SM aims at establishing itself as centre of excellence for management, with a focus on publication of research, training and development under the areas of analytics, conflict management, sustainability, supply chain, ethics and many other in upcoming and relevant domains. Core research strengths of individuals and teams to create distinctiveness and impact within academia and beyond led to the setting up the Centres of Excellence in: Mahatma Gandhi International Research Centre for Conflict Prevention and Management (MGIRCCPM), Supply Chain Management. Under MGIRCCPM, ABBS-SM has organised international conferences.

Key partnerships and engagement to support value creation through International tie-ups and MoUs with industries, like, CRIMM, which is the wing of the Indian Institute of Materials Management (IIMM) have also been achieved. The faculty are encouraged to undertake sponsored research and consultancy. To create a research ambience in the Institute, both students and faculty have been provided various facilities. A mandatory research course has been introduced.

## Administration

The faculty along with the non-teaching staff are expected to oversee and monitor administrative duties with the aim of enhancing the delivery of courses and the continuous evolution of the Institute. They hold administrative positions in BoG, BoS, Faculty Council, coordinators of centres, IQAC, Academic Coordinator, Coordinator of Clubs, and head cells like the Anti-Sexual Harassment Cell, Grievance Redressal Cell and the Anti Ragging Cell.

## Consultancy

Faculty members of ABBS-SM are encouraged to pursue consultancy assignments, by offering them share in consultancy revenue and providing the necessary infrastructural support. Leaves are also granted for outstation consultancy projects.





# Medium Term Plan 21-25

The strategic medium plan of ABBS-SM is based on the pillars of Education, Research, People, Partnership and Engagement (ERPP). The Institute envisages to feature in the top 100 in NIRF ranking and in its pursuit for continuous quality improvement, improved student performance, global mobility and increased employability for its students ABBS-SM is poised to enter the league of B Schools with NBA and AIU accreditation.

## Education

Through a commitment to the personal education of each student, ABBS-SM will provide quality education and experience which would equip students with the values, skills and intellectual discipline that will enable them to make a positive contribution to society. The Institute would ensure Holistic and Multi-disciplinary Education as per NEP Clause 11.9 and 11.10. To maintain and enhance its intellectual strength, the Institute aims to recruit and support students of outstanding potential at all levels, whatever their background. To achieve this, ABBS-SM will strengthen its curriculum by incorporating subjects related to risk, disaster, crisis management.

The Institute takes pride to introduce educational access network curriculum which integrates digital delivery and technology based blended learning. This will facilitate enhanced learning as resources availability would be higher with global access. The Institute would leverage this to extend facilities of credit transfer and create an Academic Bank of Credit. This would help to align with the NEP Clause 11.9. The Institute will also set up a Digital E Learning Studio

## Research

The breadth and depth of ABBS-SM's disciplinary expertise enables the Institute to pursue research agenda across management, data analytics, social sciences and humanities, and to convene multidisciplinary and international teams to address the most significant problems facing the world today. ABBS-SM strives to provide a conducive environment for conducting research, with state-of-the-art facilities and infrastructure, appropriate support for faculty members and students, and investment in the training, support and wellbeing of our faculty members. Our research is expected to impact through new understanding that leads to cultural, societal, political and economic change. The Institute aims to maximise the cultural, social and economic benefit derived from our research regionally and nationally. ABBS-SM aims to set up a Case Centre which would focus mainly on India. This would help to create a repository of cases that would be more relevant to the students. Engagement with community should inform all research. All research should be impact based. The Institute aims to achieve all research publications in either ABDC or Scopus journals

## People

People are the foundation of the Institute's success and the quality of our academic, research, professional and support staff is critical to the Institute's future. The Institute's human resource policies and processes provide the framework for support of its people and to respond to the ever-changing external environment. In order for ABBS-SM to become a leading Institution for research and teaching, it is essential for us to continue to attract, recruit and support talented individuals and provide a diverse, inclusive, fair and open environment that allows teaching and non-teaching staff to grow and flourish. The Institute will ensure a diverse student intake to facilitate a global culture within its premises.

# Partnership & Engagement

By enhancing the public engagement, knowledge exchange and innovation culture, ABBS-SM will aim to ensure that our research and education benefit wider public in the surrounding region across the state. Faculty exchange with international universities will facilitate the same. To this end the Institute will work in partnership with public, private, voluntary and commercial organisations and improve alumni connect and involvement. ABBS-SM will invest in capacity building of collaborative research nationally and internationally with business, industry and other external organisations, and provide enhanced support for spinouts and start-ups derived from our research through the work of ABBS-SM E-Cell. The management has earmarked funds for research and incubation to enable and facilitate such activities. The Institute aims at increasing co-location and co-working with businesses alongside academic research by establishing the Centre of Excellence in Business Analytics and the Centre of Excellence in Policy and Decision Making. ABBS-SM believes in active engagement with the community. With the introduction of NEP ABBS-SM would introduce twinning programmes with internationally recognized B Schools.

## Policy implementation during COVID - 19

The impact of the pandemic and the resultant worldwide crisis propelled ABBS-SM to make the necessary yet crucial adjustments in academic delivery. Since digitalisation has already been embraced by the Institute, online classes are effectively and flawlessly conducted by MasterSoft, the ERP system. The transition into online classes has been seamless and students have had counselling sessions to guide, support and address any student related queries in the digital teaching learning process. Faculty have been sensitised and apprised to deal with challenges and effectively resolve the same. The Institute ensured SOPs were followed with regards to sanitization and social distancing.



Contact less face recognition attendance system



# Long Term Plan 26-30

## Long Term Plan: 2026-2030

The Institute's long-term strategic plan is based on the pillars of Learning for the Future, Research with Impact, Engagement with Stakeholders and Governance and Policy (LREG).

## Learning for the Future

The Institute plans to foster lifelong approach to learning, enhancing student connect with business and community and provide authentic learning experience to empower ABBS-SM graduates to be global leaders. To achieve this ABBS School of Management has planned to become a "Multi-Disciplinary Education and Research University (MERU) as per NEP Clause 11.11. This will be further facilitated through achieving EFMD accreditations and featuring in the top 25 B Schools in NIRF. The Institute will introduce specialised programs like Disaster and Risk Management, Social Ecology and Community Resilience. It also aims to introduce integrated PGDM. Increase in the admission of international students to 50% of the total student intake will surely create a global atmosphere and bring in cultural diversity. This will be an important aspect of the long-term plan.

## Research with Impact

The focus of ABBS-SM in the long term will be on improving the core research strengths which would enable student leaders to take smart risks and identify grand challenges to optimise the impact of research upon academia, business and the community. In pursuance of this the Institute will increase its funded research to Rs.1 crore and aspires to generate at least 15 percent of the operational expenses through MDPs.

## Engagement with Stakeholders

ABBS-SM seeks to develop and co-create value with local and global stakeholders and partners by coordinating a strategic approach to engagement that supports its learning and research goals. In the long run the Institute will strengthen their community development and partnerships and facilitate effective engagement with alumni and industry. To enhance strong engagement with the external stakeholders and business, ABBS-SM aims at total digitalization of executive education and establishing outreach programs. To improve diversity, the goal is to increase the male-female admission ratio to 50:50 which is part of the future long-term plan.

## Governance and Policy

ABBS School of Management will strive for improving operational excellence across all business functions to support learning, research and engagement priorities. It will cement and build its governance framework and structure to enable broad consultation without compromising timely decisions. The Institute foresees the creation of its fourth Centre of Excellence in Policy and Decision Making. Thereby, it will be a hub for skill development and influence and guide the local bodies and Government. In future developing PPP model to improve and impact businesses and Government is in the anvil.





# The Road Ahead

## 2021-25

- ▶ Drive towards Sustainability/Development/Innovation
  - ✓ Swiss Learning Exchange (SLX)
  - ✓ Universal Human Values (AICTE)
  - ✓ Campus to Community (C2C) Projects
- ▶ Centres of Excellence
  - ✓ MDPs/EDPs
- ▶ NEP 2020
  - ✓ Holistic & Multidisciplinary Education (NEP CL 11.9 & 11.10)
  - ✓ Credit transfer and Academic Bank of Credits (CL 11.9)
- ▶ Technology enhanced blended learning
  - ✓ Setting up Digital E-Learning Studio
  - ✓ Sports Arena Amphitheatre
- ▶ COVID Initiatives: Digitalization- "Continuous Online Learning and Assessments"
- ▶ Internationalization:
  - ✓ Exchange programs with foreign B schools
  - ✓ International Placements
  - ✓ Collaborate impact-based research.
  - ✓ Twinning programs with foreign B schools
- ▶ Accreditation:
  - ✓ SAQS Accreditation
- ▶ Introducing Industry 4.0 PGDM Program
  - ✓ PGDM in Business Analytics & Data Science
  - ✓ Specializations in Agri Business & Health Care in collaboration with AIHS (Acharya Institute of Health Sciences)
- ▶ Research
  - ✓ 100% of Research Publications in ABDC and Scopus Indexed journals
- ▶ Creation of IPR Cell

## 2026-30

- ▶ To become a Multidisciplinary Education and Research University (MERU) (NEP 2020 CL.11.11)
  - ✓ Specialized programs in Social Ecology, Disaster and Risk Management and Community Resilience.
- ▶ Centres of Excellence
  - ✓ Policy & Decision Making
- ▶ Technology enhancement blended learning:
  - ✓ Total Digitalization of Learning content and Campus Management
- ▶ Accreditation:
  - ✓ EFMD International Accreditation
- ▶ Ranking
  - ✓ Top 100 in NIRF Ranking