



VIMAL JYOTHI

INSTITUTE OF MANAGEMENT & RESEARCH

Approved by AICTE | Affiliated to Kannur University
Under the Archdiocese of Thalassery

STRATEGIC PLAN





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Strategic Planning

Strategic planning comprises the procedures of defining objectives and creating strategies to attain those objectives. A strategy is a long term plan of action designed to achieve a particular goal, as differentiated from tactics or immediate actions with resources at hand. A strategic plan must reflect the thoughts, feelings, ideas, and wants of the developers and mold them along with the institute's vision, mission, and regulations into an integrated document. The development of a plan requires much probing, discussion, and examination of the views of the leaders who are responsible for the plan's preparation. However, more often than not, the development of the plan is less complicated than is the implementation.

ABOUT VJIM



The Vimal Jyothi Institute of Management and Research offers two year full time residential MBA courses in Business Management. The institute is approved by AICTE and is affiliated to Kannur University, Kerala.



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Vimal Jyothi Institute of Management & Research is abuzz with opportunities to be inspired. It's a place where exciting things happen. At VJIM, the teaching methodology is practical,

hands-on and real-time, rather than merely theoretical. At every stage of the learning process, interface with the industry, interaction with practicing professionals and internship with corporate is given precedence. Students are required to attend periodic seminars, symposia, workshops, trade fairs, conferences, forums, lectures, summits, speaker series - the list of events on campus is endless, and that can provide a far more comprehensive view of ground realities than any textbook can. VJIM is planning to bring some of the most inspirational and thought-provoking leaders in the world through our doors, to make students listen to, learn from and to be challenged by speakers from industry, government, finance, and media. This naturally will give our students the 'knowledge plus experienc' edge making them the first choice of prestigious corporates.

Vision

To bloom into a centre of excellence in management education and research that responds to the needs and demands of Corporate world with professional integrity, moral uprightness and sense of commitment.

Mission

To provide the students with quality education that kindles creativity, encourages innovation, enhances originality and instils ethical practices to enable them compete successfully in the global business arena with commitment to the concerns of the marginalized guided and inspired by gospel values.



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Values

- Mutual understanding, brotherhood and co-operation among all
- Love of discipline and hard work
- Concern for the marginalized
- Tolerance and moral uprightness
- Fear of God

Objectives

- To operate as an educational and research centre that networks with national and international practitioners from diverse industrial sectors.
- To extend to students a new management perspective through a unique pedagogy of learning and interaction.
- To prepare students to inculcate values and attitudes to become socially responsible managers.
- To provide a platform for students to exchange and enhance their ideas with distinguished faculty and professionals.
- To make students work in teams for collaborative learning in order to enhance personal skills in communications, leadership, and teaming.
- To facilitate holistic learning and proper understanding of the contemporary business environment by combining industry internships with a comprehensive dissertation module.
- To encourage learning beyond the classroom through rigorous and intense process and to train students to respond to business issues quickly and skilfully.
- To promote a strong, effective and mutually beneficial industry-academia interaction.



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- To offer quality management education that integrates professional skills and empowers the students to develop and achieve their personal and career potential.
- To help students to reach their academic goals by providing them with the necessary communication skills to work successfully in the competitive world.

Long Term Goal

- To ensure a quality of education and experience and create values which enables students to apply their skills, values and intellectual discipline in their future.
- To strive for the personal and professional success of its students, staff and alumni.
- Development of alumni cell to increase placements ratio of the college.

Short Term Goal

- To attract best students, irrespective of background and select them on the basis of merit and potential.
- To encourage the students to involve and empower all in the process of continual improvement.
- Strengthening of Placement cell, arranging the placement drives and improvement of placement services.
- Organize programmes to encourage creativity and innovation to match the evolving global business arena.



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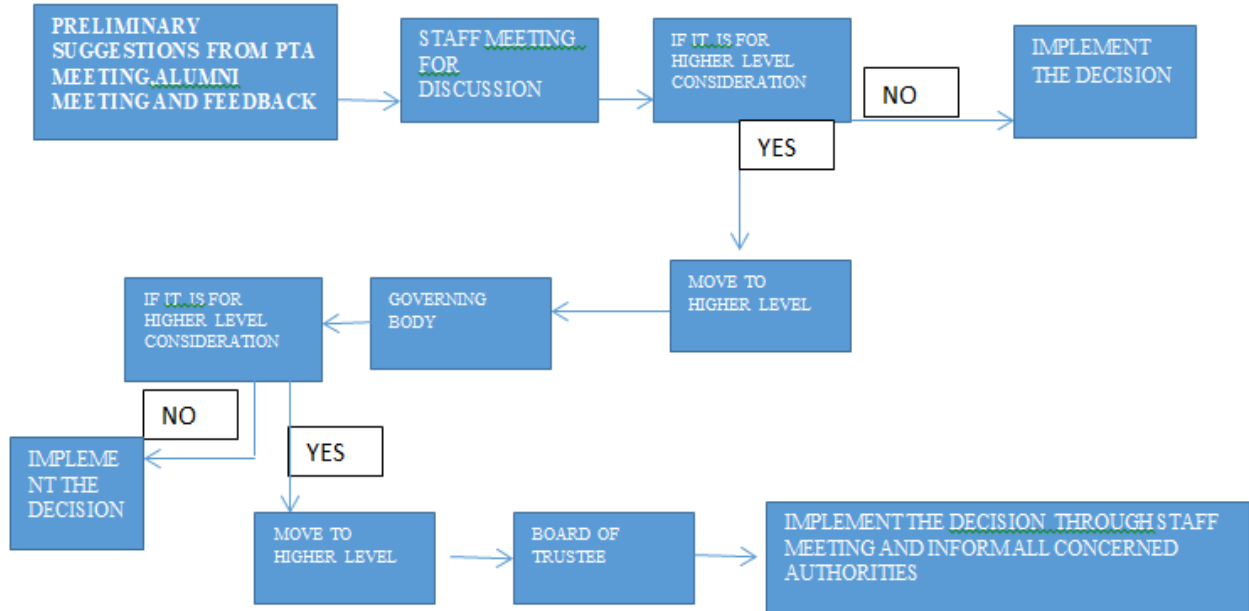
S.NO.	PLAN	TARGET	ACTION
1.	University Ranking and Placement	To get high score in university exam . and make student get placed in good company .	1. Student outcomes improvement 2. Placements Quality Improvement
2.	certification programme	To increases certification programme	1. Introduce ad on course and certification programme .
2.	Placement Policy	To ensure smooth and effective placements, the following guidelines have been set for the Placement Committee, Companies and Students.	1. On intimation regarding placements from the company, the Placement Committee should publish a notice in the placement notice board and VJIM group email. 2. The information regarding the selection process of a company would be conveyed to the students at least two days in advance by the Placement Cell.
3.	Admission	60 seats	https://vjim.ac.in/admission/
4.	NAAC	To get A+ Grade in NAAC	1. IQAC action plan for NAAC 2. AQR Preparation



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PROCESS FLOW OF STRATEGIC DEVELOPMENT



Research & Publications:

To increase research and publications

LINK : [CLICK HERE](#)

Outreach Activities

VJIM takes effort to involve the MBA students to be part of societal progress. It undertakes community development programmes to prepare the students to see life in larger perspective exploring ways to add value to self and to the society.

LINK : [CLICK HERE](#)

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