

1. EXECUTIVE SUMMARY

1.1 INTRODUCTION

About Sheila Raheja School of Business Management & Research (SRBS):

Established in the backdrop of a dream to create a strong, resilient future for our country, Sheila Raheja School of Business Management and Research (SRBS), a CSR arm of K. Raheja Realty, is an exceptional B-School in the heart of Mumbai's Suburb, Bandra.

Our roots in the field of Education trace back to 1952 with the foundation of "The Bombay Suburban Art and Craft Education Society". The Society received its Certificate of Registration under the Bombay Public Trust Act, 1950 on 27th April 1959, under the aegis of which the college Sheila Raheja School of Business Management and Research is managed and operated. The Parent Trust, Bombay Suburban Art & Craft Education Society (BSACES) aims to provide meaningful and relevant education rooted in universal religious philosophies of the world and immersed in rich Indian heritage and culture. At the same time, in the ever-changing business world, it strives to emphasize both the liberal and professional aspects of higher education by providing educational opportunities to all students to discover and disseminate knowledge in order to serve communities around the world.

SRBS started its academic domain journey from the Academic Year 2011-12 and is approved by all the regulatory authorities such as All India Council for Technical Education (AICTE) ? New Delhi, Directorate of Technical Education (DTE) ? Government of Maharashtra, and affiliated to the prestigious University of Mumbai. SRBS Institute is accredited by NAAC with a "B++" Grade in the year 2019. SRBS at present is offering Bachelor of Management Studies (BMS), Masters of Management Studies (MMS) and a recognized Ph.D. Research Centre of University of Mumbai.

In harmony with the ideology of the founder, "forwarding education for everyone with a passion to learn", the philosophy of the SRBS is firmly rooted in imparting values-based quality Business Management Education in line with contemporary needs of the industry. SRBS is endowed with well-learned and qualified faculty members, who spare no efforts to deliver a truly enriching learning experience to students across all the programs. SRBS is committed to excellence and therefore believes in the tradition of research and encourages faculty members to pursue innovative projects and research qualifications to enhance their competence. SRBS prides itself in offering a vibrant campus life to all the students of UG and PG Programs, weaving in more than a fair measure of fun, freedom and fervor to a very fruitful learning experience altogether.

Vision

Sheila Raheja School of Business Management and Research (SRBS) is committed to being an internationally acclaimed management institute which focuses on quality education and innovative research.

Mission

- To be an internationally acclaimed management institute for all stakeholders.

- To impart quality management education for all students and unleash their high potential.
- To ensure cutting edge technology and state of the art infrastructure that will enable teachers to nurture innovative pedagogy and learning methods for students.
- To build a strong research culture.

1.2 Strength, Weakness, Opportunity and Challenges(SWOC)

Institutional Strength

SRBS stands as a formidable institution with a multitude of strengths that contribute to its legacy and ongoing success:

- **Legacy and Recognition:** SRBS traces its roots to the esteemed parent trust, "The Bombay Suburban Art & Craft Education Society." Our Institute is affiliated with the University of Mumbai, approved by AICTE, and recognized by DTE, Govt. of Maharashtra.
- **Commitment to Quality:** The institution maintains consistent compliance with zero deficiencies from all statutory bodies. It holds accreditation from NAAC (2018-19) and ISO 9001:2015 certification.
- **Strategic Location:** Positioned in the heart of Mumbai at Bandra (East), the institute enjoys proximity to the upscale commercial hub, BKC. Well-connected by road, rail, and air, it offers convenience to students.
- **Entrepreneurial Development:** SRBS fosters entrepreneurial spirit through activities organized by the E-cell and Institution's Innovation Council (IIC).
- **State-of-the-Art Infrastructure:** The campus boasts modern facilities including air-conditioned classrooms, LCD projectors, smart classroom, language lab, Wi-Fi connectivity, a seminar hall, an auditorium, gymkhana facilities, and separate common rooms for students.
- **Library:** The library offers a diverse collection, including over 8,800 books, 11,000 e-books, subscriptions to journals, access to the National Digital Library, and anti-plagiarism software.
- **Research Culture:** The institution actively encourages research among faculty and students, establishing a Ph.D. Research Centre affiliated with the University of Mumbai.
- **Competent Faculty:** The faculty is qualified and experienced, actively participating in university committees and contributing to syllabus revisions.
- **Student-Centric Approach:** SRBS employs various teaching methodologies, including ICT tools, management games, and business simulations. It provides support through remedial sessions, counselling services, and initiatives for competitions.
- **Consistent Placement Record:** The dedicated placement committee ensures both summer internships and final placements, fostering alumni engagement for fresh perspectives.
- **Safety and Security:** The campus is secured 24/7 with security guards, CCTV cameras, fire safety

systems, water potability tests, and separate facilities for female students.

- Faculty and Student Well-being: Staff members and students benefit from insurance coverage, provident fund schemes, mental health support, and resources for professional growth.

SRBS's comprehensive strengths underscore its commitment to academic excellence, innovation, and the holistic development of its students and faculty.

Institutional Weakness

- SRBS is not a degree awarding institute and constraints in launching new courses due to affiliating nature of the institute.
- There is no autonomy of updating the curriculum of the Programmes being affiliated nature of the institute.
- Lack of funded research projects.
- Due to centralized counselling rounds as per government norms, there is a limitation on student diversity.
- Limited scope for campus expansion due to space constraints.
- Hostel facility is not available.

Institutional Opportunity

- To improve the score in the subsequent cycle of NAAC Accreditation.
- To get accreditation from National Board of Accreditation.
- To apply for Autonomy from UGC.
- To implement National Education Policy as per university guidelines.
- Introduction of new value-added courses including multi-disciplinary and interdisciplinary options.
- To inspire multi-disciplinary research culture among staff and students.
- To participate in multi-disciplinary research with sister institutions.
- To start Faculty/ Student – exchange programme at national and international level.
- Being in the heart of the city, locational advantage to be explored by MoU with industry and industry recognised-body for skill-development.

Institutional Challenge

- No control over intake of students.
- Continued delay in Admission Process during last couple of academic years.
- To retain academic rigor of the students.
- Mushrooming of the management institutes.
- Encouraging students to opt for entrepreneurship.
- Restrictions on curriculum design considering dynamic nature of industry-landscape.

1.3 CRITERIA WISE SUMMARY

Curricular Aspects

The institute offers a diverse range of programs, including Master of Management Studies (MMS), Bachelor of Management Studies (BMS), Bachelor of Arts in Mass Media and Communication (BAMMC), and a Ph.D. program affiliated with the University of Mumbai. Effective curriculum delivery is ensured through a meticulously planned and documented process, adhering to all regulations prescribed by the University.

Prior to each academic session, the Director and Academic Coordinator collaborate to finalize the Academic calendar in alignment with the University schedule. Subject allocation to faculty members is based on their expertise, and a comprehensive timetable is prepared in advance, facilitating seamless curriculum delivery.

Faculty members, considered the fulcrum of the management institute, play a pivotal role in curriculum implementation. They design session plans in accordance with the prescribed syllabus, emphasizing experiential and participatory learning methodologies. Encouraged to go beyond the university curriculum, faculty members ensure students' knowledge remains contemporary. The institute's director was a member of Adhoc Board of Studies in Management and a former member of Board of Colleges and University Development (BCUD) in the University of Mumbai and has actively contributed to the syllabus revision of the MMS Program, particularly in the area of Marketing, and participated in various committees of the university.

SRBS motivates students to pursue Value Added Certification Courses, with many completing programs on Basics of Stock Market and Technical Analysis, Advanced Excel, Campus to Corporate, and MS Office. Faculty members are also encouraged to enhance their competence through certifications from platforms like SWAYAM, NPTEL, and MOOCs, along with participating in Faculty Development Programs (FDPs).

The institute prioritizes the holistic development of students, sensitizing them to issues such as gender equality, environmental sustainability, human values, and ethical dimensions. The state-of-the-art campus provides a conducive environment for learning.

To gauge teaching-learning aspects, SRBS collects feedback from diverse stakeholders, including students, parents, teachers, and alumni. This feedback is then utilized to implement corrective actions, continually striving for improvement in various areas of the educational experience.

Teaching-learning and Evaluation

Our Institute prioritizes transparency in its admission process by adhering to the guidelines set forth by the University of Mumbai, State Common Entrance Test Cell/Admissions Regulating Authority, and Directorate of Technical Education (DTE) norms. By following these guidelines, SRBS demonstrates its dedication to maintaining standards and practices that are in line with the broader educational authorities. This not only enhances the credibility of the admission process but also contributes to the overall integrity of the educational institution.

SRBS strongly believes in imparting quality management education and prioritize student-learner's involvement and engagement. SRBS engages in Experiential Learning, Participative learning Techniques, and Problem Solving which helps towards student-centric approach/methods in overall teaching learning process. ICT tools empower both teachers and learners as the Institute integrates Information and Communication Technology (ICT) tools into classrooms, Computer Centre, Library, Seminar Hall and Auditorium.

SRBS implements a comprehensive and time bound evaluation process that encompasses Continuous Internal Evaluation (CIE) and Semester End Examinations (SEE). CIE and Semester End Examinations are carried out as per guidelines of University of Mumbai for all Programs. The evaluation process is transparent and robust and allows flexibility to faculty to choose the best means to assess the learning of students. Emphasis is laid on the acquisition of skills and attitudes to make students employment-ready. The Course Outcomes (COs) and Program Outcomes (POs) are assessed through a well-designed and planned system.

The overall approach to teaching and learning at SRBS is aligned with contemporary educational practices. Prioritizing hands-on experiences, collaboration, and the integration of technology reflects an understanding of the evolving needs of education in today's world. Hence, we at SRBS are emphasizing on a holistic development of students that goes beyond rote memorization. This approach contributes to producing graduates who are not only knowledgeable but also adaptable and capable of meeting the demands of the contemporary workforce who is a staunch learner.

Research, Innovations and Extension

SRBS has demonstrated its dedication to research, innovation, and community engagement, exemplified by the establishment of the Institution's Innovation Council (IIC) on April 5, 2022. The institute, through the Entrepreneurship Development Cell (EDC) formed in the academic year 2020-2021 and IIC, fosters an innovation-centric culture, nurturing the problem-solving abilities of its students. The integration of research and innovation at SRBS propels both faculty and students to become future trendsetters. Notably, Mr. Sandeep Kudtarkar, a faculty member, received grants for research publication from the Institute of Cost Accountants of India and towards Project PARAKH for Student Learning Assessment from AICTE.

SRBS is proactive in organizing workshops, awareness programs, and campaigns on diverse topics, including financial literacy, team-building, presentation skills, women's empowerment, and environmental protection. These initiatives aim to create awareness, impart essential skills, and promote sustainable practices among students and the local community. Faculty members at SRBS actively contribute to research, producing research papers, articles, book chapters, and encouraging students to engage in research activities. The establishment of a Ph.D. Research Centre affiliated with the University of Mumbai underscores the institute's commitment to advancing research endeavours.

Extension activities form a crucial bridge between academic institutions and the broader community. SRBS engages in various events such as International Yoga Day, Awareness Campaign on Cyber Frauds, workshops on the implementation of the Sexual Harassment of Women at Workplace Act, sessions on health and hygiene, Swachh Bharat Abhiyaan, National Voters Day Celebration, and Tree Plantation, connecting with the community and society at large. The institute collaborates with the Brihanmumbai Municipal Corporation (BMC) for the Pulse Polio Immunization Program, addressing community health issues collaboratively.

Moreover, SRBS recognizes the importance of industry and institutional linkages, signing MoUs that play a pivotal role in fostering collaborative engagements. These partnerships serve as a conduit between theoretical knowledge and practical applications, enabling students to explore real-world scenarios and apply classroom knowledge in practical settings. The institute's multifaceted approach reflects a holistic commitment to research, innovation, and community engagement, enhancing the overall educational experience for its students.

Infrastructure and Learning Resources

The institute places a significant emphasis on infrastructure and learning resources to ensure an exceptional educational experience for its students. The commitment to continuous development is palpable through investments in state-of-the-art facilities and the allocation of an annual budget for the maintenance and improvement of infrastructure. The institute boasts state-of-the-art infrastructure at par with global standards, featuring centrally air-conditioned facilities, including 10 spacious classrooms equipped with audio-visual and internet facilities, a smart classroom, and tutorial room.

The air-conditioned library is a treasure trove with over 8,800 physical books, more than 11,000 e-books, 7 international and 12 national journals, and access to databases like EBSCOHOST and J-Gate. The library is partially automated and provides e-access to the National Digital Library (NDL). A well-equipped Computer Centre, Language Lab, and Library are furnished with a 500Mbps internet connection, ensuring students have the necessary resources for their academic pursuits.

The campus is Wi-Fi enabled, with a separate 500Mbps broadband shared internet facility across the premises. The institute boasts an air-conditioned, multi-purpose seminar hall with audio-visual technology and an LCD projector, accommodating 132 individuals. Additionally, a 500-seat air-conditioned auditorium serves as a venue for various academic, cultural, co-curricular, and extracurricular activities.

To ensure inclusivity, separate common rooms are provided for girls and boys, and the campus is Divyangjan friendly, featuring ramps, wheelchair accessibility, separate toilets, a lift, gymnasium, and a student canteen. Budgetary provisions are made to maintain and upgrade infrastructure regularly. Safety and security are paramount, with the deployment of CCTV cameras, fire-fighting systems, including sprinklers, smoke detectors, fire extinguishers, and Fire-Retardant Doors (FRDs). Female toilets are equipped with sanitary napkin vending machines, and safety boxes like the "Sakhi Box" and "I Am Nirbhaya" Box are deployed to enhance the safety of female students.

Annual Maintenance Contracts (AMCs) are in place for various facilities, ensuring the upkeep of air-conditioned spaces, lifts, water-purifiers, EPABX systems, fire-extinguishers, pest-control, and other infrastructure. Regular water potability tests are conducted, and professional housekeeping staff ensures cleanliness. The institute's assets are insured, and provisions are made for a Genset. This comprehensive approach reflects the institution's dedication to creating a conducive learning environment by providing modern facilities and resources that support the academic and overall development of students.

Student Support and Progression

Student support and progression are integral components of our institution, shaping the academic, employability, and personal development of our students. SRBS actively facilitates scholarship and Freship opportunities from various entities, including government bodies and non-governmental organizations. The administration office provides crucial support by counselling eligible students on filling online forms for government schemes, ensuring proper documentation, and following up with the government social welfare department and DTE on behalf of the students.

The institution enhances students' soft skills, language proficiency, and communication skills through the language lab. Faculty and expert guest speakers, including Master Class sessions, delve into life skills such as yoga, physical fitness, health and hygiene, self-employment, entrepreneurial skills, and awareness of technological trends. These initiatives transcend traditional academic learning, emphasizing practical skills development, fostering critical thinking, and nurturing a holistic approach to personal and professional growth.

All statutory committees at SRBS play pivotal roles in ensuring effective delivery, with regular meetings contributing to the institution's overall effectiveness. The SRBS Placement Cell offers continuous support in preparing students for the next phase of their lives, whether in the professional world or advanced academic pursuits. Career progression sessions, campus-to-corporate guidance, debate competitions, career counselling, and mentoring for placement are integral activities conducted by the institute.

SRBS places significant value on recognizing and celebrating excellence in sports and cultural activities, spanning intercollegiate, university, state, and national levels. Students receive medals for outstanding performances, promoting excellence not only in academics but also in extracurricular pursuits.

The Alumni Association plays a crucial role in the ongoing development and success of the institute. Alumni contribute without any monetary or in-kind obligations, participating in external viva-voce examinations, interactive sessions with students, and organized alumni meets. This connection with former students fosters a strong sense of community, allowing current students to benefit from the experiences and insights of their predecessors.

By consistently prioritizing student support and progression, the institution creates a nurturing environment that emphasizes not only academic excellence but also the comprehensive development of its students.

Governance, Leadership and Management

The governance structure at the Institute is robust, as the College Development Committee (CDC) and the Board of Governors (BoG), both playing pivotal roles in steering the realization of the institute's vision and mission. Regular meetings with the Director and staff serve as platforms for constructive discussions, leading to actionable plans aligned with the Perspective Plan. Subsequent reviews in subsequent meetings ensure a continuous and adaptive approach to institutional development.

Participative management is a hallmark, evident through the functioning of various committees. The Minutes of Meetings reflect a systematic and organized approach to decision-making, contributing to the vibrant and collaborative culture within the institute.

Staff welfare takes center stage, demonstrated through measures such as accident and disability group-insurance policies, maternity leave for female employees, provident fund benefits, and a free-of-cost COVID-vaccination drive for staff members and students. These initiatives, despite being a permanently-unaided institution, underscore the institute's commitment to the well-being and healthy growth of its staff.

Professional growth is actively encouraged, with staff supported in conducting and attending FDPs, seminars, workshops, conferences, and Ph.D. coursework. The Performance Appraisal System serves as a valuable tool for identifying and addressing gaps between desired and actual performance, fostering continuous improvement.

Efficient financial management and resource mobilization are top priorities, evidenced by regular financial controls, statutory external audits, and the development of strategies for fund mobilization and optimal resource utilization, ensuring the institute's sustainable operation.

The Internal Quality Assurance System is a cornerstone of SRBS's commitment to quality education. Well-documented processes, regular IQAC meetings, and the implementation of various quality initiatives

underscore the institute's dedication to maintaining high standards.

In summary, the governance, management, and quality assurance mechanisms at SRBS embody a collaborative and forward-thinking approach. The institute's commitment to staff welfare, professional development, financial sustainability, and quality education positions it as an institution dedicated to holistic growth and excellence.

Institutional Values and Best Practices

SRBS is steadfast in its commitment to advancing gender equity and cultivating a gender-sensitive atmosphere within the institution. The dedication to this cause is evident through a range of initiatives designed to address the unique needs of female students and staff. The institute organizes guest sessions featuring prominent personalities to discuss and tackle gender-related issues, providing valuable insights, inspiration, and guidance across diverse fields.

Recognizing the significance of menstrual hygiene, SRBS ensures equal facilities by installing Sanitary-Pad-Vending Machines in Girls' washrooms and conducting health and hygiene awareness sessions. This fosters a safe and inclusive learning environment, promoting the well-being of female members. SRBS campus is a Divyangjan-friendly campus. The institution prioritizes security with strategically placed CCTVs across the campus, "Sakhi Box," "I AM NIRBHAYA" Box, and the provision of female security guard, providing a safety dimension with comfort and protection.

A dedicated common room for female students emphasizes the importance of providing a space for relaxation and collaboration, contributing to a more inclusive and comfortable atmosphere. SRBS actively engages in community events, guided by the Sheila Gopal Raheja Foundation, collaborating with sister institutions and hospitals to instil social responsibility and empathy among students.

Environmental sustainability is promoted through events like International Yoga Day, Fit-India-Program, ban on single-use-plastic campaigns, and Tree Plantation, emphasizing a healthy lifestyle and a clean environment. Digital literacy is addressed through awareness programs on cyber-fraud and cyber-security dangers in collaboration with NSS, Rotary Club, and the Cyber Cell of Mumbai Police.

Ethical education is a focus, sensitizing students about anti-corruption, ethical responsibilities, and civic duties through events like Vigilance Awareness Week and Voting Awareness Sessions/Drives. Experiential learning beyond classrooms includes student residential camps in rural areas, encouraging social learning, community development, and team-building.

Cultural activities engage students in fostering creativity, teamwork, and a sense of belonging. SRBS aims at global citizenship, preparing students for successful careers and responsible participation in the global community. The institute strives to empower individuals for professional success while instilling the skills necessary for positive contributions to society.