



# LALA LAJPATRAI INSTITUTE OF MANAGEMENT

Approved by AICTE New Delhi, Government of Maharashtra  
& Affiliated to University of Mumbai.



## STRATEGIC PLAN

[ A.Y. 2020-21 to 2024-25 ]

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**LLIM STRATEGIC PLAN**

The various dimensions of LLIM's strategic plan include students, faculty, alumni, research, placements, industry, and society.

**1. Expectations of Stakeholders  
[A.Y. 2020-21 to 2024-25]**

<b>Stakeholders</b>	<b>Expectations</b>
<b>University</b>	Management professionals who should be capable of taking holistic view connecting interdependencies and interconnections globally.
<b>Management</b>	Dynamic high calibre management professionals to serve business and industry and bring about social transformation and maintain business values.
<b>Students</b>	Quality education, affordable, joyful learning and better paying career opportunities / placements.
<b>Faculty</b>	Understand contemporary management practices, build business traits and knowledge absorption.
<b>Administration</b>	Orderly behavior in the premises, timely completion of all the activities / tasks.
<b>Industry</b>	Skilled manpower with knowledge and ability to execute and take decisions. Work as leader as well as team player. Campus to Corporate trained professionals.
<b>Alumni</b>	A matter of pride for them when they look back at the Institute's growth and goodwill. Recognition of them, their contribution to institutes growth and affiliation towards their alma mater.
<b>Society</b>	Responsible citizens who would value societal norms and contribute to the cause of betterment of the society in all respects.



**2. Short-term Objectives & Long-term Objectives: Students**  
**[A.Y. 2020-21 to 2024-25]**

Stakeholders	Short-term Objectives	Long-term Objectives
<b>Students</b>	To support the students in providing affordable learning opportunities in management education.	To benefit the students from accessible learning opportunities in Management Education made possible to avail internships and research.
	To provide foundation course for Non commerce / Science/ Engineering students during Induction Programme.	To acquaint students with the information needed during Induction Programme in order to acquire basic knowledge and overview of Financial Management, Accounting, Business Statistics, and Project Management.
	To enable students in order to give an idea of online lectures conducted by faculties through online platforms during COVID-19 due to lockdown restrictions and social distancing norms.	To familiarize the students to attend online lectures by employing latest online platform using CISCO WebEx/ Zoom/ Google Meet during COVID-19 due to lockdown restrictions and social distancing norms.
	To conduct remedial classes for those students who are lagging in their performance.	To conduct tutorial classes and language lab sessions for those students who are lagging in their performance so that it will help them to gain confidence in the subject areas which require their improvement.



Stakeholders	Short-term Objectives	Long-term Objectives
<p><b>Students</b></p>	<p>To organize guest lectures for the students through successful entrepreneurs who will share their experience and insights in current business developments.</p>	<p>To enhance overall knowledge of students considering the recent developments in the current business scenario from the industry experts.</p>
	<p>To organize study tours by visiting manufacturing/service organizations.</p>	<p>To arrange study tours in manufacturing and service companies to upskill the students and improve their practical knowledge in order to better connect what they learn in the classroom and help in securing internships and placements.</p>



**3. Action Plan/Implementation: Studentrs**  
**[A.Y. 2020-21 to 2024-25]**

Stakeholders	Action Plan
<b>Students</b>	Access to affordable learning opportunities for students that include management education, internships, and research.
	Foundation course has to be organized during Student Induction Program.
	COVID-19 protocols to be strictly adhered in the institute campus as per the guidelines of Mumbai University. Both online and offline classes to be conducted in order to facilitate 100% attendance of students during COVID-19.
	By adopting various technology-enabled tools like online classes through CISCO WebEx, video conferencing, or other ways, every faculty will employ technology to teach students.
	Inviting successful entrepreneurs to share their insights with the students for acquiring leadership traits.
	Study tours to provide a practical exposure.

**4. Short-term Objectives & Long-term Objectives: Faculty**  
**[A.Y. 2020-21 to 2024-25]**

Stakeholders	Short-term Objectives	Long-term Objectives
<b>Faculty</b>	To support faculty to attend more FDPs, conferences, workshops, and MOOCs to understand contemporary management practices and procedures.	To improve the teaching and learning process in faculty by utilizing ICT and modern pedagogical techniques.
	To employ ICT and other educational techniques to train teachers.	To enable faculty to use CISCO WebEx and other online platforms to conduct online lectures during COVID-19 due to lockdown restrictions and social distancing norms.
	To adopt various technology-enabled tools like online classes through CISCO WebEx, video conferencing, or other ways, every faculty will employ technology to teach students during COVID-19.	To enhance faculty knowledge considering the current business environment through FDPs, Conferences, Workshops, and MOOCs organized by University of Mumbai, AICTE, ICSSR and other research agencies.





## LALA LAJPATRAI INSTITUTE OF MANAGEMENT

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Stakeholders	Short-term Objectives	Long-term Objectives
<b>Faculty</b>	To provide opportunities for faculty members to publish research papers in referred journals which are part of SSCI/ABDC/SCOPUS/UGC Care list of journals.	To strengthen faculty research capacities and assist them publish their findings in referred journals that are included in the SSCI, ABDC, SCOPUS, and UGC Care lists of journals in order to support faculty career advancement and the institute's overall B-School ranking.
	To induce faculty members to apply for Research Grants from AICTE, University of Mumbai, ICSSR, AIMS and other funded research agencies.	To elevate the institute's ranking and acquire accreditation by obtaining research grants from the respective institutions and research granting industry.



**5. Action Plan/Implementation: Faculty  
[A.Y. 2020-21 to 2024-25]**

Stakeholders	Action Plan
<b>Faculty</b>	Faculty to attend more FDPs, conferences, workshops, and MOOCs.
	Improving the teaching and learning experience through the use of ICT, industry experts, a mentorship system, and the use of interactive pedagogy with Active Learning Methods(training and development: MDPs).
	By adopting various technology-enabled tools like online classes through CISCO WebEx, video conferencing, or other ways, every faculty will employ technology to teach students.
	Developing case studies for teaching learning.
	Faculty members to publish research papers in referred journals.
	Faculty members to apply for Research Grants from AICTE, University of Mumbai, ICSSR, AIMS and other funded research agencies.



**6. Short-term Objectives & Long-term Objectives: Alumni**  
**[A.Y. 2020-21 to 2024-25]**

Stakeholders	Short-term Objectives	Long-term Objectives
<b>Alumni</b>	To streamline the process of registration of Alumni Association	To bolster the Alumni Association's registration as a means of providing LLIM as a support system of assistance for making use of Alumni expertise, Placements, and mentoring.
	To invite Alumni as an external examiner for project VIVA VOCE	To invite alumni to serve as external examiners for the Project VIVA VOCE, which aims to improve the alumni network at LLIM and assist students in finding internships and placements.
	To Organize Synergy [Annual Alumni Meet] for strengthening Institute- Alumni network.	To Create a possible Institute-Alumni Association to support LLIM's Career and Guidance Cell in helping students obtain internships and placements.
	To Encourage alumni in their academic advancement to pursue doctorate at LLIM Research Centre, Affiliated to University of Mumbai.	To build the corporate relations at LLIM Research Centre to pursue Ph.D. by LLIM Alumni in an effort to enhance the interaction between Institute and Alumni.



Stakeholders	Short-term Objectives	Long-term Objectives
<b>Alumni</b>	To initiate alumni chapters globally.	To connect with other postgraduates worldwide in order to expand their professional and social LLIM networks.
	To Enhance Industry institute linkage with MOUs towards execution.	To have mutual intentions to jointly work on projects required for industries and research needs, with learned faculty of good industrial experience and promising students, jointly agree to exchange their expertise for mutual benefit and growth through Industrial Visits.



**7. Action Plan/Implementation: Alumni  
[A.Y. 2020-21 to 2024-25]**

<b>Stakeholders</b>	<b>Description</b>
<b>Alumni</b>	Registration of Alumni Association.
	Alumni to be invited as external examiner for VIVA VOCE .
	Strengthening institute alumni relationship through Synergy [Annual Alumni Meet].
	Academic progression of alumni by registering for Ph.D.
	Activate alumni chapters globally.
	Industry institute linkage with MOUs towards execution.

**8. Short-term Objectives & Long-term Objectives: Research Cell**  
**[A.Y. 2020-21 to 2024-25]**

Stakeholders	Short-term Objectives	Long-term Objectives
<p align="center"><b>Research Cell</b></p>	<p>To assist academic staff in submitting applications for research grants to the University of Mumbai, AICTE, AIMS, and other supported research organizations.</p>	<p>To obtain research grants from the AICTE, University of Mumbai, AIMS, and other supported research organizations that promote research to raise the institute’s B-School rankings.</p>
	<p>To Organize National &amp; International Conferences in collaboration with University of Mumbai and other reputed Management Institutes.</p>	<p>To collaborate with the University of Mumbai and other prestigious Management Institutions to host National and International conferences to foster networking, information sharing, and awareness of the state of modern business.</p>
	<p>To support faculty members to submit research papers in national and international conferences organized by various management institutes in and around Mumbai in order to enhance their presenting and research skills.</p>	<p>To increase presentation and research skills of faculties that will help in their career enhancement.</p>



Stakeholders	Short-term Objectives	Long-term Objectives
<p style="text-align: center;"><b>Research Cell</b></p>	<p>To Organize Case Study Competition to enhance analytical thinking and problem solving skills among the students.</p>	<p>To enable the faculty members to develop cases using the cases obtained from the Case Study Competition, enhancing students to improve their research and presentation skills in practical business situations.</p>
	<p>To boost students to present their research papers in in-house National Seminars and Conferences organized by the institute.</p>	<p>To improve the students research presentation skills by presenting their research papers in in-house National Seminars and Conferences organized by the institute that will help the students to obtain knowledge about the contemporary business situations.</p>
	<p>To increase Faculty – Student Collaboration in publishing research papers in institute’s Journal – Journal of Research.</p>	<p>To foster knowledge exchange and research writing abilities amongst faculty and students by working together to produce research papers in the institute’s Journal of Research.</p>

Stakeholders	Short-term Objectives	Long-term Objectives
<p style="text-align: center;"><b>Research Cell</b></p>	<p>To stimulate faculty members to publish at least three research papers in an academic year in referred journals which are part of SSCI/ABDC/SCOPUS/UGC Care list of journals.</p>	<p>To support faculty career advancement and enhance the institute's B-School rankings by publishing research papers in referred journals included in the SSCI, ABDC, Scopus, and UGC Care lists of journals each academic year.</p>
	<p>To Apply for increase in Intake of LLIM Research Centre Ph.D. seats from 10 to 16.</p>	<p>To accomplish academic excellence in the research of LLIM Research Centre by giving research scholars an opportunity from academia and industry the chance to register in the Ph.D. programme at the centre.</p>
	<p>To support faculties to apply for becoming Ph.D. guides.</p>	<p>To have Ph.D. guides in institute to facilitate career advancement and growth Opportunities of institute</p>
	<p>To assist faculty of LLIM to apply for Ph.D. guideship for providing opportunities to register more research scholars for pursuing Ph.D. at LLIM Research Centre affiliated to University of Mumbai.</p>	<p>To enhance the institute's ranking and promote the academic excellence by encouraging faculty of LLIM to apply for Ph.D. guideship from University of Mumbai.</p>





**9. Action Plan/Implementation: Research Cell  
[A.Y. 2020-21 to 2024-25]**

Stakeholders	Description
<b>Research Cell</b>	Faculty members to apply for Research Grants from AICTE, University of Mumbai, AIMS and other funded research agencies. Organizing National & International Conferences in collaboration with University of Mumbai and other reputed Management Institutes.
	Faculty members to present research papers in National & International Conferences organized by other Management Institutes in and outside Mumbai to develop their presentation skills and also to develop their research skills. Organizing Case Study Competition to enhance analytical thinking and problem solving skills among the students. Students to present their research papers in in-house National Seminars and Conferences organized by the institute.
	Faculty – Student Collaboration in publishing research papers in institute’s Journal – Journal of Research. Publications – To incentivize and encourage faculty members to publish research papers regularly in reputed journals.
	Applying for increase in Intake of LLIM Research Centre Ph.D. seats. Under career advancement, LLIM faculty to apply to become Ph.D. guide from University of Mumbai.
	Enrolment of Research scholars at LLIM Research Centre from wide spectrum of Academics and Industry at LLIM Research Centre. Concerted efforts towards Research Grant and consultancy.

**10. Short-term Objectives & Long-term Objectives: Placements**  
**[A.Y. 2020-21 to 2024-25]**

Stakeholders	Short-term Objectives	Long-term Objectives
<b>Placements</b>	To develop international network with companies in order to give students practical experience via internships.	To improve the caliber of placements, particularly for international internships, and to locate international placement opportunities.
	To arrange industry experts' guest lectures so they can impart their knowledge on the state of business today.	To boost Industry Pull and Visibility by bringing in industry leaders to speak at guest sessions, increasing students' exposure to real-world business scenarios.
	To organize Campus to Corporate sessions to develop students' aptitude and communication abilities.	To increase the number of new companies for campus placement and improving the average highest package received by LLIM students in comparison to their past packages are crucial goals.
	To expand the LLIM Institute's presence on all social media channels in order to facilitate more networking with corporates.	To enhance LLIM's digital presence on all social media platforms to improve Search Engine Optimization[SEO].
	To determine the recruiter's feedback for continuous improvement.	To arrange student grooming sessions in order to support their ongoing development and help them close performance gaps as recommended by recruiters.



**11. Action Plan/Implementation: Placements  
[A.Y. 2020-21 to 2024-25]**

Stakeholders	Description
<b>Placements</b>	Career and Guidance cell to enhance placement quality especially International Internships and Placements.
	Increased Industry Pull and Industry Visibility through guest sessions by Industry professionals.
	To enhance LLIM students average highest package, betterment from the past package, increase in number of new companies for campus placement.
	Accelerate the digital presence of LLIM across all social platforms towards SEO.
	To identify the GAPs received from recruiters feedback for continuous improvement.

**12. Action Plan/Implementation: Industry**  
**[A.Y. 2020-21 to 2024-25]**

Stakeholders	Action Plan
<p style="text-align: center;"><b>Industry</b></p>	<p>Pedagogy through Case Studies improve the problem solving skills of the students.</p>
	<p>Discussion of cases consisting of the current problems faced by industry during classroom sessions stimulate the students to share their ideas and thoughts for overcoming the problems faced by the industry.</p>
	<p>Campus to Corporate training programmes has to be organized for MMS students to facilitate the expectations required by the industry w.r.t communication skills, conceptual skills, technical skills and leadership skills.</p>
	<p>Campus to Corporate sessions provide the opportunity for the students to understand the reality of the problems and challenges to encounter for becoming the industry professional in the current competitive environment</p>
	<p>Organizing Grooming sessions for the students to possess required knowledge and skills like Digital Marketing, Advanced Excel and functional programmes relevant to their specialization as per the industry expectations.</p>
	<p>By adopting various technology-enabled tools like online classes, every faculty will employ technology to teach students.</p>
	<p>Inviting corporates from reputed organisations to share their insights with the students for possessing the skills and knowledge relevant to their specializations [viz. Marketing, Finance, Operations and Human Resources].</p>



Stakeholders	Action Plan
<b>Industry</b>	Organizing guest lectures by eminent Alumni as guest speakers to share their experiences for overcoming the challenges to become a successful corporate in the current competitive environment.
	Organizing training sessions by Corporates working as a team leader from the reputed organizations for helping the students to reach the higher level in their career.
	Invite successful entrepreneurs to share their insights with the students for acquiring leadership traits.
	English speaking course/Crash course in English to be conducted for improving the communication skills.
	Language lab sessions, tutorials and remedy classes for those students lagging in their performance.
	Organize Study tours to provide a practical exposure.

**13. Action Plan/Implementation: Society**  
**[A.Y. 2020-21 to 2024-25]**

Stakeholders	Action Plan
<b>Society</b>	Special focus on CSR activities contribute to the cause betterment of the society.
	Eradicating hunger, poverty, sanitation, health.
	Ensuring environmental sustainability, ecological balance.
	Women empowerment sessions to be organized.
	Visit to NGOs and orphanages during Chakravyuh and other activities of the institute to extend both by monetary and non-monetary ways.
	Social relevance projects which is the part of University of Mumbai curriculum should conduct research on all the topics related to Eradication of Child labour, Prevention of Poverty and Hunger, Promoting Education to weaker sections of people in slum areas, Sanitation programs, Health checkup, Eye testing, Blood donation camps, Environmental Sustainability, Ecological balance, Conservation of natural resources, Prevention of gender discrimination, Promotion of rural health, Women Empowerment, Prevention of Sexual Harassment at Work place, Research on NGOs activities contributing to the societal development, Prevention of Malnutrition and any other social issues affecting the society.
	Inviting NGOs for guest lectures to share their experiences in contribution to societal development.



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