



**ACHARYA PATHASALA EDUCATIONAL TRUST (Regd)**  
**N R COLONY, BASVANGUDI, BANGALORE-560019**



**ACHARYA PATHASALA COLLEGE OF COMMERCE**

**N R COLONY, BASVANGUDI, BANGALORE-560019**

**WEBSITE: [apscommercecollged.ac.in](http://apscommercecollged.ac.in), [E-mail- apscommercecollege@gmail.com](mailto:apscommercecollege@gmail.com)**

**Phone Numbers: 080 26611786, 080 26612454**

## ***Strategic Perspective Plan***

*Affiliated To*  
**BANGALORE CITY UNIVERSITY**

**NAAC**  
*Re-Accredited with 'B' Grade*

**AISHE-C-21182**

<b>SL NO</b>	<b><u>C O N T E N T S</u></b>
<b>1</b>	<b>Current Status of the college</b>
<b>2</b>	<b>The glory of the College</b>
<b>3</b>	<b>SWOC</b>
<b>4</b>	<b>Recommendations of NAAC Reaccreditation committee Report 2015-16</b>
<b>5</b>	<b>An introduction to the Perspective plan</b>
<b>6</b>	<b>Think Tank behind Perspective plan</b>
<b>7</b>	<b>College Vision, Mission and Objectives</b>
<b>8</b>	<b>Aims and Objectives of perspective Plan</b>
<b>9</b>	<b>Strategic Perspective Plan</b>
	<b>a. Academic</b> <b>b. Research</b> <b>c. Collaborations</b> <b>d. Capacity Building</b> <b>e. Infrastructure</b> <b>f. Holistic Development</b> <b>g. Extra and Co-curricular Activities</b> <b>h. Publicity and Recognition</b>

## CURRENT STATUS OF THE COLLEGE

**i. Name and address of the college:**

**ACHARYA PATASHALA COLLEGE OF COMMERCE  
N.R. Colony, Basavangudi, Bengaluru-560019.**

**ii. Year of Establishment of College:1956**

**iii. College website: <http://www.apscommercecollege.ac.in>**

**iv. Institutional Status: Grant-in-aid, UGC2(f), UGC12B, Self-financing**

**v. Accredited with 'B' Grade from NAAC in the year 2015-2016 with 2.16 CGPA**

**vi. AISHE Code: C-21182**

**vii. A Premier Institute in South Bengaluru.**

<i>UG</i>	:	1. B. Com (a three-year degree course) 2. B.B.A (a three year degree course)
<i>PG</i>	:	M. Com (Accountancy & Taxation)
<i>Setting up a Research Centre</i>	:	A Proposal down the lane.
<i>Add-on Courses</i>	:	1. Certificate Course in Retail Management 2. Certificate Course in Tally with GST 3. Certificate Course in Soft Skills 4. Certificate Course in Human Rights 5. Certificate Course in Intellectual Property Rights 6. EDP-Club

## **GLORY OF THE COLLEGE**

### **APS Educational Trust**

Acharya Pathasala Educational Trust (APSET) was started on 15 August 1935 and manages Eleven Educational Institutions from Pre-Nursery to Professional colleges in Bangalore. APSET believes that every individual from each strata of society needs inclusion and expansion of streams of academics in its institutions and further commits to match infrastructure and technology for its effective enablement.

#### **About the College**

Acharya Pathasala College of Commerce (APSCC) is one of the most prestigious and reputed colleges of Bangalore. It is a subsidiary of the renowned Acharya Pathasala Group of Institutions, founded by Late Sri. N Ananthachar in the year 1935. APSCC, formerly a part of the APS Arts, Commerce & Science College became an independent entity in the year 1986 to provide professional Commerce and Management education to students of south Bangalore.

Apart from B. Com and BBA the college also offers M. Com Post Graduation course. APSCC has carved a niche for itself as a much sought after college on the educational landscape of Bangalore. Our Progressive Management, dedicated staff, proud students and their parents are the forces behind the success of our college. And has been Re-Accredited with 'B' Grade by the NAAC in 2015-16. With Internal Quality Assurance Cell to monitor quality and dedicated action teams for various other extracurricular developments, the college is a force to reckon with for Commerce and Management education in Bangalore.

Acharya Pathasala College of Commerce enjoys a high stature in the academic community as our students have demonstrated ample credibility not only in strategic thinking and team building but also have been bagging University ranks consistently every year. Majority of students entering the college come out with distinction. The college always maintains good academic records over decades right from the input base i.e. from the Higher Secondary Board exams to the Under graduate and post graduate University exams.

# **SWOC ANALYSIS OF**

## **ACHARYA PATHASALA COLLEGE OF COMMERCE:**

The IQAC Team of the college conducted an internal SWOC analysis. In view of the observations made by the IQAC team, it was decided to prepare a five-year Perspective Plan. The five-year Perspective Plan would serve as a reflection and a beacon for planning strategies and recommendations to be imbibed.

### ***A. Institutional Strength***

1. A Prestigious College offering yeoman's service and catering to all strata of society especially the lower strata being the vision of our founder.
2. APSET is the managing corpus trust of the college. It is a prestigious Institute offering quality education to students in turn producing diligent employees, professionals, Entrepreneurs, and human beings.
3. Being a Grant-in-Aid and both self-financing institution. It is both a strength and a weakness.
4. Young and enthusiastic Management staff.
5. Located in the heart of the city it is easily accessible to all.
6. Offering academic programs from undergraduate degree to post-graduate degree level in the emerging areas of knowledge transfer in the higher education sector like UG & PG.
7. The Institution offers Learner Centric Teaching-Learning process and claims to have good academic results.
8. Catering to employability aspects of Higher Education it offers many vocational courses and plans to have minor research projects.
9. Holistic development of students is attained by enforcing discipline, commitment, and encouraging the potential talents of learners.
10. A supportive administrative system in the college office for the smooth functioning of the college.
11. Encompassing extracurricular activities and social outreach programmes to inculcate the values and strengths of learners.

12. Recruitment of extremely dedicated full-time faculty for its programs at full capacity as per University norms.
13. Encouraging and facilitating an environment for academicians.
14. Use of ICT and constant updating of infrastructure.
15. Adequate infrastructure for sports and games.
16. Enthusiastic faculty and students in Research culture.
17. Compassionate alumni having an emotional bonding to its alma meter.
18. Upholds/encourages a healthy relationship with parents/guardians.
19. A Centre for creation of learning atmosphere for both faculty members and students.

### **B. Institutional Weakness**

1. Constraint to offer doctoral degrees .....
2. Limited linkages with industries/ institutions for research promotions and consultancy services and a lack of MOU for placements and internship.
3. Average number of faculty holding Doctorate degree. But certainly aspiring to obtain the same.
4. National & International tie ups yet to be initiated.
5. Non-availability of financial support from funding agencies for faculty members to reach international echelon.
6. Library process is partially automated.
7. Lack of a well-organized alumni.

### **C. Institutional Opportunities**

1. Scope for inculcating and strengthening research and consultancy competencies among teachers.
2. Strengthening linkage for research and training of the students with neighboring institutions and industries.
3. Scope for establishing collaboration and academic linkage with various organizations.
4. Establishment of Parent-Teacher Association & Alumni association.
5. Setting a Centre of coaching for competitive exams.

#### ***D. Institutional challenges:***

1. Revenue generation through consultancy services.
2. Integration of human values with education in the era of globalization.
3. Motivating students for higher studies and professional courses.
4. Collaboration with industry and research organization.

To enlighten the academic path, light has been shown but we are yet to illuminate the college by enhanced Knowledge Transfer, since, knowledge is power.

**RECOMMENDATIONS OF NAAC REACCREDITATION COMMITTEE REPORT 2015-16**

NAAC is an inspection committee at a national level to establish quality assurance and advancement in the higher education sector in our country. Commitment towards quality is a self-realization process of any institution and our college takes the recommendations given by the NAAC peer committee which visited in March 2016 for reaccreditation as the base for achieving augmentation and sustainability in quality.

- Value-based additional activities to be conducted.
- Student's enrolment needs to be improved
- Facilities for differently able students need to be made.
- Along with conventional learning methods, ICT should be enhanced.
- Mentoring, personal and professional counseling needs to be improved.
- Majority of the teachers appointed by management are not qualified as per UGC norms.
- Grievance redressal mechanism on internal evaluation should be adopted.
- Very low percentage of B. Com and BBM Students,
- Mechanism to assess students learning outcome further needs to be strengthened.
- Research and development committee need to focus more on research issues.
- Budgetary provisions for research need to be made by the college.
- Initiative to be taken for getting grants and funds from various funding agencies.
- Research facilities by the college needs to be strengthened.
- Relevant Research Journals need to be subscribed.
- Teachers to be motivated to publish research articles in good quality research journals.
- Consultancy activities need to be initiated.
- Outreach programs to benefit local community need to be strengthened.
- Collaborations with other educational, industry and research organizations need to be initiated for research and development.
- Provision for differently able need to be initiated.
- Book Bank facility needs to be developed.
- Faculty members need to participate in faculty development programs.
- IQAC needs to have representatives of industry, trade and Commerce
- IQAC functioning and reporting needs to be strengthened.
- Green audit needs to be conducted periodically
- Automation of library and Wi-Fi enabled Campus.

Based on the recommendations made by the NAAC Committee, college may develop a perspective plan for future development.



## **PROPOSED PERSPECTIVE PLAN**

The vital role played by the Internal Quality Assurance Cell (IQAC) of an institution in maintaining the quality consciousness is pervading. NAAC and UGC assign the responsibility on the IQAC for planning, guiding and monitoring Quality Assurance (QA) and Quality Enhancement (QE) activities of the institution. With this backdrop, the College IQAC has undertaken the task of designing a Perspective Plan for an evenhanded growth. The quality indicators of different criteria determined by NAAC have been taken into consideration as the base to create classical guiding light and to attain landmarks for a prospect.

The preparation of the Perspective Plan encompasses the initiatives taken by IQAC of the college. Efforts have been taken to obtain participation from all stakeholders i.e., the management, Principal, the faculty, the administrative staff, students of the college, the Alumni Association of the college, the parents, and well-wishers. Stakeholders' expectations, management policies, goals and objectives, the vision and the mission statement of our college, and the quality policy of the college are also considered as a pedestal for the formulation of the perspective plan.

The present Perspective Plan is principally based on:

1. The NAAC guidelines for ensuring quality aspects in the higher education;
2. Vision and Mission statement of the College;
3. Quality Policies of the College;
4. Inputs from stakeholders;
5. Societal expectations from the college;
6. SWOC Analysis done by IQAC in 2016-17

The primary role of IQAC is to suggest quality measures for the advancement of an institution. Preparing guidelines for future growth involved the members of the IQAC who have considered feedback from all the stakeholders and the recommendations specified in the meetings of the IQAC. Innovative ideas suggested by the stakeholders are also cautiously incorporated into the perspective plan. Student feedback mechanism, self-appraisal and job satisfaction records of teachers, faculty training programs arranged by the college as well as attended by teachers, faculty improvement programs, and the introduction of a Research committee to play a proactive role in encouraging teachers for research are some of the measures initiated with priority. The draft of Perspective Plan has to be discussed, reviewed and approved in the managing committee of the college and Governing Body of APSET, Bengaluru before implementation.

**PERSPECTIVE PLAN PROPOSED BY IQAC  
FOR THE PERIOD  
2016-17 TO 2019-21**

**THINK-TANK BEHIND PERSPECTIVE PLAN**

<b><u>APSET Management</u></b>		<b><u>ADVISORS</u></b>
Prof. K P Narashimha Murthy <b>President</b>	Dr. B Parmesha <b>Principal</b>	Ms. Mandasmitha N <b>Criteria -1</b>
CA Dr. Vishnu BharathA S <b>Vice-President</b>	Mrs. Srilakshmi V Kittur <b>IQAC Coordinator</b>	Mr. Rajumuthu <b>Criteria -2</b>
Sri.Mohan Dev Alva <b>Vice-President</b>	Sri. Shankar K <b>Coordinator-</b>	Ms. Darshini V <b>Criteria-4</b>
Sri. Akhilesh Babu <b>Treasurer</b>	<b>B. Com/BBA</b>	Mr. Shankar K <b>Criteria-5</b>
Sri. A R Acharya <b>General Secretary</b>	Dr. Ventkateshaiaha <b>HoD</b>	Mrs. Srilakshmi V Kittur <b>Criteria-6</b>
Sri. A Prakash <b>Joint Secretary</b>	<b>Kannada Department</b>	Dr. Channamariaha <b>Criteria -7</b>
Sri. Krishna Swamy P <b>Joint Secretary</b>		<b>&amp;</b>
CA Sri. A P Acharya Governing Body Chairman		<b>All Staff Members</b>

## **GUIDING PRINCIPLES OF PERSPECTIVE PLAN**

While preparing the present perspective plan, the IQAC has considered the following main objectives:

- 1) NAAC as the observer of quality benchmarking in higher education
- 2) The vision of our parent body- Acharya Pathasala Educational Trust
- 3) Vision and Mission Statement of Our College.
- 4) Quality Policy of the College

This has helped us to formulate our future goals.

### **Core Values of NAAC:**

1. Contributing to National Development
2. Fostering Global Competencies among Students
3. Inculcating a Value System in Students
4. Promoting the Use of Technology
5. Quest for Excellence

# **ACHARYA PATHASALA COLLEGE OF COMMERCE**

## **Vision:**

*To be one of the well-organized Commerce Colleges in the country with outstanding academic programs and exceptional faculties and students*

## **Mission:**

- *To offer comprehensive and quality education in Commerce and Management disciplines, Language, and literature to all sections of the society at affordable costs.*
- *To nurture the talents of the students through extra-curricular and co-curricular activities.*
- *To promote the holistic development of students by offering quality education.*

## **Objectives:**

*Providing career-oriented and skill-based education.*

*Nurture social responsibility, social awareness, and environment-friendly culture students.*

## **AIMS AND OBJECTIVES OF PERSPECTIVE PLAN**

Chalking a vision document envisages resolute team efforts. Acharya Pathasala College of Commerce is an institution imparting quality education in the commerce field. The college IQAC has identified the extensive aim of the perspective plan as follows:

- i. To set up an unremitting quality system rooted in consciousness, consistency, and planned action;
- ii. To facilitate an academic environment for students implanted with discipline and commitment;
- iii. To prompt compassionate citizens of the nation;
- iv. To establish globally the brand image of the college;
- v. To emerge as an exemplary college for commerce education....

To achieve these broad aims, a set of following objectives are identified to be achieved through this perspective plan.:

1. To advocate good academic performance;
2. To instill a learner-centric and effective teaching-learning process;
3. To ensure a continuous internal evaluation process for student assessment and growth;
4. To develop a comprehensive system of student mentoring and student support;
5. To take care of horizontal and vertical up gradation of students considering the limits of time and expectations;
6. To launch value-added and skills development programs resulting in improved employability of students;
7. To motivate students to enable them to emerge as entrepreneurs, quality employees, and professionals.
8. To entail an efficient and flawless administrative setup for ensuring a smooth day to day functioning;
9. To empower teaching and non-teaching faculty about up-and-coming trends in their profession for staff advancement.

## **STRATEGIC PERSPECTIVE PLAN**

### **a. ACADEMIC**

- Strengthening existing academic programs by enriching course curricula in the light of global standards, theoretical advancements, and industry requirements.
- Introducing innovative self-financing programs in core and applied areas of science, social sciences, humanities, arts, technology, and other academic disciplines.
- Providing academic freedom and flexibility in the design of innovative course curricula and teaching-learning processes.
- Use of blended teaching methodology involving traditional, interactive, and ICT-enabled pedagogical techniques.
- Bringing rigor to teaching-learning processes through carefully designed and implemented multidisciplinary course curriculum, session plans, student assignments, regularity, participation, and involvement.
- Well-designed examination systems with transparent evaluation processes.
- Developing quality study material available as e-content on the website as well as hard copy in the libraries.
- Introducing newer online and distance learning courses.
- Encouraging ICT-enabled teaching and use of multimedia virtual classrooms.
- Regular student feedback on the teaching-learning process, curriculum, and administrative facilities to ensure quality control and regular updating.
- Designing and launching Job oriented professional and Vocational programs of short-term duration offered as diploma and certificate courses.

### **b. RESEARCH**

- Popularizing and implementing University research policy.
- Creating and supporting a research environment for high-quality research by students and faculty. • Encouraging quality research in intradisciplinary and interdisciplinary areas.
- Undertaking research with industry collaboration focusing on practical problems and applications in real-life situations.
- Identifying thrust areas and issues for fundamental and applied research.
- Promoting the highest ethical standards in research.
- Facilitating and supporting the research funding process at departmental and University levels.
- Supporting faculty and student participation in research related events such as paper presentations in seminars, conferences, workshops, training programs, and faculty development programs.
- Encouraging faculty and scholars to publish in high-quality peer-reviewed journals with impact factors and high ratings.

- Recognizing and rewarding good publications and contributions of faculty members and scholars in academic publications and events.
- Sharing research funding, collaboration, scholarships, and fellowships related information to all concerned on regular basis.
- Facilitating faculty publications like books, monographs, working papers, case studies, study material and other academic literature through in house publication facilities.
- Arranging for infrastructural support including wi-fi speed and exclusive Research Centre

### **c. COLLABORATIONS**

- Entering into collaborative arrangements with reputed academic institutions, research institutions, and industry forums for creating opportunities for students and faculty
- Exploring the possibilities of collaborations with Companies for training and employment opportunities for students.
- Promoting the work of its students and teachers on academically important platforms and forums.

### **d. CAPACITY BUILDING**

- Attracting, rewarding, and retaining talented faculty and staff to ensure quality in academics as well as administration.
- Providing opportunities and facilities for developing the teaching and research skills of faculty members.
- Developing IT skills of its faculty and staff members.
- Organizing staff training for behavioral modifications and developing technical skills.
- Promoting its faculty members to participate in conferences and publish in journals.
- Sharing of research laboratories and other resources with other prominent bodies for mutual benefits.
- Encouraging contribution to knowledge by developing new content and making it available in the form of books, e-content, and other learning resources.
- Providing opportunities to faculty and staff for updating themselves on a regular basis.
- Organizing social and cultural events for faculty and staff to cultivate a sense of belongingness to the University.

### **e. INFRASTRUCTURE**

- Providing state of art centers of learning by providing ICT-enabled classrooms library facilities, laboratories, and Wi-Fi connectivity.
- Adapting total preventive maintenance for electrical, mechanical and civil utilities.
- Landscaping and Beautification of campus in general for the better utility to stakeholders as well as society.
- Practicing cleanliness at facilities and amenities across the campus.

## **f. HOLISTIC DEVELOPMENT**

- Mentoring students for academic, social and career prospects.
- Organizing intellectual, academic, creative, literary, communication, and presentation competitions at inter and intradepartmental levels.
- Making athletics, indoor and outdoor sports, a regular feature for students of the College.
- Innovating programs and festivals for social and cultural development.
- Easy and regular access to yoga and meditation, and self-management-related activities.
- Organizing expert lectures on contemporary issues.
- Conducting student enrichment activities by assessing their individual requirements.
- Arranging for academic, cultural, and industrial tours and visits.

## **g. EXTRA-CURRICULAR AND CO-CURRICULAR**

- Establishing relationships with local and regional bodies to assess their requirements and issues.
  - Encouraging faculty and students to undertake socially relevant projects in their academic pursuits.
  - Motivating faculty, staff and students to get associated with NGOs and support their activities.
  - To sensitize all stakeholders about issues of local and regional areas and work for their resolution.
  - Organizing extension activities in the areas of education, health, hygiene, child and women welfare, local governance, and national social service.
  - Strengthening NSS, NCC and YRC wing of college for ensuring greater contribution to society and nation.
  - Contributing to the cultural development of society by promoting and celebrating important days, occasions, festivals and events.
  - Developing entrepreneurial skills for managing small and medium enterprises of the region.
  - Popularizing the contributions of local and regional personalities who have served in the promotion of art, culture, heritage, governance, welfare or any other dimensions of human life.
  - Ensuring greater participation and involvement of local bodies in developmental programs of the University.
- Involving alumni of the college to motivate and develop the attitude and perception of the students in the professional world.



## **h. PUBLICITY**

- Popularizing College values, vision, and mission statements by highlighting them on boards in all the departments, offices, brochures, and other places of strategic importance.
- Prominently placing the College logo at important places such as buildings, boundary walls, gates, stationery, and souvenirs, t important locations, and important events.
- Publishing College brochures both in hard copy and soft copy available on the website.
- Becoming a member of all important institutions and associations of academic interest.
- Publishing college newsletters and magazines.
- Setting up a college information Centre at both campuses to help and facilitate the work of students and visitors.
- Effective designing, updating, and maintenance of college website for complete information, smooth navigation, and operations.
- Effective use of social media such as Facebook, and YouTube for increased interaction.
- Uniformity in the design of identity cards, stationery and other communication material used by the college such as letterheads, envelopes, visiting cards, brochures etc. in order to communicate a clear and consistent image.
- Students' Uniform and faculties blazer to have the recognition.

\*\*\*\*\*