



## **SANSKRITHI SCHOOL OF BUSINESS**

Approved by AICTE, New Delhi. Affiliated to JNTUA, Anantapur.  
Beedupalli Road, Prasanthigram, Puttaparthi, Sri Sathya Sai District – 515 134.

### **File No 5 - STRATEGIC PLAN (2020-2025)**



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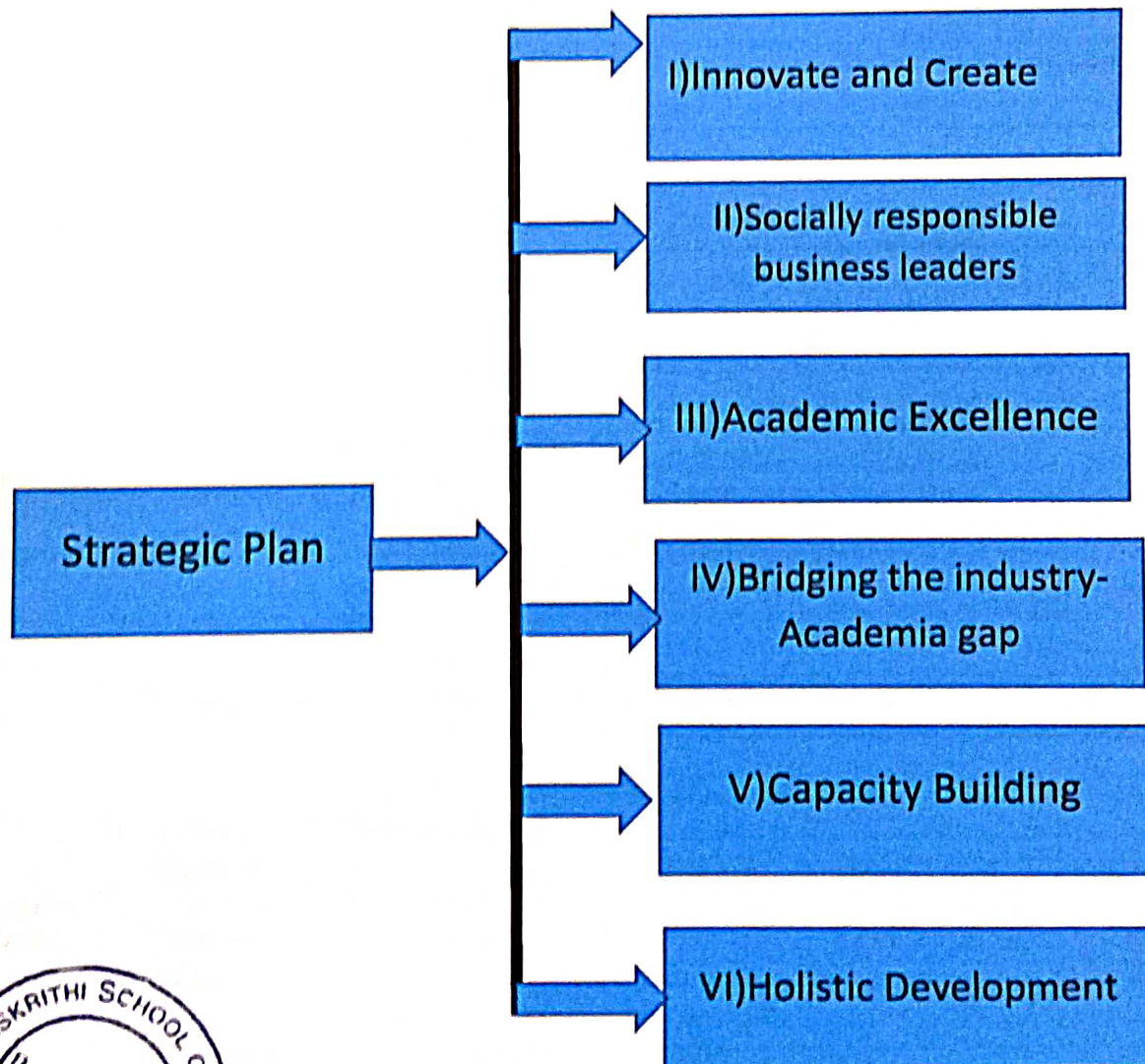
## VISION

To develop dynamic and socially responsible business leaders possessing wisdom, positive attitude and an impeccable character. Hallmarks will be the innovation, initiative and teamwork of our people and our ability to anticipate and effectively respond to change and to create opportunity.

## MISSION

To address the need for creating industry-ready global contributors by offering a management education experience founded on strong core values, built on the twin pillars of theory and practice, and designed to foster academic excellence and professional skills development through learning and knowledge sharing among all its stakeholders.

Aligning with the vision and Mission of the Institute following is the Strategic action plan.



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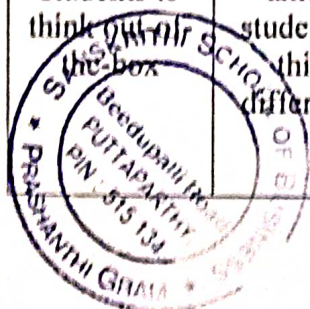
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**1) Innovate and Create**– Creating opportunities for students to be innovative and express their creative ideas in the form of participation in various activities and events. Establishing dynamic clubs with enriching activities to help students experience new situations and tap the potential of students to think differently and generate solutions in simulating situations. Live projects, internships, poster presentations and seminars shall be routine for the students to trigger learning curiosity and innovate in the process.

### Initiatives

1. Enriching club activities experience to all students
2. Out-of-the-box thinking projects and assignments
3. Problem-specific programs with poster presentations and addressing the problems
4. Mini-projects and business model competitions to stimulate creative thoughts
5. To enable the business acumen and create startups from the students by incubating business ideas

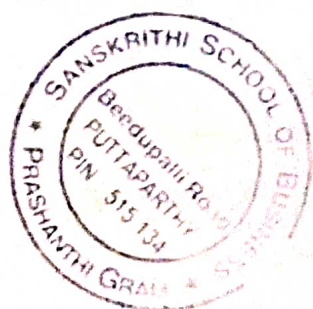
Strategic Initiative 1: Enriching club activities experience to all the students					
Goal	Objective	Tactics	Measure of success	Resource needed	Responsible person(s)
1.1 Increasing the learning experience for students	1.1 Bring quality in the club activities	1.1 Identify the right faculty to be head the clubs 1.2 Identify the key areas to bring in as activity in the clubs 1.3 Make club activities integral part of the time table every day	1.1 Students participation and presentation	1.1 Faculty club heads and student coordinators	1.1 HOD and Club coordinators
Strategic Initiative 2: Out-of-the-box thinking projects and assignments					
2.1 To enable students to think out of the box	2.1 To trigger the curiosity among students to think differently	2.1 Problem oriented projects and challenging assignments need to be provided 2.2 Group discussions and debates shall be made part of the methodology	2.1 Outcome of the projects leading to providing solutions and solving real-time problems	2.1 Motivated faculty to guide the students	2.1 Faculty



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Strategic Initiative 3: Problem-specific programs with poster presentations and addressing the problems					
3.1 To instil problem solving skill among students 3.1	3.1 To create challenging spirit and resilience among students	3.1 Problem-focussed teaching thorough case studies  3.2 Exposing studnets to real time case studies and seeking solutins	3.1 Solutions offered by students and participation in the classroom activities effectively	3.1 Expeirenced faculty to deal with case studies  3.2 Training the faculty in teaching case studies	3.1 Faculty
Strategic Initiative 4: Mini-projects and business model competitions to stimulate creative thoughts					
4.1 To provide exposure to industry needs	4.1 To help students have first-hand experience at work	4.1 Entrepreneurship club to trigger business ideas  4.2 Brainstorm for creating solutions for existing problem in society through business ideas	4.1 Students develop business models	4.1 Angle investors and Seed money	4.1 Faculty to drive the Entrepreneurship club effectively
Strategic Initiative 5: To enable the business acumen and create startups from the students by incubating business ideas					
5.1 To create employment	5.1 To create business leaders	5.1 Creating live examples while teaching the entrepreneurship course in the curriculum 5.2 conducting entrepreneurship club activities effectively	5.1 Students become business leaders	5.1 Seed money and angle investors	5.1 Faculty to guide the students



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**II) Socially responsible business leaders**– Along with curriculum, students should be moulded as responsible business leaders with strong value system. Institute shall create opportunities to build management professionals with strong ethics and responsibility. Initiatives shall be taken to build positive attitude and impeccable character among students. Caring for fellow human beings and society shall be integrated with the institute curricular, co-curricular and extra-curricular activities.

### Initiatives

1. Community engagement programs, NSS and extension activities as a part of Green club and Entrepreneurship club
2. Celebrating diversity by celebrating national days of importance and all festivals at campus
3. Blood donations camps, service activities in nearby rural areas etc.
4. Practising teamwork and individual responsibility by giving ownership to students
5. Organising conferences, seminars and workshops on sustainable development

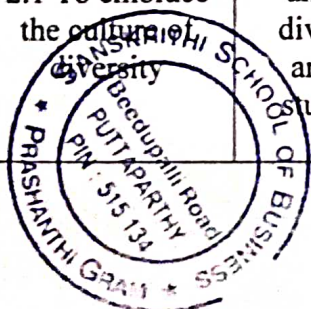
#### Strategic Initiative 1: Community engagement programs, NSS and extension activities as a part of Green club and Entrepreneurship club

Goal	Objective	Tactics	Measure of success	Resource needed	Responsible person(s)
1.1 To bring social responsibility among students	1.1 To engage them in social activities	1.1 To organise community engagement programs 1.2 To reward them for participation	1.1 Social impact created and lives changed	1.1 logistics to conduct the programs	HOD, NSS coordinator, faculty and student coordinators

#### Strategic Initiative 2: Celebrating diversity by celebrating national days of importance and all festivals at campus

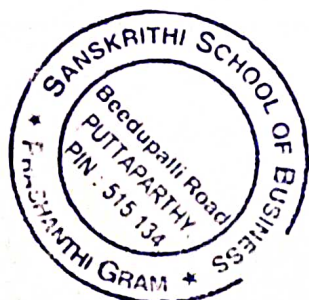
2.1 To embrace the cultural diversity	2.1 To bring unity in diversity among students	2.1 Conduct programs of national days of importance 2.2 To celebrate all festivals	2.1 Students appreciating the diversity and sharing the universal values	2.1 Logistics to celebrate the festivals and national days of importance	Faculty and student coordinators
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Strategic Initiative 3: Blood donations camps, service activities in nearby rural areas etc.					
3.1 To make students involve in service activities	3.1 To help the students realise the importance of service	3.1 Conduct blood donation camps and service activities benefiting the society  3.2 Allowing students to come up with activities of service	3.1 Students enjoy and participate with great enthusiasm and social impact creation	3.1 Logistics to be provided to conduct service activities	3.1 Faculty coordinators and student coordinators
Strategic Initiative 4: Practising teamwork and individual responsibility by giving ownership to students					
4.1 Making good team players out of students	4.1 To instil team work among the students	4.1 Create activities to build team spirit 4.2 Organise activities and allow students to take up the responsibility	4.1 Good teams lead to good events with out conflicts	4.1 Motivated faculty who can be role models for the students	4.1 Faculty
Strategic Initiative 5: Organising conferences, seminars and workshops on sustainable development					
5.1 Creating a platform of knowledge sharing	5.1 To enable students to expose to experts knowledge sharing	5.1 organising conferences, seminars and workshops on sustainability 5.2 Brining in experts to share their knowledge on sustainability	5.1 Publications and impactful research output on sustainability and change in behaviour of the students	5.1 Logistical support and financial support to organise the events	Faculty coordinators



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**III) Academic excellence** – Rich curriculum experience from experienced faculty to create good learning and everlasting experience. Providing good infrastructure to complement the subject teaching. Providing good digital classrooms and abundant learning resources to support the learning of students. Student centric methods like experiential learning, problem-solving and participative learning methods shall be adopted in the teaching learning process. Teachers shall innovate their teaching methods to meet the student satisfaction and curiosity. Required upskilling shall be provided for faculty and students through various value-added courses and allotting mentors to all the students.

### Initiatives

1. Teaching plan with more room for student presentations and participations
2. Enhancing the infrastructure
3. Providing value-added courses to the students and faculty
4. Ample learning resources at library both offline and online
5. Providing mentors to each and every student
6. Quality enhancement in the process

Strategic Initiative 1: Teaching plan with more room for student presentations and participations					
Goal	Objective	Tactics	Measure of success	Resource needed	Responsible person(s)
1.1 Student centric learning	1.1 To enable the students to take initiative and develop confidence	1.1 Each class need to be planned to provide time for students to give presentations 1.2 Encouraging students to ask questions and have discussions in every class	1.1 Students developing confidence and become effective presenters	1.1 Smart classrooms  1.2 Extending time of classes to give time for presentations and discussions	All subject teachers

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Strategic Initiative 2: Enhancing the infrastructure					
2.1 To provide the state-of-the-art infrastructure	2.1 To complement the teaching-learning process	2.1 Providing additional spaces for group discussions 2.2 Providing updated technology in the classroom paired with fast internet	2.1 Enhanced productivity from students and faculty	2.1 Investment on infrastructure	2.1 Management and Principal
Strategic Initiative 3: Providing value-added courses to the students and faculty					
3.1 Upskilling the students and faculty	3.1 To increase the scope of study to match the industry requirement	3.1 Identifying the online courses matching with industry needs 3.2 Providing value-added courses in every semester to faculty and students	3.1 Enhanced skill in performing the projects by students and research by faculty	3.1 Online access to available quality courses 3.2 Dedicated faculty	3.1 Faculty coordinator and mentors
Strategic Initiative 4: Ample learning resources at library both offline and online					
4.1 Providing good learning resources to faculty and students	4.1 To enable unlimited learning among faculty and students	4.1 To get in touch with best of the online resource providers 4.2 Providing ample time for the students to spend time in library	4.1 Quality project work, assignments, presentations from students 4.2 Research output from students 4.3 Faculty completing their PHD's	4.1 Investment on purchase of online and offline resources	4.1 Motivated students 4.2 Motivated faculty



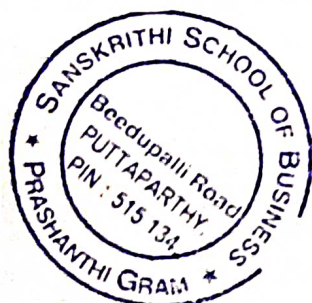
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Strategic Initiative 5: Providing mentors to each and every student					
5.1 Providing 360 degree guidance and support to students	5.1 To help the students in holistic development	5.1 Identifying and allotting the mentors  5.2 Taking feedback from mentors and mentees on results	5.1 Enhanced productivity and performance from students  5.2 Less absenteeism	5.1 Mentor allocation	5.1 HOD to monitor the mentoring process
Strategic Initiative 6: Quality enhancement in the process					
6.1 Quality enhancement	6.1 To provide quality in every process and procedure	6.1 Establish IQAC team to monitor the processes  6.2 Conducting regular meetings taking feedback from stakeholders 6.3 To conduct quality enhancement awareness workshops/seminars to faculty members  6.4 Regular external audits and documentation of the process	6.1 Improved quality in the process and performance of faculty and students	6.1 Dedicated IQAC team  6.2 Dedicated space and resources to maintain files	6.1 IQAC committee

**IV) Bridging the Industry-Academia Gap**– To bridge the industry academia gap and to connect the students from theory to practice, Guest lectures, seminars, workshops, conferences and industrial visits to be organised aggressively. Contemporary business situations shall be discussed live by the industry experts to create real time experience for students. MOU's with industries to enable research activities in collaboration. Industry linkages shall be strengthened leading to projects, internships and placements.



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### Strategic Initiative 1: Guest lectures by top business leaders and management practitioners

Goal	Objective	Tactics	Measure of success	Resource needed	Responsible person(s)
1.1 Bridging the industry academia gap	1.1 To provide industry expert guest lectures on contemporary and updated topics	1.1 Providing guest lecturers frequently 1.2 Include guest lecturers in every subject	1.1 Enhanced students knowledge on the industry related topics	1.1 Remuneration to guests from Industry 1.2 Resource to host the guests	1.1 Guest Lecture coordinator

### Strategic Initiative 2: Guest lectures by faculty from premier business schools

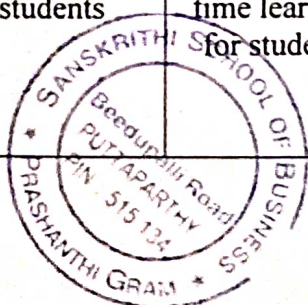
2.1 Bridging the contemporary B-Schools knowledge gap	2.1 To bring in professors to share their knowledge who are from quality B-Schools	2.1 Enabling external faculty to teach a topic/concept/unit in every subject in the semester	2.1 Enhanced understanding of students reflecting in their academic performance and presentations	2.1 Logistics and remuneration to the external faculty	2.1 Guest lecture coordinator
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### Strategic Initiative 3: MOU's with industries for resource exchange

3.1 Establish centre of excellence at campus by industries	3.1 To enable students and faculty to exchange their knowledge and skill	3.1 Having MOU's with industries 3.2 Having regular interaction sessions with the MOU partners to organise activities	3.1 Increase output from students and faculty	3.1 Infrastructure to support industry requirement	3.1 MOU coordinator
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### Strategic Initiative 4: Organising industrial visits for real time exposure

4.1 Providing live industry experiences to students	4.1 To enhance real-time learning for students	4.1 Arranging regular industrial visits from across the sectors	4.1 Students ability to present the real time experience in narrating in the presentations and assignments	4.1 Logistics for arranging industrial visits	4.1 Industrial visit coordinator
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## Initiatives

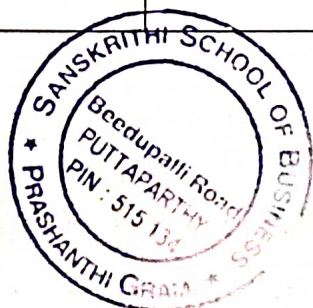
1. Guest lectures by top business leaders and management practitioners
2. Guest lectures by faculty from premier business schools
3. MOU's with industries for resource exchange
4. Organising industrial visits for real time exposure

**V) Capacity Building** – Students shall be given training to catchup to the skill requirement of the industry. Dedicated placement and training team shall focus on upskilling the students. Skill gaps shall be identified and training sessions are organised with the help of internal and external training team. Online courses which are value-additions to the skill development shall be initiated for all the students and faculty shall mentor. Faculty are provided forums to learn and encourage more faculty development programs to reskill and upskill. Establishing centre of excellence at campus by industry to exchange the resources and enhance knowledge and skills of faculty and students

## Initiatives

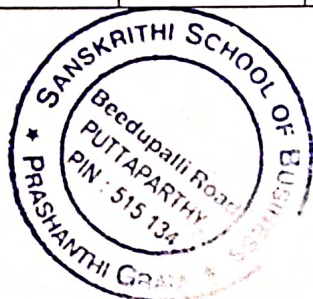
1. Upskilling the students
2. Upskilling the faculty members
3. Establishing Centre of Excellence (COE) at the Institute by Corporates
4. Providing job opportunities to students

Strategic Initiative 1: Upskilling the students					
Goal	Objective	Tactics	Measure of success	Resource needed	Responsible person(s)
1.1 Capacity building among students	1.1 To enhance skills among students	1.1 Having a dedicated training team to train the students in soft skills, aptitude, communication skills and technical	1.1 Getting placed	1.1 Training team	1.1 Placement and training coordinator



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Strategic Initiative 2:Upskilling the faculty members					
2.1 Upskilling the faculty	2.1 To provide faculty with the updated skill and knowledge	2.1 Send to FDP's/Workshops/Semi nars to enhance thier skills 2.2 Organising programs and creating opportunities to gain knolwedge and skills for faculty members	2.1 Quality teaching in classes  2.2 Publications by faculty	2.1 Financial support to faculty attend the programs  2.1 logistics to conduct the in-house programs	Principal and HOD
Strategic Initiative 3: Establishing Centre of Excellence (COE)at the Institute by Corporates					
3.1 Exchange of knowledge and resources	3.1 To enable the knowledge and skills exchange between the Institute and corporate	3.1 Creating scope for research activites for faculty and students  3.2 Rewarding and incentising the efforts of the faculty on small wins	3.1 Consultancy projects from corporate  3.2 Funded research projects for the Institute from external agencies  3.3 Research publications from faculty and students	3.1 Infrastructure support with good IT facility and learning resources	3.1 Principal and R&D coordinator
Strategic Initiative 4: Providing job opportunities to students					
4.1 Employabi lity for students	4.1 To provide employem t to students matching with their skills	4.1 Connecting with the companies and inviting them to conduct placement drives  4.2 Preparing/training the students for fitment	4.1 Good placements	4.1 Contacts and logistics to host the placement drives  Dedicated placement corodinator	Placement coordinator



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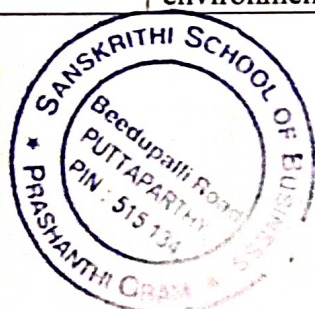


**VI) Holistic Development** – Making the campus live for the students to enjoy each and every day and create joy of learning leading to holistic development. To celebrate all cultural programs, events and festivals to enjoy the diversity the fullest. Creating enriching experience in HR club, Marketing club, Finance club, Green club, Case Study club, Entrepreneurship club, cultural club, Toastmaster club by student initiation and participation. Sports, gym and yoga facilities provided to the students will develop their all-round personality.

#### Initiatives

- Providing state-of-the-art infrastructure to the students
- Encouraging students to participate in all festivals and conduct competitions
- Enriching all the clubs with maximum student participation
- Creating more activities and fun based learning
- Providing yoga and sports facilities to balance the personal and professional life of students

Strategic Initiative 1: Providing state-of-the-art infrastructure to the students					
Goal	Objective	Tactics	Measure of success	Resource needed	Responsible person(s)
1.1 Providing state-of-the-art infrastructure to complement the teaching-learning process	1.1 To enable the learning environment	1.1 ICT teaching  1.2 In-build presentations and projects in the subjects for students	1.1 Academic performance and enhanced participation in classroom	1.1 Investment in enhancement of the infrastructure	Management and Principal
Strategic Initiative 2: Encouraging students to participate in all festivals and conduct competitions					
2.1 Celebrating diversity and embracing different cultures	2.1 To let the students prepare for their future work culture adapting to the current environment	2.1 Celebrating all religious festivals  2.2 Conducting various cultural competitions to build the spirit	2.1 Participation by all students and appreciating the differences	2.1 Logistics support	2.1 HOD and Cultural coordinator

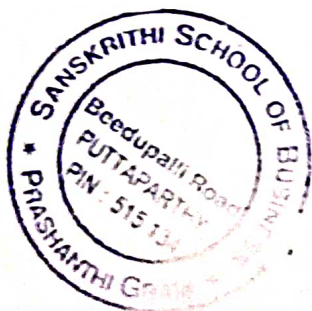


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Strategic Initiative 3: Enriching all the clubs with maximum student participation					
3.1 Enhancing team spirit among students	3.1 To build confidence and make learning more interesting	3.1 One club activity in day	3.1 Maximum participation from students	3.1 Fitment in time table and logistics to conduct the clubs effectively	3.1 Club heads
Strategic Initiative 4: Creating more activities and fun based learning					
4.1 Fun based learning	4.1 To make the learning more fun and enjoyable	4.1 Provide activities and forum  4.2 Preparing teachers to incorporate funbased learning in thier subjects	4.1 Less absenteeism  4.2 Enhanced academic results	4.1 Logistics support  4.2 Motivated faculty	4.1 All subject teachers
Strategic Initiative 5: Providing yoga and sports facilities to balance the personal and professional life of students					
5.1 holistic development of the students	5.1 To develop the overall personality of the student	5.1 Providing time for the activities during the college hours  5.2 Celebrating international yoga day  5.3 Encouraging students to participate in other colleges competitions	5.1 holistic development of the student	5.1 Sports facilities  5.2 Yoga room  5.3 Gym room  5.4 Motivated faculty focussing on holistic development of the student	Sports coordinator



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