

Strategic Plan- ABBS School of Management

Initiative Area	Short-Term Plan (2026–2028) (3 Yrs) Foundation & Acceleration	Medium-Term Plan (2029–2033) (5 Yrs) Expansion & Differentiation	Long-Term Plan (2034–2040) (7 Yrs) Global Leadership & Legacy
Academic Excellence	<ul style="list-style-type: none"> All courses digitally integrated Faculty certified in GenAI and other digital technologies in their areas of expertise. AI Lab/Innovation Hub 	<ul style="list-style-type: none"> Integrate capstone projects in all courses Advanced faculty certifications Expanded AI Lab 	<ul style="list-style-type: none"> Globally recognized AI programs AI Lab as benchmark Faculty lead international research
KPIs	<ul style="list-style-type: none"> 100% courses AI-integrated. ≥80–100% faculty certified. AI Lab utilization ≥70%. 	<ul style="list-style-type: none"> 100% programs with capstone project. ≥90% faculty certified. AI Lab utilization ≥85%. 	<ul style="list-style-type: none"> 100% programs recognized in international rankings 1 international prototype of lab ≥95% faculty certified in emerging technologies
MDPs / EDPs / FDPs	<ul style="list-style-type: none"> Needs-Based Programs Blended/Modular. Marketing/Outreach. 	<ul style="list-style-type: none"> Niche executive programs. Global partnerships Multi-city outreach. 	<ul style="list-style-type: none"> World-class executive programs in AI, ESG, Fintech, and Sustainability etc.. Multi-country collaborations for executive programs.
KPIs	<ul style="list-style-type: none"> ≥5 programs launched. 6–8 blended/modular programs. ≥3 outreach activities/year. 	<ul style="list-style-type: none"> ≥10 programs to be launched. 10–12 blended/modular programs. ≥5 outreach activities/year. 	<ul style="list-style-type: none"> ≥ 5 new global programs launched ≥10 blended/modular programs ≥5 outreach activities globally.
E-Cell / Incubation	<ul style="list-style-type: none"> Inauguration 	<ul style="list-style-type: none"> Expand 	<ul style="list-style-type: none"> Global startup



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	<ul style="list-style-type: none"> • AICTE/Govt Support • Lectures, workshops, Bootcamps • Tie-ups • Mentoring • Incubation 	<ul style="list-style-type: none"> • incubation • International bootcamps 	<ul style="list-style-type: none"> • accelerator & incubation hub • Host international bootcamps & innovation challenges
KPIs	<ul style="list-style-type: none"> • Achieved; • $\geq 3-5$ programs • ≥ 1 bootcamp ≥ 200 participants • ≥ 5 tie-ups; • ≥ 5 mentees 	<ul style="list-style-type: none"> • 1 to 2 incubated companies • Greater than 2 bootcamps nationally ≥ 300 participants; and one international. 	<ul style="list-style-type: none"> • ≥ 3 startups incubated • ≥ 50 cluster mentees supported • ≥ 7 international tie-ups.
Centres of Excellence	<ul style="list-style-type: none"> • Disaster Mgmt; • IDRiM Society 	<ul style="list-style-type: none"> • Advanced Disaster Mgmt labs • National Hub • New CoEs- Public policy, Risk Management etc. 	<ul style="list-style-type: none"> • Disaster Management: Global Reference Hub • New CoEs in AI for Social Good, ESG, Climate Tech, Smart Cities
KPIs	<ul style="list-style-type: none"> • ≥ 2 training programs; ≥ 100 participants; • ≥ 2 research projects; • ≥ 2 MoUs; • ≥ 2 events/seminars 	<ul style="list-style-type: none"> • ≥ 5 training programs • ≥ 200 participants; • ≥ 2 collaborative projects • ≥ 3 MoUs 	<ul style="list-style-type: none"> • ≥ 10 international-level workshops • ≥ 300 participants trained • ≥ 2 global MoUs • ≥ 3 high-impact research projects
Internationalization	<ul style="list-style-type: none"> • Faculty Exchange/Sabbatical, Student Immersion; • Joint Workshops, • Collaborative Research, 	<ul style="list-style-type: none"> • Faculty exchange • Student immersion globally • Dual-degree programs; Joint research 	<ul style="list-style-type: none"> • Full-scale faculty & student global exchange programs • Global dual-degree and credit transfer programs

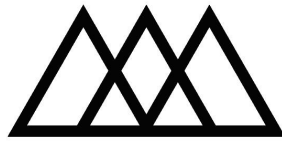


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	<ul style="list-style-type: none"> • Internships 		Increase international publications & patents
KPIs	<ul style="list-style-type: none"> • ≥ 2 faculty exchange; • 20–30 students immersion • ≥ 2 workshops; • ≥ 3 research projects; • ≥ 15 students internships 	<ul style="list-style-type: none"> • ≥ 1 faculty exchange/year; • 30–50 students immersion per year; • ≥ 5 workshops; • ≥ 5 research projects; • ≥ 30 students internships 	<ul style="list-style-type: none"> • ≥ 2 faculty exchange programs per year • ≥ 60 students in global immersion / internships per year • ≥ 5 international workshops • ≥ 5 joint research projects
SDGs & Sustainability	<ul style="list-style-type: none"> • Map SDGs to courses • ESG elective; • Green Campus initiatives • Student project reports aligned to SDGs • SDG impact report 	<ul style="list-style-type: none"> • Full SDG integration; • ESG/Sustainability labs; • Green Campus 2.0 	<ul style="list-style-type: none"> • Become a global leader in SDG-focused education, research & innovation • Achieve carbon-neutral / green campus certification
KPIs	<ul style="list-style-type: none"> • All courses mapped; ≥ 50 students enrolled; ≥ 5 initiatives; $\geq 50\%$ student projects aligned; 1 report/year 	<ul style="list-style-type: none"> • 100% programs mapped; • $\geq 75\%$ student projects aligned; • ≥ 1 green initiatives/year; • 1 SDG report/year 	<ul style="list-style-type: none"> • $\geq 90\%$ student projects aligned with SDGs • ≥ 2 sustainability initiatives per year • Annual SDG impact report with measurable global impact
Research	<ul style="list-style-type: none"> • Sponsored Research/Consultancy • Collaboration; • Faculty-Student Engagement; • Funding 	<ul style="list-style-type: none"> • Expand sponsored research & consultancy • Multi-disciplinary collaboration • Patents/publication 	<ul style="list-style-type: none"> • Globally recognized research centers & patents in AI, ESG, Disaster Management, Climate Tech • Large international collaborations &

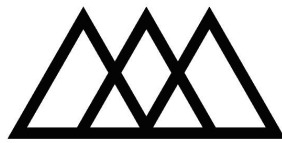


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	<ul style="list-style-type: none"> Publications 	s	consultancy
KPIs	<ul style="list-style-type: none"> ≥ 1 projects/year; ≥1 collaborations; ≥2 teams; ₹5–10 lakhs funding; ≥10 publications/workshops 	<ul style="list-style-type: none"> ≥2 projects/year; ≥3-5 consultancy projects; ≥ 5 teams; ≥20 publications; ₹10-20 lakh funding 	<ul style="list-style-type: none"> ≥5 sponsored research projects ≥ 5 consultancy projects ≥50 publications / patents Research funding ≥₹30 lakhs
Value-Added Courses	<ul style="list-style-type: none"> MOOCs; ESG & Sustainability; Cybersecurity & Cloud; Digital Marketing & Social Media Analytics 	<ul style="list-style-type: none"> Expand MOOCs & online certs; AI, Blockchain, ESG Analytics; Industry tie-ups 	<ul style="list-style-type: none"> International certifications, global MOOCs, and industry-linked programs Advanced courses in AI, Blockchain, Sustainability, ESG Analytics, Digital Finance
KPIs	<ul style="list-style-type: none"> ≥60% students completing MOOCs; 100% VACs; ≥10–12 courses; 	<ul style="list-style-type: none"> ≥150 students MOOCs; ≥100 students VACs; ≥15 courses; ≥ 2-3 	<ul style="list-style-type: none"> ≥200 students completing MOOCs ≥150 students completing VACs ≥10 courses offered ≥5-10 industry tie-ups
Faculty Development	<ul style="list-style-type: none"> FDPs/MDPs/EDPs Adjunct Faculty Retention of Faculty/Staff 	<ul style="list-style-type: none"> Continuous development Recruitment of global adjunct faculty & industry experts Retention programs including 	<ul style="list-style-type: none"> World-class faculty development programs with global exposure Leadership & research mentorship for junior faculty Adjunct faculty from top global universities

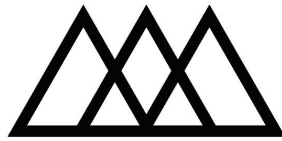


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		career growth, international exposure, and research incentives	
KPIs	<ul style="list-style-type: none"> • ≥ 1 per faculty; • ≥ 3 adjunct faculty/year; $\geq 90\%$ retention 	<ul style="list-style-type: none"> • ≥ 3 FDPs / MDPs over 5 years • ≥ 5 adjunct/industry faculty • Faculty retention rate $\geq 92\%$ per year • ≥ 3 Scopus/UGC-Care publications 	<ul style="list-style-type: none"> • ≥ 5 FDPs / MDPs over 7 years • ≥ 20 adjunct/global faculty engaged • Faculty retention $\geq 95\%$ per year • ≥ 5 high-impact publications/conference papers
Student Admissions & Diversity	<ul style="list-style-type: none"> • Strengthen admissions through CAT/XAT/CMAT/MAT and state-level tests • Introduce scholarships for meritorious and diverse students • Improve branding through digital marketing and outreach campaigns • Ensure admission in BIFAS PGDM 	<ul style="list-style-type: none"> • Expand national-level admissions reach and partnerships • Introduce need-based + merit-based + diversity scholarships • Strengthen digital branding, rankings participation, and thought leadership 	<ul style="list-style-type: none"> • Introduce international and high-impact national recruitment channels • Establish large endowment-funded scholarships • Build strong national rankings and brand reputation
KPIs	<ul style="list-style-type: none"> • Intake utilisation: $\geq 90\%$ of approved intake • Average entrance test percentile: Increase by +5–10 percentile points from baseline 	<ul style="list-style-type: none"> • Intake utilisation: $\geq 95\%$ of approved intake • Average entrance test percentile: Increase by +15–20 	<ul style="list-style-type: none"> • Intake utilisation: ≥ 98–100% of approved intake • Average entrance test percentile: Increase by +25–30 percentile

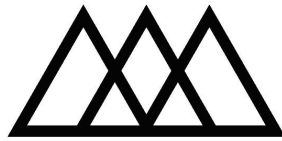


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	<ul style="list-style-type: none"> • Number of scholarship recipients: ≥ 20 students per year • Number of digital marketing campaigns: ≥ 6 campaigns per year and Number of school/college outreach programs: ≥ 10 per year 	<ul style="list-style-type: none"> • percentile points (from baseline) • Number of scholarship recipients: ≥ 40 students per year • Share of out-of-state / diverse students: $\geq 25-30\%$ of intake • Number of national-level branding initiatives: ≥ 12 campaigns/events per year • PGDM BIFAS enrolment to increase to 60 intake 	<ul style="list-style-type: none"> • points (from baseline) • Number of scholarship recipients: ≥ 60 students • Share of out-of-state / international students: $\geq 35-40\%$ of intake • Application-to-seat ratio: $\geq 5:1$ (selectivity indicator)
Governance & Infrastructure	<p>Compliance & Digital Foundation</p> <ul style="list-style-type: none"> • Fully functional Board of Governors as per AICTE norms • Implement ERP for admissions, academics, HR, and finance • Digitize academic, examination, and student lifecycle records • Upgrade priority classrooms to smart classrooms 	<p>Process Excellence & Smart Campus</p> <p>Strengthen governance through sub-committees (Audit, Academic, Industry Advisory)</p> <ul style="list-style-type: none"> • Expand ERP to cover LMS, alumni, placement, and research modules • Implement campus-wide digital workflows and paperless approvals • Upgrade remaining 	<p>Smart, Sustainable & World-Class Campus</p> <ul style="list-style-type: none"> • Mature governance with outcome-driven Board and external experts • Fully integrated smart campus (ERP + LMS + analytics dashboards) • Upgrade campus to next-gen digital & hybrid learning infrastructure • Develop sustainable and green

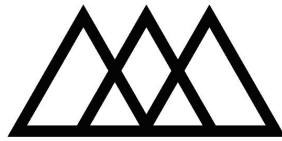


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		classrooms and key academic spaces	infrastructure upgrades
KPIs	<p>100% compliance with AICTE for Board of Governors requirements</p> <ul style="list-style-type: none"> • ERP live across ≥ 4 core modules (Admissions, Academics, HR, Finance) • $\geq 90\%$ academic and administrative records digitized • $\geq 50\%$ classrooms converted to smart classrooms • Zero major audit objections 	<p>≥ 4 active Board sub-committees meeting at least 1/year</p> <ul style="list-style-type: none"> • ERP coverage expanded to ≥ 8 functional modules • $\geq 95\%$ institutional processes paperless • $\geq 75\%$ classrooms smart-enabled • Audit observations reduced by $\geq 50\%$ vs baseline 	<p>Board effectiveness score $\geq 90\%$ (internal governance assessment)</p> <ul style="list-style-type: none"> • 100% institutional processes digitally integrated • 100% classrooms smart & hybrid-ready • Real-time dashboards for academics, finance, and compliance • Zero critical audit observations for 3 consecutive years
Accreditation & Rankings	<ul style="list-style-type: none"> • Strengthen IQAC and internal quality assurance processes • EDAF application submission and engagement with EDAF framework • Apply for NBA accreditation for eligible programs • Systematic participation in national rankings (NIRF, IIRF, Times B-School, Business Today) 	<ul style="list-style-type: none"> • Leverage EDAF outcomes for quality maturity and systems strengthening • Expand NBA coverage • Begin international accreditation journey (AACSB/AMBA EQUIS eligibility prep) • Institutionalize ranking data management & analytics cell • Improve research, placements, and internationalization 	<ul style="list-style-type: none"> • Achieve international accreditation (AACSB/AMBA/EQUIS or equivalent) • Position institution as a benchmark quality leader • Move towards Deemed-to-be status (if applicable)

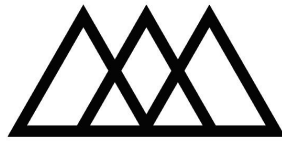


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		inputs for rankings	
KPIs	<ul style="list-style-type: none"> • IQAC meetings conducted ≥ 2 per year with documented action plans. • EDAF SAR completion & improvement roadmap implementation Process to be initiated and follow up for NBA accreditation. <ul style="list-style-type: none"> • Participation in ≥ 4 national ranking frameworks annually & improve NIRF band/rank by at least 1 tier 	<ul style="list-style-type: none"> • $\geq 80\%$ of EDAF action items closed • $\geq 50\text{--}60\%$ of eligible programs NBA accredited • Eligibility application submitted for ≥ 1 international accreditation (AACSB/AMBA/EQUIS) • Consistent presence in Top 150–200 B-Schools nationally. 	<ul style="list-style-type: none"> • ≥ 1 international accreditation achieved • $\geq 80\text{--}100\%$ eligible programs NBA accredited • Consistent Top 300 national ranking position • Recognition as benchmark institution in ≥ 2 national frameworks
Institutional Legacy & Culture	Culture Building & Identity <ul style="list-style-type: none"> • Articulate ABBS core values, mission, and institutional culture framework • Launch structured alumni engagement & database system • Institutional awards for faculty, students, and staff excellence 	Alumni Power & Brand Legacy <ul style="list-style-type: none"> • Establish strong alumni chapters (city-wise & sector-wise) • Launch alumni-funded scholarships and endowment initiatives • Institutional storytelling, brand heritage, and thought leadership platforms • Annual legacy and leadership conclaves 	Enduring Legacy & National Brand <ul style="list-style-type: none"> • Build ABBS Endowment & Legacy Fund • Nationally visible alumni leaders & institutional ambassadors • Institutional Chair Professorships & Named Centers • Long-term legacy branding & heritage documentation
KPIs	<ul style="list-style-type: none"> • Institutional culture & values framework formally adopted 	<ul style="list-style-type: none"> • ≥ 5 active alumni chapters established • Alumni-funded 	<ul style="list-style-type: none"> • Endowment/legacy fund corpus $\geq ₹5\text{--}10$ crores • ≥ 10 nationally



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	<ul style="list-style-type: none"> • Alumni database covering $\geq 60\%$ of past graduates • ≥ 2 institutional awards/recognition programs launched • ≥ 2 flagship institutional events conducted annually • ≥ 20 alumni actively engaged per year 	scholarships for ≥ 10 students per year <ul style="list-style-type: none"> • Annual alumni fund contributions $\geq ₹25$ Lakhs • ≥ 4 major institutional thought leadership publications/events per year • ≥ 100 alumni engaged annually in mentoring, talks, or recruitment 	prominent alumni serving as brand ambassadors <ul style="list-style-type: none"> • ≥ 2 named chairs / centers established through endowments • National recognition for institutional legacy & contribution to management education • Sustained alumni giving participation rate $\geq 20\%$
Financial Sustainability	As per Management inputs	As per Management inputs	As per Management inputs
KPIs			