



**Noida Institute of Engineering & Technology (MCA Institute),  
Greater Noida**

## The Strategic Plan

Noida Institute of Engineering and  
Technology (MCA Institute), Greater Noida  
2020-2025



# Noida Institute of Engineering & Technology (MCA Institute), Greater Noida

## Contents

1. MD's Foreword
2. Message from the AMD
3. From the desk of the EVP
4. Director's Preface
5. Acknowledgements
6. SDP – The Process
7. Profile of the Institute
8. Vision and Mission Statements
9. Expectations of the Stakeholders
10. SWOT Analysis
11. Identification of Areas of Concern
12. Strategic Goals
13. Implementations and Monitoring of the Strategic Plan
14. Team to Monitor the Progress of the Plan



# Noida Institute of Engineering & Technology (MCA Institute), Greater Noida

## MD's Foreword

*"Work is Worship"*

Success is not a one-shot process. It is the result of a continuous improvement after each failure. The fear of failure needs to be captured in order for a person to learn from his failure too. It is an invaluable opportunity to rectify errors and move forward. Failure in working for a good cause is better than success in working for a wrong cause.

Over the years now, NIET (MCA Institute) has built quite a special position in the private higher education sector. With its distinctive culture, it provides a clear student-centred environment in which to explore existing technical knowledge, and gain new learning at the leading edges of technology development.

Our unique educational system ensures that you gain not just depth and breadth in your chosen area of specialization, but also a holistic set of skills that will equip you to face the real world. At every stage there will be opportunities to expand your boundaries, platforms for collaboration and learning, and recognitions for those who strive to excel. Thus, I would like each one of you to join NIET (MCA Institute) and aspire as global leaders and a successful human being.

*Dr. Om Prakash Agarwal (Managing Director)*

### **Message from the AMD**

*"Education is the most powerful weapon which you can use to change the world" - Nelson Mandela*

In the course of last 20 years many technical & management institutes have sprung up all over the country. Graduates passing out every year are highly optimistic, that technical courses ensure a rewarding career.

The economic, corporate and social environments are undergoing radical changes. To survive, manage and excel in this dynamically changing atmosphere; it demands engagement of professionals who are well informed, competent, courageous and versatile.

Beyond the academics, the curriculum at NIET (MCA Institute) is strongly linked with several recent themes like latest technologies needed by organizations, soft skills, communication, among others. Our approach has resulted in programs of study relevant to the leadership trends and challenges of tomorrow. Classroom learning is made interesting by highly qualified and experienced faculty through interactions, presentations, role plays, case studies and out bound learning programs. This is further reinforced by practical learning through Industrial visits and summer training. Students regularly undergo personality development and grooming sessions that leads to both extrinsic and intrinsic confidence boosting and prepares them for the corporate world.

We appreciate your interest and want you to know that we are here to bring you a leading-edge management education.

*Dr. Neema Agarwal (Additional Managing Director)*



# Noida Institute of Engineering & Technology (MCA Institute), Greater Noida

## **From the desk of the EVP**

This new generation is an interesting one. Most of them were born into a world where technology has always been at the forefront. These students rely on Google, texting, social media and Wi-Fi, and they view email - not letter writing - as a formal form of communication.

NIET (MCA Institute) has been helping students write their own stories since its inception. Committed to providing the best jobs by creating life-changing educational opportunities and collaborative learning environments, we have stayed at the forefront of innovation in higher education, providing the tools our students need to make them industry ready from day one and make an impact in the world.

NIET (MCA Institute) provides training to the students according to the industry requirements giving the individual student a 360 degree in employability skills.. We impart experiential learning and thereby progressively enhance the competencies of our teaching staff and our students.

I, thus, invite you to join our movement to create Corporate Citizens who become role models, wherever they go, for developing their professional career. I promise you a challenging academic experience, with an international flavour, which will truly transform your lives.

Dr. Raman Batra (Executive Vice President)



# Noida Institute of Engineering & Technology (MCA Institute), Greater Noida

## Director's Preface

Welcome to Noida Institute of Engineering & Technology, Gr. Noida. Ever Since its inception in 2006, our endeavour at NIET (MCA Institute) has been to provide excellent quality of education and training to young minds aspiring to become managers and technocrats. In order to achieve this goal we have established an infrastructure that conforms to the best in the world. Our faculty members are highly talented and qualified. Additionally, we invite the finest minds from the industry and academia as guest lecturers. With the help of a very supportive staff, we ensure a healthy learning atmosphere for our students.

We motivate our students to dream big and guarantee that right spirit and necessary talent are inculcated in the students to help them realize their objectives. We also continuously strive to instil ethical values in our wards so that they become responsible citizens of tomorrow.

NIET (MCA Institute) has always stood for quality and excellence and we make every effort to constantly upgrade and improve ourselves.

I wish you the very best as you choose to become a part of this exciting and vibrant learning community.

Dr. Rajan Kochar (Director)



# **Noida Institute of Engineering & Technology (MCA Institute), Greater Noida**

## **Acknowledgements**

We wish to place on record our sincere gratitude to the Management, the members of the Governing Body, Directors, members of the faculty and staff, our Alumni, and the students for their invaluable contribution towards the formulation of the Institute's Strategic Development Plan.

We are highly grateful to the stakeholders especially our corporate partners, alumni, students, and parents for their valuable inputs and contribution towards framing this document.

### **Strategic Development Plan: The Process**

The Management of Noida Institute of Engineering and Technology (MCA Institute), Greater Noida felt a dire need to prepare a formal and feasible strategic development plan for the institute for the period from 2020 to 2025. The management and the leadership team along with senior Professors at NIET (MCA Institute) rigorously brainstormed about the expectations of the stakeholders and the SWOC. A committee was formed and entrusted with the responsibility of formulating the strategic development plan document. The committee met many times and discussed institute's vision, mission, quality policy and core values. The committee also deliberated on the institute's goals to be achieved by the year 2025.

A road map was laid down by the committee to approach each strategy and sub-strategy in a systematic way. Various aspects related to the implementation of the strategic plan including the budget, required resources, leadership team responsible for the implementation and other prerequisites.

The department is the building block of an institution and hence, worked on its own vision, mission and goals individually. All the Heads of various departments of the Institution, under the leadership of the Director, formed the core team to work along with the management to develop one integrated development plan of the institute and to implement it effectively.

The emphasis of the strategic plan is multifold. First, it focuses on evaluating measures that help in effective implementation of the plan; secondly, it lays a lot of importance in monitoring the implementation process and thirdly, it also takes into consideration the extent of deviation.

The final draft of the Institute's Strategic Development Plan was put before the Board of Governors (BOG) for their review. The suggestions of the BOG were incorporated towards effective implementation of the plan. This comprehensive plan forms the guiding plan for





# Noida Institute of Engineering & Technology (MCA Institute), Greater Noida

the period from 2020 to 2025.

## **Profile of the Institute**

Noida institute of Engineering & Technology (MCA Institute), offers a globally accelerated PGDM Programme which aims to project the two-way analogy principle i.e. 'Beeja-Jeevaamruthm' which connotes the overall development of the novice from the outset to a serene and meaningful life. This mechanism not only nurtures progressively the rudimentary roots of the individual within but also fosters the ability to protrude out and gleam the entrepreneur skills judiciously subjected to the concept of minimalism and resource efficiency.

The program is designed with a focus to help students find the right career path and make them industry ready as soon as they complete their post-graduation.

### **The program emphasizes the following:**

**Designed and managed by the industry** - The program is designed by a group of industry professionals who have a rich experience in the corporate world.

**Delivered by professionals** - The program is delivered by professionals who believe in imparting experiential knowledge rather than theoretical lectures.

**Job relevant curriculum** - The curriculum is kept in sync with the changing industry requirements and hence the students who enroll for it are provided with the desired skill sets which make them easily employable.

### **Mission and Vision**

The vision and mission of the Institute are as under:

## **Vision**

To be a renowned center of excellence in management studies producing socially responsible and ethical leaders for the Global Market.

## **Mission**

- To provide academic excellence in the futuristic and emerging areas of knowledge, learning, and research.
- To shape the personality of students inclusive of human values, incorporating traits of conviction and action.
- To encourage and develop entrepreneurial spirit and actions capable of solving societal problems through innovative and sustainable business models.
- To develop mindful leaders by collaborating with industry and society.

## **PGDM Department**

The vision and mission of the Department of Post Graduate Diploma in Management are as under:

### **Vision**

To establish PGDM as a preferred choice for producing socially responsible industry-ready management professionals with entrepreneurial zeal.

### **Mission**

- To develop a globally recognized management institute through academic excellence.
- To foster an entrepreneurial and innovative mindset in management professionals.
- To develop highly skilled, globally competent, industry-ready professionals with a high order of critical thinking.
- To instill values and ethics to produce socially responsible leaders.

## **Program Educational Objectives (PEOs)**

The two-year Full-Time PGDM program is designed to meet the following Program Educational Objectives:

- Graduates will be inculcated with academic excellence to apply management theories & practices in a dynamic business environment for the achievement of organizational goals.

- Graduates will develop entrepreneurial and innovative mindsets with analytical and critical thinking abilities to solve complex business problems.
- Graduates will be developed as highly-skilled industry-ready, socially responsible, and value-based leaders to take creative and innovative decisions.
- Graduates will apply economic, legal, and ethical aspects of business to take decisions in a globally competitive environment.

## Expectations of the Stakeholders

### Management

- To get accredited
- To make the institute a Global Brand
- To make the institute sustainable
- To contribute towards Social Responsibility

### Leadership Team

- Institute's ranking among top 50 in the country
- Academically Sound Faculty Members
- To develop expertise in Niche areas especially the emerging areas
- Good research and patents by faculty members and students
- Industry oriented and Student centric education programs
- Benchmarking through accreditation of the programs and the institute
- To incubate at least 10 startups
- To become an institute with 100% placement

### Faculty & Staff

- Good academic & working environment
- Professional growth opportunities
- Research facilities

- Academic independence with accountability
- Transparency and uniform processes

## **Students**

- Good academic environment
- Co-Curricular and extracurricular activities
- State of the art infrastructure
- Experiential learning and industry exposure
- International academic and industrial exposure
- Career guidance
- Support with entrepreneurial ventures
- Quality placement assistance

## **Parents**

- Branding of the Institute
- Good teaching- learning environment
- Practical learning
- Good accommodation
- Safe and secure campus
- Discipline
- Quality placements

## **Industry**

- Corporate ready professionals
- Professionals with positive attitude
- Strong subject fundamentals
- Strong Industry-Institution interaction
- Collaborative research, consultancy
- Brand and accreditations of the institute

## **Society & Others**

- Creating socially responsible citizens
- Institute's contribution towards Social causes



## **Noida Institute of Engineering & Technology (MCA Institute), Greater Noida**

- Not for profit skill development programs for needy
- Resource center for other institutions
- Consultancy and Continuing education Programs



## **Noida Institute of Engineering & Technology (MCA Institute), Greater Noida**

### **SWOC ANALYSIS**

#### **STRENGTHS**

Sr. No.	Strengths	Importance	Action Point
S1	Faculty members are highly qualified	High	Maintaining the strength
S2	Course curriculum is industry aligned and designed in consultation with Industry	High	Maintaining the strength
S3	Institute is equipped with latest technological tools to train students well with help of technology	High	Maintaining the strength
S4	Well equipped library and e resources	High	Maintaining the strength
S5	Strong industry interface	High	Maintaining the strength
S6	Faculty use rich pedagogy to ensure students'engagement	High	Maintaining the strength
S7	High placement percentage	High	Maintaining the strength
S8	SMART classrooms, strong IT infrastructure	High	Maintaining the strength

### WEAKNESS

Sr.no.	Weakness	Importance	Action Point
W1	Students' papers publication in reputed journals	Medium	Creating awareness amongst students about importance of getting in high quality journals.
W2	Students' start ups	High	Motivating the students and creating more awareness for the same.

### OPPORTUNITIES

Sr.no.	Opportunity	Importance	Action Point
O1	Interdisciplinary research leading to improved research outcomes	Medium	Networking with researchers from reputed organizations for joint publications.
O2	International Connect	High	Alliances with foreign universities, subject mapping will start soon
O3	Accreditations	High	Aligning the curriculum with the requirements of NBA and other accrediting agencies
O4	Industry MoUs	High	Industry tie ups and MoUs for training, internships and placements.

### CHALLENGES

Sr.no.	Challenges	Importance	Action Point
C1	Getting funded research projects	Medium	Applying for grants by AICTE and get funded research projects post accreditation.
C2	Getting students from diverse demographics and geographical areas	High	Better visibility to attract students from different areas

### Identified Areas of Concern

The most important part of the strategic plan of any institution is the Goal setting. Various areas of concern were identified by reviewing the SWOC analysis and mapping the analysis with the Vision and the Mission statements of the Institute. The weaknesses and the challenges identified during the SWOC analysis helped in identifying the major thrust areas and goals to be achieved.

The major areas of concern identified are:

1. Research (both students and faculty)
2. Industry-Institute Interaction
3. Students' start ups
4. Students' Diversity

### Thrust areas and person responsible for implementation:

S. No.	Thrust Area	Person Responsible
1	Research	Research Committee, Faculty, Students
2	Industry-Institute Interaction	CMC, Department level
3	Students' start ups	TBI, Department level
4	Students' Diversity	PR Department, Admissions department

## **Strategic Goals**

Identification of the major areas of concern lead to the formation of strategic goals which the institute will strive to achieve in the period from 2020 to 2025. The goals were set by the committee after a thorough and objective analysis and review of the weaknesses, challenges, vision and mission statements, quality policy, values and the areas of concern. The following high level goals were established:

### **Institutional Strategic Goals (ISG):**

1. Effective Management
2. Improving Library and Information Center (E resources)
3. Improving Industry-Institution Interaction
4. Augmenting Research and Development
5. Promoting Innovation and Creativity
6. Encouraging Entrepreneurship
7. Providing Soft-Skills Training to the Students
8. Establishing Global Connect

### **Implementation and Monitoring of the Strategic Plan**

The committee will be formed for review from time to time. The following leadership team will monitor the time to time implementation scheme against the measurables and do prepare detailed MIS for BOG review.

- **Chairman, GB**
- **Director, HOD**
- **Professors, Members of the Faculty & Staff**
- **Student representatives**
- **Industry representatives**





## **Noida Institute of Engineering & Technology (MCA Institute), Greater Noida**

- **Parent nominees**
- **Accreditation/Inspection bodies**