



**Bharati Vidyapeeth (Deemed to be University) Pune, (India)**  
**Institute of Management and Entrepreneurship Development, Pune- 38**

Accredited with 'A+' Grade (2017) by NAAC / Category-I University Status by UGC  
'A' Grade University Status by MHRD, Govt. of India  
Ranked among the Top 35 B-Schools in India by IIRF

# **Institutional Development Plan**

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## **1. Introduction**

The Institute of Management and Entrepreneurship Development (IMED), Pune, established by Bharati Vidyapeeth in 1978, is a renowned business school in India. It has consistently contributed to the fields of management, computer science, and research since its inception. The institute is regularly ranked among the top management institutes in India, and its consistent ratings and numerous awards are a testament to its outstanding performance.

IMED is situated on a sprawling four-acre campus equipped with state-of-the-art infrastructure and instructional facilities. As a constituent unit of Bharati Vidyapeeth (Deemed to be University), Pune, IMED upholds the university's philosophy, vision, and mission—"Be a World-Class University and a Global Resource in Innovative University Education for an Ever-Better World" and "Social Transformation Through Dynamic Education." This vision was laid down by the founder chancellor, Dr. Patangraoji Kadam, and is carried forward by the current leadership, including Chancellor Prof. Dr. Shivajirao Kadam, Secretary Dr. Vishwajeet Kadam, Vice Chancellor Prof. Dr. Vivek Saoji, and IMED Director Dr. Ajit More. With their support and encouragement, IMED has achieved significant rankings and placements.

IMED is one of the top institutes in the field of management due to its excellent quality of education, innovative teaching methods, modern curriculum, and excellent employment opportunities. Students from 27 states in India and 10 countries prefer IMED for courses like MBA, MCA, BBA, and BCA. The available specializations include Marketing, Human Resources, Finance, International Business, Operations, Information Technology (IT), and Agri-Business. Each year, over 150 top multinational companies, such as Amazon, TCS, KPMG Global Services, FinIQ, TATA AIG, Oracle, Reliance Industries, ICICI Bank, ICICI Prudential, Aditya Birla, HDFC, Wipro, S&P Global, and Tech Mahindra, participate in the placement drive organized by the Corporate Resource Cell (CRC). This strong industry relationship has enabled IMED to achieve a 100% placement rate for several years. These companies also offer internships to students throughout the year. IMED's alumni association plays a crucial role in facilitating these opportunities.

Focused on upgrading students' skills and preparing them for the industry, IMED has signed numerous Memoranda of Understanding (MOUs) with various industries, companies, and academic institutions of excellence outside India. For instance, IMED has an MOU with Dong Eui University in South Korea for teacher-student exchange, research, and consultancy, benefiting faculty and students from both institutions. Additionally, IMED has a long-standing MOU with Linnaeus University in Sweden, covering teacher-student

exchange, joint research, consultancy, and seminars. IMED students also participate in exchange programs with the European Erasmus+ organization, visiting countries like Greece, Argentina, Lithuania, and Uganda.

Recently, IMED signed MOUs with the Pune Management Association (PMA) and Pune-headquartered M/s Venkys India Ltd. for entrepreneurship mentoring, joint research and consultancy, workshops, and guest lectures. An MOU with M/s Internshala, an AICTE-approved organization, facilitates internships and placements for students in top MNCs in India.

During the Covid-19 pandemic, IMED extensively utilized technology to ensure continuous learning, adhering to the principle of 'No Lockdown for Learning.' The ICT tools used included Digital Hub, Learning Portal, Video/Audio Lectures, MS-Teams, WebEx, Google Classroom, and E-library.

Through these initiatives, IMED continues to uphold its reputation as a leading institution in management education, committed to providing dynamic education and fostering global partnerships.

## **2. Objectives of Institutional Development Plan (IDP)**

We at IMED working three strategic goals over the next five years to support us realize our vision. These goals will enable us to maintain our reputation at nationally and globally

1. To be among top 100 B-schools in NIRF in management Institute Category from 2023-2028.
2. To be leader in India for promoting Entrepreneurship and Innovation for social transformation till 2028.
3. To establish partnership with five global institutes and Universities for student exchange and research.

### **Objectives:**

1. Academic Excellence
2. Global Perspective:
3. Entrepreneurship and Innovation:
4. Social Transformation:

### 3. Institutional Profile

Institutional Background			
Name of Institute	Bharati Vidyapeeth (Deemed to be University), Institute of Management And Entrepreneurship Development, Pune		
Address	Bharati Vidyapeeth Educational Complex, Paud Road, Erandawane		
Tel.	020-25435517	Mobile	9822467809
E-mail	imed@bharativedyapeeth.edu	Website	imed.bharativedyapeeth.edu
Name of Director	Dr. Ajit More		
Contact No.	9822467809		
E-mail	imed@bharativedyapeeth.edu		
Year of Establishment	1978	Is approved by AICTE/UGC	Yes
Status	Public / Private	Private Self Financing	
Name of Trust that established the institute	Bharati Vidyapeeth, Pune		
Name of the Trust & Chairman Bharati Vidyapeeth, Pune			

#### 4. SWOC Analysis

SWOC Analysis of Bharati Vidyapeeth Deemed to be University Institute of Management and Entrepreneurship Development (IMED), Pune

##### **Strengths**

1. Reputation and Brand Name
  - **Established Institution:** Bharati Vidyapeeth is a well-known educational group with a strong reputation across India. IMED, being a part of this group, benefits from this brand recognition.
  - **Accreditations and Rankings:** The institution is accredited by the NAAC with an 'A+' grade and is often ranked among the top B-schools in India, enhancing its credibility and appeal to prospective students.
2. Infrastructure and Facilities
  - **State-of-the-Art Campus:** IMED boasts modern infrastructure, including well-equipped classrooms, advanced computer labs, a comprehensive library, and facilities for various extracurricular activities.
  - **Hostel and Accommodation:** Availability of on-campus hostels and accommodations ensures a comfortable living environment for outstation students.
3. Diverse Academic Programs
  - **Variety of Courses:** The institute offers a range of undergraduate and postgraduate programs in management and entrepreneurship, catering to diverse interests and career goals.
  - **Industry-Relevant Curriculum:** Courses are regularly updated to reflect current industry trends and demands, incorporating practical learning and skill development.
4. Strong Industry Connections
  - **Corporate Tie-ups and Placements:** IMED has established strong connections with the corporate world, facilitating excellent placement opportunities and internships for students.
  - **Guest Lectures and Workshops:** Regular interactions with industry professionals through guest lectures, seminars, and workshops enrich the learning experience.
5. Experienced Faculty

- **Qualified and Experienced Professors:** The faculty at IMED consists of highly qualified and experienced professors who bring a wealth of knowledge and practical insights to the classroom.

### **Weaknesses**

#### 1. High Competition

- **Competitive Environment:** The increasing number of management institutes in Pune and across India creates a highly competitive environment, making it challenging for IMED to attract top-tier students consistently.

#### 2. Resource Limitations

- **Research Funding and Opportunities:** While the infrastructure is robust, there may be limitations in terms of research funding and opportunities compared to top-tier management institutes globally.

### **Opportunities**

#### 1. Expansion of Programs

- **New Specializations:** Introducing new specializations and interdisciplinary programs can attract a wider array of students and meet the evolving demands of the job market.
- **Online and Hybrid Learning:** Expanding into online and hybrid learning models can attract working professionals and international students seeking flexible learning options.

#### 2. Enhanced Industry Collaboration

- **Partnerships with Global Companies:** Forming partnerships with multinational companies can provide students with more internship and placement opportunities, as well as exposure to global business practices.
- **Industry-Sponsored Research:** Encouraging industry-sponsored research projects can enhance practical learning and provide additional funding for innovative initiatives.

#### 3. Internationalization

- **Global Collaborations:** Establishing collaborations with international universities for student exchange programs, joint research projects, and dual degree programs can enhance the global footprint of IMED.
- **Attracting International Students:** Implementing strategies to attract more international students can increase cultural diversity and global perspectives within the student body.

#### 4. Enhanced Alumni Engagement

- **Alumni Mentorship Programs:** Developing structured alumni mentorship programs can provide current students with valuable guidance and networking opportunities.
- **Alumni Fundraising:** Engaging alumni in fundraising efforts can support scholarships, infrastructure development, and other institutional needs.

#### Challenges (Threats)

##### 1. Changing Educational Trends

- **Technological Advancements:** Rapid technological advancements require continuous curriculum updates and faculty training to stay relevant, posing a challenge for traditional educational models.
- **Alternative Education Platforms:** The rise of online education platforms offering affordable and flexible learning options can threaten traditional brick-and-mortar institutions.

##### 2. Regulatory Changes

- **Policy Shifts:** Changes in educational policies and regulations by the government or accrediting bodies can affect the operational and strategic aspects of the institution.



## **5. Vision Mission of IMED**

### **Vision Statement of IMED:**

- To be a world class management institute to develop global leaders and successful entrepreneurs for social transformation through dynamic education.

### **Mission of IMED:**

- To provide professional education in management and information technology in line with changing industry needs.
- To promote extensive use of ICT for the enrichment of teaching-learning and for effective governance.
- To provide quality higher education to foster creativity and innovation among students.
- To create a culture of inquisitiveness and interdisciplinary research.
- To nurture entrepreneurial abilities.
- To develop responsible citizens to cater to the needs of society.
- To develop national and international networks with industry, service sector, other academic and research institutions to meet the expectations of various stakeholders.

## **6. Institutional Development Plan (IDP):**

### **1. Enhance Faculty Excellence:**

1. Recruit and retain top-tier faculty members through attractive compensation packages and professional development opportunities.
2. Encourage faculty research and publication through research grants and incentives.
3. Foster a collaborative and inclusive academic environment that promotes interdisciplinary collaboration.

### **2. Internationalization and Global Partnerships:**

1. Establish partnerships and collaborations with leading business schools and institutions worldwide. Develop student exchange programs and study abroad opportunities.
2. Invite international faculty and industry experts for guest lectures and workshops.
3. Host international conferences, symposiums, and seminars.

### **3. Entrepreneurship and Innovation:**

1. Create an Entrepreneurship Centre to support startup incubation and provide resources for aspiring entrepreneurs.
2. Offer specialized courses and workshops on entrepreneurship, innovation, and business planning.
3. Foster industry-academia collaborations to provide real-world exposure and internships for students.
4. Organize business plan competitions and seed funding programs to promote entrepreneurial ventures.

### **4. Social Impact and Responsible Leadership:**

1. Integrate social responsibility and ethics into the curriculum across all programs.
2. Encourage students to participate in community service and social impact projects.
3. Establish partnerships with non-profit organizations and government bodies to address social challenges.

4. Organize conferences and workshops on sustainable development and responsible business practices.

#### **5. Global Visibility and Branding:**

1. Develop a comprehensive marketing and branding strategy to enhance the visibility and reputation of the business school.
2. Strengthen alumni engagement and establish an alumni network for mentoring and networking opportunities.
3. Leverage digital platforms and social media to showcase the achievements and success stories of students, faculty, and alumni.
4. Engage with industry leaders, policymakers, and thought leaders through conferences,

#### **6. Industry Connect and Consultancy Projects:**

1. Strengthen ties with industry leaders by establishing an Industry Advisory Board comprising influential executives and entrepreneurs.
2. Actively seek consultancy projects in collaboration with industry partners to provide real-world experiential learning opportunities for students.

#### **7. Industry-Ready Student Profiles and Enhanced Industry Connect:**

1. Expand the industry network by inviting guest speakers, organizing industry visits, and facilitating networking events.
2. Offer industry-driven certification programs and workshops to equip students with specialized skills and knowledge sought by employers

#### **8. Introducing New Programs:**

1. Conduct market research to identify emerging trends and demands in the business management field.
2. Introduce new programs in specialized areas such as data analytics, sustainability, digital marketing, and entrepreneurship to cater to evolving industry needs.
3. Collaborate with industry partners to design curriculum and offer internships and industry projects aligned with the new program offerings.

## 7. Metrics For Development Planning and Progress

<b>Objective s</b>	<b>Plan</b>	<b>Initiatives</b>	<b>Owners</b>
Academic Excellence	Enhance Faculty Excellence	<ol style="list-style-type: none"> <li>1. Recruit and retain top-tier faculty members through attractive compensation packages and professional development opportunities.</li> <li>2. Encourage faculty research and publication through research grants and incentives.</li> <li>3. Foster a collaborative and inclusive academic environment that promotes interdisciplinary collaboration.</li> </ol>	Director
	Industry-Ready Student Profiles and Enhanced Industry Connect	<ol style="list-style-type: none"> <li>1. Expand the industry network by inviting guest speakers, organizing industry visits, and facilitating networking events.</li> <li>2. Offer industry-driven certification programs and workshops to equip students with specialized skills and knowledge sought by employers</li> </ol>	CRC
Global Perspective	Internationalization and Global Partnerships	<ol style="list-style-type: none"> <li>1. Establish partnerships and collaborations with leading business schools and institutions worldwide. Develop student exchange programs and study abroad opportunities.</li> <li>2. Invite international faculty and industry experts for guest lectures and workshops.</li> <li>3. Host international conferences, symposiums, and seminars.</li> </ol>	Director & All Program Director
	Global Visibility and Branding	<ol style="list-style-type: none"> <li>1. Develop a comprehensive marketing and branding strategy to enhance the visibility and reputation of the business school.</li> <li>2. Strengthen alumni engagement and establish an alumni network for mentoring and networking opportunities.</li> <li>3. Leverage digital platforms and social media to showcase the achievements and success stories of students, faculty, and alumni.</li> <li>4. Engage with industry leaders, policymakers, and thought leaders through conferences,</li> </ol>	Director & All Program Director
Entrepreneurship and Innovation :	Entrepreneurship and Innovation :	<ol style="list-style-type: none"> <li>1. Create an Entrepreneurship Centre to support startup incubation and provide resources for aspiring entrepreneurs.</li> <li>2. Offer specialized courses and workshops on entrepreneurship, innovation, and business planning.</li> </ol>	ED Cell

		<p>3. Foster industry-academia collaborations to provide real-world exposure and internships for students.</p> <p>4. Organize business plan competitions and seed funding programs to promote entrepreneurial ventures</p>	
	<p>Industry Connect and Consultancy Projects:</p>	<p>1. Strengthen ties with industry leaders by establishing an Industry Advisory Board comprising influential executives and entrepreneurs.</p> <p>2. Actively seek consultancy projects in collaboration with industry partners to provide real-world experiential learning opportunities for students.</p>	<p>Director &amp; CRC</p>
<p>Social Transformation</p>	<p>Introducing New Programs:</p>	<p>1. Conduct market research to identify emerging trends and demands in the business management field.</p> <p>2. Introduce new programs in specialized areas such as data analytics, sustainability, digital marketing, and entrepreneurship to cater to evolving industry needs.</p> <p>3. Collaborate with industry partners to design curriculum and offer internships and industry projects aligned with the new program offerings.</p>	<p>Dean &amp; BOS Chairman</p>
	<p>Social Impact and Responsible Leadership:</p>	<p>1. Integrate social responsibility and ethics into the curriculum across all programs.</p> <p>2. Encourage students to participate in community service and social impact projects.</p> <p>3. Establish partnerships with nonprofit organizations and government bodies to address social challenges.</p> <p>4. Organize conferences and workshops on sustainable development and responsible business practices.</p>	<p>Dean &amp; BOS Chairman</p>