



Oriental Education Society's  
**ORIENTAL INSTITUTE OF MANAGEMENT**

(Approved by AICTE, New Delhi, DTE Govt. of Maharashtra & Affiliated to University of Mumbai.)  
DTE Code : MB3136 | AICTE Approval No. 06/07MS/MBA/2006/006

6.2.1 The institutional perspective plan is effectively deployed and functioning of the institutional bodies is effective and efficient as visible from policies, administrative setup, appointment, service rules, and procedures, etc.

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6.2.1_1: Perspective Plan of OIM
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**-DIRECTOR**  
Oriental Institute of Management  
Plot No. 149, Sector - 12,  
Vashi, Navi Mumbai - 400 703.



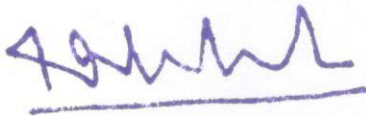
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## Perspective Plan -2022-27

**DIRECTOR**  
Oriental Institute of Management  
Plot No. 149, Sector - 12,  
Vashi, Navi Mumbai - 400 703.

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**DIRECTOR**  
Oriental Institute of Management  
Plot No. 149, Sector - 12,  
Vashi, Navi Mumbai - 400 703.

## Part I: Executive Summary

The strategic plan for the Oriental Institute of Management is designed to propel the institute toward greater excellence and relevance in the ever-evolving landscape of education and business.

The Oriental Institute of Management is a premier educational institution dedicated to nurturing business leaders and entrepreneurs. Established in 2006, our institute has earned a reputation for academic excellence, industry-oriented programs, and a vibrant learning environment.

We have conducted a comprehensive stakeholder analysis to understand the needs and expectations of our diverse stakeholders, including students, faculty, alumni, industry partners, regulatory bodies, and the local community. This analysis has guided the formulation of our strategic plan to ensure alignment with stakeholder interests.

Our strategic plan focuses on three overarching objectives:

- a. **Enhancing Academic Excellence:** Strengthening curriculum, faculty development, and research initiatives to deliver cutting-edge education.
- b. **Fostering Industry Partnerships:** Developing mutually beneficial collaborations with businesses to bridge the gap between academia and industry.
- c. **Ensuring Holistic Development:** Providing a supportive ecosystem for students' personal and professional growth through extracurricular activities and career services.

To achieve our strategic objectives, we have allocated resources judiciously, prioritizing investments in faculty development, infrastructure enhancements, research grants, and student support services. Our budget reflects a commitment to sustainable growth and efficient resource utilization.

Our implementation plan outlines a phased approach to executing the strategic initiatives. Key milestones, timelines, responsible parties, and performance indicators are defined to ensure smooth and effective execution.

We have established a robust monitoring and evaluation framework to track progress and outcomes of the strategic plan. Regular assessments, data-driven insights, and continuous feedback loops will facilitate adaptive decision-making and course correction.

Open and transparent communication is integral to our strategic plan's success. We will actively engage with stakeholders through regular updates, forums, and feedback mechanisms, ensuring their involvement and buy-in throughout the implementation process.

### 8. Conclusion:

The Oriental Institute of Management's strategic plan is a dynamic roadmap that reflects our commitment to innovation, excellence, and sustainable growth. By aligning our

efforts with the evolving needs of stakeholders, we aspire to elevate the institute's stature and contribute meaningfully to the development of future business leaders and entrepreneurs.

This strategic plan sets the foundation for a transformative journey, underpinned by collaboration, accountability, and a shared vision for a brighter future for the Oriental Institute of Management.



**DIRECTOR**  
Oriental Institute of Management  
Plot No. 149, Sector - 12,  
Vashi, Navi Mumbai - 400 703.

## Part II: Institutional Profile

### INTRODUCTION

Greater Mumbai is the financial nerve centre of India. With the presence of thousands of multinationals, a diverse real estate market, burgeoning financial services & insurance sector, and major financial and commodity exchanges, the city stands as a living business laboratory.

Navi Mumbai- a planned township on the west coast is a new business hub. New companies, start-ups, and even old established companies are shifting their base to Navi Mumbai, particularly Vashi-the oldest and most populated nodes in Navi Mumbai.

Realizing the increasing demand for management graduates to meet the needs of business and industry in Mumbai & Navi Mumbai, visionary leader and educationist **Prof. Javed Khan**, Ex-Education Minister of Maharashtra and Founding President of Oriental Education Society, established **Oriental Institute of Management (OIM)** in 2006 in Vashi, Navi Mumbai.

### VISION

The vision statement of the Oriental Institute of Management states:

**To be a Business School with a reputation for creating an employable workforce embedded with social and ethical values that is relevant to the fast-changing interconnected world.**

- This vision statement outlines the desired future state for the Oriental Institute of Management. It is broken down as follows to delineate its key components:

**Reputed Business School:** The vision statement highlights that the Oriental Institute of Management aims to be recognized as a reputable business school. This suggests that the institute focuses on providing education and training in business and management disciplines.

**Creating an Employable Workforce:** The institute's vision emphasizes its commitment to preparing students for successful careers and employability. It suggests that the institute is dedicated to imparting practical skills, knowledge, and experiences that align with the demands of the job market. The focus is on equipping students with the necessary competencies to excel in their chosen fields.

**Embedded with Social and Ethical Values:** The Oriental Institute of Management

emphasizes the importance of instilling social and ethical values in its students. This suggests that the institute aims to develop professionals who not only possess technical expertise but also demonstrate integrity, social responsibility, and ethical decision-making. It reflects a broader goal of creating ethical leaders and responsible global citizens.

**Relevant to the Fast-Changing Interconnected World:** The vision statement acknowledges the dynamic nature of the business environment, which is characterized by rapid changes and interconnections. The Oriental Institute of Management aims to provide education and training that is relevant and responsive to these changing dynamics. It suggests a commitment to staying up-to-date with emerging trends, technologies, and global interconnectedness.

To sum it up, the vision statement of the Oriental Institute of Management expresses the institute's aspirations to be recognized as a reputable business school that produces employable graduates. These graduates are not only equipped with the necessary technical skills but also possess social and ethical values. Furthermore, the institute seeks to ensure that its education remains relevant to the fast-changing interconnected world.

## MISSION

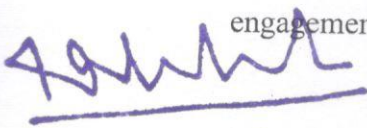
The mission statement of the Oriental Institute of Management outlining the core objectives and purpose of the institute, is as follows

**To train graduates in managerial and professional skills. To act as facilitator for students by creating opportunities for industrial interaction. To encourage social and ethical values by organizing seminars and events.**

It is broken down as follows to delineate its key components:

"To train graduates in managerial and professional skills": This indicates that the institute is dedicated to providing education and training programs that equip students with the necessary knowledge and skills to excel in managerial and professional roles. The focus is on preparing graduates to meet the demands of the business world by imparting a comprehensive understanding of key management principles, practices, and techniques.

"To act as a facilitator for students by creating opportunities for industrial interaction": This highlights the institute's commitment to facilitating practical exposure and industry engagement for its students. It suggests that the institute recognizes the importance of



bridging the gap between academia and the corporate world. By creating avenues for students to interact with industry professionals, visit organizations, participate in internships, or engage in real-world projects, the institute aims to enhance students' understanding of the practical application of management concepts and foster their professional growth.

"To encourage social and ethical values by organizing seminars and events": This component reflects the institute's emphasis on the holistic development of its students. It demonstrates a commitment to nurturing social responsibility and ethical behavior among students. By organizing seminars and events that focus on social issues, ethics, and values, the institute aims to create awareness, foster discussions, and instill a sense of responsibility towards society. This component acknowledges the importance of ethical conduct and societal well-being alongside professional competence.

To summarize, the mission statement of the Oriental Institute of Management highlights its commitment to training graduates in managerial and professional skills, facilitating industry interaction to enhance practical understanding, and fostering social and ethical values among students. These objectives align with the institute's overarching mission of preparing students to excel in their chosen careers while also becoming responsible contributors to society.

#### **INSTITUTIONAL VALUES:**

The statement depicting the core values of the institute is

**"The staff and students of Oriental Institute of Management are committed to contributing to the development of the University's values of Inclusion, Ethical, Reflective, Supportive, Adaptable, and Sustainable".**

It is deconstructed as follows to delineate its key components:

**Inclusion:** The Oriental Institute of Management places a strong emphasis on inclusivity, ensuring that all individuals, regardless of their background, ethnicity, gender, or abilities, are welcomed and provided equal opportunities for learning, growth, and participation. Inclusion promotes diversity, fosters a sense of belonging, and encourages collaboration among students and staff.

**Ethical:** The Oriental Institute of Management upholds high ethical standards in all aspects of its operations. This includes promoting integrity, honesty, and accountability in teaching, research, and administrative practices. Ethical conduct is essential for cultivating a culture of trust, professionalism, and responsible decision-making within



the institute and beyond.

**Reflective:** The Oriental Institute of Management encourages a reflective approach to learning and personal development. It promotes self-awareness, critical thinking, and continuous improvement among students and staff. By fostering a reflective mindset, the institute encourages individuals to analyze their experiences, question assumptions, and adapt their approaches based on new insights and feedback.

**Supportive:** The Oriental Institute of Management strives to create a supportive environment for its students and staff. It recognizes the importance of providing guidance, mentorship, and resources to help individuals succeed academically, professionally, and personally. The institute promotes a culture of collaboration, empathy, and mutual respect, where everyone feels valued and supported in their endeavors.

**Adaptable:** The Oriental Institute of Management understands the need for adaptability in today's dynamic and rapidly changing business environment. It emphasizes the development of flexible and versatile skills that enable individuals to thrive in various contexts and respond effectively to evolving challenges. The institute encourages a mindset of agility, innovation, and willingness to embrace new ideas and approaches.

**Sustainable:** The Oriental Institute of Management is committed to sustainability in its practices and teachings. It recognizes the importance of environmental, social, and economic sustainability for the long-term well-being of individuals, organizations, and society. The institute promotes awareness and responsible behavior towards natural resources, social equity, and ethical business practices.

- These core values collectively shape the culture and character of the Oriental Institute of Management. They guide the behaviors, decisions, and interactions of its staff and students, ensuring a commitment to excellence, inclusivity, ethics, adaptability, reflection, and sustainability in all endeavors undertaken by the institute.

***Oriental Institute of Management (OIM)** is a premier management learning centre today catering to the needs of not only the corporate world but also seekers of knowledge, intelligentsia, and academicians on the whole with due contributions to the demands of policymakers and playing a cardinal role in the field of management education and research, ably supported by experienced faculty, excellent pedagogy, sound infrastructure, and a dedicated university-approved research centre*

Studying Management Course at **Oriental Institute of Management (OIM)** is, hence a challenging intellectual experience. We provide students with specialized knowledge

in their chosen fields and hone their skills for challenging professional assignments including the development of their proficient corporate skills. Experiential learning with a strong corporate exposure, and 360-degree development of students are the hall marks of OIM.

### **Dissemination of Institutional vision, mission, and core values**

The statements of institutional vision, mission, and core values are displayed all over in the institute to popularize them. Further, seminars, and workshops are conducted time to time to make the stake holders understand and live with them. The stake holders while transacting any activity, are made to do it in alignment with the institute's vision, mission, and core values.

### **UNIQUE SELLING POINTS (USPS) OF OIM**

**State of the Art Infrastructure:** The institute takes pride in its outstanding infrastructure making it one of the most suitable learning places.

**Location:** OIM's central location allows easy access by road and railway, benefiting students from both Navi Mumbai and Mumbai. Additionally, reaching out to corporate and industry resources for various cocurricular activities and events is also convenient

**Employability Enhance Initiatives:** The institute boasts of its employability enhancement modules that equips them with the necessary skills to get into the corporate with good employment offers from highly reouted organizations from across the industries.

**Co-curricular activities:** To develop and enhance the leadership competencies of our students, we have a wide range of activities which are managed by students themselves to ensure their 360-degree development.

**Extracurricular activities:** To ensure all round development of our students, we organize an annual management festival that includes, sports and cultural events, in addition to cocurricular activities like games etc.

**Placement:** The institute boasts a robust placement cell led by a placement manager, supported by a students' committee. Almost all eligible and willing students secure placements through the institute, and it ensures summer internships for all students.



**DIRECTOR**  
Oriental Institute of Management  
Plot No. 149, Sector - 12,  
Vashi, Navi Mumbai - 400 703.

**Awards and Recognitions:** The Oriental Institute of Management is among the highly ranked business schools in western part of the country, and recognized by several professional organizations for its contribution and excellence in management education

### **CURRENT MARKET STANDING OF OIM**

The Oriental Institute of Management is a preferred business school in the region yet we feel that there is a long way to go to realize the vision of the institute and fulfil its mission. Our efforts for the same continue with the philosophy of continuous improvement.



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## Part III: Environmental Analysis

The analysis of Strengths, Weaknesses, Opportunities, and Challenges (SWOC) with respect to external and internal environment provides a comprehensive assessment of the Oriental Institute of Management, shedding light on the institution's internal capabilities and limitations, as well as external prospects and potential obstacles. By conducting this analysis, we gain valuable insights into the business school's current standing and its capacity to adapt to the dynamic landscape of management education. In this introductory paragraph, we embark on a journey to explore the essence of the Oriental Institute of Management and uncover the fundamental aspects that shape its trajectory in delivering excellence and shaping future business leaders. Through a meticulous examination of its strengths, candid exploration of its weaknesses, keen identification of potential opportunities, and acknowledgement of prevailing challenges, we aim to chart a strategic path that harnesses the institute's strengths and opportunities while effectively addressing its weaknesses and challenges.

### STRENGTHS WEAKNESSES OPPORTUNITIES AND CHALLENGES(SPOC) STRENGTHS:

**Placement:** The institute has a well-developed placement cell headed by a placement manager and assisted by students' committee. Almost all the eligible and willing students get placement through the institute. The institute also arranges for the summer internship for all the students.

**Employability Enhancement Initiatives:** The institute is run with a semester-wise strategic plan that includes 'Enrichment module', and 'value addition module'. The enrichment module includes personality development workshop, public speaking sessions, book reading and presentation sessions, aptitude training and testing sessions, group discussion and personal interview sessions, corporate readiness module based on technical subjects etc. while the value addition module include certification courses, foreign language, and mentoring etc. All these efforts significantly enhance the employability of the students.

**Strong Intellectual Capital:** All the faculty members at OIM are highly qualified and have blend of experience which makes them a perfect fit to be a management teacher.

**Co-curricular activities:** To develop and enhance the leadership competencies of our students, we have a series of leadership sessions titled as 'The Art of Leading',

Similarly, to enhance the students' understanding of different industries, we have a series of sessions titled as "Industry Insights", while to provide clarity about the working of corporate, and to remove their initial inhibitions and doubts about corporate working, we run an "Alumni Session Series". In addition, we organize intra and inter college academic competitions like business plan competition, quizzes etc. and international and national seminars, workshops, and conferences.

All the extra and co-curricular activities are led and managed by various students' clubs and committees under the guidance of faculty members.

**Extracurricular activities:** To ensure all round development of our students, we organize an annual management festival that includes, sports and cultural events, in addition to cocurricular activities like games etc.

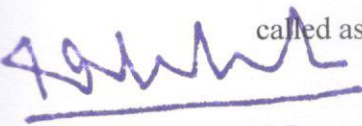
**Statutory position:** The institute is approved by AICTE, recognized by Directorate of Technical education (Maharashtra State) and the programme of Master of Management Studies (MMS) conducted by the institute is affiliated to the prestigious Mumbai University. This provides an assurance of quality education to the students.

**Awards and Recognitions:**

1. Academic Excellence Brand of the Year by R.K.HIV Aids Research and Care Centre.
2. National Achievement Award for Education Excellence by Global Achievers Foundation
3. Management College Excellence Award for Education by Indian economic development and Research Association, New Delhi.
4. The Oriental Institute of Management was ranked as 8<sup>th</sup> private business school by the prestigious daily Times of India in the year 2021-22(Declared on 10<sup>th</sup> March 2022. 2.

**State of the Art Infrastructure:** The institute boasts of its excellent infrastructure including well-ventilated air-conditioned class rooms, state of the art auditorium, resourceful library, computer labs, canteen etc. The campus is environment friendly and pleasant with a lot of greenery all around.

**Location:** The institute is located in the heart of the most vibrant and resourceful node called as Vashi, of Navi Mumbai. It is easily accessible by road and railway alike which



is convenient for the students of not only Navi Mumbai but Mumbai as well. Further, sourcing industry resources for conducting seminars, workshops, expert sessions etc. is also easy due to its convenient location.

### **WEAKNESSES**

Though the institute is working satisfactorily, it well recognizes the areas of improvement as follows to reach to the next level.

**Limited Research Output:** The institute's research output is lower when compared to other renowned management institutes. The possible reasons for this are could be limited research collaborations with industry and academia and inadequate research funding.

The institute is working on these weaknesses and expects to overcome the same by promoting research-oriented culture by practices such as rewarding the faculty to produce quality research, and increase efforts to collaborate with more and more industries and research organizations.

**Industry Interface:** The institute very well recognizes comparatively weak industry interface fostering partnership, internships, and live projects etc.

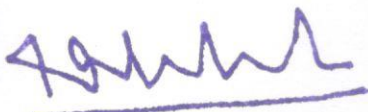
Accordingly, the institute has started approaching industries to sign MOUs for collaboration. The institute has already signed 7 MOUs and 5 more are in pipe line.

**Limited International Exposure:** The institute is yet to have global exposure and international collaborations.

The institute very well recognizes the need for international collaborations to provide opportunities for students to participate in international exchange programs, global internships, or study abroad opportunities etc. To overcome this weakness, the institute has started taking efforts and expects positive results in near future.

**Alumni Engagement:** The institute does not yet have a strong alumni network which is vital for the institute's growth and development.

To increase the alumni engagement, the institute has started with a series of sessions by alumni to increase their engagement and help the students get the exposure to corporate. Annual meet is another effort made by the institute.



**Curriculum Relevance:** To keep pace with the fast-changing business environment, it is essential that the curriculum is updated. The institute runs a university affiliated program, and has to depend upon the university for updating the curriculum to keep it relevant at all times.

The institute however, enriches the curriculum by conducting value adding certifications and offering choice of electives.

**Faculty Development:** Though the institute, time to time takes necessary initiatives for faculty development, it remains an area of improvement due to continuously changing business environment and need for innovative pedagogies. The institute is now addressing this issue with organizing a series of FDPs to keep our faculty members updated with latest pedagogies and subject knowledge.

### OPPORTUNITIES

**Strategic Partnerships:** The institute has opportunities of strategic partnerships with renowned universities, industry leaders, and research organizations who can provide opportunities for collaborative research projects, faculty exchanges, joint degree programs, and access to cutting-edge resources. These partnerships will enhance the institute's reputation, broaden its curriculum, and expose students and faculty to diverse perspectives and experiences.

**Industry Collaboration:** Though the institute already has good industry tie ups, still it has opportunities to enhance the industry collaboration that can help creating opportunities for internships, placements, and collaborative research projects. These collaborations will also enhance the employability of our students and strengthen the institute's reputation as a provider of industry-ready graduates.

**Alumni Engagement:** Strengthening ties with alumni can create opportunities for mentorship, guest lectures, industry connections, and philanthropic support. Engaging alumni through networking events, alumni chapters, and alumni-driven initiatives can build a strong alumni network, foster a sense of belonging among graduates, and promote a culture of giving back to the institute.

The institute has already initiated efforts in this direction and planned a series of sessions to be delivered by alumni.

**Internationalization:** we are aware that embracing internationalization can open doors to global opportunities for students and faculty. Developing exchange programs, study abroad initiatives, and partnerships with international institutions can facilitate cross-cultural learning, broaden students' global perspectives, and enhance the institute's global reputation. International collaboration and exposure can also attract international students and faculty, enriching the campus environment.

The institute has started efforts to have international collaborations in a phased manner.

**Technological Advancements:** Embracing emerging technologies, such as artificial intelligence, data analytics, and online learning platforms, can enhance the institute's teaching and research capabilities.

The institute has planned to integrating technology into the curriculum, offering online courses, and leveraging digital tools for research that can attract tech-savvy students, foster innovation, and keep pace with evolving educational trends.

**Social Impact Initiatives:** Engaging in social impact initiatives, such as entrepreneurship development programs, social entrepreneurship incubators, and community outreach projects, can align the institute with societal needs and contribute to the betterment of the local community.

The institute has set up an Entrepreneurship and innovation Cell to undertake these initiatives.

These initiatives are expected to enhance the institute's reputation as a socially responsible institution and provide opportunities for experiential learning and real-world application of management principles.

The institute has prepared a strategic plan to leverage these opportunities effectively, aligning them with its vision, mission, and academic objectives.

## CHALLENGES

**Attracting and Retaining Quality Faculty:** One of the major challenges for Oriental Institute of Management is recruiting and retaining highly qualified and experienced faculty members.

To overcome this challenge, the institute needs to mobilize more resources which the institute is trying for.





**Ensuring Industry Relevance:** Management institutes need to continuously align their curriculum and programs with the rapidly evolving needs of the industry.

The institute is actively engaging with industry experts to establish robust industry partnerships, and offer practical training and internships to ensure graduates are job-ready.

**Balancing Theory and Practice:** While theoretical knowledge forms the foundation of management education, it is essential to strike a balance between theory and practice. Bridging the gap between academia and industry practice is a persistent challenge that requires continuous innovation and collaboration.

Within the framework of the University curriculum, the institute is providing ample opportunities for students to apply their knowledge through case studies, simulations, internships, and real-world projects.

**Enhancing Research Output:** Research plays a vital role in the academic and intellectual growth of management institutes. Encourages faculty members to engage in high-quality research and publications can be a challenge, considering the time constraints they face due to teaching and administrative responsibilities.

Institutes is providing adequate support, research facilities, and incentives to promote a research culture and increase research productivity.

**Promoting Diversity and Inclusion:** Ensuring diversity and inclusion within the student body and faculty is an ongoing challenge for management institutes.

At Oriental Institute of Management, we actively promote a diverse and inclusive environment, address biases, and create equal opportunities for all students by organizing relevant programs time to time. The institute also has inclusive admission policies and it fosters an inclusive curriculum, and provides support systems for students from underrepresented backgrounds.

**Accreditation and Quality Assurance:** Obtaining and maintaining accreditation from recognized bodies such as NAAC is crucial for the credibility and reputation of management institutes. Meeting accreditation standards, conducting self-assessments, and implementing quality assurance mechanisms are ongoing challenges that require meticulous documentation, periodic reviews, and continuous improvement initiatives.

The institute has started the process of NAAC accreditation.

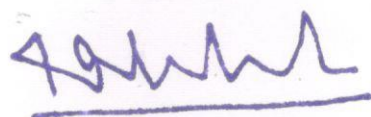
**Addressing Technological Advancements:** The rapid advancement of technology has a significant impact on the field of management.

Oriental Institute strives to integrate the technological developments into the teaching learning methodologies and infrastructure. The institute encourages faculty to adopt effectively utilizing digital learning tools, online resources, and data analytics which still remains a challenge.

**Financial Sustainability:** Oriental Institute mainly relies on the tuition fees to sustain its operation. However, to meet the increasing needs of adoption and upgrading of technology, and investing in infrastructural development, the institute finds it challenging to manage its finances

The institute has started encouraging consultancy and management development programs to mobilize the funds that can be utilized for institutional development. But we fully are aware that there is a long way to go in this direction.

We fully acknowledge the above challenges and are trying to address them by taking appropriate initiatives to provide a high-quality educational experience for its students.



**DIRECTOR**  
Oriental Institute of Management  
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## Part IV: Stakeholder Analysis

Stakeholder analysis holds immense significance for the Oriental Institute of Management, as it provides a profound understanding of the diverse groups that influence and are influenced by the institution's endeavours. As a reputable business school offering an MBA program, the institute interacts with various stakeholders, each with distinct interests and expectations. From students seeking quality education and career opportunities to industry partners seeking skilled talent, from the management ensuring sustainable growth to the government bodies ensuring adherence to regulations, and from the dedicated staff shaping the learning experience to the society at large expecting responsible citizenship, the spectrum of stakeholders is wide-reaching. In this analysis, we embark on a journey to explore the multifaceted relationships that define the Oriental Institute of Management's role in its ecosystem. By comprehensively evaluating stakeholder interests, levels of influence, and expectations, we aim to foster collaborative partnerships and develop a strategic plan that not only meets the institution's goals but also reflects a shared vision with its stakeholders, thus reinforcing the foundation for sustainable growth and positive impact on the wider community. Following table provides details of stake holders, their needs, expectations, concerns and interests. The level of engagement of stake holders is divided into three categories: Low, Medium, and High, to identify the areas of focus.

STAKE HOLDER	STAKE HOLDERS' NEEDS, EXPECTATIONS, AND CONCERNS	STAKE HOLDERS' CURRENT LEVEL OF ENGAGEMENT	AREAS OF FOCUS
Students	High-quality education, placement opportunities, campus facilities	Medium	1. Quality education 2. Improving placement both qualitatively and quantitatively



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Industry	Well-prepared graduates, research collaborations, workforce development	Low	1. Corporate engagement and collaboration
Staff	Professional growth, fair compensation, supportive work environment	High	1. Professional growth opportunities for faculty and staff 2. Supportive environment 3. Fair compensation
Management	Sustainable growth, financial stability, brand reputation	Medium	1. Admissions 2. Brand building 3. Accreditation
Govt. (AICTE, DTE, MU)	Compliance with regulations, academic standards.	Medium	1. Compliance 2. Academic standards
Society	Responsible citizenship, community engagement, ethical practices	Low	1. Society engagement 2. CSR initiatives
Alumni	Networking opportunities, ongoing career development and support, acknowledgement and recognition, alumni events and reunions, institutional reputation.	Low	1. Quality improvement 2. Alumni engagement 3. Career support

  
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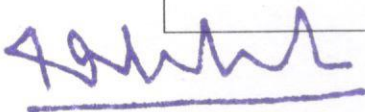
## Part V

### Strategic Objectives, Strategies and Initiatives

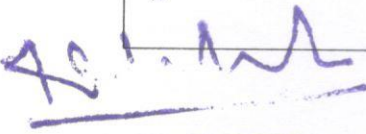
The strategic objectives of the Oriental Institute of Management (OIM) are the cornerstone of its vision to excel as a leading business school and offer an unparalleled learning experience to its students. Grounded in a commitment to academic excellence and the cultivation of future business leaders, OIM's strategic objectives are a roadmap that guides its growth and development. With a focus on innovation, inclusivity, and responsiveness to the evolving business landscape, these objectives encompass a multifaceted approach to elevate the institute's standing in the education sector. Drawing from the stake holder analysis and leveraging its strengths and opportunities while proactively addressing challenges, OIM aims to foster an enriching and transformative environment that equips students with the skills and knowledge to thrive in the global business arena. This introductory exploration delves into the core strategic objectives of OIM, illuminating the path the institution aims to tread to shape a brighter future for its students, faculty, industry partners, and society at large.

#### STRATEGIC OBJECTIVES, STRATEGIES AND INITIATIVES

Strategic Objective	Strategy	Initiatives
Enhanced academics and research excellence	<ol style="list-style-type: none"><li>1.Increased students' engagement</li><li>2.Research based T-L</li><li>3.Innovative teaching learning methods</li><li>4.Research based teaching learning</li></ol>	<ol style="list-style-type: none"><li>1.Group assignments, presentations</li><li>2.Innovative T-L methods</li><li>3.Certification courses</li><li>4.Presentation Sessions</li><li>5.Speak up sessions</li><li>6.Industry projects</li><li>7.Foreign language</li><li>8.Corporate readiness modules</li><li>9.Placement training</li><li>10.Research based assignments / projects</li></ol>



		11. Recruitment of faculty
Improving corporate engagement	1.Strengthening industry partnerships 2. Corporate training / MDPs	1. Corporate involvement in advisory board 2. Expert sessions 3. MOUs for academic partnership 5. Industry projects to students 6. Industry visits of students and faculty 7. MDP Centre
1. Enhanced brand reputation and visibility 2. NAAC accreditation 3. NBA accreditation 4. International Collaborations	1. Social Media branding 2. Institute's News letter 3. Exceptional students services 4. CSR initiatives	1. Active branding / content marketing on SM 2. Quarterly newsletter of OIM 3. Blogs by faculty 4. CSR projects in collaboration with NMMC, Traffic Police etc.
Improving student enrolment	1. Improved placement 2. Improved T-L 3. Branding	1. Students profiling & Focused placement training 2. Innovative T-L pedagogies 3. Open houses / value added sessions in UG colleges 5. SM marketing and branding through regular



		content posting focusing on institute's achievements/ placements etc.
Improve on professional development of faculty and staff, and provide supportive and encouraging environment	<ol style="list-style-type: none"> <li>1. Faculty Development</li> <li>2.Sponsoring faculty and staff for professional development</li> <li>- Recognition and rewards for professional achievements</li> </ol>	<ol style="list-style-type: none"> <li>1.FDP series</li> <li>2.Faculty participation in conferences</li> <li>3.Faculty publications</li> <li>5.Staff trg. programs- inhouse and outside</li> <li>6.R&amp;R scheme for professional achievements</li> </ol>
Improve alumni engagement, and career support	<ol style="list-style-type: none"> <li>1.Alumni engagement</li> </ol>	<ol style="list-style-type: none"> <li>1.Alumni on advisory board / CDC</li> <li>2.Alumni session series</li> <li>3.Alumni meet</li> <li>4.Alumni career support through placement cell</li> </ol>
Improve infrastructure and technology capabilities	<ol style="list-style-type: none"> <li>1.Campus decoration</li> <li>2.Technology upgradation</li> </ol>	<ol style="list-style-type: none"> <li>1.Students' competitions for idea generation for campus decoration</li> <li>2.TV screen</li> </ol>



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 Vashi, Navi Mumbai - 400 703.

## Part VI: Resource Allocation & Budgeting

The management of OIM is committed to the successful implementation of various initiatives outlined in the strategic plan. To ensure the realization of these goals, the necessary financial, human, and technological resources will be made available. Adequate funding will be allocated to support the initiatives, enabling them to thrive and make a lasting impact. The institute will invest in recruiting and retaining qualified personnel to lead and execute these projects effectively. Additionally, state-of-the-art technology and infrastructure will be provided to empower the initiatives with cutting-edge tools and capabilities. The management's unwavering dedication to providing these essential resources demonstrates their determination to drive positive change and foster excellence across OIM's endeavours.



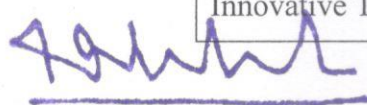
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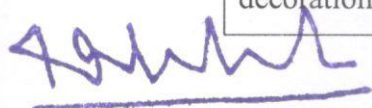


## Part VII: Implementation Plan

<b>Initiative</b>	<b>2021-22</b>	<b>2022-23</b>	<b>2023-24</b>	<b>2024-25</b>	<b>2025-25</b>
<b>Enhanced academics and research excellence</b>					
Group assignments, presentations	√	√	√	√	√
Innovative T-L methods	√	√	√	√	√
Certification courses	√	√	√	√	√
Presentation Sessions	√	√	√	√	√
Public Speaking -Speak up sessions			√	√	√
Industry projects			√	√	√
Foreign language			√	√	√
Corporate readiness modules			√	√	√
Placement training - Aptitude, GDPI			√	√	√
Research based assignments / projects			√	√	√
Faculty recruitment			√	√	√
<b>Enhanced brand reputation and visibility</b>					
Active branding / content marketing on SM			√	√	√
Quarterly newsletter of OIM				√	√
Blogs by faculty			√	√	√
CSR projects in collaboration with NMMC, Traffic Police etc.			√	√	√
<b>Improving student enrolment</b>					
Students profiling & Focused placement training		√	√	√	√
Innovative T-L pedagogies		√	√	√	√



Open houses in UG colleges		√	√	√	√
Conducting free value added sessions in UG colleges		√	√	√	√
SM marketing and branding through regular content posting about institute's achievements, placements, testimonials etc.		√	√	√	√
<b>Improve on professional development of faculty and staff, and provide supportive and encouraging environment</b>					
FDP series			√	√	√
Staff training programs			√	√	√
Faculty participation in conferences/ workshops etc.	√	√	√	√	√
R&R scheme for professional achievements including publications through R&R policy			√	√	√
<b>Improve alumni engagement, and career support</b>					
Alumni on advisory board / CDC			√	√	√
Alumni session series			√	√	√
Alumni meet			√	√	√
Alumni career support through placement cell			√	√	√
<b>Improve infrastructure and technology capabilities</b>					
Students' competitions for idea generation for campus decoration			√	√	√



## Part IX: Monitoring and Evaluation

Key Performance Indicators (KPIs) have been individually defined for each of the initiatives, and specific milestones have been established to closely monitor the progress of each initiative.

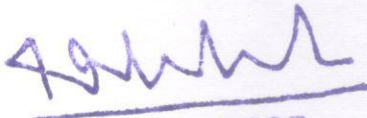
Initiative	KPI	Target	Mile stone 1	Mile stone 2	Mile stone 3
<b>Enhanced academics and research excellence</b>					
Group assignments, presentations	Number	1 assignment per subject	-	-	-
Innovative T-L methods	Number	2 methods per subject	-	-	-
Certification courses	Number		1 certification in sem I	1 certification in sem II	
Presentation Sessions	Number	Weekly sessions	-	-	-
Public Speaking -Speak up sessions	Number	1 session per week	-	-	-
Industry projects	Number	1 project	Sem III	-	-
Foreign language	Number	1 Language	Sem I	-	-
Corporate readiness modules	No. of hrs / quations	1 Module	Sem III	-	-
Placement training- Aptitude, GDPI	No. of hrs	Apti- 15nhrs GDPI - 15nHrs	Sem II	SemIII	-
Research based assignments / projects	No.of assignments	1 assignment per subject	Sem II	SemIII	
<b>Enhanced brand reputation and visibility</b>					
SM marketing and branding through regular content posting	Number / Frequency	Daily content posting	Sem II	SEM III	Sem IV
Quarterly newsletter of OIM					
Blogs by faculty	No. of blogs / fcly	1 blog per month per faculty	-	-	-
CSR projects in collaboration with NMMC, Traffic Police etc.	No. of projects	2 in academic year	First Half of Yr	Second Half of Yr	
<b>Improving student enrolment</b>					
Students profiling & Focused placement training	Number of hrs of training				
Open houses and value-added sessions in UG colleges	Number	20 sessions	SemIII -10	Sem IV-10	
<b>Improve on professional development of faculty</b>					



## Part X: Communication and Stakeholder Engagement

The strategic plan of OIM will be communicated to all internal stake holders through formal and informal channels of meetings and mail while the plan will be communicated to external stake holders comprising of corporate and alumni through discussions time to time. The stake holders will be time to time informed about the progress and outcomes of the strategic plan.

A suggestion scheme also will be implemented in the institute through which the stake holders can drop in their suggestions.

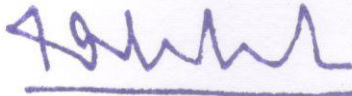


DIRECTOR  
Oriental Institute of Management  
Plot No. 149, Sector - 12,  
Vashi, Navi Mumbai - 400 703.

## Part X: Conclusion

The Oriental Institute of Management (OIM) has developed a strategic plan with a comprehensive stakeholder analysis at its foundation. The institute diligently assessed the needs, expectations, and concerns of stakeholders and skilfully transformed them into actionable strategies and initiatives. To ensure effective execution, key performance indicators (KPIs) have been carefully crafted for each initiative, enabling the measurement of progress and success. Furthermore, the plan includes defined milestones to closely monitor the implementation progress. Through this diligent approach, OIM aims to achieve its long-term objectives while ensuring alignment with the aspirations of its valued stakeholders.

This strategic plan is scheduled to be reviewed at the beginning of the academic year every year.



**DIRECTOR**  
Oriental Institute of Management  
Plot No. 149, Sector - 12,  
Vashi, Navi Mumbai - 400 703.



Oriental Education Society's  
**ORIENTAL INSTITUTE OF MANAGEMENT**

(Approved by AICTE, New Delhi, DTE Govt. of Maharashtra & Affiliated to University of Mumbai)

DTE Code : MB3136 | AICTE Approval No. 06/07MS/MBA/2006/006

## **Perspective Plan deployment document**



## Deployment of Strategic Plan

Deploying the strategic plan of the Oriental Institute of Management (OIM) requires a well-structured and systematic approach to ensure successful implementation. Below is a brief explanation of the process to deploy the strategic plan:

**Leadership Alignment:** The management of OES, the parent body of oriental institute of Management, represented by the General Secretary, the Treasurer, and the CEO, was presented the strategic plan of OIM with relevant supporting documents. Minor clarifications about the initiatives were made and management's consent to allocate necessary resources was obtained to go ahead with the plan.

### **Communication and Engagement:**

A comprehensive communication plan to inform all stakeholders was put in place about the strategic plan of OIM. The internal stake holders were communicated through presentations and meetings while the external stake holders mainly comprising of recruiters, and alumni were communicated through mails and social media.

**Establishing Implementation Teams:** Major responsibilities were allocated to faculty and staff members to execute different components of the strategic plan. The people were assigned specific tasks Assign with clear deadlines.

**Action Plans and Timelines:** Detailed action plans for each strategic objectives were developed with measurable targets, milestones, and timelines to track progress and ensure accountability.

**Resource Allocation:** Provisions have been made to provide necessary financial, human, and technological resources to support the strategic initiatives according to priorities.

**DIRECTOR**  
Oriental Institute of Management  
Plot No. 149, Sector - 12,  
Vashi, Navi Mumbai - 400 703.



**Continuous Monitoring and Evaluation:** A system for periodic monitoring of implementation of the strategic plan has been put in place to track and record progress, suggest corrective measures as required and make necessary adjustments.

**Addressing Roadblocks:** Major anticipated roadblocks could be lack of release of funds which are being taken care of through contingency plans.

**Training and Development:** The people are provided necessary training and professional development to equip them with the skills and knowledge required to successfully execute the strategic plan of OIM.

**Engaging Alumni and Industry Partners:** Alumni and industry partners are involved in the implementation process by way of various initiatives mentioned above. Their expertise and networks are leveraged to support specific initiatives and strengthen the institute's connections with the business community.

**Celebrating Milestones and Successes:** we celebrate the achievement of milestones and successes along the implementation journey. Recognize and acknowledge the efforts of teams and individuals involved in driving the plan forward.

**Adaptability and Flexibility:** we are completely adaptable and flexible to adjust the strategic plan when necessary. We embrace changes in the internal and external environment and update the plan accordingly.

- **Periodic Review and Updates:** We have made provisions for periodic reviews of the strategic plan's effectiveness and relevance, and update the plan as needed based on new insights, emerging trends, and changing priorities.

By following this process, the Oriental Institute of Management can effectively deploy its strategic plan and work towards achieving its vision and goals, ultimately fostering a thriving academic community that prepares future business leaders for success in the dynamic global landscape.



**DIRECTOR**  
Oriental Institute of Management  
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