



**Department of Commerce**  
**Maharshi Dayanand University Rohtak**  
**(NAAC Accredited 'A' Grade)**

**Strategic Plan (2018-2023)**

## **About the Department**

Department of Commerce of Maharishi Dayanand University, Rohtak was established with the origin of the University in the year 1976. In that year it was started with only one course i.e Master of Commerce (two year) Programme. During the span of 42 years, the Department of Commerce has added many courses as per the market demands. As at present it offers Master of Commerce (two year) Programme, Master of Commerce (five year Integrated) Programme, M.Phil Programme and Ph.D. Programme. Major strength of the Department of Commerce is its strong team of learned and experienced teachers, well equipped with teaching learning skills, having vibrant experience in Research & Development. The faculty is always ready and imparting the students the curriculum, research, analytical and other personality development programmes , helping them in attaining goals and jobs in various fields.

## **VISION**

The Department of Commerce is dedicated to build the nation and the society through providing total, integrated and trans-cultural quality education and to be the global front runner in value education and nurturing talent with its contribution to industry & society through excellence in teaching & learning. It envisions for University in promoting research through inter disciplinary understanding and use of emerging knowledge for developing world class human resources.

## **MISSION**

The Department of Commerce is committed to provide education in commerce discipline of modern times and in the futuristic and emerging areas of knowledge, learning and research and to develop the overall personality of students by making them good individuals and excellent professionals with great understandings and human values.

## STRATEGIC GOALS

### A) Strategic Goals to improve Academic Standards

Sr. No.	Strategic Goals
1.	More use of ICT/E-learning tools
2.	Restructure the existing Academic Programs/Syllabi
3.	Strengthen the Research Environment
4.	Start new employment oriented courses

### B) Strategic Goals to improve Research Outcomes

Sr. No.	Strategic Goals
1.	Organizing conferences/seminars/research workshops
2.	Launch Research Journal by Faculty of Commerce
3.	Seminars on recent research publication & their evaluation.
4.	Practical sessions on advanced research tools & softwares.

### C) Strategic Goals to improve Course Employability

Sr. No.	Strategic Goals
1.	Coaching classes for various competitive exams.
2.	Enriching existing placement cell & strengthening the alumni relations.
3.	Strengthening the career counseling process.

4.	Organizing guest lectures by eminent speakers about the opportunities in the highly competitive world.
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**D) Strategic Goals to improve Inclusiveness and social Impact**

Sr. No.	Strategic Goals
1.	Introduction of programs to improve the school teacher's teaching methodologies.
2.	Organizing social awareness camps by the female students
3.	Career counseling program exclusively for the village children.
4.	Introduction of programs to teach the village students.

**E) Strategic Goals to improve Extension Activities and Collaborations**

Sr. No.	Strategic Goals
1.	Collaborating with village panchayat and schools.
2.	Assisting the college teachers and teaching in the village schools.
3.	Career counseling program exclusively for the village children.
4.	Coaching classes for various competitive exams.

**SWOC Analysis**

**Strength**

- Highly experienced and well qualified teaching faculty as per UGC norms.
- High quality research publications by the faculty members.
- Timely updating of course curriculum i.e. scheme and syllabi as per industry requirement.
- Imparting theoretical as well as practical education with adequate teacher student ratio.

- Organization of guest lecture, seminars, conferences and research workshops to strengthen the academic and research culture.
- Practical exposure through educational and commercial trips.
- Maximum promising employability in government, public and private sector.

### **Weakness**

- The Department of Commerce lacks in terms of modern infrastructure facilities such as smart classrooms, LCD projector, seminar hall with latest technology etc.
- The department has relatively shortage of funds as compared to the departments of other Private Competitor Universities in state.
- Due to the lesser focus on the placement of the students, many good companies feel reluctant to recruit from the University.
- Lack of departmental collaboration with external agencies.

### **Opportunities**

- Due to increase in the demand for higher education, more and more students are willing to enroll in the traditional Post Graduate and Integrated Course of the department.
- Great job opportunities for the students of commerce in the field of banking, insurance, accounting etc.
- Government assistance for the young entrepreneurs.

### **Challenges**

- Preserving the quality oriented moral & ethical education is the key issue.
- Upgrade and update the infrastructure facilities with latest technology.
- Maintaining the quality in research publications.
- Bridging the gap between academia and industry.

## ACTION PLAN

### A) Academic Standards

Sr. No.	Action Plan	Attainment Year wise
1	a) Improve the research environment and inculcate the research capacity among research scholars to perform new researches in the field. b) Encourage teachers and students to access more ICT/E-learning tools.	2018-19
2	Review/restructure the existing academic programs/syllabi as per the changing environment or industry requirement. Thus making the curricula more innovative and distinctive.	2019-20
3	Start new courses such as M.Com-2 years (Financial Analysis), M.Com-2 years (Human Resource Management), M.Com-2 years (Foreign Trade) and M.Com-2 years (Hospital Administration).	2020-21
4	Take initiatives for the enhanced student engagement in the academic activities.	2021-22
5	Establishing a language lab to improve the communication skills of the students.	2022-23

### B) Research Outcomes

Sr. No.	Action Plan	Attainment Year wise
1	a) Improving & strengthening the research culture among teachers & research scholars by procuring more e-learning sources for quality researches. b) Practical sessions with hands on learning experience about latest and advanced research tools & software.	2018-19
2	Organizing conferences/seminars on thrust areas as well as basic & advanced level research workshops.	2019-20
3	Initiating the process to launch Research Journal by Faculty of Commerce	2020-21
4	Spreading regular awareness among teachers and research scholar towards reputed journals.	2021-22
5	a) Monthly seminar by research scholar on any recent research publication & their evaluation. b) Formation of faculty groups and discussion thereon towards improving the publication quality.	2022-23

### C) Course Employability

<b>Sr. No.</b>	<b>Action Plan</b>	<b>Attainment Year wise</b>
1	Enriching the existing placement cell and strengthening the alumni relations.	2018-19
2	Organizing guest lectures by eminent speakers to aware the students about the new aspects & opportunities in the highly competitive world. Organizing Conferences/Seminars to learn the literature & researches, interacting with delegates, to get innovative ideas about the future researches.	2019-20
3	Commencement of coaching classes for various competitive exams.	2020-21
4	Strengthening the career counseling process with the help of experienced professionals and faculty members.	2021-22
5	Promoting the research scholars to take on empirical researches related to latest economic issues.	2022-23

### D) Inclusiveness and Social Impact

<b>Sr. No.</b>	<b>Action Plan</b>	<b>Attainment Year wise</b>
1	Introduction of programs with partnering nearby village schools to improve the teacher's teaching methodologies.	2018-19
2	Organizing social awareness camps by the female students in the nearby villages to educate girls about maintaining hygiene.	2019-20
3	Starting the career counseling program exclusively for the village children.	2020-21
4	Introduction of programs with partnering nearby village schools to teach the village students.	2021-22
5	Commencement of coaching classes for various competitive exams exclusively for village children.	2022-23

### E) Extension Activities and Collaborations

<b>Sr. No.</b>	<b>Action Plans</b>	<b>Attainment Year wise</b>
1	Collaborating with village Panchayat and schools to carry out training to maintain good hygiene and sanitation in the village.	2018-19
2	a) Training sessions for the undergraduate college teachers to solve teaching/study/career related queries. b) Assisting the college teachers to update the teaching curriculum of the undergraduate courses. c) Teaching in the village schools in order to enhance their exposure/learning experience and develop their skills.	2019-20
3	Starting the career counseling program exclusively for the village children.	2020-21
4	Introduction of programs with partnering nearby village schools to teach the village students.	2021-22
5	Commencement of coaching classes for various competitive exams exclusively for village children.	2022-23

### Activity Calendar (2018-19)

1. Orientation Programme : 23<sup>rd</sup> July 2018
2. Independence Day Celebration : 15<sup>th</sup> Aug. 2018
3. Debate Competition : 5<sup>th</sup> Sept. 2018
4. Group Discussion Competition : 1<sup>st</sup> Oct. 2018
5. Rangoli Competition : 26<sup>th</sup> Oct. 2018
6. Business Plan Competition : 26-27<sup>th</sup> Nov. 2018
7. One Week Research Workshop : 20-26<sup>th</sup> Feb. 2019
8. Women's Day Celebration : 8<sup>th</sup> March 2019
9. Summer Internship Competition : 26-27<sup>th</sup> March 2019