



**PUNE DISTRICT EDUCATION ASSOCIATION'S**  
Mahatma Phule Institute of Management of Management  
& Computer Studies, A.M. College Campus, Manjari Road,  
Hadapsar-411028

**Strategic Plan 2018-2028**





Pune District Education Association's

# MAHATMA PHULE INSTITUTE OF MANAGEMENT & COMPUTER STUDIES

(Affiliated to Savitribai Phule Pune University, Recognised by D.T.E. Govt. of Maharashtra, Approved by A.I.C.T.E. New Delhi)



Annasaheb Magar College Campus, Manjari Road, Hadapsar, Pune-411 028.

Tel. : (020) 26993020, 26992611 E-mail : [directorpdeampim@gmail.com](mailto:directorpdeampim@gmail.com) Web : [pdeampim.edu.in](http://pdeampim.edu.in)

PUN Code - IMMP010720

DTE Code - MB6107

AISHE Code : C - 41697

## Institute Profile

Affiliating University	Savitribai Phule Pune University Pune, Maharashtra.
Year of Establishment	1990
Recognised by	D.T.E.Govt.of Maharashtra
Approved by	A.I.C.T.E.New Delhi
Course	MBA
Financial Category	Self-financed
Type of College	Co-Education
No. of Department	One P.G.
Intake	120
Specialisations	1.Marketing 2.HR 3.Finance 4.OSCM 5.BA
Built up area	2923 sq.mtr.
Area of campus (acres)	1. 25 acres





## INTRODUCTION

### Establishment-

1<sup>st</sup> Affiliation of AICTE letter no. : F-27-10-B/-2/BOS(M)/94/2527 dated 31/03/1994

Increase in Intake Govt of Maharashtra letter no. : TEM2009/(103/09) /Tashi dated 15/06/2009

The aim of Pune District Education Association is educating even in the rural families of Pune District and to create the bright future generation. Founder member Shri. Baburaoji Gholap started P.D.E.A. on 7th September 1941. Motto is "**Bahujan Hitay, Bahujan Sukhay**" i.e. **Welfare of Masses, Wellbeing of Masses.**

Hon. Shri. Ajit Pawar-Guardian Minister of Pune and present President, P.D.E.A. & Dy. Chief Minister of Maharashtra, Finance, Planning & Energy and nephew of Union Agriculture Minister Hon. Shri. Sharad Pawar.

Pune District Education Association's Mahatma Phule Institute of Management (MPIM) was established in the year 1990 under the aegis of the trust Pune District Education Association (PDEA) keeping in view the industry's and society's need for management professionals. The institute is recognized by A.I.C.T.E. Delhi, approved by DTE state government and affiliated to Savitribai Phule Pune University (SPPU) Pune. MPIM introduced MBA programme in the year 1994 for the students with specializations in Marketing, HR, Finance, and BA&OSCM. MBA programme was started by this institute to governing-depth knowledge to a cross section of students across the country on business, industry and entrepreneurship so that the students are equipped with all managerial techniques to best utilize available resources. MPIM gives head start in career to students, helps to re-invent the future and equips to emerge as a leader with thorough understanding of business.

MPIM emphasizes on constantly imparting the latest and relevant knowledge. The institute strives to meet the aspirations of the industries in all the possible ways, and towards this end, takes all the efforts to develop the students in every aspect.

As per AICTE norms the space required for present intake (120 students) considering the norms of 10.4 sq.mtr. area/student, presently for 240 students 2496 sq. Meters is the current requirement. We have at present, a constructed area of 2923 Sq.Mtrs. The additional unutilized space is left because we cannot conduct any course in the Institute without the approval of AICTE.



### \* Vision of the institute

To be Quality management institute of Masses.

### \*Mission of the institute

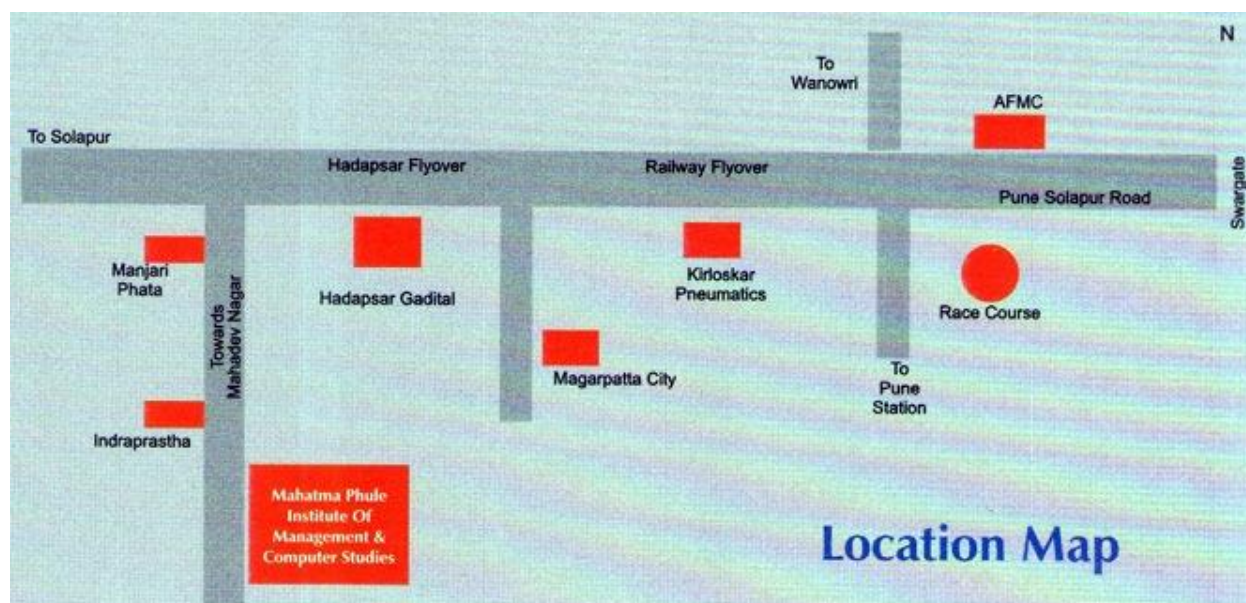
To create intellectual Capital.

To Foster A Culture of Academic Excellence and Social Sensitivity Based Management Education Through Teaching, Research, Case Studies, Industry-Institute Interface And Pedagogy of Learning, Empowering Masses

### \*Quality Policy

We are committed to Quality Management Education by Augmenting Infrastructural Facilities and Upgrading available Human Capital.

### Location and Background



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## Core Values of the Institution

We Pune District Education Association's Mahatma Phule Institute of Management & Computer Studies (MPIM&CS) are seriously committed to following Core Values which are aligned with Vision and Mission Of our Institute-

Sr.No	Core Value	The following points adhere to Dedication to Core value
1	Academic Excellence	Academic Calendar is displayed on the website Regular messages regarding lectures are posted on official groups Regular feedback is taken from students pertaining to lectures, activities, events. Assignments, Podcasts, Group activities, case study, role plays are a part of the teaching pedagogy Concurrent evaluation is taken for performance of the students Online lectures are recorded and posted in Google classroom for further reference Continuous mentoring of students given by experienced teachers Weak students are helped by extra classes Notices regarding exams are displayed periodically Students are encouraged to write research papers, articles.
2	Diversified Learning Exposure	Groups of two or more learners work together to solve problems, complete tasks, or learn new concepts. Promotion of student-faculty interaction, by writing research papers, articles in UGC journals Students are encouraged to take up Swayam courses for their specialization Students are made to collaborate in pairs, teams for projects, assignment. Discussions, debates for life skills, soft skills, communication sessions Collaborative learning by teaching (CLBT), students may have difficulties with self-discipline, which can be overcome by teamwork skills

2	A	E-waste drive Tree plantation Blood Donation Camps Plastic Collection Drive
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- **Academic Excellence-** We MPIM&CS strive hard to achieve Academic Excellence through Academic sign Of Courses, Assign Faculty For Subject Specialization, Quality Education, Fair Evaluations And Regular Assessment Are The Key Points Institute Implemented Over The Years.
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- **Diversified Learning Exposure-**Industrial Visits, Summer Internship Projects (SIP), Guest Lectures, Workshops And Seminars Gives Students And Staff Diversified Learning Exposure.
- 
- **Social And Environmental Responsible Behavior-** Institute Continuously focused Towards Social And Environmental Responsibility To conduct Tree Plantation Activities, Blood Donation camp, Plastic collection Drive etc.





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### **PROCESS OF Preparation of PERSPECTIVE PLAN:**

The Perspective Plan, 2020-2030 of the Mahatma Phule Institute of Management & C.S. is prepared by Internal Quality Assurance Cell of the Institute. The IQAC works with valuable guidance of Hon'ble members of CDC and has decided to approve a participatory approach to take suggestions, ideas from the various stakeholders. The interaction process included the meetings with all the Members of the IQAC and senior teachers. Recommendations from all these initiatives have been incorporated in the perspective plan.

While preparing the present perspective plan, the IQAC has considered following:

- 1) Vision and Mission Statement of Our Institute.
- 2) Quality Policy of the Institute
- 3) Inputs from the stakeholders
- 4) Societal expectations from the Institute
- 6) SWOC Analysis done by IQAC.

Core Values of NAAC has helped us to prepare our future priorities and perspective plans.

- \*Contributing to National Development
- \*Fostering Global Competencies among Students
- \*Inculcating a Value System among Students
- \*Promoting the Use of Technology
- \*Quest for Excellence





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### ❖ Objectives of the Perspective Plan

- ❖ Our aim will be to provide qualitative education. The prime goal of the institute is to enhancement of additional skill of students for employability.
- ❖ The institute will strive to achieve the status of best Institute among the affiliated Institute of the Savitribai Phule Pune University, Pune.
- ❖ The research component to some extent will be inculcated at undergraduate level. The perspective plan is prepared after an interaction with IQAC, staff, Management and parents. It envisages the possibilities of some new academic programme.

### Quality Initiatives for Strategic Plan:

1. Curricular Aspects
2. Teaching Learning and Evaluation
3. Research And Extension
4. Infrastructure and Learning Resources
5. Student Support and Progression
6. Governance and leadership
7. Institutional values and Innovation

#### 1. Curricular Aspects:

- To introduced need based Programs
- To enhance the number and quality of career, and multi-skill development Add-on/value added / Certificate courses.
- Motivate and enable faculty to participate in university exam work.
- To motivate and support faculty to participate on BOS /Management bodies of university
- To strengthen Feedback System







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## 2. Teaching Learning and Evaluation

- To take efforts to increase Student Enrolment
- To conduct and strengthen diagnostic test/Bridge courses/remedial courses.
- To enhance innovative and ICT based teaching methodologies
- To motivate teachers to enhance their Profile and Quality
- To implement Evaluation Process Reforms
- To update outcome based policy
- To conduct Student Satisfaction Survey

## 3. Research and Extension

- To chalk out policy for Promotion of Research and Facilities
- To enhance existing Innovation Ecosystem
- To increase Research Publications and publish in reputed journals.
- To organize large number of collaborative Extension Activities and outreach programs
- To form system for collaboration.

## 4. Infrastructure and Learning Resources

- To upgrade Physical Facilities according to the need
- To augment Library facilities
- To augment IT Infrastructure with latest technology.
- To frame and implement good “ Maintenance of Campus Infrastructure Policy”

## 5. Student Support and Progression

- To provide more scholarships to the Student
- To form student facility Centre
- To augment student support system
- To provide Boys room





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- To enhance the Student Participation in Activities through various committees.
- To enhance Alumni Engagement and financial contribution for institute development through affluent alumni.

## **6. Governance and leadership**

- Strategy Development through IQAC and monitor Deployment regularly.
- To frame Faculty Empowerment Strategies
- To conduct external Academic & Administrative Audit every two years.
- To strengthen Internal Quality Assurance System (IQAS).

## **7. Institutional values and Best practices**

- To enhance Woman Study center activities
- To enhance green initiatives as need of an hour.
- To enhance disabled Friendliness by providing facilities and assistance
- To start value education courses/activities

## **SWOC Analysis**

SWOC analysis is a strategic planning method used to evaluate the Strengths, Weaknesses, Opportunities and challenges involved in a project or in a business venture. It involves specifying the objective of the organization and identifying the internal and external factors that are favorable and unfavorable to achieve that objective. Method can be extended to any organization to improve the performance.

## **1 Strengths:**

### **1) The Trust:**





Trust has been in existence since 1941 i.e. for the last 82 years in the field of education and service to humanity. By this it has earned goodwill in society and this helps the organization in word of mouth publicity.

2) **Management of the trust:-**

The trust under the banner of which this Institute has been established has had many luminaries from the fields of social service ,education, business and academics and many philanthropists and social reformers who have contributed immensely to the growth and prosperity of the trust as well as this Institute. At present also the trust is spearheaded by the incumbent President Honorable, Shri Ajit Pawar (Deputy Chief Minister, Maharashtra State), who is recognized as an able administrator and since 2006 has worked relentlessly towards the growth of the trust .This is evident from the metamorphic changes in Infrastructure and the increase in the merit of the students. This he has accomplished by guiding a team of committed members who through their dedication and devotion have paved the way for the trust to become one of the recognized and revered Institutions.

3) **More than 28 years in management education:**

Institute has completed more than 28 years in management education which helps to get small base of students every year. The students who have passed out and all the stakeholders associated with the institute since its inception are a good source Of propagating the cause of the institute. The institute through its activities in the past has acquired a name and goodwill in industry and society.





**4) Infrastructure as per the norms of AICTE regarding built up area:**

Institute has the infrastructure as per the built up norms which is required by AICTE to run the course with present intake. This is a positive point from extension of approval point of view which has to be done every year.

**5) Experienced & Caring Faculty Members:**

All the faculty members have experience in teaching and some faculty members have industrial experience as well, so students are getting both theoretical and practical knowledge. One of the faculty members have a teaching experience of 28 years, one faculty has 17 years, two more have 10 years and the rest have more than Three years teaching experience in this institute. The faculty are drawn carefully from the various and major specializations such as Marketing, Finance, HRM, OSCM and BA. Individual attention is given by the faculty members to the students to make them feel at home in the institute.

**6) Strong Alumni Base:**

Institute has completed more than 28 years in management education which has resulted in a strong alumni base comprising nearly 2200 and who are spread all across the country and in some countries abroad in a cross section of industries. Some are occupied high positions which help the institute in training and placement activities. Some have also started their own ventures and they act as ideals for the present students. They offer their expertise as speakers in Guest lectures, Seminars, Workshops as well as give references for the same.

Pune is a recognized center for quality educational facility since pre-independence days. Pune has given to the country, several world class and renowned







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**7) Located in Pune:**

Educational and research organizations such as NCL, IISER, NDA, DIAT, Gokhale Institute and Ranade Institute. As SPPU is one of the preferred destinations for higher education, students from all over the country desire to do their higher studies in Pune which is accentuated by the fact that Pune has a good weather, good law and order situation and amenities. It was also considered to be a no-fan station due to its pleasant and peaceful environment conducive for the students. Moreover, good and qualified Faculty is readily available. The institute is located in the vicinity of Hadapsar industrial estate, Magarpattacity, Phursungi, Kharadi which gives scope to institute to get students.

**8) Affiliated to SPPU:**

The course is affiliated to SPPU (formerly University of Pune) which is a recognized brand across the globe and this is definitely one of the positive points for students to enroll for this course.

**9) Library Facilities:**

The library is a veritable knowledge bank. The collection is 11915 books with other holdings that of Journals, Newspaper & Magazines, Project Reports, CDs. The circulation system is open i.e. the students are allowed to enter the book stacks and choose.

**10) Computer Lab:**

The institute has a well-equipped, highly specialized, technically updated, fully furnished computer labs. It has 101 computers with 24 hrs internet facility at the speed of 40 mbps and also latest hardware, software technology, Database and Networking Solutions.





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## 2. Weaknesses:

### 1) **Brand Image:**

Though institute is in existence for more than 28 years, it has not capitalized the same for building the required brand image for itself. The ensuing effect of this is that through the years the quality of incoming students has deteriorated resulting in poor outgoing product and also during the ebbs in the trade cycle the student's strength reduces considerably.

### 2) **Publicity:**

Institute does not involve or rather it has totally neglected the very important aspect of publicity. Due to this the institute in spite of its long standing is relatively unknown due to which students are not very keen to take admissions in the institute. The other important aspect is that industry is not willing to associate with this institute regarding placements, internships, seminars, guest lectures and partnerships like consultancy, research etc.

### 3) **Scope to augment infrastructure facilities:**

Though institute has infrastructure attuning to the norms of AICTE in terms of built up area, but other facilities are not up to the mark, like chairs, podium and UPS backup in seminar hall, No conference hall etc.

### 4) **Insufficient and ineffective professional relationship with Alumni:**

Institute has completed more than 28 years in the management education and it boasts off 27 batches of alumni who are successful and well placed in the industry and can play an instrumental role in getting our students placed. But still institute has failed to build that relationship with alumni. No regular networking is done with the alumni like regular alumni meets.





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**5) Faculty Development:**

Management education is subject to continuous changes due to the changes in the environment, the students have to be provided with the latest and relevant knowledge which is in tune with the practices of business and industry. The faculty has to be equipped in order to impart the latest in the students for which it is eminent that faculty development has to be carried out on a regular basis. The FDPs are conducted in various Institutes across the country on subjects which are their strength areas. The faculties have to be deputed accordingly by providing the resources.

**6) Placements:**

This is the most critical issue of any management institution and uppermost in the minds of students when they are seeking admission. This course basically has been designed to make the students ready for employment and the institute is supposed to undertake all activities to ensure that the students are placed in good organizations. Placement is the criteria which distinguishes one institution from another. All frontline institutions have had placement officers from the inception stage itself and it has been observed that these institutions have gained a reputation in Industry and society. This weakness of ours has made our institute as a not so preferred destination for students.

**7) Inability in raising additional sources of Funds:**

Institute has the entire infrastructure which is required as per the AICTE norms to run the course with present intake but at the same time AICTE does not give permission to run short term courses in same building so institute is not in a position to raise the finances other than course fees and some grants.





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**8) Lack of sufficient Industry – Academic interactions:**

It is the most important aspect of a management Institution. This is grossly lacking in our case as we are having a dearth of guest lectures, workshops, seminars, HR meets, panel discussions, co-sponsoring some events with Industry, Inviting visiting faculty from the Industry for latest concepts. Sponsor Job Fairs etc

**9) Induction Program:**

Induction program is not being done by the institute which actually gives brief idea to the students about the course as well as shows the career path. It also helps clear misgivings about the specializations to be chosen in the second Sem. of the course. For past few years institute has not arranged any such induction program. Other institutes are organizing this on a grand scale for a 7 days/10 days at the start of the course wherein executives from industry are invited . Some speakers dwell on the pros and cons of the MBA programme the opportunities of MBA attitudinal development of students to become successful managers.

**10) Quality of the students:**

Incoming student's quality is poor and they come from the vicinity and the interiors of Maharashtra. Students from other states and from big towns refrain from coming to Pune due to several socio-political event. The students off late are not aware of the strength of the MBA program and the qualities required for the same. Most of them are not professional enough and do not have the right attitude and also are not ready to take the pains for successful completion of the program.







### 11) **Hostels:**

No in-campus hostel facility available for the students which ultimately affects the admissions from outstation student which is the main source of Admission for a MBA program. This is more so in the Indian context and especially girls' students where security assumes major proportion for the parents to allow their children for education outside their home towns.

### **3.Opportunities:**

#### 1) **Pune as an IT/ ITES, Manufacturing and Automobiles Hub:**

Pune is known as IT and Manufacturing hub because many companies are setting up their plants and offices in Pune which would ultimately result in employment generation. This also helps in getting resource persons from industry for guest lectures, seminars, workshops, visiting faculty, for projects of students, industry assignments and overall industry - institute interface.

#### 2) **Management student required by industry because of Make in India concept:**

Prime minister of India Hon. Shri.NarendraModi introduced Make in India concept so that companies from all over the globe can come and start their businesses in India which would help in generating lots of employment opportunities for various skills and positions.

#### 3) **FDI in various sectors:**

Government of India has allowed FDI in 13 sectors like Insurance, retail, defense, infrastructure etc. which will create immense opportunities andalso help to increase the GDP of the country and will create immense opportunities in employment generation at all levels thereby giving an Impetus to the MBA program.





4) **Emerging retail sector in India:**

Parliament has passed FDI bill which would definitely give a boost to the retail sector and ultimately provide employment opportunities to MBAs.

5) **E- Commerce:**

E-Commerce in India is one of the fast growing sectors of India's Digital Economy. The leader in retail e-commerce Flipkart recently announcing that it crossed \$ 1 Billion in sales early this year, this development has sent many small e-commerce companies scrambling to gather a piece of the online e-tailing action. One of the pioneers of the Indian IT Industry, Mr Narayan Murthy recently announced that he would partner with Amazon India to launch a joint venture to create a new e-commerce entity for the Indian Market.

PPP projects have taken off, and many of them are currently operational in both the Centre and the States.

6) **Opportunities in Public Sector Banks:**

Currently there are so many openings in the public sector banks because of Basel-III. And therefore banks are recruiting probationary officers through IBPS exam where preference is given to MBA graduates. Private Banks are already a source and will remain so for employment of MBA graduates.

7) **Scholarship provided by the government for the course:**

For inclusive development and fulfillment of its social objectives Government is providing scholarship for students opting for MBA course. The process has been made easier for the students as earlier they had to pay the fees and reimburse whereas now they need not pay the fees and in fact get some





Maintenance allowance. This has increased the flow of such students to management institutes and this is definitely an opportunity for management institute to ensure filling of 50% of their intake capacity which is earmarked for under privileged students.

#### **4. CHALLENGES:**

**1) Mushrooming new institutes:**

AICTE and DTE norms are not followed by most of the institutes which negatively impacts the old timer institute in terms of revenue generation as they charge less fees.

**2) Lack of basic skills in the students to become employable in the corporate world:**

More than theoretical knowledge, students need to have the basic skills to begin with. It is tragic that many of our MBA students do not know how to fill a Demand Draft Form of a bank. Their general knowledge is substandard as they are mainly focused in passing the degree exams.

**3) Lack of Confidence and communication skills in the students:**

Everybody laments about the lack of communication skills and many think that going to an English Professor or taking spoken English course along with grammar would improve the same. Another common practice with most of the colleges is to have communication software installed – ‘The Language Lab’ where student listen to American English or British English. Of course these can improve the language ability, it cannot improve communication skills. All said





And done, English professors are not the best communicators! If we analyze we can find that most of the communication problem is due to fear and lack of confidence.

4) **Campaigning measures:**

Top rung institutes spend heavily on campaigning across length and breadth of the country. They have PAN India facilitation centers so OMS students are attracted towards this institute.

5) **MBA as a brand is losing its sheen:**

Earlier to get an admission for the course was difficult but now a days anyone can get admission for the course easily because AICTE has given the permission to new institute which has affected the demand and supply which means earlier more than 1 lakh students used to appear for CET but now the figure has got reduced to 60 thousand. Now industries are not recruiting MBA graduates because they don't find any difference between plain graduates and MBA graduates.

6) **Strategies adopted by new institutes:**

Strategies adopted by new institutes is big challenge for the old institute especially fees charged by this institute is very less as compare to old one but still students are ready to pay higher fees if they will get the facilities which they are looking for like Events organized by institute on a grand scale, placements provided by the institute, transportation facilities etc.

7) **Amt. spent on students by higher rung institutes:**

There are so many institutes which spent money on the students for grooming them properly as well as make them industry ready because of their conviction







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that this is an investment and not an expense and such institutes have been sanctioned higher fees by Shikshan Shulka Samiti which again they are using for the activities of the institute.

**8) Facilities provided by other institutes:**

Other institutes are providing basic facilities to the students like transportation, hostel, Wi-Fi facilities in campus and hostel whereas we are lacking in the basic facilities itself.

**9) Co-operation from the industry is lacking:**

There is lack of co-operation from the industry like syllabus designing, not giving consultancy opportunity to the management institutions, not accepting the management students in their industry, reluctant to give information about exact knowledge or skill sets required by the students etc.

The institution has a long term planning for the growth and development that is reflected in its Perspective Plan. The Internal Quality Assurance Cell (IQAC) of the college takes initiatives in the preparation of the perspective plan. The Institutional head and IQAC considers the quality indicators of certain criteria determined by NAAC. Also, the framework of plan is inclined towards the development of the institution that refers to the quality sustenance and quality enrichment. It intends to cover social, economic and spatial development.



