



پوهنتون كاردان
KARDAN UNIVERSITY

Strategic Plan

Faculty of Economics

BBA Department

2015-2020

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Department of BBA- Overview

Under the faculty of economics are three departments, one of which is the department of BBA (Bachelor of Business Administration). This department works with the best national and international Professors to foster the study and understanding of economics in society.

The BBA program spans 138 credit hours and includes course modules in all major business administration subject areas. Kardan University also offers a wide range of electives to broaden your horizons across the business, social sciences and arts fields.

The BBA program offers three major specializations

Finance

Management

Marketing

The medium of instruction is English for the courses offered through the Department of BBA. The minimum duration for completion of BBA degree is eight semesters and a maximum of nine semesters. It is awarded on completion of 138 Credits hours with a minimum cumulative GPA of 1.50 out of 4.0. Kardan University's curriculum is among the most responsive and updated learning resources that directly addresses the skills gaps across the specific business sectors.

The Department brings together highly qualified national and international faculty, guest lecturers, and industry experts to prepare our students for challenging career opportunities. The BBA Department works closely with international donor agencies, government ministries, private sector firms, and foreign universities to create scholarships, employment, and exchange programs for our students.

Since its inception, the Department has produced over many graduates, representing the country's most dynamic and skilled professionals. Graduates from our programs go on to find exciting positions in a wide range of industries, and their record in professional exams and scholarships is excellent.

The Department has established major international partnerships with top institutions and universities around the world, fostering student exchange, research, and faculty development objectives.

Vision Statement

Achieving excellence in business studies and research.

Mission Statement

Educating a diverse population of business professionals to successfully meet the challenges of domestic and global markets.

Strategic Objectives:

STUDENT EXCELLENCE

Objective: To achieve excellence in academic and professional growth of students.

Actions:

- ✓ Review and develop curriculum content every 04 years to meet the demand and needs of the market and employers in the job market.
- ✓ Systematically transform that traditional pattern of teaching to outcome-based education (OBE) and student-centered learning (SCL) in classes.
- ✓ Growing focus on student development through workshops, seminars, guest lectures, debates, presentation, case studies, symposiums, internships and competitions etc.
- ✓ Actively work for initiating and improving the student exchange program.

FACULTY AND RESEARCH EXCELLENCE

Objective: To acquire and retain professional faculty for enhanced teaching and research excellence

Actions:

- ✓ Recruit professionally sound and academically competent faculty based need assessment.
- ✓ 360-degree faculty assessment and promotion.
- ✓ Constantly expand professional development opportunities for faculty to help them develop their full potential and achieve their career objectives.

- ✓ Encourage and support the Faculty members to use state-of-the-art blended teaching and learning approaches.
- ✓ Encouraging faculty members for national and international research publications.

EXCELLENCE IN INNOVATION AND GROWTH

Objective: To support continuous innovation and growth in academic and professional environment of the BBA program.

Actions:

- ✓ Revision of curriculum.
- ✓ Ambitiously seek to get accreditation with ACBSP for the BBA program.
- ✓ Periodic (every 5 years) submission of Interim Report of BBA to IACBE (International Accreditation Council for Business Education).
- ✓ Commencement and facilitation of e-learning.

EXCELLENCE IN POLICIES AND PROCEDURES

Objective: To formulate the needed policies and procedures for the better facilitation of the faculty and students.

Actions:

- ✓ Identify gaps where necessary policies and procedures are absent, by conducting faculty meetings and student surveys.
- ✓ Conducting student exit survey at the end of each semester.
- ✓ Improving the students online attendance and leave application system.

EXCELLENCE IN PUBLIC ENGAGEMENT

Objective: To build relationship with relevant stakeholders to enhance public engagement of the department.

Actions:

- ✓ Signing MOU with ministries, NGOs, and local and international universities to increase stakeholder engagement.
- ✓ Work with university Career Centre to find new job opportunities and internship programs for the students, by closely engaging with the public and private sector.
- ✓ Active involvement of students in a variety of events and activities on special days, such as Labor Day, Women Day, etc

EXCELLENCE IN INTERNATIONAL ACTIVITIES

Objective: To meet international standards by engaging our faculty members and students in International events and activities.

Actions:

- ✓ Facilitate teaching by engaging faculty members in International conferences, research, workshops, and seminars.
- ✓ Involving students in the international competitions, conferences, and other events.

SWOT Analysis

SWOT Analysis of the BBA Department

Strengths

- Ample facilities for practice work (Cisco Lab, Computer labs, Digital and Physical Libraries, Research Center, Debate Club)
- Student Clubs
- Internationally accredited department.
- Numerous faculty research and teaching awards each year
- Undergraduate students do well on scholarship applications
- Strong teaching evaluations

- Excellent research infrastructure
- Strong leadership team
- Excellent working relationship with other department.

Weaknesses

- No several publications.
- Lack of cooperation of governmental administration for student practical work
- Few internal seminars and special presentations.
- Limited efforts of Professors in using new methods of teaching

Opportunities

- High academic and administrative support
- Talented academic members
- A large number of youth interested in Business Administration field.
- Increased attention on teaching and learning innovation
- Use of technology to enhance learning
- Make the department more research oriented
- International conferences
- Strategic Partners

Threats

- Competition among 130 + private universities
- Low level of income for youths (High level of fees)
- Still dealing with unemployment and low income due to the withdrawal of International Agencies
- Change in government policies and regulation

Strategic Plan–Implementations Plan

| Activities | Needs | Output | Source of Finance | Time of activity |
|--|---|---|--|--|
| Reviewing the curriculum and developing contents considering national and international standard | Having an up to date curriculum according to the needs of the society | Offering educated youths to the society equipped with leadership and managerial skills. | Kardan University | At least every year 15-20 th (month of January). |
| Developing a comprehensive mechanism for recruiting prominent lecturers | Making the teaching task more specialized based on the specialization of lecturers | Deep understanding of the subject contents in all relevant departments | Economics faculty | At the start of the academic year January 1 st . |
| Developing a policy for adaptation of and innovation in teaching and learning | Modernizing higher education and learning methods. | Student familiarity with advanced devices and new learning methods. | Economics Faculty | Every semester January; June |
| Adding new specializations such as specializations in Marketing. | Compatibility with higher education and current needs of the society and growth and development of academic programs. | Absorbing new students and enriching their knowledge. | Kardan University | June. 2018 |
| Establishing a Reward and Recognition Committee to foster cooperation and coordination | Encouraging lecturers who show superior performance | Improves the quality of academic and administrative tasks | Kardan University and Faculty of Economics | January. 2018 |

| Activities | Needs | Output | Source of Finance | Time of activity |
|--|--|---|--------------------------------|--|
| Arranging Business Exhibitions | Encouraging students about the importance of Business exhibitions. | Increases professional approach of students regarding products to be displayed. | Kardan University and students | Each year |
| Avail scholarships for potential students of BBA department. | Cooperation of Scholarship Department for deserving students. | Lower fee for unemployed but talented youth | Kardan University | Throughout the program |
| Facilitate close coordination with the Registrar office | Meetings and discussions with Registrar Office | Adaptation to change in policies of MOHE | Faculty of Economics | Throughout the course of this strategic plan |

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