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The strategic planning effort was organized around four questions:

1. Who are we as an institution?
2. Where do we want to go?
3. How can we get there?
4. How will we tell if we have?

The first question suggests the need to identify the essential qualities of Amity University Patna, in particular its fundamental commitments. The second question refers to goals or objectives toward which the university should work over the next three years. The plan uses the term objectives to refer to the specific goals (ends) or directions. The third question refers to the actions (means) needed to move in these directions. The objectives should be actionable, and this is why the plan uses the term Strategic Initiatives. The plan proposes an institutional-level framework for assessing progress toward objectives of the plan, recognizing that the metrics and indicators need to be developed further at the implementation stage in various departments of Amity University Patna

This strategic plan is a “*living document*” that will change over time. It offers a common framework and flexible guide to decision makers across the university and, as such, it should foster greater coherence, coordination, and unity across the university. At the same time, however, it is designed to be adaptable enough to leave significant room for individual academic units to pursue academic excellence

EXECUTIVE SUMMARY

As part of Amity group’s endeavour to integrate meaningful exposure into a dynamic, well researched curriculum, Amity has established campuses in different states of India and Amity University Patna is one of the proud latest additions to this. Amity University Patna is a State private University established by an Act of legislature of Government of Bihar which is also duly notified in Gazette of Government of Bihar. It also offers the same benchmarks of excellence with highest accreditations by several esteemed agencies, excellent team of faculty and world class infrastructure as offered by campuses located in different states of India. The strategic plan consists of a series of coordinated interventions to bring about changes in the University’s direction, structure, interfaces and performance. A strategic plan, outlining recommendations and action plans for implementing the strategy, is being drawn up. Subsequently, as part of the planning cycle, the strategic plan will be reviewed and revised at intervals. The broad-based goals of this Strategic Plan are an affirmation of Amity University Patna’s commitment to excellence in research and education, and the Strategic Plan consequently focuses on these core areas. The Strategic Plan enunciates Amity University Patna’s aim of being recognised as a national and global leader in research and education. This University seeks to attract the best students from diverse backgrounds and offer them an excellent educational experience. It offers more flexibility and choice to the students in the academic programmes, an inviting and stimulating ambience for education and research, and a rich suite of extra- and co-curricular activities. Personality development, life-skills and career planning will be a part of the holistic development.

The Strategic Plan seeks to leverage the strengths and to build upon them and acquire or develop new strengths. In particular, the Strategic Plan proposes to nurture the large groups of faculties working on transformational technologies in various subjects that have the potential to address the societal challenges faced in India. It outlines steps to increase the quality and quantity of research output through an increase in research intensity, faculty strength, excellent student enrolment, world class infrastructure and engagement with industry

Become a leading university, ranked in the top universities in all disciplines.

Earn the recognition among students and research scholars that Amity University Patna is a ‘happening’ campus.

Establish a track record as a creator of new and innovative technologies for industrial and national needs.

Provide an invigorating work environment for faculty and staff, where merit and hard work are recognised and rewarded.

Be a model university campus in terms of sustainability, usage of energy and water and recycling of materials.

Be a University that is sought for international collaborations leading to exchange of students and faculty and joint degree programmes.

Intensify the involvement of alumni in all aspects of the University's development—interacting with students, mentoring incubates, contributing resources towards enhancing the facilities and quality of education, collaborating with faculty members in research and development.

VISION

“To be the most preferred global university for providing value-based quality education in research driven innovative environment that continuously adapts to meet the evolving needs for sustainable nation building”.

MISSION

“To transform the educational landscape by empowering individuals, embracing diversity, developing creativity and critical thinking through personalised mentorship, collaborative research and experiential learning. We endeavour to nurture responsible citizen by inculcating entrepreneurial and ethical leadership skills to navigate the challenges of the future.”

CORE VALUES

Academic Excellence

Embrace the pursuit of knowledge which ignites young minds and shapes tomorrow's leaders with intellectual passion.

Knowledge Creation and Dissemination

Championing new knowledge through research and innovation and ensuring effective sharing to the society at large.

Personalised Mentorship

Guiding each student towards their unique zenith with tailored guidance, nurturing brilliance that resonates for a lifetime.

Collaborative Governance

Encourage inclusive and collective decision-making involving various stakeholders that propels us forth with shared purpose and unified strength.

Social Responsibility

Advancing frontier leaders with transformative, sustainable and innovative value-based education to shape intellectually and socially responsible communities.

Environmental Responsibility

Nurturing minds and nature alike, commitment towards environmental concerns, contributing to an eco-friendly future.

Humanitarian Principles

Acknowledging the university's role in contributing, uplifting, inspiring and transforming the society through empathy, respect, compassion and humility.

Unwavering Commitment

Upholding the highest ethical standards which drive our commitment to the institution's mission and values turning, aspirations into accomplishments.

AMITY GRADUATE ATTRIBUTES

Amity Graduate Attributes In order to achieve the University's vision, mission and to inculcate the core values, a set of graduate attributes have been defined at the University level. These attributes are further integrated at the domain, institution and programme level. Graduate attributes describe the knowledge, qualities and capabilities that students shall acquire during their academic journey at the University. Amity University students gain an impressive range of knowledge and skills whilst at University. These overarching attributes are organized using ten headings which identifies the differentiating characteristics, mentioned below: -

Sl.no	Graduate attributes	Indicators
1.	Knowledge & Expertise of a Discipline	Graduates of University will acquire and apply Knowledge of the content and techniques of a chosen discipline at advanced levels that are internationally recognized and a commitment to the

		highest standards of professional endeavour with an ability to take a leadership role in the community
2.	Research and Enquiry	Graduates of University will think independently, analytically and creatively and develop an ability to create new knowledge and understanding through the process of research and inquiry
3.	Information & Digital Literacy	Graduates of University will be technologically, digitally and information literate and demonstrate an ability to locate, analyse, evaluate and synthesise information from a wide variety of sources in a planned and timely manner.
4.	Problem Solving	Graduates of University will demonstrate an ability to apply effective, creative and innovative solutions, both independently and cooperatively, to current and future problems
5.	Communication	Graduates of University will possess a high standard of verbal, visual and written communication skills relevant to their fields of study, including where applicable the possession of these skills.
6.	Behavioural Skills, Teamwork and Leadership	Graduates of University will develop an ability to maintain level-headedness in behaviour despite achievement of high performance & Success and demonstrate skills of high order in interpersonal understanding, teamwork and Leadership.
7.	Global Citizen	Awareness of ethical, social and cultural issues within a global context and their importance in exercising professional skills and responsibilities.
8.	Ethical, Social and professional understanding	Graduates of the University will hold personal values and beliefs consistent with their role as responsible members of local, national, international and professional communities.
9.	Ethical, Social and professional understanding	Skills, knowledge and personal attributes to catch the eye of employers and having enterprising skills to bring that new business idea, venture, product or service to life.
10.	Lifelong Learning	Graduates of the University will be Lifelong Learners capable of continuous learning and reflection for the purpose of furthering their understanding of the world and their place in it.

Objectives of the University

The objectives of the University are as described in Section 3 of the Act. The objectives of the University are to disseminate and advance knowledge by providing instructional, research and extension facilities in such branches of learning as it may deem fit. The University endeavours to provide to students and teachers the conducive atmosphere and facilities and infrastructure and below is the listing of objectives in the plan;

- (1) Innovation in teaching and training in Higher Education and make provisions for research, advancement and dissemination of knowledge;
- (2) Creating higher levels of intellectual abilities
- (3) Establishing state of the art facilities for education and training.
- (4) Carry out teaching and research and offer continuing education programmes.
- (5) Creating centres of excellence for research and development and for sharing knowledge and its application

BROAD BASED GOALS

Sl.no	Broad Based Goals
1.	Educational Excellence and Holistic development of students.
2.	Innovation & Research Excellence and Intellectual capital enhancement.
3.	Maintenance of high ethical values and foster social & Environmental responsibility.
4.	Building Strong Industry Linkages & Alumni Network and to Enhance employability & entrepreneurial capabilities of the students.
5.	Internationalisation, Attaining and Retaining Accreditations and Enhance Rankings and to Adopt Good Governance.

1. Educational Excellence and Holistic development of students.

Starting recently as a recognised University, Amity University Patna has diversified its educational offerings and increased its focus on Undergraduate and postgraduate education. The University today has degree programs in engineering, management, Commerce, Computer Science/ IT, English Literature, Psychology, Behavioural Science, Communication and several interdisciplinary areas.

The existing well-established programs provide a foundation for further expansion. One coordinate of expansion is starting new undergraduate programs and the other is starting new programs in disciplines that are currently not present in the University and Law programme is one of them. Both these forms of expansion will make the student body more diverse in their interests and the educational offerings. This expansion will enrich the student experience and make the University more capable of addressing complex research problems. The University would also benefit by developing expertise in areas related to the needs of the industry, business and society as whole. The University is keen to encourage inter-disciplinary education. Design thinking as well as soft skills and behavioural sciences are integrated into the departmental curriculum. The University will also consider new undergraduate and Post graduate programs in various other disciplines in years ahead.

The purpose of holistic education is to prepare students to meet the challenges of living as well as academics. Holistic education believes it is important for young people to learn:

About themselves.

About healthy relationships and pro-social behaviour.

Social development.

Emotional development.

Resilience.

To see beauty, have awe, experience transcendence, and appreciate some sense of "truths."

Amity University Patna believes that the overall development of a student is an important tool in development of excellent and successful citizens of this country, who can steer the countries development to greater heights, and to achieve this it offers wide range of out of the class activities and events where the students can learn and gain in the areas they are interested in. The holistic development of any student will equip them with the right skill sets that will help them with to rise up in terms of tangible and intangible dimensions of life at large.

We shall be providing students with varied Favourable circumstances and systems that will make it possible to go beyond the four walls, explore and learn different skill sets by implementation of active pedagogies which enables them to be the best version of themselves in their lives.

2. Strategic Initiatives to achieve educational excellence and holistic development of students at Amity University Patna are as follow.



Amity University Patna has a strong culture in support of outstanding teaching. Effective teaching is a central responsibility of departments and programs, and a key component of each individual faculty member's professional activity. This means, for example, that faculty members should remain actively involved in teaching, recognizing that loads may vary due to other responsibilities or research. The institution needs to ensure that the best scholars are in the classroom, where they have an important impact on students' education and serve as good models for junior faculty. Involvement in mentoring and advising is also important. Moreover, "signals" from top to bottom of the institution need to convey consistently the value of effective teaching, advising, and mentoring.

Sl.no	Strategic Initiatives	Targets set
1.	Create and sustain a culture that supports teaching-learning excellence in all academic units	<p>All the programmes shall have measurable and well-defined outcomes</p> <p>Introduction of Choice based credit system in the academic curriculum of all the programmes.</p> <p>Implementation of programme specific Digital learning initiatives in the class to enhance teaching learning and assessment along with soft skills training including active engagement in various soft skills lab.</p> <p>Timely completion of academic programme structure</p>

2.	Strengthen institutional structures that promote pedagogical innovations within different departments of the university and programs.	<p>Periodic Review of all the academic programmes by programme review committee for adopting best practices in place.</p> <p>To achieve and maintain faculty-student ratio.</p> <p>Adopt a program approach that incorporates technology across all courses</p> <p>Develop and deliver authentic assessments and team experiences, competition frameworks and peer assessment tools.</p>
3.	Strengthen efforts to attract and educate an excellent and diverse body of students.	<p>Develop a marketing and communication strategy for key programs and markets.</p> <p>Enhance our reputation by undertaking regular, internal quality assurance of our programs, national and international accreditations and by participating in the best ranking processes.</p> <p>Showcase and communicate our industry engagement in our programs.</p> <p>Monitor and review how our student body is constituted within all our programs to identify and address imbalances including, but not restricted to gender, ethnicity, and socio-economic background.</p> <p>Expand our national marketing horizons to attract students from diverse ethnicities.</p>
4.	Strengthen the focus on developing the right skills and experiences to make them industry ready.	<p>Further increase in the dimensions of Mentor- Mentee programme for higher impact.</p> <p>Enhancement of Soft skills and other such activities with further imbibing it in the daily/weekly routine of the students.</p> <p>Frequency of Guest lecture/Interaction of students with top leaders of the industry to be increased/Improved.</p> <p>During SIP (Summer Internship Programme) the mentor of the student to take feedback from the related industry management under whom the student id doing his/her SIP.</p>

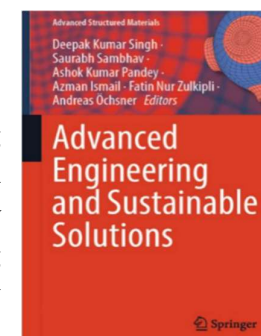
5.	Promote the physical and mental health along with the well-being of students as a foundation for academic and life success.	<p>To introduce several capability enhancement courses like.</p> <ul style="list-style-type: none"> a) Guidance for competitive exam. b) Remedial Coaching/Classes. c) Yoga and Meditation classes. <p>To set a system in place so that the students may be promoted to participate in various competitions like sports, dance, music etc.</p>
6.	Foster an exciting intellectual environment by providing opportunities for more dialogue and engagement.	<p>Deliver a framework to support students in their personal development journey.</p> <p>Embed career enhancement into the curriculum, engage students in career planning and ensure students take active roles in ‘future proofing’ their careers.</p> <p>Enhance our reputation by undertaking regular, internal quality assurance of our programs, national and international accreditations and by participating in selected ranking processes.</p> <p>Continue to build the connection between academics, professional staff and students through meaningful interactions and committees.</p> <p>To collaborate with other highly reputed institutions for student interaction sessions.</p>
7.	To Popularise and strengthen the feedback system	<p>Feedback of Alumni, industry experts & academia experts for curriculum review in Area Advisory Board Meeting (AAB) and Board of Studies (BoS) meeting</p> <p>Incorporation of the result analysis of Surveys of various stakeholders like students, Alumni, Faculty, Industry</p>

Strategic Initiatives to achieve Innovation & Research Excellence and Intellectual capital enhancement at Amity University Patna are as follow;



Amity University Patna is a research and innovation driven University strives to excel in the area of research. Research & Innovation are integral to the mission of university. The University has an excellent range of facilities and resources to assist the faculty and students with research activities. The purpose behind the research capability development is to foster a culture of research excellence. Excellent Research & Innovation is one of our underpinning strategies to our commitment to exceptional discovery and contribution to the existing body of knowledge and provide the outstanding learning opportunities to our faculty and students. We encourage the engagement of our faculty and students in research, creative endeavours, and scholarly activities. In spite of being a young University. To excel in the area of research & innovation, we shall ensure that the University will produce a significant volume of high-quality original research work and respond to the rapidly changing needs of industry, society and environment.

Intellectual capital has a very significant influence on the performance of university. The foremost determinant of excellence is the presence of a critical mass of top students and outstanding faculty. The University's goal is to accumulate intellectual capital by attracting and retaining a new generation of outstanding professors and fulfil the aspirations of becoming one of the world's leading teaching and research universities. We shall focus on identifying and attracting the distinguished national and international talent, pursuing quality while also addressing equity issues. Our hiring practices are both proactive and rigorous demands a candidate to demonstrate strong teaching ability along with proven research expertise. We shall continuously provide relevant training for the development of our faculty and keep them up to date with the best practices in teaching, learning and research.



Sl.no	Strategic Initiatives	Targets set
1.	Maintain and strengthen the core infrastructures, state-of-the-art facilities and an excellent pool of human resources to stimulate the intellectual participation of students in scholarly activities	Enhance research facilities Embedding research oriented courses in the curriculum that starts from the fundamental levels of knowledge and comprehension and move towards the advance levels of analysis.
2.	Complete check on plagiarism	Usage of plagiarism checks software for this task.

		Sensitising all the faculty and students regarding the importance of having their own original research works and publishing the same in high quality national and International Journals.
3.	Obtaining productive, mutually beneficial and sustainable research collaborations and projects with government, industry and other reputed International universities or independently	<p>Collaborative Research with national and international institutions.</p> <p>Empanel prolific experts as visiting professors/honorary professors to be actively engaged in research guidance</p>
4.	Tracking of research metrics and funding successes in priority areas	<p>Each institution / domain to set target for the Publication of minimum number of Research papers by means of quarterly research review meetings.</p> <p>Preparing project reports and getting funding from various agencies for projects under various domains.</p>
5.	Enhance quality of research publications evidenced by high citation index per paper	<p>Increase Research Publications and Citations</p> <p>Annual awards for research and Innovation performance and its translational impact.</p> <p>Providing training & mentoring for writing successful project proposal, research paper in high impact factor, indexed journals.</p>
6.	Attract and retain talented and diverse workforce	<p>Doctoral qualification of maximum faculty members by 2027</p> <p>Annual review of strategic alignment in appointments across faculties</p> <p>Conducting regular faculty development programmes to create awareness and increase the knowledge level of faculty in university regulations and guidelines.</p> <p>Consider the requirements and suggestion of the faculty and staff to create welfare schemes.</p>

Strategic Initiatives to Maintenance of High Ethical Values and foster Social & Environmental responsibility at Amity University Patna are as follows.



Amity University Patna views ethical values, social behaviour and environmental responsibility as being an integral part of its graduates' attributes and ensures that students from diverse backgrounds shall be well aware of the values and attitudes that underpin human behaviour. All the students of Amity University are expected to uphold personal values and beliefs consistent with their role as responsible members of local, national and professional communities. An understanding of ethics, social responsibility and cultural diversity provides students with the ability to consider the impact of their conduct and actions. By learning to think critically, question assumptions, make informed decisions, and use reason, students can develop the abilities necessary to function as ethical and socially responsible citizens. Students are also expected to treat everyone with courtesy at all times and contribute to a culture of respect and

demonstrate high regard for difference. In relation to the environmental responsibility, Amity University acknowledges that the protection of the environment is fundamental to the future health and well-being of the community. The University accepts the responsibility of demonstrating sustainable leadership in environmental protection by fostering the sense of environmental responsibility among its students.



Sl.no	Strategic Initiatives	Targets set
1.	Create awareness of ethical, social, environmental, and global issues and integrate human values through general education programmes	<p>100% students shall be offered general education courses related to:</p> <ul style="list-style-type: none"> - Human values and community outreach - Environment studies (EVS) - Behavioural, ethical, social, environmental and global awareness <p>Planning and conducting various guest lectures, live demonstrations, workshops and seminars for creating awareness.</p> <p>Organizing and also participating in environmental conferences and seminars.</p> <p>Conduct of environmental awareness workshops for students, faculty, staff and lab personnel</p> <p>Research Projects and consultancy have been taken in the area of environment.</p>

		Conduct of a compulsory 4 credit environment module as a part of all UG Programmes.
2.	Strengthen efforts to attract an excellent and diverse body of students and provide services impartially, efficiently and free from discrimination, adhering to national codes of good practice and professional standards	<p>Disaggregation of data on the basis of diversities in terms of gender, caste, race, academic performance etc.</p> <p>Tracking the performance of diverse groups.</p> <p>Continuous review of performance of diverse group and action plan for improvement.</p>

Strategic Initiatives to Build Strong Industry Linkages & Alumni Network and to Enhance employability & enterpreniual capabilities of the students at Amity University Patna are as follow:



Amity University Patna focuses on improving the skills, capabilities and attributes to enable the students to be successful in an ever-changing global economic environment. Increasingly, employers expect them to be innovative, adaptable, resilient, and flexible and have an enterprising mind-set. Enterprise education supports employability by enabling students to develop the characteristics, attributes and skills that will enable them to make effective contributions to the economy and society. Enterprise education clearly links to employability and as such, should be at the core of employability strategies.

Strong linkage with industry and alumni will help the University to operate as a catalyst towards engaging with the industry and alumni to address the needs of both the industry and the university. Our strategic initiatives shall focus on forming gateway for the industry and university to seek new opportunities to complement each other and to develop talents suitable for current industry needs. The partnership between industry and university can bring together those who generate knowledge (the University) and those who utilize that knowledge (industries) for economic development. Such partnerships take many forms including the joint execution of research project, development of curricula and instructional package. It has a great potential to improve the quality of education and can build students' skill and will contribute to their future career success. We shall open the doors for industries to link with our students by way of offering industrial training, Internships and campus placement opportunities. Industries and our Alumni can share and contribute their expertise in developing or reviewing our programmes that help nurture and prepare students to make them relevant to the industries. In its endeavour to build strong linkages with industry and Alumni, University should take the necessary steps to strengthen and continue the existence of partnership



Sl. No.	Strategic Initiatives	Targets set
1.	Preparing a roadmap and Training - Placement calendar for each and every activity and process of quality placement activities	<p>Preparing placement calendar well in advance and preparing the students accordingly.</p> <p>Attract maximum number of fortune 500 companies.</p> <p>Individual targets shall be set for each member of Institution and University level placement department</p> <p>100% students shall be involved in placement activities</p>
2.	Build strong industry networks to keep the research and academic programmes responsive to industry needs and develop sufficient capabilities in research and teaching	<p>Invite industry experts for guest lectures:</p> <ul style="list-style-type: none"> -To share real life experiences -To discuss industry trends -To share best practices <p>To conduct supervised SIPs of the students for improving their chances for excellent placement opportunities.</p>
3.	To foster ties with alumni and nurture and develop strong alumni network	<p>Organise Alumni meet to develop alumni network</p> <p>Provide Alumni Mentor for each student</p> <p>Integrate alumni feedback in Curriculum review</p>
4.	Create awareness among students regarding available career options as per discipline and help them in defining their career goals.	<p>Employability of Graduate shall be defined for each programme to make students aware of their career options</p> <p>Organise industry visits for all students</p> <p>Conduct industry survey/ feedback about various career opportunities/ job roles for all the UG and PG students of different disciplines</p> <p>Organise workshops, guest lectures, corporate interactions, seminars etc. to connect students with industry</p>
5.	To develop a young generation of entrepreneurs by creating awareness of enterprise and self-employment among students to help them manage their income generating activities and job creation	<p>Conduct workshops by highly successful entrepreneurs.</p> <p>Entrepreneurship Awareness Camps shall be organised</p>

Strategic Initiatives to Internationalisation, Attaining and Retaining Best Accreditations and Enhance Rankings and to Adopt Good Governance at Amity University Patna are as follow.

Sl. No.	Strategic Initiatives	Targets set
1.	To adopt good governance	To develop various policies, processes and systems for efficient and effective working of various constituents of the University To develop clear understanding of the budgetary horizons and administrative processes among institutions in order to facilitate effective planning and execution. Set expectations for and promote and empower all members of the University to make responsible decisions with integrity. Monitor the performance and establish various mechanism for quality assurance. Clearly defined Organisational structure and decision-making processes Formulation of necessary Policy Guidelines Professional development of faculty & staff
2.	Internationalisation	Offer Study Abroad Programme and Global Emersion Programs. Internship/dissertation/projects in global organisations. Foreign students to be enrolled in various programmes after three years
3.	Attaining and Retaining Accreditations and Enhance Rankings	Review of systems & processes to align them with the requirement of various accreditation and ranking agencies to ensure the best practices. Preparedness of various National and International accreditation, including IIRF, NIRF and NACC etc. Endeavouring our best to ensure that each institution gets ranked among the top Global Universities in near future.