

STRENGTH, WEAKNESS, OPPORTUNITY AND CHALLENGES (SWOC)

Institutional Strength:

Location: It is conveniently located on the outskirts of the city in an eco-friendly, serene learning atmosphere with 3.62 acres exclusive standalone campus with newly built state-of-the-art buildings and infrastructure

Quality Education: Our institution has been imparting quality education for the past 24 years since 1999. Outcome Based Education (OBE) and Choice Based Credit System (CBCS) are followed.

Employability Enhancement and Value-added Courses: Career guidance, skill enhancement programs, value-added courses, Internships & on-the-job training to ensure good placements for the students.

Academic results: Excellent academic results with ranks from Mangalore University for the last four consecutive years.

Industry-Academia connect: MoUs with colleges, Corporates, and regional trade associations to enhance student learning and practical exposure.

Research Centre: The Institute is recognized as a Research center under Mangalore University.

Community Service: Community service through NSS, Red Cross, programs through Chilume and Chaithanya, and other outreach programs. Mandatory social volunteering for all students.

Women Empowerment: Gender sensitization, equity and empowerment of women are top institutional priorities.

E-governance: E-governance has been introduced to maintain transparency and efficiency in academic and administrative processes.

Holistic Development: Facilities to conduct various co-curricular, extra-curricular, outreach, and other extension activities.

Hostel facility: In-campus girls' and boys' hostel with boarding facility.

Alumni Network: FDPs, Sessions, Classes, Guest lectures, Internships, and Placements through alumni.

A good relationship with stakeholders: A good relationship is maintained with students, alumni, parents, faculty and staff members, employers/industries, regulatory agencies, etc.

Organization Culture: Good conducive environment for teaching-learning and development.

Qualified and Experienced Faculty: Faculty members are driven by lifelong learning, continuous research, cutting-edge pedagogical practices, mentoring, remedial and counseling

services led by the Director, who has experience in industry and academia.

Fully Automated library with Digital E -resources: It has huge collection of wide range of books and journals, periodicals, e-resources, E Books, Case studies, Databases and other learning materials.

Institutional Weakness

Self-financed Institute: Being a self-financed institute funds are limited for developmental activities.

Research Funding: External funding for research activities has reduced significantly.

Consultancy: Revenue from consultancy and corporate training is yet to be optimized.

Collaborations with Corporates: More collaboration with corporates is required to mobilize collaborative CSR activities.

Endowments: The institution has the non-negotiable priority in admissions to the economically weaker sections, rural students, and differently-abled persons. Hence there is a great need for endowments to support such students in higher education. More endowment funds need to be garnered to support such students.

Lack of local industries: It is a challenge to find firms and industries for internships for longer duration in the vicinity. Therefore, the students need to migrate to the larger cities for quality internships and employment.

Institutional Opportunities:

International collaboration: The institution is looking for international collaboration with International firms and Universities for teacher and student exchange programs.

Extension Activities and Consultancy: These could be made more robust by identifying the specific credentials of individual staff and departments to promote the initiative and earn revenue.

Launch of professional and need-based courses: The Institute has earned a reputation in society by imparting quality education and skill enhancement courses which can be helpful to launch more professional and need-based programs. The services of the institution could be brought to the notice of the general public and convert the institution into a hub for providing solutions to the issues and concerns of society.

Start-up Eco-system: There is ample space and opportunity for incubation and encourage entrepreneurs.

Autonomy status: Since the institute is meeting all the requirements, it has an opportunity to become an autonomous institute.

Industry connect: The organization has membership with KCCI and CII which will help us to build industry connections. This will boost the industry-relevant projects and training to students for preparing role-ready managers.

Alumni Connect: Expanding the alumni network and establishing alumni support for institutional development such as industry connect, campus placement, internship, etc.

Established Education Promoters: The Institute is respected for its quality of education and the leadership role it continues to play in higher education. This provides a position of advantage to the institute to progress aggressively in its various initiatives with regard to the establishment of innovative programs and is now forging stronger international collaborations.

Institutional Challenges

Mobilization of Financial Resources: The Institution has to look for strategies to garner financial support for infrastructure and other developmental works. The requirement of finances to run the program is enormous. The fee structure cannot be enhanced as the students are from rural backgrounds and economically weaker sections.

Technology Upgradation and Infrastructure: Since technology is constantly changing the cost of technology upgradation is a recurring cost to the institution.

High competition: With an increasing number of Management institutes in this region it has resulted in high competition in this segment.

Faculty Retention: Increase in the competition has led to low faculty retention.

Collaboration with foreign institutions: The institute has to grow in its ranking for collaboration.

Student Profile: To attract highly meritorious students, especially from streams other than commerce and management. Since the majority of our students are from economically weaker sections they depend on bank loans. Hence dispersion of tuition fees will be delayed.

Communication: The majority of the students face problems communicating in English.

Outstation Students: Attracting students and faculty from other states and nations.