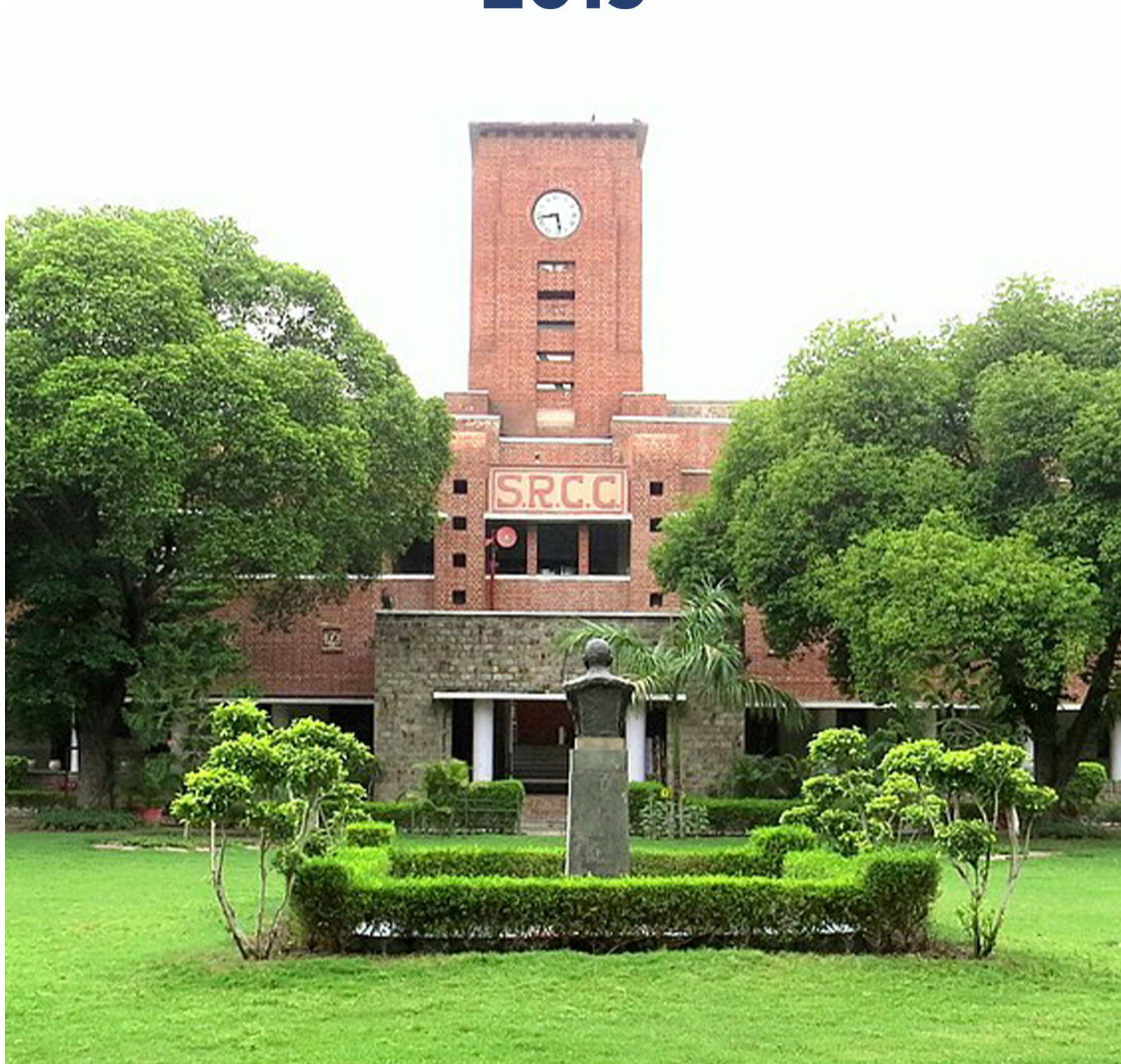




SHRI RAM COLLEGE OF COMMERCE
UNIVERSITY OF DELHI

ABRIDGED STRATEGIC PLAN 2019



Achieving Global Excellence

Mapping the New Frontiers of SRCC

Shri Ram College of Commerce has a reputation of being one of the best institutions in India imparting business studies and economics to undergraduate students. It attracts some of the most talented students from all across the country. Any plan for the future must address both issues, consolidating the position as a premier institution for commerce and economics education in India, as well as propelling the college to global quality standards.

Achieving Global Excellence

Global excellence means achieving the following objectives:

- a. Academic, student and alumni experience in line with global standards (i.e. comparable with the best institutions in the world)
- b. Exceptional career paths for students and alumni, at par with the best institutions both in India and internationally
- c. Recognition from various internal and external stakeholders

To achieve these objectives, the following six broad areas are identified where focussed initiatives are necessary:

- a. Faculty
- b. Placements
- c. Academics
- d. Infrastructure
- e. Global Business Operations Post Graduate Programme
- f. Alumni

Cognisant of the fact that institutional transformation is a long-term endeavour, implementation in three 'stages' or time spans:

Stage I: 1-2 years

Stage II: 2-5 years

Stage III: 5+ years

Stage I (1-2 Years)

Focus on:

- a. Improving student experience, placements and career success
- b. Revamping of the GBO-PG programme

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- c. Improving alumni engagement and fundraising
 - d. Implementing new capability-building initiatives, such as providing extra support to college administration and improving existing processes

Stage II (2-5 Years)

Focus on:

- a. Consolidating and improving initiatives from Stage I
- b. Improving faculty performance
- c. Enabling extensive infrastructure improvements

Objectives

Credibility of any institution is driven by three primary factors: the quality of the academic experience, the career outcomes for students and the strength of its alumni network. The guiding philosophy of SRCC's transformation will be focused on achieving five important goals:

1. Create skilled students to drive better outcomes
2. Deliver better alumni engagement to create a strong community
3. Evolve programmes that respond effectively to contemporary market needs
4. Nurture faculty to improve quality of education and to create world-class academicians
5. Build best-in-class infrastructure to enhance the overall learning experience

With its centennial year approaching, SRCC is presented with a unique opportunity to rethink the way students learn by strengthening its curriculum, introducing subject-matter experts to supplement existing efforts, offering best-in-class infrastructure and moving towards achieving global excellence.

Goal 1: Create skilled students to drive better outcomes

As a premier educational institution, it is SRCC's primary responsibility to ensure greater livelihood choices for all its students. These should be measured not only by the first job or higher education admission that graduating students get, but also by the progression they have in their lives, the spheres of influence they generate and the social impact they create. The best students in the country weather tough competition to make it to SRCC to get a jumpstart in their careers and in turn, bring the college reputation by being successful alumni. We believe these

outcomes – whether employment or higher education placements – are the biggest drivers of student connection to their alma mater.

The key aims are:

- a. Build strong industry partnerships
- b. Revamp the jobs placements process
- c. Leverage internships to improve exposure
- d. Improve student employability
- e. Improve higher education placements
- f. Encourage entrepreneurship
- g. Institutionalise career counselling
- h. Enhance student life

Strong industry relationships are essential to improving the diversity and number of organisations visiting SRCC every year. Given that SRCC students come from all over the country, active effort is to be made to build and manage relationships with industry partners in different major metros. SRCC will not only work on final placements but also focus on internships. In the long term, industry relationships will be nurtured in a way that builds in potential for students to receive offers for full-time jobs at the end of an internship, resulting in better closure rates. Organisations will also appreciate the opportunity to evaluate a candidate over a longer period of time during an internship.

To be an effective contributor in today's professional landscape, students will be encouraged to up-skill outside their domain of expertise. Textbook education offers only a part of the knowledge that students need to be equipped with for their careers. SRCC can close this competency gap by creating opportunities for students to learn the variety of skills they need to succeed as professionals. This way, students will be better equipped to handle interviews, as well as have broader perspectives that will help prepare them for workplace challenges and realities.

Students graduating from SRCC will be equipped with skills that make them attractive candidates to top Indian and international institutions. Their SRCC background will give them the credibility required to apply to these schools. Student admitted to top-quality higher education institutions abroad will increase SRCC's global visibility and in the long term cross-pollinate institutional networks.

Career opportunities aren't limited to just placement at a reputable organisation. Today, the opportunity to successfully create and run a start-up is enormous - anyone with an idea, passion and knowhow to run a successful organisation has the opportunity to create tremendous impact, with the right kind of support. SRCC will actively endeavour to create an ecosystem to promote and encourage entrepreneurship. Guest-lectures, workshops, business mentorship, etc. that focus on topics relevant to building and running a successful start-up and inspire students to take up entrepreneurship will be organised.

It is important for students to receive adequate support that helps them make informed decisions about their future. A key aspect of this is ensuring students self-reflect to understand their strengths, weaknesses and opportunities. The will help students realise their potential, expose them new and innovative career choices and educate them about different higher education paths. A dedicated career counselling team will offer advice/support to help students understand opportunities outside traditionally considered routes.

As part of their time at SRCC students will receive support across all spheres of their education, professional and personal life. The variety of challenges faced while studying, while simultaneously up-skilling their way to success, will be addressed so that students complete their education as well-rounded, dynamic individuals. Co-curricular and extra-curricular activities will be encouraged so that the academic experience is suitably supplemented with experiential learning from hands-on activities. Mental health has been flagged as a major issue that students grapple with during their college years. SRCC will organise regular counselling sessions for the students to address any mental health concerns.

Goal 2: Deliver better alumni engagement to create a strong community

Across India and around the world, a strong alumni community is the bedrock of all globally-acclaimed universities. This community is integral to driving the institution's mission and typically serves as an extension of it. With nearly a century of students as its alumni, SRCC has a huge opportunity to leverage its powerful network and create a sense of 'belonging' among them.

SRCC has a strong alumni base and is enhancing its connection by building and nurturing relationships across the globe. In order to create interest among the network, SRCC is developing a compelling narrative about its vision and development plans that has the alumni as

a very important partner. With its centennial year approaching, SRCC will vigorously engage with the alumni to chart out a centenary development plan.

SRCC will complete 100 years in 2026. This milestone presents a great occasion to share SRCC's vision of development with a wider audience, bring together students and alumni, as well as celebrate on a large scale. This is the perfect time in SRCC's history to create a movement and to instil a feeling of belonging among the wider community. A range of activities and initiatives will create excitement as well as conversation among those associated with the SRCC brand. A number of initiatives and events will be organised leading up to a celebration event, to evoke positive emotions and to create and reactivate deep connections with SRCC.

Goal 3: Evolve programme offering to respond to contemporary market needs

SRCC has scope to re-imagine and revamp its programme offering with the Global Business Operations PG Diploma. There is flexibility to rethink the course curriculum and bring it at par with international standards, and to meet current market needs. SRCC will look at this programme becoming its premier flagship offering, leveraging its reputation and using the programme as a channel for promoting the institution's brand and credibility.

Goal 4: Improve the quality of education and create world class academicians

It is important for faculty to feel respected and rewarded for their daily efforts in the classroom and contributions to SRCC. The college will create avenues for reward and recognition of its faculty members. Research will be promoted and faculty will be encouraged to publish their work in reputed journals. It will also implement TIE (Training, Immersion, Exchange) programmes and provide adequate infrastructure support. The focus will be on pedagogical innovations, improving content delivery and student engagement, research and effective facilitation.

Goal 5: Create best-in-class infrastructure to enhance overall learning experience

SRCC enjoys one of the best qualities of infrastructure amongst all Delhi University colleges (AC classrooms, state-of-the-art-library, sports complex). However, the college will require additional infrastructure for the increased intakes in the last few years. It is our endeavour to quickly meet the shortfall of additional space requirements. Digital learning platforms are also being conceived to tackle the issue through innovation.



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