

Strategic Plan

(2019 – 2024)

Version-II

"Transforming Next Generation Business Leaders"



Lahore Garrison University
Department of Management Sciences

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Approved from ACM, Sent to PDG for Approval

Executive Summary

Over the years, Lahore Garrison University (LGU) has been steered under the vision of attaining its mission of imparting an excellent education at undergraduate and post-graduate levels. Our students come from a large part of the population who have the potential to complete a degree, but lack of resources and opportunities hinder their chances to do so.

The strategic planning process of the department of management sciences (DMS) was divided into three phases: Assessment, Visioning, and Implementation Planning. First, the Situational Analysis and Opportunities and Strengths Analysis were carried out. In the second phase, key priorities, core values, vision and mission statements were developed. In the third phase, a comprehensive implementation plan with a responsibility matrix was developed.

To achieve its vision, the department has selected Five strategic Goals for the period 2019–2024: Enhancing Student Competitiveness, Engage with the Community, Improving and Sustaining DMS's Infrastructure & Operational Processes, Growing DMS's Resources and Progressing towards a leading Business School. These goals are further divided into sub-goals, and an implementation plan with a responsibility matrix is developed to achieve each goal.

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Team Members for Strategic Plan

S/No	Name	Designation	Duties
1	Dr. Nauman Majeed	Associate Dean DMS	Head of Committee
2	Dr. Saif UR Rehman	Chairperson DMS	Secretary
3	Dr. Rizwana Bashir	Professor	Coordinator
4	Dr. Muhammad Umair Javaid	Associate Professor	Team Member
5	Dr. M. Zulqarnain Arshad	Assistant Professor	Team Member

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Overview

The Department of Management Sciences (DMS) at Lahore Garrison University (LGU) is a very vigorous and enterprise department that focuses on education quality with development in research. Business Administration courses allow aspiring students to know about the competitive business environment in which both the private and public sectors operate. The programs mainly focus on providing the students with the analytical and operational talents required to solve a business problem in any industry. It also offers flexibility for the students to specialize in particular areas. Once they pursue these curricula, studying these areas will bargain them a wide range of career opportunities. Through these courses, they will get a foundation in business operations in all aspects. Department aspires to establish itself as an internationally recognized center of theoretical and applied research in management, marketing, and entrepreneurship.

The Department of Management Sciences was founded in 2012 and has grown rapidly. It now has more than 25 full-time faculty members and an enrollment of over 500 undergraduate and post-graduate students who can earn BBA (Hons), MBA, and MSBA degrees in different specializations such as Finance, Supply Chain, Marketing, Leadership and Entrepreneurship, and many others.

A significant feature of LGU is helping the lower per capita segment of prospective students earn higher education degrees, and the DMS has proven to be an essential part of this effort. Authorities have commended this effort as the university has consistently ranked highest as the privately chartered welfare University of Pakistan in the HEC list over the last many years.

Among various priority areas, recruiting and retaining a faculty with diverse knowledge is among the highest for the DMS. Faculty being the pivotal point of imparting quality higher education DMS, therefore, leaves no stone unturned to provide its faculty with an environment to nurture and encourage their knowledge discovery and dissemination, an environment that is assisting research and collaboration between various disciplines, and rewards the high achievers without any prejudice.

At DMS, faculty management policies, procedures, and practices are carefully drafted, tested, and religiously followed, which set the stage for the successful planning, recruitment, and training of faculty and better assign teaching load, faculty development, and faculty qualifications enhancement. The faculty sufficiency ratio of the DMS has continuously improved following these policies. Professional development of the faculty and assistance of our faculty in gaining success and improving satisfaction in every stage of a faculty member's career is the primary goal of the DMS. In the current Strategic Plan, the faculty development practices are reflected at very high levels.

The department was founded to advance learning, share knowledge, and apply this knowledge for the benefit of the nation and the world. The department is geared towards developing an in-depth understanding of indigenous management practices' dynamics and a deeper appreciation of the implications of a rapidly globalizing work environment.

The department shares creativity by providing a broad range of educational programs in a diverse and robust community of learners and teachers and prepare professional, graduate, and undergraduate students for active roles in this modern world.

The department's very aim is to produce professionals who can form the backbone of the fast-growing corporate sector. Students are also given opportunities to involve themselves in research activities through different research programs carried out in the campus.

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Vision and Mission Statement

Vision Statement

- ⊥ To become a leading business school serving the community, preparing competitive graduates, addressing the business and societal problems.

Mission Statement

- ⊥ To achieve excellence in teaching, research, and entrepreneurship through effective stakeholders' engagement and community development to prepare self-driven and competitive graduates.

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Core Values

1. Due Diligence

DMS conducts its operations with due diligence and considerate commitment & engagement, aiming high and leading it towards excellence in its academic, research & social engagement.

2. Pursuit of Excellence

Our commitment to delivering quality education is so strong that it is reflected through our pursuit of excellence at every step. We seek to maintain this commitment through "creativity" and intensive practice of a "never-ending improvement process."

3. Integrity

The DMS believes in the value of respect to exhibit the ethical standards of the highest levels of justice, fairness, uprightness, candidness, truth, and honesty in all our engagements in the pursuit of our mission and vision. All our staff members are expected to exhibit the highest openness levels in their communications and behavior and are accountable for the words and deeds while performing their duties. Merit is practiced in all the academic and administrative activities in letter and spirit.

4. Self-Discipline

In the DMS, self-discipline is shown in various forms, such as firmness, being transparent, practicing control, patience, thinking before acting, logically concluding what we start doing, and has the aptitude to complete our plans, despite having obstacles, hardships and troubles.

5. Collaboration

Our belief at the DMS is that "Success is built on relationships and Teamwork." The collaboration among stakeholders, internal or external, is fundamental and necessary to trump skepticism and perfectionism and inculcate fellow feeling, fraternity, and civic sense.

Strategic Goals

Goal 1: Enhancing Student Competitiveness

DMS will produce an environment for education with greater student development with the help of its qualified, highly experienced, and devoted faculty that offer highly challenging, globally relevant academic curricula and a campus community that is welcoming, supporting and enhancing knowledge creation activities at the same time. Following are the sub-goals for enhancing student development.

- a. Enhancing psychosocial development
- b. Enhancing academic development
- c. Enhancing entrepreneurial skills
- d. Enhancing corporate exposure through industry-academia linkages

Goal 2: Engage with the Community

The Department of Management Sciences will connect with society in usefully managing the knowledge obtained from faculty and student research work. This allocation of resources will mutually benefit from tackling community concerns. Following are the sub-goals of making engagement with the community.

- a. Establish LGU's Service Society (Create a persona for the society)
- b. Integrate research and public service activities
- c. Establish collaborative relationships with public and private institutions to enhance students' exposure
- d. Utilize technology to improve the cultural and social quality of life of public

Goal 3: Improving and Sustaining LGU's DMS Infrastructure & Operational Processes

Infrastructure at DMS will be improved with improvements in its efficiency and efficacy of operating procedures, increasing sustainable environment of services, facilities, and infrastructure

to equally cater to students, faculty staff, and the community's academic and intellectual needs. Following are the sub-goals for Improving and Sustaining LGU's DMS Infrastructure & Operational Processes.

- a. Campus wise self-assessment to address short-term and long-term issues
- b. Support a safe and healthy learning environment by providing sustainable resources
- c. Construct technologically advanced facilities and smart classrooms
- d. Seeking prospect of a collaborative functional relationship between public and private stakeholders
- e. Develop and Manage the Image of Brand LGU

Goal 4: Growing DMS's Resources

The department plans to enhance its financial resources and its human capital with investments in the professional development of faculty, staff, and students and in doing so, discovering technology-based new and collaborative ways for securing greater financial support from government, private, and our alumni. Following are the sub-goals for Growing DMS's Resources. Following are the sub-goals for Growing DMS's Resources.

- a. Increase alumni contributions
- b. Increase resources by engaging government, corporate and other leaders
- c. Improve fundraising capacity using the latest technology
- d. Organize annual events and fundraising drives in various ways to raise funds
- e. Develop a culture of innovation and entrepreneurship
- f. Faculty development through various ways
- g. Support faculty with funds they can secure for their innovative projects

Goal 5: Progressing towards a leading Business School

The department will improve its status as a Business School by enhancing its ability in securing research and development grants and by inking contracts of its faculty's achievements in all types of research. With the help of its professional faculty and staff, DMS will become more professionally expressed, artistically creative, and able to enhance the creative inquiry in all

aspects of business and industry. Further, the new initiatives will be designed to improve achievement in the business and management. Following are the sub-goals for enhancing the Department of Management Sciences Status as a Business School.

- a) Introduction of Programs as per needs of business and industry
- b) Introduction of Business and Industry requirements in Research Programs
- c) Achieving Sustainability in Operations
- d) Become a leader in education reforms
- e) An innovative and collaborative relationship with the government and non-government organizations

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Annexure A

Situational Analysis

The DMS has successfully graduated students who have opted for specialization as per their interest and have further chosen professions in esteemed organizations. With the history of producing successful graduates with ever growing global and regional opportunities, our alumni have strategically positioned the LGU at an important position where it is destined to become a leader in developing future generations of graduates.

As part of the strategic management process, the following section analyzes the strengths and opportunities of the Department of Management Sciences at LGU.

Strengths

LGU enjoys several institutional strengths, which depicts in the department of management sciences. The department benefits from many of its strengths that dole out foundation strong enough upon which the following of its strategic goals are pursuable:

Faculty

Among its most important strengths is its well-credentialed faculty with a merge of doctoral, masters, and undergraduate degree holders in their respective disciplines. Additionally, diverse faculty is more focused on having scholarly publications and specialization in different fields of Management Sciences to educate students most effectively.

Welfare Classification

LGU's classification as an Army welfare university is also a significant strength. The university provides 50% scholarships to army servant children and 100% to shahuda's children to provide students with a national and international stage to enhance its broad array of undergraduate and post-graduate programs. Moreover, a subsidized fee structure

is offered to ensure maximum utilization of resources and to cater every talented student beyond financial limits.

Specialized Accreditations

The DMS offers HEC recognized degrees to our undergraduate and postgraduate students, BBA (Hons), MBA, and MSBA. Moreover, recently an MOU has been signed with several foreign universities to start a dual-degree MBA program approved by HEC.

LGU Brand

Its vital curricular and co-curricular programs are enhancing the brand of the university. The students from different Departments, in particular, the DMS, have helped the brand expand internationally by participating in various competitions such as HULT Prize, athletic programs, and many other events.

Moderate Campus Size and Geographical Location

The geographical location of the campus is extremely eye-catching. The moderate size of the campus with sufficient space allocation to the DMS serves as an unparalleled advantage towards providing an environment that is personal and supportive for its well-being. In many respects, the students can receive the attention which most of the private institutions are lacking.

Making of Leaders

The DMS has a strong reputation for graduating students who become a part of reputable organizations and become successful entrepreneurs while running their businesses. The percentage of our graduates taking admission for higher education in foreign universities on scholarships is increasing day by day.

Student and Faculty Services

The DMS has a separate section of over 1900 business books in the library for our students. This number keeps on increasing with time. As a department, we are continuously striving to provide a physical infrastructure with appropriate ICT tools in which our students and faculty can thrive professionally and intellectually. Moreover, the internship committee is giving support to students with industry linkages and provide employment opportunities. Moreover, our students enriched learning experiences by having societies such as the Business Management Club, Garrison Entrepreneurship Society, and Humanitarian of Garrison.

LGU Radio Station

The university has got its own fully licensed radio station which broadcasts throughout the week. The students of Management Sciences on and off run the shows. This initiative of becoming the voice of the its community, serving in a many-sided advantage as on one hand it is providing the professional training facility to its aspiring students who are interested in a career in broadcasting and at the same time acting as a communication mean for local, national, and global audience. LGU has been able to promote such academic excellence by enhancing the skills of its students in theory as well as practice in radio broadcast.

Collaboration with Public and Private Entities

DMS has recently signed collaborative MOUs with a number of public and private entities; these include infrastructure development, skill enhancement, technology transfer etc. These collaborations will help create a diverse mix of strategic capabilities for the department necessary to impart quality business education to deserving students of our country.

Opportunities

The DMS having a greater number of growth opportunities, has been based primarily on the fact that its mission has been a very good fit for emerging needs of the country with expanding access of our students to higher education, which is considered to be the most important and well recognized goal for the country's social and economic well-being. With the opportunities favoring the department in successfully achieving the goals of its strategic plan are as given below:

Degree Completion Goals

DMS has a number of opportunities for growth and development, based primarily on the fact that its mission is a particularly good fit with emerging national and state degree completion goals. We are also targeting professionals by offering post-graduate both regular and weekend classes of MBA and MS. The development of more analytical and statistical skills in students by collaborating with certified trainers. Similarly, extend educational line up by providing online degrees.

Partnerships

The department is in continuous process to build up work in partnership with local and international universities in offering more specialized courses at graduate and post-graduate level. There is an increase in entrepreneurial activities (courses/trainings) for students with self-driven business and personal goals and also focus on collaboration with top-notch research universities for semester exchange programs for student's nourishment.

Research and Development

The department has an opportunity to develop an 'industry advisory board' and encourage faculty to leverage personal industry networks for consulting and research opportunities and interface with the Dean and the ORIC office to pursue consulting and research opportunities. Also, DMS can invite international speakers and research scholars for faculty trainings such as how to write and target research article for good journals. This will create an opportunity for the expansion of applied research.

Succession Planning

Identify and plan faculty and staff succession planning especially by focusing on the educational and training workshops. The department further needs to invite international speakers and research scholars for faculty trainings such as how to write and target research article for good journals. This will create an opportunity for the expansion of applied research. Competitive researchers will strengthen the department which will increase its value amongst different stakeholders such as business community, faculty and students.

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