

Dt: 28.11.2020

## Strategic Plan and Deployment (2021 – 2025): Department of MBA

The Strategic Plan (2021–2025) of the Department of MBA has been formulated to strengthen academic excellence, accreditation, research, employability, infrastructure, and industry engagement. It has been developed in line with the strategic plan of CMRTC by taking the inputs from various stakeholders through a systematic and participatory process. The following is a summary of the 2021-2025 Strategic Plan of Department of MBA.

- To work towards NBA accreditation for MBA program.
- To record a continuous growth in placements of MBA students through skills training programs.
- To develop the infrastructure in the Dept. of MBA by upgrading the class rooms to smart classes with ICT-enabled teaching tools.
- To establish specialized labs such as Business Analytics Lab, Data Visualization Lab etc.
- To enhance library resources with management journals, and digital databases etc.
- To increase the number of Ph.D. qualified faculty in the department.
- To encourage faculty to publish papers in ABDC/Scopus/UGC Care indexed journals.
- To encourage students to publish papers in UGC Care indexed journals.
- To establish MOUs with industries and corporate organizations.
- To encourage the faculty to undertake consultancy services or projects.
- To organize guest lectures, and industrial visits to enhance students' exposure.
- To encourage the students to undertake more number of internships.
- To strengthen alumni network through regular meets.



HOD – MBA

Head  
Department of MBA  
CMR Technical Campus  
Kandlakoya (V), Medchal (M),  
Hyderabad-501 401.



DIRECTOR

Director  
CMR Technical Campus  
Kandlakoya (V), Medchal Road,  
Hyderabad-501 401.

Dt: 4.12.2025

## Strategic Plan and Deployment (2026 – 2030): Department of MBA

The Strategic Plan (2026–2030) of the Department of MBA has been formulated to enhance academic excellence, research and innovation, governance, industry collaboration, and societal engagement. It has been developed in alignment with the Strategic Plan (2026–2030) of CMR Technical Campus and its institutional priorities. The following strategic objectives have been identified for the Department of MBA.

- To strengthen accreditation and rankings by achieving NBA accreditation and contributing to improved institutional rankings such as NIRF through continuous quality improvement initiatives.
- To promote academic excellence and curriculum innovation by introducing interdisciplinary and multidisciplinary courses aligned with NEP 2020 and integrating emerging areas such as Business Analytics, FinTech, and Entrepreneurship.
- To enhance research, development, and innovation by encouraging funded projects, consultancy, interdisciplinary research, and quality publications in ABDC, Scopus, and other indexed journals.
- To develop the human resources of the Department of MBA by increasing the number of Ph.D.-qualified faculty and encouraging their participation in FDPs, certifications, and research-oriented activities.
- To foster innovation, entrepreneurship, and start-up culture by supporting student and faculty initiatives through incubation, business plan development, and innovation activities.
- To strengthen industry collaboration and partnerships by establishing MoUs, promoting internships, live projects, guest lectures, and improving placement outcomes.
- To upgrade infrastructure and learning environment by establishing advanced labs such as Fintech Lab etc., developing smart classrooms, and enhancing digital learning resources.
- To enhance alumni engagement and societal outreach by strengthening alumni networks, mentoring systems, and promoting community engagement and social responsibility initiatives.



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**Department of MBA**  
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DIRECTOR

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**CMR Technical Campus**  
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Hyderabad-501 401.