



# SRINIVAS UNIVERSITY

(PRIVATE UNIVERSITY ESTABLISHED UNDER KARNATAKA STATE ACT NO.42 OF 2013)

City Office : G.H.S. Road, MANGALURU - 575 001. Karnataka State, INDIA.

Phone No.:0824-2425966, 2444891, Fax : 0824 - 2442766

E-mail:info@srinivasuniversity.edu.in website:www.srinivasuniversity.edu.in

## SWOC OF SRINIVAS UNIVERSITY

An agenda for excellence aimed at equity and innovation with inclusion define its core character. The basic tenets of the University's impetus to institutional excellence are captured in the attributes- Excel, Innovate, Empower, Inspire, Explore, Sustain, Engage and Transform.

The Strategic Plan of the University seeks to galvanize academic life and build a committed cadre of principled and self-assured leaders, capable of taking the nation forward. It intends to offer our young citizens the necessary space and world-class opportunities and provide our scholars with a conducive environment and ample resources to emerge as major contributors to global knowledge and interdisciplinary research.

1	Strengths	<ul style="list-style-type: none"><li>• Brand Value of existing Srinivas Group of Colleges.</li><li>• Location advantage</li><li>• Management's commitment in quality education</li><li>• Young and dynamic leaders as school heads</li><li>• Education service at affordable cost to public</li><li>• Student centric approach</li><li>• Autonomy in improving quality of curriculum</li><li>• Ability to innovate in teaching-learning process.</li><li>• Reaching more students in a short time</li><li>• Readiness to support and invest in blended learning</li><li>• Use of Technology for seamless learning</li><li>• Meaningful use of study material</li><li>• Research oriented teaching and learning</li><li>• Higher awareness of importance of IPR</li></ul>
2	Weaknesses	<ul style="list-style-type: none"><li>• Lack of inter-disciplinary interactions.</li><li>• Less number of Ph. D. faculty below the Professor cadre.</li><li>• Resistance to Change from Students and other stakeholders</li><li>• Limited Research Resources</li><li>• Lack of awareness of students and faculty about importance of innovation and research.</li></ul>

3	Opportunities	<ul style="list-style-type: none"> <li>• Introducing multidisciplinary courses in emerging areas. Attracting international students for higher education courses.</li> <li>• Instituting 'Chairs' and establishing new 'Centres of Excellence' in specific domains of knowledge.</li> <li>• Promoting multidisciplinary research and issues related to local community.</li> <li>• Strategic alliances and collaborations with International and National Educational Institutes, Industries,</li> <li>• Government Bodies and NGOs for research, faculty-student exchange, joint programs, training and consultancy.</li>   <li>• Increasing linkages with local industries for skilled human resource.</li> <li>• Leveraging the available ICT resources for Open Learning Community.</li> <li>• Continuous quality enhancement, accreditations, benchmarking and certification from appropriate bodies /organizations for national and international recognition.</li> </ul>
4	Challenges	<ul style="list-style-type: none"> <li>• Striking a balance between the traditional, innovative and professional courses offered by the University.</li> <li>• Balancing the educational requirements of cross sections of the society– tribal, rural and urban.</li> <li>• Attracting and retaining quality faculty and students.</li> <li>• Competing with national and international educational institutions - both public and private.</li> <li>• Meeting the technological advancements through continuous up-gradation of educational resources.</li> <li>• Sustaining the value system amongst stakeholders.</li> <li>• Ensuring academic and administrative quality in affiliated colleges.</li> <li>• Managing resources for quality education while keeping the cost of education low.</li> </ul>

