Strategic Plan

Vivekanand Education Society Business School (VBS)

2025 – 2030

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Focus Area 1: Strategic Vision, Expansion & Revenue Diversification

Sr No	Activity	Timeline	Outcome
1	Execute a phased scale-up of the PGDM program intake.	**July 2028**	Reach an annual intake of 300 students, establishing a total capacity of 600 students across the two-year cycle.
2	Establish locked internal undergraduate progression pipelines with VESAC and VESIT.	**December 2026**	Lower enrolment volatility and secure a robust applicant ecosystem.
3	Launch structured competitive online and offline outreach events across regional academic hubs.	**April 2026**	Intensify external undergraduate marketing and brand acquisition activities.
4	Launch a dedicated Open & Distance Learning (ODL) channel.	**July 2027**	Diversify institutional delivery mechanics and access non-traditional student demographics.
5	Roll out high-demand specialized short-term professional certificate courses (AI, Digital Transformation, Financial Modelling, HR Analytics).	**July 2027**	Focus on market-driven verticals and establish secondary professional learning tracks.
6	Implement a flexible Micro-Credentials framework for	**July 2028**	Enable working professionals to accumulate credits that transition directly into an

	active working professionals.		Executive PGDM or specialized postgraduate diploma post-AICTE approval.
7	Establish strategic cross-border institutional alliances with mid-tier business schools across Europe, UAE, and Southeast Asia.	**July 2029**	Operationalize formal 1+1 dual-degree twinning programs.

Focus Area 2: Academic Rigour, Curriculum Innovation & Faculty Excellence

	Activity	**Timeline**	**Outcome**
1	Restructure the core educational delivery framework around an intensive, industry-vetted internship/apprenticeship window. Incorporate a 9-month continuous internship window requiring the completion of three separate field-reflective Capstone Projects.	**July 2026**	bridges the classroom-to-boardroom gap, driving 100% student mastery of real-world business complexities through three sequentially evaluated, field-reflective Capstone Projects.
2	Launch an institutional Choice-Based Credit System spanning disciplines.	**July 2026**	blending core business verticals with diverse multi-disciplinary electives in full alignment with National Education Policy (NEP)
3	Recruit established industry veterans to serve as permanent instructional faculty.	**October 2026**	Equip students with real-time market insights and direct industry networking pipelines.

	Integrate direct corporate leadership into the core teaching ranks via "Professors of Practice" roles		
4	Secure elite corporate-academic institutional memberships with premier external networks (IMC, NSE, IBF, RAI).	**October 2026**	Synchronize educational outputs with real-time enterprise needs.
5	Mandate and fund continuous faculty upskilling and industrial immersion programs. Compel core faculties to complete advanced training at premier IIMs or obtain professional credentials (SHRM, NSE).	**April 2027**	Leads to faculty upgrade and improvement in class performance.
6	Co-design and launch cutting-edge, Corporate-Sponsored Super-Specializations. Embed specialized deep-tech curriculum directly into the institution.	**October 2028**	Ensures students are Future-ready

Focus Area 3: Infrastructure Development & Capital Allocation

	Activity	Timeline	Outcome
1	Enact a strict capital expansion program creating workspaces. Create two highly advanced multimedia classrooms and an additional high-capacity computer	**July 2027**	Ensuring uninterrupted, high-engagement instructional delivery.

	lab to fully absorb the core student body.		
2	Build and operationalize specialized, state-of-the-art interactive laboratories. Deploy a dedicated AI Lab, Simulated Finance Trading Floor, Marketing Analytics Center, and an advanced Simulation Lab.	**July 2027**	Experiential ecosystems, live enterprise environments, empower students to master complex business situations
3	Issue laptops to every single student universally immediately upon admission.	**July 2027**	Ensure universal student technological mobility and render fixed desktop facilities obsolete.
4	Build technological infrastructure, streaming studios, and network servers.	**July 2028**	Perfectly sustain the administrative and streaming needs of the Open & Distance Learning (ODL) portfolio.
5	Upgrade its specialized analytical laboratory spaces into interactive environments.	**July 2029**	Operationalize fully interactive VR/AR Immersive Classrooms integrating advanced 3D visual environments.

Focus Area 4: Research, Placements, Consulting & Corporate Footprint

	Activity	**Timeline**	**(c) Outcome**
1	Secure active, formal placements alliances with enterprise partners. Establish a minimum of 50 MOU's with enterprise partners to	**October 2026**	Anchor student hiring, live corporate tracking, and industrial consulting.
2	Enforce a strict academic research output threshold across core	**July 2027**	Faculty Research contribution will result in

	faculty. Mandate that every single core faculty member successfully in high-quality research paper annually within a peer-reviewed, internationally indexed journal.		Faculty Development as well as enhance Teaching-Learning process.
3	Launch specialized, revenue-generating Centers of Excellence (CoEs).	**January 2029**	Actively attract external research grants, corporate consultancies, and executive Management Development Programs (MDPs) via Sustainable Finance and Generative AI hubs.
4	Establish an on-campus VBS Incubation and Venture Fund.	**July 2029**	Deploy dedicated seed capital and structured corporate mentorship networks to launch and commercialize viable internal student startups.
5	Launch a structured Faculty-in-Residence Program. Require core professors to complete mandatory short-term trainings directly within financial and technology firms to modernize pedagogical practices.	**July 2030**	Faculty training will result in Faculty Development as well as enhance Teaching-Learning process.

Focus Area 5: Student Development & Alumni Activation

	Activity	**Timeline**	**(c) Outcome**
1	Execute an objective, data-driven internal evaluation model. Enforce the mastery of	**July 2026**	Students are prepared for the corporate world in a holistic manner.

	the 14 mandatory corporate Graduate Attributes across all student cohorts.		
2	Deploy responsive conversational AI service chatbots and adopt the digital Mylab interactive e-book framework.	**July 2027**	Optimize student digital interaction and round-the-clock instructional access.
3	Implement advanced Predictive Student-Success Analytics within the ERP grid.	**May 2027**	Flag, isolate, and correct drops in academic engagement or potential placement readiness through targeted faculty intervention.
4	Launch an automated, structured matching framework to operationalize Alumni-Backed Micro-Mentorships. Ensure that every incoming student is paired with an active alumnus mentor working within their target sector from day one.	**January 2028**	providing students with executive guidance, insider industry perspectives, and target corporate networks to maximize placement outcomes.
5	Credit course for student training for Placement		Customized curriculum to help students gain Accelerated Career Entry (ACE)

Focus Area 6: Digital Transformation & Institutional Accreditations

	Activity	Timeline	Outcome
1	Deploy a completely integrated, centralized Institutional ERP platform.	**October 2026**	Multi-departmental data encompassing admissions, teaching management, student placements, HR, finance, are automated and archived
2	Successfully attain a full 6-year National Board of Accreditation (NBA) certification status.	**Upcoming Cycle**	Systems and Processes in a mature phase. Higher confidence amongst the stakeholders.
3	Successfully break into the Top 125 management institutes in India within the National Institutional Ranking Framework (NIRF) track.	**October 2027**	Rated higher than competition. Systems and Processes in a mature phase. Higher confidence amongst the stakeholders.
4	Attain elite global tier international accreditation.	**July 2030**	Establish VBS as a premier destination for cross-border student mobility and worldwide corporate placement recognition.