Faculty of Commerce and Management

Rama University, Uttar Pradesh
Kanpur

Institutional Development Strategy For Five Years 2026-31

Vision of FCM

"To nurture exceptional professionals, proficient in diverse dimensions, who can become responsible global citizens and confidently navigate the challenges of the world."

Mission of FCM

- To develop ethical leaders who are innovative and adept at managing change by emphasizing industry exposure, research, and entrepreneurial training.
- To be recognized as a premier business school that creates exceptional professionals with strong work ethics, capable of making a significant impact in their respective fields.
- To cultivate professionals of the highest caliber, with strong work ethics, who can excel and leave a lasting impression in any sphere they enter.

Strategic Plan for FCM (2026–2031)

1. Academic Excellence and Curriculum Innovation

Objective: *To achieve academic excellence through NEP-2020 aligned curriculum revision, ICT-enabled teaching, industry-oriented and value-added courses, e-content development, and strengthening faculty resources to enhance teaching quality and research culture.*

Action Plan	Timeline	Expected Outcome
Revise curriculum as per NEP 2020, NCrF, IKS and industry requirements through BOS meetings	Every year (2026–2031)	Updated and industry-relevant curriculum
Introduce new elective courses (FinTech, ESG, Business Analytics, Digital Marketing, Entrepreneurship etc.)	2026–2028	Increased employability and modern skill development
Continue value-added / certification courses (40 hours / 1–3 credits) within semesters	Every semester (2026–2031)	Skill enhancement and professional competency
Recruit qualified faculty (10 Ph.D. holders in 5 years) to improve student–faculty ratio	2026–2030	Strong research culture and better academic quality
Develop e-content modules for all courses on LMS	By 2026	Full digital learning support
Develop 100+ video lectures and internal case study repository	2026–2031	Strong e-learning resources
Ensure 100% internships for students every year	Every year (2026–2031)	Practical exposure and placement readiness
Introduce industry-based projects / live projects for MBA students	2026 onwards	Industry-oriented learning
Use case-based and experiential pedagogy in classroom teaching	2026–2031	Better conceptual understanding
Ensure 100% use of LMS, Google Classroom, Zoom / Teams	By 2026	ICT-enabled teaching-learning
Train faculty in EdTech tools and digital teaching methods	Every year (2026–2031)	Improved teaching effectiveness

2. Research, Innovation & Consultancy

Objective: *To strengthen research culture, innovation, and industry-linked consultancy through quality publications, funded projects, technical training, industry-oriented research, and continuous faculty development to enhance academic excellence and institutional reputation.*

Action Plan	Timeline	Expected Outcome
Publish research papers in Scopus / WoS / ABDC / UGC-CARE journals (Target: 20+ in 5 years)	2026–2031	Strong research profile of FCM
Apply for funded research projects from ICSSR and other agencies	2026–2031	External funding and research recognition
Organize minimum 2 technical workshops per year (SPSS, AMOS, NVIVO, Design Thinking, GST, Tally, Analytics etc.)	Every year (2026–2031)	Technical skill development of students & faculty
Organize one National / International Conference every year	Every year (2026–2031)	Research exposure and academic networking
Introduce industry-oriented projects for BBA / B.Com final year students	2026 onwards	Practical and problem-based learning
Implement backward integration with industry for skill-based training and certification	2026–2028	Industry-ready students
Promote Startup & Incubation activities in collaboration with University Incubation Cell by encouraging students to develop business ideas, participate in startup competitions, and work with incubators	2026–2031	Development of startup culture and innovation among students
Encourage MBA dissertations in collaboration with industry / incubators	2026–2031	Applied research and innovation
Provide training in market analytics, SPSS, AMOS, NVIVO, data analysis software	Every year (2026–2031)	Improved research and analytical skills
Organize minimum 2 FDP / MDP per year	Every year (2026–2031)	Faculty skill enhancement
Encourage faculty to attend FDPs at premier institutes (IIM, IIT, Central Universities)	2026–2031	Advanced academic exposure
Register at least 1–2 student startups every year through incubation support	2026–2031	Development of entrepreneurial culture
Mentor minimum 10 student startups in 5 years through faculty and industry guidance	2026–2031	Successful student-led ventures

Organize Annual Pitch Day / Ideathon / E-Summit for startup ideas and innovation	Every year (2026–2031)	Increased innovation and startup participation

3. Student-Centric Initiatives & Outcomes

Objective: *To strengthen industry–academia collaboration, entrepreneurship, skill development, and professional readiness of students through structured interaction with industry, alumni engagement, soft skill training, multidisciplinary learning, and career-oriented activities in alignment with NEP 2020.*

Action Plan	Timeline	Expected Outcome
Organize Industry–Academia Meet every year to review syllabus and identify industry skill requirements	Every year (2026–2031)	Updated curriculum and industry-ready students
Promote Entrepreneurship through business plan competitions, startup talks, and interaction with entrepreneurs	Every year (2026–2031)	Increased entrepreneurial mindset
Create and manage professional social media / LinkedIn profiles of students for career development	By 2027	Better career visibility and networking
Conduct soft skill training sessions regularly; continue Life Skills Training (60 hrs) in collaboration with Infosys	Every year (2026–2031)	Improved communication and employability
Provide domain-specific technical and computer skill training as per NEP 2020	Every year (2026–2031)	Industry-ready graduates
Strengthen Alumni network and organize annual Alumni Meet	Every year (2026–2031)	Strong alumni support and placements
Promote multidisciplinary learning under NEP / CBCS with subjects from other departments	2026 onwards	Holistic education
Encourage MOOCs through SWAYAM, Coursera, edX, Udemy etc. for credit / non-credit courses	Every year (2026–2031)	Additional skills and certifications

Continue Management Talk Series with CEOs, industry experts, and professionals	Every year (2026–2031)	Industry exposure
Continue student clubs for leadership, cultural, and academic development	Every year (2026–2031)	Overall personality development
Conduct minimum 4 expert talks / guest lecturers every year	Every year (2026–2031)	Practical knowledge enhancement
Involve alumni and corporate experts in teaching, mentoring, and training	2026–2031	Strong industry connection
Assign faculty mentors to all students under Mentor–Mentee system	Every year (2026–2031)	Individual academic guidance for all students
Maintain Mentor–Mentee logbooks and submit reports to Mentoring Cell	Every semester (2026–2031)	Proper monitoring and documentation
Conduct special remedial classes for slow learners as per university policy	Every semester (2026–2031)	Improvement in result and pass percentage
Strengthen Placement Cell and engage at least 50+ recruiters	2026–2030	Increased placement opportunities
Achieve minimum 90% placement for BBA/B.Com and 100% placement for MBA final year students	Every year (2026–2031)	Higher placement record
Conduct regular pre-placement training, aptitude sessions, mock interviews, and GD practice	Every year (2026–2031)	Improved employability skills
Organize alumni interaction and career guidance series	Every year (2026–2031)	Better industry exposure and networking

4. Faculty Development & Capacity Building

Objective: *To enhance the academic, research, professional, and technological competencies of faculty members through continuous training, research promotion, industry exposure, and leadership development in order to ensure high-quality teaching, innovation, and effective academic governance*

Action Plan	Timeline	Expected Outcome
Create a conducive environment for research and encourage publication in Scopus, Web of Science, ABDC, and UGC-CARE journals	2026–2031	Increase in quality research publications
Conduct workshops on patent filing and intellectual property rights to motivate faculty for patents	2026–2028	Awareness and increase in patent applications
Organize training sessions on research paper writing, review articles, and journal publication; create ORCID and Publons IDs for faculty	2026–2029	Improved research quality and indexing of faculty work
Conduct life skills and professional development training programs for faculty and staff	Every year (2026–2031)	Improved academic professionalism and work efficiency

4. Infrastructure & ICT Enhancement

Objective: *To strengthen academic infrastructure and ICT facilities by developing smart classrooms, digital laboratories, and technology-enabled learning resources to support modern teaching, research, and skill development.*

Action Plan	Timeline	Expected Outcome
Upgrade existing classrooms into smart classrooms with projector, smart board, and internet facility	2026–2028	ICT-enabled teaching-learning environment
Establish a Digital Lab for Business Analytics, Simulation, and Data Analysis	2026–2029	Practical training in analytics and software tools
Upgrade computer lab with latest software (SPSS, Tally, Advanced Excel, Analytics tools etc.)	2026–2030	Improved technical and research skills
Strengthen LMS, ERP, and digital learning platforms	2026–2031	Effective academic monitoring and e-learning

Action Plan	Timeline	Expected Outcome
Provide high-speed internet and Wi-Fi support in classrooms and labs	2026–2027	Smooth digital learning facilities

5. Industry Linkages & Collaborations

Objective: *To strengthen industry–academia collaboration through MoUs, joint certification programs, skill-based training, and academic partnerships to enhance employability, global exposure, and professional competency of students.*

Action Plan	Timeline	Expected Outcome
Start joint certification programs with professional bodies (NISM, MSME, FICCI etc.)	2026–2031	Industry-relevant certification for students
Promote student exchange / academic collaboration with foreign partner universities	2027–2031	Global exposure and academic collaboration
Organize joint FDPs, seminars, and conferences with academic institutions	Every year (2026–2031)	Academic networking and knowledge sharing
Ensure implementation of activities under signed MoUs	2026–2031	Active collaboration with industry & institutions
Continue skill development programs in collaboration with Bajaj Finserv (CPBFI), NEN, UNESCO, JARDS, Barclays, Infosys etc.	2026–2031	Professional and skill-based training
Offer 30–40 hour career-oriented short-term courses (Advanced Excel, Stock Trading, Export Documentation, Financial Modelling etc.)	Every semester (2026–2031)	Enhanced employability skills
Organize Weekend Entrepreneurship / Startup Bootcamp / Skill training series	Every year (2026–2031)	Promotion of entrepreneurship and practical learning

6. Institutional Values, Sustainability & Governance

Objective: *To promote institutional values, social responsibility, environmental sustainability, and transparent governance through outreach activities, green initiatives, quality assurance measures, and effective administrative practices.*

Action Plan	Timeline / Deadline	Expected Outcome
Prepare for future NIRF / NBA accreditation and ranking processes	2026–2031	Improved institutional quality standards
Strengthen IQAC activities and documentation	Every year (2026–2031)	Better accreditation performance
Conduct academic and administrative audits on department	Every Semester (2026–2031)	Continuous quality improvement

Action Plan	Timeline / Deadline	Expected Outcome
Continue Water Footprint Campaign in collaboration with WWF	Every year (2026–2031)	Environmental awareness among students
Introduce SOMA (School for Millet Awareness) outreach program for school children	From 2026 onwards	Community engagement and social responsibility
Organize extension activities, awareness drives, and community outreach programs	Every year (2026–2031)	Strong extension and outreach culture
Conduct Green Campus drives with participation of FCM students	Every year (2026–2031)	Eco-friendly campus environment
Implement ban on single-use plastic and promote e-assignments / paperless work	By 2027	Reduced plastic and paper usage
Develop compost pit and rainwater harvesting system in coordination with university	2026–2029	Sustainable campus practices
Conduct Student Satisfaction Survey and feedback on teaching–learning	Every year (2026–2031)	Continuous quality improvement
Implement internal quality assurance practices and academic review meetings	Every semester (2026–2031)	Better governance and monitoring
Conduct monthly departmental meetings for academic and administrative review	Every month (2026–2031)	Effective administration
Implement ERP / digital system for attendance, assessment, and feedback	By 2027	Transparent and efficient academic system

7. Any Department-Specific Strategic Initiatives (2026–2031)

Objective: *To promote holistic student development, quality improvement, innovative practices, and effective academic administration through departmental initiatives, student activities, quality assurance measures, and participative governance.*

Action Plan	Timeline / Deadline	Expected Outcome
Organize annual entrepreneurship fest **E-SUMMIT**	Every year (2026–2031)	Entrepreneurial and leadership skills among students
Conduct debates, business quizzes, street plays, and management games	Every semester (2026–2031)	Overall personality development

Conduct bridge courses in English, Statistics, and Accounting for first-year students	Every year at beginning of session (2026–2031)	Better academic adaptation of new students
Collect regular feedback from students and review academic progress	Every semester (2026–2031)	Early identification of learning gaps
Organize monthly informal meetings and career counseling sessions	Every month (2026–2031)	Improved student retention
Conduct Annual Student Satisfaction Survey	Every year (2026–2031)	Quality improvement in teaching-learning
Collect feedback on course and teaching evaluation	Every semester (2026–2031)	Continuous academic monitoring
Introduce **Open House Discussion with Dean** (Monthly Student Forum)	From 2026 onwards	Better student participation in governance
Publish **FCM Times – Quarterly Newsletter** managed by students	Every quarter (2026–2031)	Student involvement and academic creativity
Introduce **Student of the Month / Research Star Awards**	Every semester (2026–2031)	Motivation for academic excellence
Conduct Monthly Departmental Review Meetings	Every month (2026–2031)	Effective academic administration
Implement ERP system for attendance, assessment, and feedback	By 2027	Transparent and efficient academic system