



پوهنتون کاردان
KARDAN UNIVERSITY



Strategic Plan

Business Administration



(2021-2025)



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| Bachelor of Business Administration-Overview:

A Bachelor of Business Administration degree from Kardan University will offer the advanced and updated curriculum to the students who are interested to make their career in Business and Management world. There are many courses in our curriculum which enable our students to improve and polish their skills including managerial skills, communication skills, persuading skills and decision making abilities.

After getting graduated from Kardan university our students not only understand the theoretical aspects of business but also they are in the position to practically implement their knowledge in business and non-business organizations. This undergraduate program has become a trending course in all over the world. Our graduates are working in well reputed top national and international organizations as well as they have got admissions easily in leading international universities, where they pursue graduate studies.

| BBA Program Content

Our 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 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. 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.



Vision Statement

Achieving excellence in business education, professional development and research.



Mission Statement

To produce professionally sound graduates for successful management of organizations in a dynamic business world

Strategic Objectives

Strategic Objectives and Priorities

The category-wise departmental Strategic Objectives of the Bachelors of Business Department are given here:

To foster students' academic and professional growth

Over the next five years, the Department of Business Administration will seek innovative ways to appreciate and reward the vibrant students for their hard work and achievement. Reviewing and developing curriculum content every three years so that demand and needs of the market and employers are met. The faculty members will be encouraged and supported to enrich Student-Centered Learning techniques in their classes along with growing focus on student's development through extra and co-curricular activities. In addition, enrollment and retention of the qualified potential school graduates will be increased.

The department will actively work for initiating and improving the student exchange program. Besides, continuously enhancing career preparation by creating, maintaining and supporting close professional ties with the experts of the industries.

To acquire and retain competent faculty for enhanced excellence in teaching and research

Attracting and retaining competent faculty by providing them a positive work atmosphere as it is important for achieving the objectives. Continuously expanding faculty development opportunities to help the faculty reach their full potential and accomplish their career goals. Furthermore, transparently supporting, appreciating and rewarding teaching excellence which will create and maintain awareness that hard work pays off in the Department.

The department will encourage and support the Faculty members to use state-of-the-art blended teaching and learning approaches and facilitate improvement in practical teaching experience and to improve the methodology of faculty. To diversity teaching experience, faculty exchange programs will be initiated. The faculty research will also be promoted, supported, and encouraged both technically and financially.

We are positioned to set new standards in the previous 20 years in the worldwide community of knowledge makers thanks to our leadership in important fields of education, research, and creativity. As a result of our strong academic community, we will ensure excellence in all academic disciplines across the university, with a focus on management sciences and economics. We will also embrace new scientific paradigms to support, facilitate, and create a better environment for curiosity-driven foundational scientific research.

To work for continuous innovation through digitalization and growth in the department

The department of Business Administration will enrich E-Learning and Digitalization in the Department. It carries a lot of significance because world is getting digital. In addition, students will be provided programs and practical learning sessions based on market demand.

Establishment of Business Advisory Board will take place to effectively engage with the business community and to strengthen experiential learning through collaborating with businesses.

The last two decades has witnessed the revolutionary changes in digitalization.

This change has impacted almost all part of human life including teaching learning `process in academic world. Along the similar lines, the recent covid-19 pandemic has also played significant role to change the decision makers' attitude towards digitalization.

As a result, almost every organization and university has transformed or transforming their system to digitalization. In the same vein, Kardan University's leadership strongly believes in technological advancement and in digitalization in the university. To achieve the objective of digitalization, Kardan University has developed its LMS system to use the online learning platform in order to keep up with the changes.

In order to better serve students' evolving requirements, Kardan University has modified its instructional strategies and formats. For instance, Kardan University gives digital books, news, and papers, administers quizzes and assignments online, uploads all pertinent materials to the web portal, tracks attendance online, and holds seminars online.

The Kardan University's LMS system has made it possible for students to request books, extend the period for returns, view their exam/quiz/assignment grades, and choose their upcoming semester's classes/teachers and scheduling in regard to the digital platform.

Through their online user accounts, the students also evaluate and provide feedback on their instructors. Students today are more interested in learning through an updated curriculum that is in line with their interests and it gives them an opportunity to obtain practical experience. In comparison to textbook learning, they have discovered that online learning via video lectures and hands-on activities gives them a greater knowledge of the subjects covered.

To enhance local and regional engagement of the department to create social impact

The department will get involved with public and private sector in community engagement and research. MOUs will be signed with ministries, NGOs and reputed organizations for potential continuous growth. Moreover, social community awareness events will be arranged.

Close work will be done with the communication department to plan, develop, and design content for social media that arouse the interest of the target audience and create awareness about the activities of the Department. Besides, students will be encouraged and supported to have volunteer participation in social causes and welfare activities.

The university community as a whole continues to place a high premium on fostering entrepreneurial activity. This is crucial for upholding our commitment to improving the economic and cultural well-being of Afghans societies. So department of business administration helps to reduce the impact below misadventure in the societies and enhance the wellbeing in overall;

Counter Narcotics: Discussion and recommendations for students about the harms of drugs and their negative consequences for family members and the community. Involving students in conducting public awareness programs regarding the harms of drugs. Facilitating conducting seminars, and conferences in coordination with national NGOs and governmental organizations regarding counter-narcotics.

Administrative Corruption: Although administrative corruption is one of the important topics, as a credible academic institution we are committed to transparency, accountability, and integrity. We will initiate public awareness programs regarding the fighting against administrative corruption for the public people, we will conduct seminars and conferences regarding the negative impact of corruption on the government and society, and we will facilitate the conducting of any event related to administrative corruption at the faculty level.

Air Pollution: Air pollution is one of the biggest problems in the world, at the faculty level; we will take necessary actions to improve public awareness of the dangers of air pollution and conduct extra classes for the students on the related law and regulations.

Support to Disabled People: As a university, we are aware of the needs of disabled students and we respect the related laws and regulations.

Internationalization:

Business Administration department will increase focus on staff and faculty development through international workshops, seminars and conferences to facilitate accreditation. It will ambitiously seek to get accreditation with prestigious International Accreditation Bodies.

Regular and continuous work will be done to comply with the accreditation standards and requirements. Each higher education institution's demands and interests are taken into account as internationalization is a process of transformation that is tailored.

There isn't a "one size fits all" model of internationalization as a result. By adopting a set of goals and strategies that are "in style" and for "branding" purposes, Kardan University's faculty of economics only undermines the idea that each program, institution, or nation needs to choose its own approach to internationalization based on its own clearly stated justifications, goals, and expected outcomes. Kardan University places a high value on worldwide work and focuses on developing comprehensive international management talent that is capable of meeting new problems around the world, has outstanding leadership, and has a strong sense of social responsibility.

This acknowledges that a "formulaic" or latest-trend approach is not appropriate, useful, or sustainable and that the internationalization process is driven by an assessment of individual needs and priorities.

Furthermore, the department was accredited by the ACBSP and IACBE international accreditation committees to assure the globalization of the business faculty at Kardan University.

In recent years, the college has actively engaged in cooperation with business schools of renowned universities, using international accreditation as the primary springboard, and has subsequently developed close contacts with management schools across numerous universities.

SWOT Analysis

The SWOT Analysis framework helps an organization identify the internal strategic factors, such as strengths and weaknesses, and external strategic factors, such as opportunities and threats. This section gives a brief self-assessment of the internal and external strategic elements of the Department of Information Technology.

Strengths:

- » A high level of professionalism in the Department
- » A high level of professionalism in the Department
- » Safe environment for female students
- » Diversity in teaching staff, well equipped with Outcome Based Education and Students Centered Learning
- » Diverse and rich curriculum

Weaknesses

- » Lack of experiential learning opportunities for the students
- » Weak presence of faculty members for consultation of the students
- » Lack of programs and events for alumni
- » Workload undermining quality and teaching and research
- » Increasing dropout of the students

Opportunities

- » Volunteerism for the development of society
- » Engage in joint research with business community
- » Exposure of successful alumni
- » Participation of students in local, regional and international competitions
- » Faculty and students exchange programs with international educational bodies

Threats

- » Increasing poverty and unemployment in the country which affects students purchasing power
- » Security issues and political instability
- » Rigid limitations from regulatory bodies
- » Lack of job opportunities in the market for graduates of universities
- » High competition in the market in the form of other private universities.

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