



K. T. S. P. MANDAL'S

# HUTATMA RAJGURU MAHAVIDYALAYA

RAJGURUNAGAR

## DEPARTMENT OF BBA

### FUTURE PLAN

1. Create a curriculum that includes recent business trends and technologies.
2. Develop partnerships with companies for internships and project opportunities.
3. Organize workshops to enhance communication, leadership, and critical thinking skills.
4. Build a network for alumni to connect with current students for mentorship and advice.
5. Incorporate digital tools and online resources to enrich the learning experience.
6. Encourage student involvement in local community service initiatives.
7. Aim for accreditation to validate the program's quality and attract more students.
8. Set up a system for students and faculty to give feedback on the program's effectiveness.

### **Strengths:**

1. A comprehensive range of courses covering various aspects of business, finance, marketing, and management.
2. Qualified and experienced professors can provide high-quality education and mentorship.

3. Strong links with businesses and industries for internships and placements.
4. Exposure to various cultures and ideas
5. Supportive working environment among department members.
6. Excellent administrative support.

**Weaknesses:**

1. Limitation of space.
2. Students may feel overwhelmed with the number of subjects and projects.
3. Theoretical knowledge may overshadow practical application if not balanced properly.
4. Lack of Ph.D & SET /NET qualified Staff.

**Opportunities:**

1. Leveraging online platforms to attract a wider audience and offer flexible learning.
2. Incorporating emerging business trends like digital marketing, entrepreneurship, and sustainability into the curriculum.
3. Opportunities for co-op programs or internships with local and international firms.
4. Building a strong alumni network for mentorship and job placements.

**Challenges:**

1. Keeping the curriculum updated with the fast-paced changes in the business world.
2. Increasing competition from other institutions offering similar programs.
3. Economic downturns affecting enrolment and funding.
4. Need to continuously update technology and learning methods to stay relevant.