

SWOC ANALYSIS

STRENGTH

- ✚ Situated in the heart of the capital city of Bhubaneswar.
- ✚ State of art Infrastructure Facilities.
- ✚ Catering the need and requirement of business houses of the industrial estate.
- ✚ Qualified and experienced teaching Staff with supportive management.
- ✚ Ultra-modern Facility for Library with e-books and Journals.

WEAKNESS

- ✚ Language is the various communication.
- ✚ Insufficient land for campus expansion.
- ✚ Scope of Resource Mobilization is limited.
- ✚ Lack of collaboration with big industrial house.
- ✚ No autonomy in designing syllabus.
- ✚ Poor socio economic status of the students.

OPPORTUNITIES

- ✚ Scope for introducing job oriented and market demanding Management and Technical Skills to become an autonomous HEI for designing innovative syllabus.
- ✚ Developing research eco system.
- ✚ Quantitative and qualitative improvement in placement
- ✚ Excel in sports in cultural activities among the students.
- ✚ Collaboration with national/international organisation of repute.

CHALLENGE

- ✚ Limited physical space is the major constraints for future expansion of the Campus.
- ✚ Keeping Average of the student latest development in the field of AI.
- ✚ Succumb the pressure of keen competition among the branded B-school.
- ✚ Attracting outstation and out of state students.