

Strategic Plan 2024-2029, Department of English

To fulfil the educational needs of a wide range of individuals across the country, the Department of English was therefore established in 2011. It offers programs in an Associate degree in English, a Bachelor of Studies in English and an MS in English. To achieve excellence in education, the department adopts fair criteria for student admissions. Additionally, the Department of English educates students in research work and fosters an appreciation for the aesthetics of literary studies. It also plays a pivotal role in enhancing English language proficiency in all four skills for students from various disciplines across the university. The department provides auxiliary services to all disciplines and constantly strives to produce relevant and productive research in English Language, linguistics and literature.

Vision

The Department of English aspires to offer significant opportunities in terms of academic and research activities at the graduate and postgraduate levels. The department envisions cultivating dedicated, well-disposed, and creative individuals equipped with a sound knowledge of English Studies.

Mission Statement

The Department of English is committed to shaping individuals into improved scholars and researchers. It expands its expertise in productive and innovative research strategies in the paradigms of English language, linguistics and literature.

Aims and Objectives

- To train students in critical theory and current research trends in literature and languages, enabling them to initiate specialized and interdisciplinary research.
- To equip students with all four skills of learning the English language: speaking, reading, listening, and writing.
- To develop the ability to reflect, critique, and analyze a broad range of materials.
- To enable students to effectively communicate ideas and theories.
- To promote teamwork and enhance students' awareness of the English language, literature, and their correlation with other cultures and communities.
- To familiarize individuals with academic research skills, ability to work independently, and time management skills.
- To empower students with effective communication skills and the ability to deal with real-life challenges.

STRATEGIC GOALS (SG)

SG#1: Learning and Teaching: Achieve excellence in learning teaching and faculty development practices to enhance student success and employability outcomes.

SG#2: Research and Commercialization: Strive for excellence in research with a focus on producing high-quality publications and impactful outcomes. Additionally, leverage consultancy opportunities and commercialize intellectual assets to enhance financial sustainability.

SG#3: Marketing and Recruitment: To increase the visibility and attractiveness of the university among prospective students, parents, and stakeholders, thereby boosting student enrollment and employment and ensuring the university's continued growth and success.

SG#4: Community Engagement and Partnership:

To enhance BUIITEMS's reputation by actively engaging with the community to address local needs and create opportunities for students and faculty to apply their knowledge in real world problems in society.

SG#5: Enhancing Operational Efficiency: Optimize efficiency and effectiveness across all organizational functions by identifying, evaluating, and improving existing processes to enhance productivity, reduce costs, improve overall performance, and ensure sustainability to better serve our stakeholders and achieve our strategic objectives.

SG# 1: LEARNING AND TEACHING (L&T): Achieve excellence in learning teaching and faculty development practices to enhance student success and employability outcomes.

(Increasing Teaching Quality Improvements 20% year after year)

Objectives	Scope	KPIs	Outcome/ Impact	Owner/s	Support Department	Strategic Targets (Fiscal year 2024-2029)					
						Base line Year 2023 - 2024	Year 2024 - 2025	Year 2025 - 2026	Year 2026 - 2027	Year 2027 - 2028	Year 2028 - 2029
<p>1. Faculty Development: Faculty members of the English department enrolled in PhDs programs whose return will be beneficial by introducing problem-based learning and research-based teaching in the classrooms. Further, based on the need to develop interest in research in students, the department is trying to provide opportunities for more faculty members to enroll in Ph.D. programs and exhibit their learnings in classrooms. Initiating smart classrooms and research-based learning by incorporating teaching of research with courses and broadening the horizon of students to think and observe how phenomenon's work in real life context by studying research.</p>	<ul style="list-style-type: none"> • Department Level • Faculty level • University level 	<p>Number of PhD faculty members.</p> <ul style="list-style-type: none"> • Number of PhD qualified faculty • Number of prospective PhD faculty 	<ul style="list-style-type: none"> • Enhanced students' performance • Increased students' satisfaction • Introduce students to research-based studies and develop their research interests. • Enhanced students' attendance and progress • Timely collection of students' fee • Improve the teaching methodology of teachers. 	<ul style="list-style-type: none"> • Chairperson • Dean • Pro VC • VC • Registrar 	<ul style="list-style-type: none"> • Chairperson • Dean • Pro VC • Registrar • VC • Director HR 			15%	19%	28%	
<p>2. Revise existing curriculum to OBE</p>	<ul style="list-style-type: none"> • Department level • Faculty level 	<ul style="list-style-type: none"> • Number of programs revised to OBE 	<ul style="list-style-type: none"> • Improvement in Faculty appraisals/ Enhanced student performance and skills 	<ul style="list-style-type: none"> • Deans • Chairpersons • Director L&T 	<ul style="list-style-type: none"> • QE&A • DIT • Academic affairs 	•	•	100%		•	•
<p>3. Introducing MS and PhD programs.</p>	<ul style="list-style-type: none"> • Department level 	<ul style="list-style-type: none"> • The department will introduce MS and PhD programs upon the return of our PhD faculty. 	<ul style="list-style-type: none"> • Improvement in Faculty appraisals/ workload/student performance 	<ul style="list-style-type: none"> • Deans • Chairpersons 	<ul style="list-style-type: none"> • Academics 			50%		100%	

<p>4. Introducing short courses for preparation of TOEFL, IELTS and CSS.</p>	<ul style="list-style-type: none"> • Department level 	<ul style="list-style-type: none"> • L&T target for each faculty • No. of teachers trained. • % of students engaged 	<ul style="list-style-type: none"> • Improvement in Faculty appraisals/ workload/ student performance • Enhancing skills of students and other graduates • To help the university with finances from the fees received from the students enrolled in the short courses. 	<p>HOD Dean</p>	<p>Academics</p>	<p>100 %</p>	<p>•</p>	<p>•</p>	<p>•</p>	<p>•</p>
<p>5. Introducing courses on climate change, risk management, etc.</p>	<ul style="list-style-type: none"> • Department level • Student Affairs 	<p>The entrepreneurship course has already been introduced. The board of study has approved other courses, too, and they will be introduced soon.</p>	<ul style="list-style-type: none"> • Improvement in Faculty appraisals/ workload/ student performance 	<ul style="list-style-type: none"> • HoDs • Dean 	<p>Academics</p>	<p>100%</p>	<p>•</p>	<p>•</p>	<p>•</p>	<p>•</p>
<p>6. Scholarship, Internships and placement</p>	<ul style="list-style-type: none"> • Department level 	<ul style="list-style-type: none"> • We will arrange scholarship-seeking workshops to help students attain prestigious scholarships. 	<ul style="list-style-type: none"> • Graduate Jobs employability • Scholarship per program 	<ul style="list-style-type: none"> • HoDs • Deans 	<ul style="list-style-type: none"> • UA&FA • Q&E • ORIC 	<p>100%</p>	<p>•</p>	<p>•</p>	<p>•</p>	<p>•</p>

SG# 2: RESEARCH AND COMMERCIALIZATION (R&C): Strive for excellence in research with a focus on producing high-quality publications and impactful outcomes. Additionally, leverage consultancy opportunities and commercialize intellectual assets to enhance financial sustainability.

(Increase Research and Commercialization value year after year to 10% of the total Budget)

Objectives	Scope	KPIs	Outcome/ Impact	Owner/s	Support Department	Strategic Targets (Fiscal year 2024-2029)					
						Base line Year 2023- 2024	Year 2024- 2025	Year 2025- 2026	Year 2026- 2027	Year 2027- 2028	Year 2028- 2029
1. Expertise in research skills of returning PhD faculty will be utilized in enhancing research-based learning and research publications.	<ul style="list-style-type: none"> Department Level 	<ul style="list-style-type: none"> No. of returning faculty trained No. of research grants/funded projects/publications No. of students supervised 	<ul style="list-style-type: none"> Improved research related outputs including citation/ awards/ grants/ new labs development Increase in the number of research publications Increase in the number of receiving research grants 	<ul style="list-style-type: none"> Deans HoDs PIs (individual faculty) PhD faculty members 	<ul style="list-style-type: none"> ORIC HRM Faculty 	•	•	05%	•	100%	•
2. Research & Commercialization Capacity Development of existing faculty	<ul style="list-style-type: none"> Faculty Level Department level 	<ul style="list-style-type: none"> No. of returning faculty trained No. of research grants/funded projects/publications No. of students supervised 	<ul style="list-style-type: none"> Improved research related outputs including citation/ awards/ grants/ new labs development Increase in research publication Training faculty to publish research in high impact journals. 	<ul style="list-style-type: none"> Deans HoDs PIs (individual faculty) PhD faculty members 	<ul style="list-style-type: none"> ORIC 	•	•	•	•	100%	•
3. Establishing Personalized Key Performance Indicators (KPIs) for Research and Commercialization Excellence	<ul style="list-style-type: none"> Department level Faculty level 	<ul style="list-style-type: none"> Appraisals Workload Research grants Projects Publications 	<ul style="list-style-type: none"> Research related Outputs (including citation/ awards/ grants/ lab. development) Increase in the supervision Increase in research publication 	<ul style="list-style-type: none"> Deans HoDs PIs 	<ul style="list-style-type: none"> ORIC Faculty 	•	•	•	70%	100%	•

Objectives	Scope	KPIs	Outcome/ Impact	Owner/s	Support Departme nt	Strategic Targets (Fiscal year 2024-2029)					
						Base line Year 2023- 2024	Year 2024- 2025	Year 2025- 2026	Year 2026- 2027	Year 2027- 2028	Year 2028- 2029
4. Increasing the Quantity and Quality of Impact factor publications	<ul style="list-style-type: none"> • Departme nt level • Individual level • Faculty level 	<ul style="list-style-type: none"> • Number of publications • No. of research projects supervised 	<ul style="list-style-type: none"> • Improved faculty appraisals/ Student engagement • Training teachers to publish papers in high impact factor journals 	<ul style="list-style-type: none"> • Deans • HoDs 	<ul style="list-style-type: none"> • ORIC • QE&A 	•	•	•	100%	•	•
5. Introducing research-led teaching.	<ul style="list-style-type: none"> • Departme nt level 	Research methodology, applied linguistics, sociolinguistics, and advanced academic reading and writing are taught through studies conducted in particular fields.	<ul style="list-style-type: none"> • Improved research performance • Introducing students to research through teaching research-based content in the class 	<ul style="list-style-type: none"> • HoDs • Dean 	<ul style="list-style-type: none"> • ORIC • Academic Affairs • QE&A 	•		•	100%	•	•
6. Increasing consulting projects and short courses	<ul style="list-style-type: none"> • Individual level • Departme nt level 	Introducing IELTS, TOEFL, and CSS preparatory classes.	<ul style="list-style-type: none"> • Enhanced financial & social contribution 	<ul style="list-style-type: none"> -Deans - HoDs -Directors 	<ul style="list-style-type: none"> • ORIC 			100%			

SG# 3: Marketing and Recruitment (M&R): To increase the visibility and attractiveness of the university among prospective students, parents, and stakeholders, thereby boosting student enrollment and ensuring the university's continued growth and success.

(Increase student recruitment by 20% year after year)

Objectives	Scope	KPIs	Outcome/ Impact	Owner/s	Support Department	Strategic Targets (Fiscal year 2024-2029)					
						Base line Year 2023-2024	Year 2024-2025	Year 2025-2026	Year 2026-2027	Year 2027-2028	Year 2028-2029
1. Develop Department-Level Marketing and Recruitment plan for enhanced students Enrollment	<ul style="list-style-type: none"> Department level Faculty level 	<ul style="list-style-type: none"> Marketing & Recruitment plan development (timeframe, teams building, responsibility matrix, visits, lectures etc.) Arranging sessions in schools and colleges to highlight the scope of English. 	<ul style="list-style-type: none"> Approved annual plan Attract students to take admission in the department of English. 	<ul style="list-style-type: none"> Deans HoDs 	<ul style="list-style-type: none"> Pro VC Registrar Communication Academics 	•	•	80%	•	•	•
2. Strengthening Recruitment and Marketing Capabilities through Capacity Building	<ul style="list-style-type: none"> Department level 	<ul style="list-style-type: none"> No. of training sessions for each department 	<ul style="list-style-type: none"> Trainings arranged and capacity built 	<ul style="list-style-type: none"> HRD Communication Deans HoDs Program Focal person 	<ul style="list-style-type: none"> Deptt. Of Mgt Sciences DIT Academics 	•	•	100 %	•	•	•
3. Execute Department-Level Marketing and Recruitment plan	<ul style="list-style-type: none"> Department level Faculty Level 	<ul style="list-style-type: none"> No. of outreach campaigns (open house seminars etc.) arranged No. of Marketing/ Recruitment activities conducted (QLF, Job Fairs, Convocation, Homecoming) To arrange sessions/semin 	<ul style="list-style-type: none"> Enhanced students' enrollment 	<ul style="list-style-type: none"> Deans Communication chairperson Program Focal person 	<ul style="list-style-type: none"> Pro VC Registrar DIT QE&A Academics 	•	•	80%	•	•	•

Objectives	Scope	KPIs	Outcome/ Impact	Owner/s	Support Department	Strategic Targets (Fiscal year 2024-2029)					
						Base line Year 2023-2024	Year 2024-2025	Year 2025-2026	Year 2026-2027	Year 2027-2028	Year 2028-2029
		<ul style="list-style-type: none"> ars to achieve a high enrollment rate in the department. • Appealing students through workshops in QLF, job fairs to introduce them to the programs 									
4. Branding and marketing of each program (social media, WhatsApp etc.)	<ul style="list-style-type: none"> • Department level • Program level 	<ul style="list-style-type: none"> • No. of target audience reached through various marketing channels (eMarketing, social media, WhatsApp etc.) • To utilize social media (Facebook, Instagram, etc. to introduce students to the scope of English. 	<ul style="list-style-type: none"> • Enhanced reach of the of potential stakeholders • Enhanced students enrollment 	<ul style="list-style-type: none"> • Deans • HoDs • Communication • Program Focal person 	<ul style="list-style-type: none"> • Pro VC • Registrar • DIT • QE&A • Academics 	•	•	100 %	•	•	•
5. Partnerships with potential colleges and institutes	<ul style="list-style-type: none"> • University level • Faculty Level • Dept. level 	<ul style="list-style-type: none"> • Number of partnerships formed • No. of associate degree programs launched 	<ul style="list-style-type: none"> • Increased number of mutually beneficial partnerships 	<ul style="list-style-type: none"> • Deans • HoDs • Communication 	<ul style="list-style-type: none"> • Pro VC • Registrar 	•	20%	•	80%	•	•

SG# 4: COMMUNITY ENGAGEMENT AND PARTNERSHIP (CE&P):

Community: is all stakeholders including industry, government entities, NGOs, international organizations, UNSDGs, Alumni

Engagement: may involve two-way activities such as guest lectures/training/visits/consulting/ mentoring/policy making with the intention to benefit BUITEMS reputation and seek future opportunities for recruitment/internships/studentships /research, consulting/commercialization etc.

The aim is to enhance BUITEMS's reputation by actively engaging with the community to address local needs and create opportunities for students and faculty to apply their knowledge in real world problems.

Objectives	Scope	KPIs	Outcome/ Impact	Owner/s	Support Department	Strategic Targets (Fiscal year 2024-2029)					
						Base line Year 2023-2024	Year 2024-2025	Year 2025-2026	Year 2026-2027	Year 2027-2028	Year 2028-2029
1. Developing Strategies for Community engagement and partnership	<ul style="list-style-type: none"> Department level 	<ul style="list-style-type: none"> Policy formulation 	<ul style="list-style-type: none"> Approved guidelines of strategy implementation 	<ul style="list-style-type: none"> Chairperson 	<ul style="list-style-type: none"> Pro-VC Registrar UA&FA Communication DIT ORIC 	•	•	•	100 %	•	•
2. To collaborate with other institutes for capacity building	<ul style="list-style-type: none"> Individual level Department/ level 	<ul style="list-style-type: none"> No. of training sessions arranged for each faculty No. of individual faculty trained 	<ul style="list-style-type: none"> Increased number of CE&P activities at department/ individual level 	<ul style="list-style-type: none"> Deans chairperson Directors HRD 	<ul style="list-style-type: none"> Pro-VC Registrar UA&FA Communication DIT ORIC 	•	20%	•	100 %	•	•
3. Faculty engagement in CE&P Strategy implementation	<ul style="list-style-type: none"> Department level 	<ul style="list-style-type: none"> No. of CE&P activities arranged at department level 	<ul style="list-style-type: none"> Increased number of CE&P activities at department/ individual level 	<ul style="list-style-type: none"> Deans chairperson 	<ul style="list-style-type: none"> Communication/I T 	•		40%	80%	•	•
4. Professional development plans	<ul style="list-style-type: none"> Department level 	<ul style="list-style-type: none"> No. of outreach visits hosted No. of MoUs signed Number of short courses (CPD) launched 	<ul style="list-style-type: none"> Increased nationals and foreign partnerships Increased student internships each year 	<ul style="list-style-type: none"> chairperson Deans 	<ul style="list-style-type: none"> Pro-VC Communication UA&FA Academic Student affairs QE&A ORIC 	•	20%	•	80%	•	•

SG#5: IMPROVE GOVERNANCE AND OPERATIONAL EFFICIENCY: Optimize efficiency and effectiveness across all organizational functions by identifying, evaluating, and improving existing processes to enhance productivity, reduce costs, and improve overall performance.

Objectives	Scope	KPIs	Outcome/ Impact	Owner/s	Support Department	Base line Year 2023-2024	Year 2024-2025	Year 2025 - 2026	Year 2026-2027	Year 2027 - 2028	Year 2028 - 2029
1. Enhance productivity	<ul style="list-style-type: none"> Department level 	<ul style="list-style-type: none"> Workflow effectiveness (including meetings, research projects proposals and classes) Delegation of responsibilities (decentralization) 	<ul style="list-style-type: none"> Optimized work flow Improved effectiveness Decentralized decision making 	Chairperson Dean	<ul style="list-style-type: none"> Deans GSO 	•	•	•	100 %	•	•
2. Improvement in performance (individual)	<ul style="list-style-type: none"> Individual level 	<ul style="list-style-type: none"> No. of individual level achievements Improvement in balanced workload 	<ul style="list-style-type: none"> Enhanced performance appraisal scores Feedback from teachers 	• Chairperson	<ul style="list-style-type: none"> HRM QE&A 	•	•	80 %	•	•	•
3. Improvement in performance (departmental)	Department level Directorate level	<ul style="list-style-type: none"> No. of individual level achievements Improvement in balanced workload 	<ul style="list-style-type: none"> Enhanced departmental/ directorate ranking 	<ul style="list-style-type: none"> Pro VC Registrar Deans Directors 	<ul style="list-style-type: none"> QE&A ORIC 	•	•	•	100 %	•	•

