**MASTERS IN BUSINESS ADMINISTRATION**

**SWOC ANALYSIS**

After several brainstorming sessions, the Strengths, Weaknesses, Opportunities and Challenges were identified:

 **Strengths :**

1. Experienced, dedicated and committed faculty.
2. Conducting Personality Development Programs to enhance Managerial skills.
3. Guest Lectures are arranged with experienced industry People.
4. Pre-Placement training is given in accordance with industry requirements.
5. Focused on creating world class Leaders /Managers.
6. Workshops and seminars are occasionally Organized on recent trends in Management.
7. AITS-MBA benchmarks its curriculum against the reputed institutes.
8. AITS MBA has a streak of maintaining its good percentage placement record.

**Weakness:**

1. Most of the Students are from rural background.

2. Difficulty to attract and retain PhD faculty particularly in the management disciplines.

**Opportunities:**

1. Improving quality of research by increasing interactions with industry, Academicians and Research institutes.
2. Creating and providing training facilities to improve teaching capabilities of Faculty.
3. To reach out to industries, research laboratories and academic institutions around the
world for collaboration, consultancy and Joint research programs for identifying and finding solutions to various management problems.
4. To reach out to the community through various outreach programs for awareness,
involvement and participation for the betterment of the community.
5. Accrediting for MBA Department.

**Challenges:**

1. Difficulty to attract and retain PhD faculty particularly in the management disciplines.
2. Lack of interest among bright Management student to pursue research/teaching as career.
3. Ensuring financial viability of the Institution as the norms for admissions are regulated by the State Govt.