



RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

Criterion VI Governance, Leadership and Management

RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

RAJAGIRI VALLEY P.O, KAKKANAD, KERALA 682039

An ISO 9001 : 2015 Certified Institution

Affiliated to Mahatma Gandhi University, Kottayam and Approved by AICTE

6.2 Strategy Development and Deployment

6.2.1

Perspective Plan

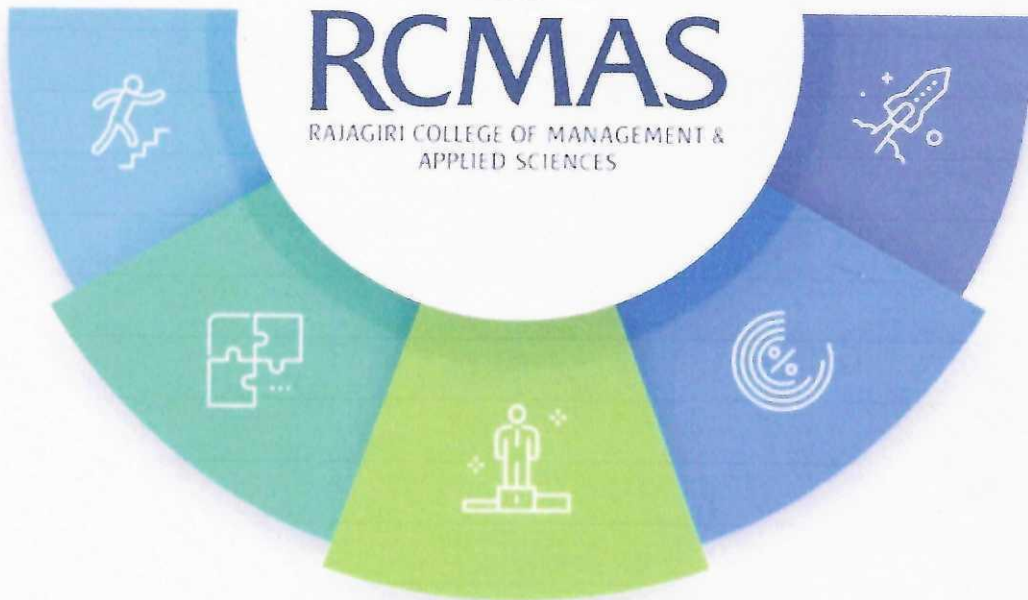
2010-2020

Submitted to





RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES



STRATEGIC PLAN

2010 -2020

CONTENTS

SI No.	CONTENT	PAGE NUMBER
	Preface	4
1	Introduction	5
2	Academic Overview	6
3	Strategic Plan Committee	8
4	Assessment and Planning	9
5	SWOC Analysis	9
6	Strategic Planning for 2010 - 2020	10
7	Conclusion	13
8	Milestones 2010-2020	16



PREFACE

Rajagiri College of Management and Applied Sciences (RCMAS) presents its Strategic Plan 2010-2020 with immense pleasure and a deep sense of responsibility. This comprehensive roadmap is designed to steer the institution toward a decade of growth, innovation, and academic excellence.

Established in 2005 and affiliated with Mahatma Gandhi University, Kottayam, RCMAS offers various undergraduate and postgraduate programs under the self-financing stream. Managed by the CMI Fathers under the guidance of its founder patron St. Kuriakose Elias Chavara, the College has consistently upheld its vision of transforming individuals into integral human beings. Guided by the motto Learn . Serve . Excel , RCMAS aims for the holistic development of young minds, fostering intellectual competence, spiritual maturity, and social responsibility. With a rich history and a steadfast commitment to excellence, RCMAS is poised to meet the evolving needs of its students and the broader community. The Strategic Plan 2010-2020 is a reflection of the college's vision and mission, providing a clear and actionable framework for the future.

The strategic plan detailed in this document is not merely a vision for the future but a concrete, actionable framework designed to guide the institution's growth and development over the next decade. It addresses key areas such as academic excellence, faculty development, infrastructure enhancement, and community engagement. This strategic plan is a culmination of collaborative efforts, extensive consultations, and rigorous analysis by the Management , Teaching fraternity and a dedicated committee of experts across the college community. The collaborative efforts of the Strategic Plan Committee have been invaluable in identifying strengths, opportunities, and challenges, and in charting goals that aligns with the college's vision and mission.

As this journey begins, the institution remains dedicated to fostering an inclusive, engaging, and academically rigorous environment. This strategic plan is a testament



to the commitment in providing an outstanding educational experience and to the aspiration of becoming a global leader in higher education.

The College invites all stakeholders to join in this transformative journey, as significant strides are made towards achieving the outlined goals. Together, the legacy of excellence that defines Rajagiri College of Management and Applied Sciences will continue to be upheld.

Rev.Fr. Dr.Antony Kariyil CMI

Provincial

Rev.Fr.John Therezhath CMI

Principal

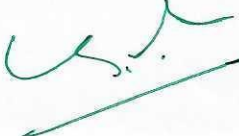
1. INTRODUCTION

Rajagiri College of Management and Applied Sciences (RCMAS), affiliated to Mahatma Gandhi University, Kottayam, offering various undergraduate programmes under the self-financing stream, was established in 2005. The College is managed by CMI fathers with the blessings of its founder patron St. Kuriakose Elias Chavara.

The College campus takes pride in its proximity to major industrial and technological establishments such as the Info Park, Smart City, CEZ and the like, a major commercial hub in the southern part of the country. The campus is at a beautifully landscaped eighty five-acre facility at Kakkanad, Ernakulam, comprising all the Rajagiri Valley institutions on the banks of rivers Chitrapuzha and Kadambayar. The campus is a balanced ecosystem with all modern amenities to cater to the advanced learning requirements of the day.

Along with academics, the College ensures the mental health and emotional well being of the students. The Career Guidance and Placement Cell at the College is dedicated to ensuring that the students are given proper training and guidance with




5

respect to their career goals. Renowned firms like EY India, TCS, Federal Bank, etc. form a part of the wide spectrum of the recruiting companies offering regular placement opportunities to the students.

The College follows an accomplishment-based system of education that yields palpable curricular and co-curricular output. Hence, achievements on the part of students mark the stimulation of the transition we aim for, resulting in securing several university ranks every academic year.

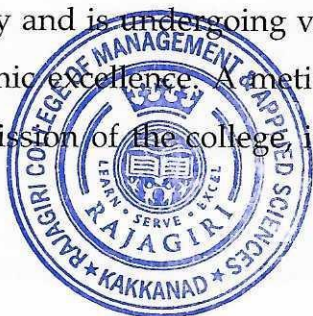
2. ACADEMIC OVERVIEW

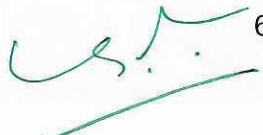
Rajagiri College of Management and Applied Sciences, Kakkanad, offers a comprehensive range of academic programs designed to cater to diverse student interests and industry demands. The College provides various undergraduate and postgraduate programmes, including B.Com (Bachelor of Commerce) with specializations in Computer Applications, BBA (Bachelor of Business Administration); BCA (Bachelor of Computer Applications).

The Institution is supported by qualified teaching faculty members, and ample supporting staff in non-teaching roles.

Rajagiri College fosters holistic development and student engagement through a variety of vibrant clubs and cells. Each club and cell is dedicated to fostering excellence, inclusivity, and a culture of engagement within the college community.

The well-organized administrative setup of the College comprises the Board of Management, the College Council, the Staff Council, the Student Council, Parent-Teacher Association, and Alumni Association. This structure supports decentralized policy-making and extension activities, addressing the needs of both the local community and beyond. Rajagiri College is currently on a transformative journey and is undergoing various quality audits to ensure the highest standards of academic excellence. A meticulously crafted strategic plan, aligned with the vision and mission of the college, is in place to guide the institution towards achieving its



 6

objectives, reflecting its commitment to providing an outstanding educational experience.

With its rich history and dedication to excellence, Rajagiri College of Management and Applied Sciences strives to meet the evolving needs of students and the broader community. The ongoing efforts of the institution in academic excellence, faculty development and strategic planning underscore its commitment to fostering an inclusive, engaging, and academically rigorous environment.

CMI Education Policy Statement

The CMI educational endeavours aim at moulding leaders who are intellectually competent, spiritually mature, morally upright, psychologically integrated, physically healthy, and socially acceptable. They champion the cause of justice, love, truth, and peace, and remain ever open to further growth. The secret of the success of the CMI educational institutions is a community of teachers who are committed to their vocation, professionally competent, morally upright, just, and humane in dealings, culturally sensitive and conforming with the true vision of education.

VISION

To become a global nest of intellectual competence, holistic integration, social commitment and future leadership

MISSION

To nurture holistic education for attaining academic excellence and competency, fostering socially responsible citizens committed to a sustainable environment.

MOTTO

Learn . Serve . Excel

The Rajagiri College motto, *Learn . Serve . Excel* encapsulates its holistic educational approach. *Learn* emphasizes acquiring knowledge and skills, fostering lifelong learning, critical thinking, problem-solving, and creativity. *Serve* highlights



 7

community service, ethical responsibility, empathy, and leadership through social outreach programs. *Excel* focuses on pursuing excellence in academics, professional life, and personal growth, encouraging high standards and continuous improvement. This integrated approach ensures students who are well-rounded, academically competent, socially responsible, and driven to excel in all areas of life.

3. STRATEGIC PLAN COMMITTEE

The establishment of a Strategic Plan Committee marked an initiative, drawing representation from diverse domains invested in the institutional landscape. The Committee's collective expertise, hailing from various facets of the institution, lent a comprehensive perspective to the subsequent SWOC analysis, a methodical examination of Strengths, Weaknesses, Opportunities, and Challenges. A series of collaborative and open-ended brainstorming sessions of the committee members were granted the autonomy to express their insights on each identified factor. Subsequent to these deliberations, a meticulous compilation of the discussed points took form through the dedicated efforts of the committee members. This comprehensive report, meticulously codifying the outcomes of the discourse, was formally presented, constituting a foundational step in the formulation of the institution's Strategic Plan.

Strategic Plan Committee Members

1. Rev.Fr. Dr.Antony Kariyil CMI - Provincial
2. Rev.Fr.John Therezhath CMI - Principal
3. Prof. Dr. Joseph Injodey - Principal, Rajagiri College of Social Sciences,
Kalamassery
4. Mr. Joby Jacob – Faculty Member
5. Mr.Ranjith KJ – Non-Teaching Staff Representative



4. ASSESSMENT AND PLANNING

Rajagiri College of Management and Applied Sciences (RCMAS) stands at the forefront of academic excellence, continuously striving to enhance its educational offerings and campus environment. To address the identified strengths, weaknesses, opportunities, and challenges (SWOC), RCMAS is embarking on a comprehensive plan to bolster its academic quality, faculty development, infrastructure, research output, industry connections, alumni engagement, global exposure, student support services, quality assurance, and sustainability initiatives. This strategic approach aims to leverage the legacy and vibrant intellectual pool of the college, ensuring it remains a nurturing environment for fostering global citizens equipped with the knowledge and skills to excel in their respective fields. Through targeted goals and subgoals, RCMAS is committed to overcoming its challenges while capitalizing on its strengths and opportunities, paving the way for a future marked by continuous improvement and innovation.

5.SWOC ANALYSIS

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• More than 100 Years of Legacy in Education• Dynamic Leadership of CMI Visionaries• Qualified and Experienced Faculty• Quality Education• Environment Promoting Well-being• Collaborative Support from Sister Institutions• Job oriented programmes• Strategic Location of the College	<ul style="list-style-type: none">• Limited Research Output• Interruptions in Academic Calendar• Imbalance in Student-Teacher Ratio• Need for Enhanced ICT Tools• Infrastructure for Practical Learning.• Lack of programmes of global relevance.• Inadequate sustainable practices.



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OPPORTUNITIES	CHALLENGES
<ul style="list-style-type: none"> ● Expansion into Hybrid learning ● Strengthening Industry Partnerships & Internships. ● Leveraging Strong Alumni Network ● Enhancing Research Output ● Tapping Strategic Location for Placements ● Infrastructure expansion ● Addition of UG & PG programmes ● Developing a green campus 	<ul style="list-style-type: none"> ● Updating to Industry standards ● Navigating Regulatory Changes ● Keeping Pace with Technological Advancements ● Meeting Global Standards ● International collaborations

6. STRATEGIC PLANNING FOR 2010-2020

GOAL	SUBGOAL	DESCRIPTION
Goal 1: Enhance Academic Quality	Subgoal 1.1: Foster Academic Excellence	<ul style="list-style-type: none"> ● Implement mentorship programs, offer supplementary academic support like remedial coaching and advanced coaching to enhance learning experience and performance.



	Subgoal 1.2: Upgrade Curriculum	<ul style="list-style-type: none"> • Introduce new programmes in various disciplines along with value added courses having an upgraded curriculum aligning with current industry trends.
	Subgoal 1.3: Balance Student Teacher Ratio	<ul style="list-style-type: none"> • Hire additional qualified faculty members to ensure more personalized attention and effective learning.
Goal 2: Strengthen Faculty Development	Subgoal 2.1: Continuous Professional Development	<ul style="list-style-type: none"> • Organize regular workshops and seminars on the latest teaching methodologies and provide financial support to attend national and international conferences.
	Subgoal 2.2: Higher Qualifications and Certifications	<ul style="list-style-type: none"> • Provide incentives and sabbatical leave for faculty to pursue higher qualifications. • Encourage faculty in obtaining professional certifications and doctoral degrees relevant to their fields.
Goal 3: Improve Infrastructure	Subgoal 3.1: Expand Internal Academic Facilities	<ul style="list-style-type: none"> • Construct and upgrade existing classrooms, laboratories, and library to accommodate a growing student population.



	Subgoal 3.2: Enhance Digital Infrastructure	<ul style="list-style-type: none"> Invest in advanced digital tools and technologies to support hybrid and online learning models, and improve campus-wide internet connectivity and digital resources.
	Subgoal 3.3: Enhance External Infrastructure	<ul style="list-style-type: none"> Construct an open-air auditorium, improve sports facilities, establish coaching programs, and upgrade transportation and parking facilities.
Goal 4: Strengthen Industry Connections	Subgoal 4.1: Develop Strategic Partnerships	<ul style="list-style-type: none"> Form alliances with leading companies and organizations to enhance internship and placement opportunities for students.
	Subgoal 4.2: Enhance Practical Learning	<ul style="list-style-type: none"> Integrate more practical and industry-oriented projects into the curriculum, and organize regular industry visits and guest lectures by professionals.
Goal 5: Improve Student Support Services	Subgoal 5.1: Enhance Counselling and Guidance	<ul style="list-style-type: none"> Strengthen mental health counselling services and provide comprehensive career guidance and academic advising.



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	<p>Subgoal 5.2:</p> <p>Foster Extracurricular Activities</p>	<ul style="list-style-type: none"> • Support and promote student clubs and organizations, and organize various campus events to provide leadership development opportunities.
<p>Goal 6:</p> <p>Establish Robust Quality Assurance</p>	<p>Subgoal 6.1:</p> <p>Continuous Monitoring and Improvement through the establishment of Internal Quality Assurance Cell.</p>	<ul style="list-style-type: none"> • Implement regular feedback systems from students, faculty, and stakeholders to monitor and improve academic and administrative processes.
<p>Goal 7:</p> <p>Promote Sustainability Initiatives</p>	<p>Subgoal 7.1:</p> <p>Incorporate Sustainability in the Curriculum</p>	<ul style="list-style-type: none"> • Integrate sustainability topics and practices into academic programs and offer specific courses on environmental awareness and sustainability.
	<p>Subgoal 7.2:</p> <p>Implement Sustainable Campus Practices</p>	<ul style="list-style-type: none"> • Reduce the campus carbon footprint through energy-efficient practices and promote recycling and waste management programs.
<p>Goal 8:</p> <p>Promote Campus Social Responsibility</p>	<p>Sub goal 8.1</p> <p>Establish Rajagiri Sparsh for social initiatives.</p>	<ul style="list-style-type: none"> • Establish department - wise outreach communities and clubs. • Form NSS.



7.CONCLUSION

Rajagiri College of Management and Applied Sciences (RCMAS) is at a crucial stage where thorough assessment and strategic planning are essential for continued growth and excellence. The academic performance of students across all departments requires careful evaluation, including an analysis of results from internal assessments, university exams, and placement records. Identifying areas for professional development and training will ensure faculty members to remain at the forefront of educational methodologies and subject matter expertise.

Research output is a vital component of the College's academic profile. Evaluating the volume and quality of research publications and projects, along with identifying barriers to research productivity, will help in formulating strategies to boost research activities. Industry connections are equally important, and their strength and effectiveness must be assessed.

The level of alumni involvement and support can significantly impact the institution's development. Analyzing how well alumni are integrated into the College's mentoring and networking programs will provide a basis for strengthening these connections.

Global exposure through international collaborations and exchange programs is critical for broadening the perspectives of both students and faculty. Assessing the extent and impact of these programs will help in maximizing their benefits.

Implementing strategies to improve the student-teacher ratio will ensure more personalized attention and mentoring. Introducing new and relevant courses that align with industry trends will keep the curriculum dynamic and responsive to market needs. Faculty development programs are essential for maintaining high educational standards. Organizing regular workshops, seminars, and training sessions will help faculty to stay updated with the latest teaching methodologies and research developments.

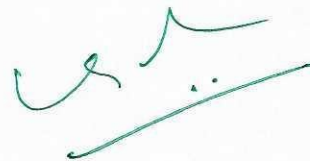


Infrastructure development is another key area. Planning for the expansion and modernization of campus facilities, including the construction of additional hostels and upgrading of laboratories, is necessary.

Building robust industry partnerships is critical. Developing strategic alliances with leading companies and organizations will enhance internship and placement opportunities.

Alumni network development initiatives, such as regular reunions, online platforms, and mentorship programs, will leverage alumni expertise and connections for the benefit of current students.

Expanding collaborations and exchange programs with other competent institutions will provide global exposure, fostering a diverse and inclusive learning environment. Quality assurance mechanisms must be established to continuously monitor and improve academic and administrative processes. Implementing regular feedback systems from students, faculty, and stakeholders will guide improvements. Incorporating sustainability initiatives into campus operations and curriculum will promote environmental awareness and responsibility among students and staff, ensuring RCMAS contributes positively to societal and environmental well-being.



MILESTONES 2010 -2020



RCMAS
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LEARN . SERVE . EXCEL

PRINCIPAL

**Rajagiri College of Management & Applied Sciences
Rajagiri Valley. P. O., Kakkannad - 682 039**