

DR. B. C. ROY ACADEMY OF PROFESSIONAL COURSES

STRATEGIC PLAN

This strategic plan outlines the vision, mission, goals, and strategic initiatives for colleges offering diverse programs including Bachelor of Business Administration (BBA), Bachelor of Computer Applications (BCA), Hospital Management (HM), Supply Chain Management (SCM), Medical Laboratory Technology (MLT), Optometry (OPT), Visual Effects (VFX), and Animation. The Institute operates under a robust four-tier structure, comprising the Board of Trustees (BCREC Society), Board of Governors (BoG), the Director, and the teaching and non-teaching staff. The plan aligns with the Three Es of Equity, Excellence, and Employability.

Strategic Goals (2022-2024)

- **Improving the Teaching/Learning Experience**
- **Strengthening Academic and Research Domains**
- **Enhancing Employability**

Implementation Plan

The implementation plan involves establishing clear roles and responsibilities for the Board of Trustees, Board of Governors (BoG), Director, and faculty to ensure effective governance and accountability. It includes setting up robust monitoring mechanisms to track the progress of strategic initiatives and actively engaging stakeholders through regular feedback sessions to foster collaboration and continuous improvement.

Performance Metrics

The performance metrics encompass academic performance indicators such as graduation rates and student satisfaction, alongside research output measured through publications, patents, and collaborative projects. Additionally, placement metrics, including placement percentages, average salary packages, and industry collaborations, will be tracked. Sustainability metrics, focusing on solar energy contribution and green campus initiatives, will also play a critical role in evaluating the institute's overall progress and impact.

Conclusion

The strategic plan aims to propel Dr. B. C. Roy Academy of Professional Courses, Durgapur, into a leadership position in West Bengal and at the national level by achieving excellence in education, research, and employability. The academy's focus on renewable energy initiatives further aligns with the broader goal of sustainable development. This strategic direction is grounded in thorough consultations with stakeholders, including management, students, faculty, alumni, and industry experts. The entire academic community is committed to realizing these goals, ensuring sustainable excellence and a practical approach to educational challenges.