

Institutional Development Plan

Strategic Plan

Introduction

Daly College of Business Management (DCBM) is a premier institution dedicated to develop future-ready business professionals through a blend of academic excellence, innovation, and values-driven education. Established as an initiative of the illustrious “**The Daly College**”, **Indore**, DCBM is affiliated to **Devi Ahilya Vishwavidyalaya (DAVV)**, and is committed to provide high-quality management education at both undergraduate and postgraduate levels.

With state-of-the-art infrastructure, experienced faculty, and an emphasis on experiential learning, DCBM stands as a hub for aspiring managers and entrepreneurs contributing impactfully to Global Economic Development.

Mission

- To nurture and upskill management aspirants and future leaders by being a contextually relevant business school with due adherence to holistic development and blended learning, complemented with intellectual, social and personal transformation.

Vision

- To set an unparalleled standard for management education by channelising the transformative power of the management discipline in the righteous manner for the purpose of creating socially-conscious managers and entrepreneurs.

Strategic Initiatives Aligned with the Vision and Mission of DCBM

- At Daly College of Business Management (DCBM), academic excellence is matched by a strong commitment to holistic student and faculty development.
- To ensure continuous intellectual growth and industry readiness, students are regularly assigned projects that expose them to real-world scenarios and encourage analytical thinking.

- DCBM emphasizes the cultivation of leadership and entrepreneurial abilities.
- The institute conducts various business-oriented activities and trading simulations to foster entrepreneurial thinking and enhance decision-making skills among learners.
- Personality development initiatives are at the core of student support. Through structured programs such as vocational workshops, guest lectures, and skill-enhancement seminars, students gain valuable exposure and guidance from experienced professionals.
- To monitor and assess academic progress, DCBM follows a systematic evaluation structure throughout the academic year, which includes Continuous Comprehensive Tests (Internal Exam-1 and Internal Exam-2) and a Pre-University Examination (PUE). This multi-layered approach ensures consistency in learning outcomes.
- Support for students who require additional academic attention is equally prioritized. Remedial classes are offered to bring them at par with their peers, ensuring inclusive academic development.
- Faculty members are motivated to engage in continuous research and publications and gain insight into the emerging pedagogical trends, enriching the teaching-learning ecosystem.
- All the strategic initiatives are aligned with the institutional vision and mission, and are carefully considered by the Governing Body. These proposals aimed at continuous improvement and innovation are appreciated, evaluated, and, where feasible, implemented to promote the sustained development of DCBM.

SWOC Analysis

Daly College of Business Management

Strengths

1. Functions under the legacy of Daly College, which is well-known for excellence and value-based higher education in Central India.
2. Central city location with very good access to transport, medical facilities, and student amenities.
3. Robust student-teacher bond through mentoring, tutorials, and individual counseling.
4. Well-maintained modern infrastructure that supports effective learning.
5. Communication and soft skills training are integrated into the curriculum to make students globally employable.
6. Regular review sessions with faculty, timely assessment, and planning for future academic development.
7. Consistently high academic achievements in every cohort.
8. Encouragement of stakeholder involvement—parents, alumni, students—in all academic and co-curricular activities.
9. Faculty members accompany students in activities to promote bonding and mentoring outside classrooms.
10. A collaborative environment is demonstrated through several faculty-student committees.
11. Highly qualified faculty committed to academic and institutional distinction.
12. Continuing faculty development through enrichment programs and interdepartmental initiatives.
13. Scope for students to showcase talent through events, fests, competitions, and exhibitions.
14. Collaborations with institutions for research work, internships, cultural, and social interactions.
15. Safety on campus with CCTV monitoring, making campus a secure environment, particularly for female students.
16. Use of English as the language of instruction enables proper academic and professional grooming.
17. Effective Parent-Faculty connection through active engagement platforms.
18. Inclusive and pluralistic campus culture that encourages unity, responsibility, and respect.
19. International Exposure tours and immersion programs for students.

Weaknesses

1. We have only 60 seats each for BBA and MBA, so the strength is comparatively less compared to other colleges.
2. Timelines for examinations depend on university decisions, which restrict autonomy.
3. Applied for UGC 2(f) status, and waiting for recognition, which restricts access to centrally funded schemes of research.
4. We have yet to undergo NAAC accreditation.

Opportunities

1. Autonomy can facilitate DCBM to tailor its curriculum, incorporating industry-required skills.
2. The expanding economy and proximity to industrial areas enhance employability prospects for students.
3. Introduction of short-term skill-based courses for improving career preparedness.
4. More MoU's with research and industry associations to enhance student exposure to research.
5. Wider utilization of e-learning mechanisms to promote blended and self-directed learning.
6. Shift wise classes to optimize the use of space and resources.
7. Setting up a dedicated research and incubation center in association with affiliated university.

Challenges

1. Increasing subscription prices for premium academic journals and research databases.
2. Coping with increasing expectations from varied stakeholders.
3. Maintaining academic excellence in the face of increasing competition in business school education.
4. Redefining student mindset in favor of regular class attendance and seriousness towards regular courses.
5. Transcending resistance to rigorous internal assessment procedures.

Strategic Goals – Governance, Leadership & Institutional Planning at DCBM

Strategic Delegation & Resource Support: DCBM follows disciplined planning and effective delegation. The leadership ensures each initiative is supported by the required infrastructure and funds.

Inclusive Participation: Faculty members and students together involve themselves in different institutional committees to ensure ownership and participation in the development of the institution.

Student Representation: Students are actively involved in quality initiatives, performing as a bridge between faculty and administration, thus increasing institutional effectiveness.

Alumni Engagement: Seniors' and alumni involvement in mentorship, training, and cultural mentorship forges intergenerational relationships and provides institutional pride.

Cultural Integration: Events such as the Annual Fest and Management Conclaves are strategically organized to mirror DCBM's vision, uniting planning, execution, leadership, and creativity.

Peer and Faculty Bonding: Ongoing interaction in co-curricular planning develops a flourishing academic and cultural environment and encourages excellent teacher-student relationships.

Conclusion

Daly College of Business Management (DCBM) endeavors to develop a progressive, value-driven, and academically robust environment. Through participative governance, strategic planning, and interactive stakeholder engagement, DCBM keeps reinventing itself while staying true to its heritage. The institution's dedication to integral student growth, innovative scholarship, and community cooperation makes it a leader among business schools in Central India.