



AMITY UNIVERSITY HARYANA

Strategic Framework

ABOUT AMITY UNIVERSITY HARYANA

Amity University Haryana (AUH) is a part of Amity Universe and has been established under the aegis of Ritnand Balved Education Foundation (RBEF), a non-profit education trust under which all Amity institutions are running. AUH has been established by the Haryana Act 10 of 2010 by Government of Haryana on April 26, 2010. The University is imparting UGC recognised programmes both at undergraduate, postgraduate and Doctorate level in the various disciplines.



110 acre of Amity University Haryana campus is situated in the close vicinity of Aravali hills virtually provides experience of living in the lap of nature and creates apt environment to the students for study, learning and growth. The overall campus life is very exciting and vibrant where students are involved in various activities which provide them a host of opportunities to constantly reinvent themselves, handling new situations & technology, understanding people management skills and experimenting new things which prepare them to become not only an accomplished professionals but also a good human being.

The campus provides multi-cultural environment with the presence of students from across India and more than 20 Countries, who shares diversity of regions, ethnicities, flavours and cuisines giving them global outlook.

The academic & research canvas of the University is organised into Six Faculties viz., Faculty of Management, Studies and Behavioural Science, Faculty of Arts, Faculty of Science, Engineering and Technology, Faculty of Law, Faculty of Architecture and Planning and Faculty of Health and Allied Sciences, which have 17 institutions, currently offering more than 100 programmes at UG & PG level, besides offering the Ph.D programmes, in the areas, such as Management, Hospitality, Economics, Commerce, Psychology, English, Fine Arts, Fashion Designing, Media and Mass Communication, Applied Sciences, Engineering, Biotechnology, Environment Science, Nano-sciences & Technology, Law, Vision Science & Optometry, Audiology & Speech Language Pathology, Nursing, Medical and Allied Health Sciences and Nursing etc

The University has a vision to develop as a **Fully Industry Integrated University providing a global platform for nurturing talent**. Achieving **academic excellence** expresses the core philosophy of Amity University Haryana and is the driving force behind rigorous academic programmes and high quality teaching which instil a spirit of learning amongst students. The University is committed in **integrating education with human values**, in pursuit of

interdisciplinary research, nurturing innovations, development of innovative products and innovated systems in an environment of learning.

OUR VISION

“To be a world class centre of creativity and innovation and to contribute to the progress of humanity through excellence in education, industry and society relevant research and extension services”.

OUR MISSION

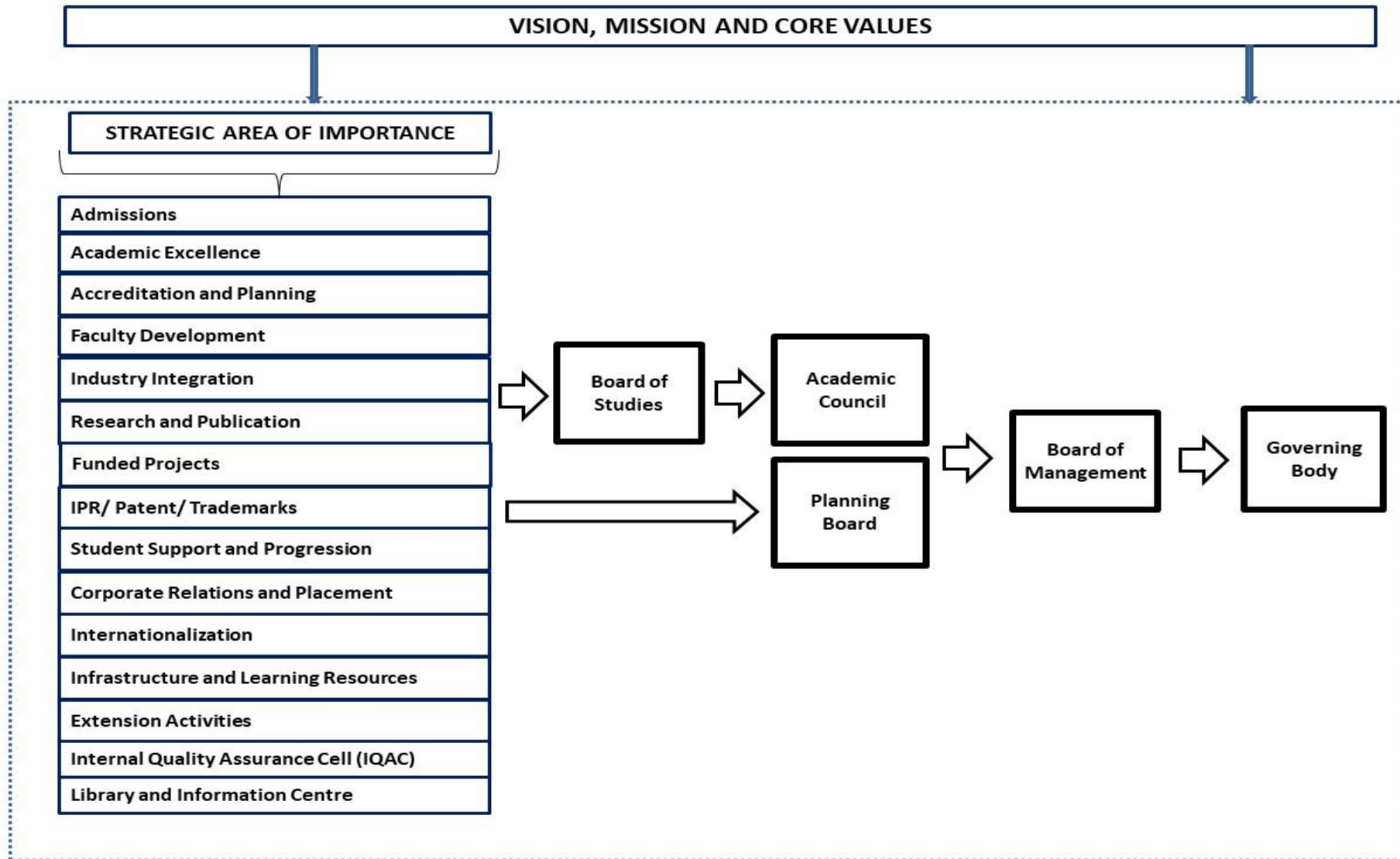
- To foster academic innovation to create an environment of student centric learning
- To nurture talent and creativity
- To promote interdisciplinary and trans-departmental culture
- To strengthen industry-academia integration for relevance driven excellence in education and research

- To promote international collaboration and cooperation
- To inculcate moral values, help embrace cognitive skills and social responsibilities
- To provide academic environment where ‘Modernity blends with tradition’.

OUR CORE VALUES

- National pride and global outlook.
- Integrity, transparency and trust worthiness.
- Continuous learning and knowledge creation.
- Professional morality, scientific ethics and academic freedom.
- Quality consciousness and environmental sustainability.

STRATEGIC PLANNING FRAMEWORK OF AMITY UNIVERSITY HARYANA (AUH)



DETAILED STRATEGIC PLANING FRAMEWORK

Sr No	Strategic Area of Importance	Goals	Strategic Actions	Responsibility
1	<p>ADMISSIONS (AUH shall attract talented exceptional and ambitious students, inspired to empower themselves to excel in their profession, to serve the nation and the global community with devotion and integrity)</p> <p>Admissions (AUH shall attract talented exceptional and ambitious students, inspired to empower themselves to excel in their profession, to serve the nation and the global community with devotion and integrity)</p>	<ul style="list-style-type: none"> • Increase in intake as well quality of students. • Increase in intake as well quality of students 	<ul style="list-style-type: none"> • Increasing visibility in the market by market promotion: <ul style="list-style-type: none"> - Aggressive promotion in the core catchment area to increase visibility through following: - Increasing hoarding penetration - School Connect Programs - Collage Connect program - Mall Activation Promotion - Organizing and participating in promotional event • Promotion through digital platform such as Facebook, linkedin, Education Portals and others; • Improving University website to enhance online outreach in the open market; • Participating in education fairs on selected locations to build-up the existing geographical domain and exploring new market; • Actively engage in international students’ enrolment and building connect with good international consultants; • Building connect with Coaching Centers; • Participating in international education fairs and organizing event at selected overseas location to build the Amity brand; • Promoting flagship programs more aggressively and new innovative programs to attract more students; • Promoting scholarship schemes to attract brilliant students; • Efficiency in admissions procedures & operations: <ul style="list-style-type: none"> - Implementing CRM system and processes to 	<p>Director – Admissions Head of the Institutions</p>

			<p>bring efficiency in processes and strengthening connect with student to increase the conversion ratio;</p> <ul style="list-style-type: none"> - Providing trailing to counselors for effective counseling; - Ensuring maximum involvement of all institutions to strengthen the conversion ratio; <p>Further; there are other areas, as mentioned below, which directly affect the market image of the University and impact the admissions, therefore, they also need due attention and improvement:</p> <ul style="list-style-type: none"> • Increase in quality of placements targeting 100 per cent placement of students • Achieving academic excellence & research • Focus on diversity and international students • Establishing credibility through accreditation and ranking <p>Increasing visibility in the market by market promotion:</p> <ul style="list-style-type: none"> - Aggressive promotion in the core catchment area to increase visibility through following: <ul style="list-style-type: none"> - Increasing hoarding penetration - School Connect Programs - Collage Connect program - Mall Activation Promotion - Organizing and participating in promotional event • Promotion through digital platform such as Facebook, linkedIn, Education Portals and others; • Improving University website to enhance online outreach in the open market; 	
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			<ul style="list-style-type: none"> • Participating in education fairs on selected locations to build-up the existing geographical domain and exploring new market; • Actively engage in international students' enrolment and building connect with good international consultants; • Building connect with Coaching Centers; • Participating in international education fairs and organizing event at selected overseas location to build the Amity brand; • Promoting flagship programs more aggressively and new innovative programs to attract more students; • Promoting scholarship schemes to attract brilliant students; <p>- Efficiency in admissions procedures & operations:</p> <ul style="list-style-type: none"> • Implementing CRM system and processes to bring efficiency in processes and strengthening connect with student to increase the conversion ratio; • Providing trailing to counselors for effective counseling; • Ensuring maximum involvement of all institutions to strengthen the conversion ratio; <p>Further; there are other areas, as mentioned below, which directly affect the market image of the University and impact the admissions, therefore, they also need due attention and improvement:</p> <ul style="list-style-type: none"> • Increase in quality of placements targeting 100 per cent placement of students • Achieving academic excellence & research • Focus on diversity and international students • Establishing credibility through accreditation and ranking 	
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2.	<p>ACADEMIC EXCELLENCE THROUGH CHOICE BASED CREDIT SYSTEM & OTHER ACADEMIC INNOVATIONS (Academic Innovations, supporting our students to engage and motivate to become problem solvers, natural leaders and capable of pushing the boundaries of knowledge and capable of greeting the challenges of future.</p> <p>AUH fosters a learning environment in harmony with nature where students and faculty have space to interact and engage.</p> <p>AUH shall integrate advantage technology in its teaching learning environment.</p> <p>Team teaching, group learning and enhanced spaces for self learning shall make AUH learner centric.)</p>	<ul style="list-style-type: none"> • To achieve academic excellence by enhancing academic rigor through Innovation, Industry integration and Internationalization. 	<ul style="list-style-type: none"> • Introduce new programs in contemporary areas • Consolidate the existing programs in terms of student strength • Introduce new open electives • To partner with industry to introduce industry integrated programs • Provide students flexibility in terms of number of credits earned per semester • To introduce skill based & certification programs • To introduce communication skills programs for Foreign students • To create a Nodal Centre for MHRD • Promote blended learning mode by incorporating MOOC, spoken tutorials and other online courses as part of the teaching learning process as per UGC guidelines. • To make the curriculum more industry focused & research oriented • Interaction with industry experts to be integrated with curricula • Dissertation – For all Masters level programs it would be mandatory to have the dissertation resulting in at least one research publication. • To increase the number of Full time PhD scholars. • Promote team teaching and interdisciplinary perception. 	<p>Dean Academics Head of the Department/Institution Programme Coordinator Board of Studies Academic Council</p>
3	<p>ACCREDITATION AND RANKING (AUH to emerge as of the top ranked University nationally as also to figure in top 100 in QS and other international ranking)</p>	<ul style="list-style-type: none"> • Credibility and quality as per the Global Standard 	<ul style="list-style-type: none"> • Establishing credibility through participating in Global Accreditations and rankings. • Increasing visibility in the market through website and print media to publicize existing accomplishments. • Enhancing the Quality as per the International Standard • Increasing intake quality of students 	<p>Director – IQAC Registrar Dean Academics Head of Department/Institution</p>

			<ul style="list-style-type: none"> Improving faculty and students quality 	
4	<p>FACULTY DEVELOPMENT</p> <p>(Faculty and students are at the core of the university repute, AUH shall attract the best minds in its faculty who are inspired to teach and driven by research.</p> <p>Periodic updating of capabilities and peer review shall drive AUH faculty to achieve global benchmarks of faculty quality.)</p>	<ul style="list-style-type: none"> To achieve number of PhD faculty above 75 per cent of total faculty strength by 2020 To achieve level of faculty cadre as specified as per UGC/NAAC requirement Constant up-gradation of professional competency of faculty Transparent mechanism of regular performance evaluation, review and feedback of faculty To build CCSM (competent, committed and self motivated) culture in the faculty of University 	<ul style="list-style-type: none"> Recruitment of faculty with PhD qualifications and experience more than 10 years. Motivating faculty and assigning time frame to existing faculty to complete PhD Cadre review and rewarding existing faculty Separation of faculty with low potential/performance Providing opportunities for faculty development and refresher courses Rewarding faculty completing their PhD Objective and transparent performance evaluation & review system and feedback mechanism 02 FDPs in each Institute and 01 Academic Leadership program each year Publication & Projects incentive On time increments Introduce young scientist award. 	<p>HoD/HoI Director-HR Director – IQAC</p>
5	<p>INDUSTRY INTEGRATION</p> <p>(AUH recognizes industry as major partner in progress to drive the agenda of making</p>	<ul style="list-style-type: none"> Keeping in line with our philosophy of being an industry integrated and research oriented 	<ul style="list-style-type: none"> To further strengthen the student's orientation towards research and industry with an objective of making him more employable the following is proposed 	<p>Director – CRC Head of the Department/Institution</p>

	<p>education relevant and capable of creating a bright future.</p> <p>Industry integration in teaching, research and development and also in higher end skill development shall form the core of the initiatives.)</p>	<p>university the curriculum is so designed that the students are exposed to an industry and research environment through live projects, summer internships, term papers, field visits and dissertations. These form an integral part of the curriculum.</p>	<ul style="list-style-type: none"> • Interaction with Industry expert to be integrated with curricula • Industry immersion projects/ dissertation • More number of MoU with industry. 	
6	<p>RESEARCH AND PUBLICATIONS</p> <p>(AUH research shall be targeted to tackle the current challenges break new grounds for discovery and technology development and support national missions.</p> <p>Research publications in highly reputed Journals (SCOPUS, SCI, Web of Science and PubMed etc.) shall earn global repute for AUH faculty.)</p>	<ul style="list-style-type: none"> • To increase number of publications. • Raising the quality of publications in leading indexed journals and conferences (SCI, Web of Science, Scopus, Pubmed etc.) 	<ul style="list-style-type: none"> • Setting publication target per faculty members/year (Minimum 1 papers per faculty per years in Scopus/ Web of Science/ Indexed Journals/ Conferences) • Incentivizing and rewarding faculty contributing to high quality research • Supporting faculty in their publications in journals of repute and participation in conferences • Improve citation index per faculty. • More publications in index journals SCI, Web of Science, Scopus, Pubmed etc. 	<p>Dean Research Director – Directorate of Research & Publications Head of Department/Institution</p>

7	<p>FUNDED RESEARCH PROJECTS</p> <p>(Our success at AUH will be judged by our record of Research Leadership and the Impact of our work on society.</p> <p>“Relevance driven excellence shall be the Mantra for research at AUH.”)</p>		<ul style="list-style-type: none"> • Creating awareness among the faculty members regarding available project funding opportunities • Recruiting faculty with excellent research profile along with project granted. • Guiding faculty members in writing and submitting project • Developing an eco-system of inter-disciplinary learning and working • Collaborations with leading academic, research and industrial Incentivizing and rewarding faculty for getting project grant 	<p>Dean Research Director – Directorate of Research & Publications Head of Department/Institution</p>
8	<p>PATENTS/IPR/TRADEMARKS</p> <p>(New Innovations at AUH leading to increased patents/ IPR that have high value for commercialization shall be the core.)</p>		<ul style="list-style-type: none"> • Recruiting faculty with excellent research orientation • Developing an eco-system of inter-disciplinary research. • Organizing workshops to train faculty in identification of novelty and patentable outcome. • Fostering Innovations and patents • Incentivizing and rewarding faculty for filling and granting patents • Collaborations with leading academic, research and industrial organizations • Establishing AUH Innovation Incubator 	<p>Dean Research IPR Cell Director – Directorate of Research & Publications Head of Department/Institution</p>
9	<p>STUDENTS’ SUPPORT AND PROGRESSION</p> <p>(Student performance, their employability, innovative capabilities and ethical and moral values are the core of AUH initiatives.</p> <p>Student satisfaction shall measure our success.)</p>	<ul style="list-style-type: none"> • To provide necessary support to students to acquire meaningful experiences for learning at the campus and to facilitate their holistic development and progression. • To ensure effective system of monitoring 	<ul style="list-style-type: none"> • Reducing debarred per-cent of students to less than 1 per cent of total strength of class <p>A close check on day-to-day attendance by HOD/HOI may work so that the student attends at least 75% classes. This will minimize the debar cases.</p> <ul style="list-style-type: none"> • Achieving pass per-cent of above 95 percent and above 	<p>Head of Department/Institution Dean of Student Welfare Director - Corporate Resource Centre Office of International Affairs</p>

		<p>students performance.</p> <ul style="list-style-type: none"> • To ensure quality placements and progression of students to higher education. • To promote value-based education for inculcating social responsibility and good citizenry amongst student community. • To promote participation of the students in social, cultural and extracurricular activities to facilitates development of various skills and competencies. • Evening classes to support weak students. • Creating reading/ self learning spaces in hostels/ campus after working hours. 	<p>Good academic delivery and close monitoring of the students performance through result analysis may serve. The course curriculum be designed to be industry integrated/application based to have more placements of students.</p> <ul style="list-style-type: none"> • Efficient and effective mentoring and guiding system <p>Guidelines for students issued by Examination Department (AUH) be implemented through mentors to create awareness of fair Examinations. This will minimize the number of UFM cases.</p> <ul style="list-style-type: none"> • Adequate student welfare measures (scholarships, free ships, insurance, etc.) • Personal enhancement and development schemes – coaching classes for competitive examinations, career-counseling, soft skill development, etc. • Student participation in co-curricular and extra-curricular activities • Effective mechanism for timely re-dressal of student grievances. • Specific student support for SC, ST, OBC, PWD and economically weaker sections of society • Focus on extra-curricular activities which contribute to overall development of students • Students participation in state, national and international level sports events is encouraged. • Students representation in academic and administrative bodies of the institution • Effective campus placement services 	
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10	<p>CORPORATE RELATIONS & PLACEMENT</p> <p>(CRC of AUH shall play an important role for industry and corporate connect to the university the success shall be judged by our placements and our rankings and ratings.</p> <p>Personality development, effectively bridging the skill gap and attitude building shall be major focus of the CRC at AUH.)</p>	<ul style="list-style-type: none"> • To evolve educational programs which are consistent with the broad requirements of the industry. • To enhance competency and skill-set of students and to make them industry ready. • To coordinate the research and developmental activities to promote (Academia and Industry) joint R & D and Innovations culture 	<ul style="list-style-type: none"> • Involvement of Industry experts in curriculum development • Visiting and guest faculty from industry • Industrial training & Internship • Increased Industry visits of students • Undertaking Live projects in collaboration with Industry for UG, PG and Ph.D. • Increased Consultancy/research projects from/with industry/ Government • Promote Industry’s centers in the University campus (e.g. GE Centre for Bio-Medical. Bio-Technology and Health Care) • Increase number of companies visiting for placements • Improve quality of placement (Average salary package) • More number of MoU with industry for Internship. • Organize Industry meet sector wise • Strengthen Alumni cell. • Involve Alumni to support university and student mentoring 	<p>Director – CRC Head of the Department/Institution Head - E-Cell</p>

<p style="text-align: center;">11</p>	<p>INTERNATIONALIZATION</p> <p>(AUH shall emerge as major destination for international student from developing and developed nations.</p> <p>International students bring cultural diversity and new perspectives.</p> <p>We will increase their number and diversity at UG, PG and Ph.D. programs.</p> <p>We will strengthen existing National and International Collaboration and foster new ties with reputed foreign universities to enhance our reach and relevance globally.)</p>	<ul style="list-style-type: none"> • Enhance global visibility of the University • Promote international collaboration to boost research and academic excellence. • Increase International opportunities for faculty and students. • Attract international students and cultural diversity. • Attract high quality international researchers and faculty (e.g. Fulbright Scholars, Visiting Professors, PDFs etc.) • Acquiring international accreditations and ranking 	<ul style="list-style-type: none"> • International accreditations & ranking • Academic Collaborations and MoUs • Admission of International students • Faculty and students exchange programs • Study Abroad Programs/3C programs • Recruitment of international faculty • International projects • Lecture by international speakers • Guest faculty from foreign University 	<p>Dean Academics Office of International Affairs Head of Department/Institution</p>
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12	<p>INFRASTRUCTURE AND LEARNING RESOURCES</p> <p>(World class academic and research infrastructure shall form the foundation for academic and research ambience at AUH.</p> <p>Operational focus will be on optimum utilization and adequacy.</p> <p>Green building architecture, 1MW of solar power and Water sustainability are the foundation of AUH infrastructure.)</p>	<ul style="list-style-type: none"> • To ensure adequacy and optimal use of the facilities available in an institution to maintain the quality of academic and other programs on the campus and how every constituent of the institution - students, teachers and staff - benefit from these facilities 	<ul style="list-style-type: none"> • Meeting norms of Regulatory & Statutory Bodies in respect of: <ul style="list-style-type: none"> - Classrooms - Books - Computers - Laboratories - Equipments - Software - LCD projectors - Sports facility • Automation of library and online resources • Number of national & international journals • Increased Library usage by students and faculty • Upgrading IT Facilities to 10 Gbps • Latest computing facilities – hardware and software facilities for preparation of computer aided teaching learning material. • Creation of Open Learning spaces in the campus. 	Director – Administration Planning Board
13	<p>EXTENSION ACTIVITIES</p> <p>(Enhancing the quality and outreach to the society.</p> <p>Sensitizing students with the problems of the society and engaging them to develop implementable solutions.)</p>	<ul style="list-style-type: none"> • To achieve community services and contribute towards nation building 	<ul style="list-style-type: none"> • Every Institute to participate forth strengthening of CSR activity. • Collaborate with NGO’s and government. • Promote student participation in social work. 	Dean Student Welfare Head of Department/Institution

14	<p>IQAC</p> <p>(Internal and External Audit of university services including academic audit to identify cap areas and monitor timely actions.</p> <p>Assuring national and global quality standards.</p> <p>Achieving accreditation of AUH programs through NAAC, NBA, ABET etc.</p> <p>Achieving high NIRF ranking and ratings in regional, national and global surveys.)</p>	<ul style="list-style-type: none"> • To control and Assure the quality as per the norms and standards. • Continuously monitor and improve the overall quality 	<ul style="list-style-type: none"> • Carry out student satisfaction survey each year and initiate follow up. • Academic & Administrative audit by external members as per NAAC requirement. • Identification of Gaps as per any other Accreditation and Ranking. • Assurance of the quality as per the international Standard. • Assign quality benchmarks to each institution and Centers. 	<p>Director-IQAC Head of Department/Institution</p>
15	<p>LIBRARY AND INFORMATION CENTRE</p> <p>(AUH shall have the most modern, technology enabled and efficiently managed Library cum knowledge centre.</p> <p>New library shall be the major hub for enhanced learning and collaborative research.)</p>	<ul style="list-style-type: none"> • Knowledge-based Resource Centre. • To provide access to quality Digital Collection and Collection in all formats to meet the research and teaching learning needs of the University. 	<ul style="list-style-type: none"> • Library books and periodicals as per UGC/AICTE norms. • Strengthen Digital Library • Strengthen library Resources Security Management System (RFID based book tags etc). • Facilitate the development of skills and tools to help researchers navigate and manage information and measure their impact. • We will assist the University in meeting its research reporting and assessment requirements. • Conduct periodic seminar to educate users about the library's services and resources. 	<p>Dean Academics Head of Department/Institution Librarian</p>