



## **DOW COLLEGE OF PHARMACY (DCOP)**

**DOW UNIVERSITY OF HEALTH SCIENCES**

# **STRATEGIC PLAN (2024 - 2027)**

**Pioneering Excellence | Inspiring Innovation**



**To Heal | To Educate | To Discover**

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# PRINCIPAL'S MESSAGE



## **Prof. Dr. Sumbul Shamim**

Principal, Dow College of Pharmacy  
Dow University of Health Sciences

I as Principal welcome all to Dow College of Pharmacy at Dow University of Health Sciences, a beacon of excellence in the heart of a dynamic academic health system. Our college, nestled amidst an ecosystem that includes premier hospitals, and research centers, stands as a testament to our commitment to pioneering pharmacy education and interdisciplinary collaboration.

Our comprehensive suite of accredited programs, including the Pharm D. M.Phil. in Pharmacology, Pharmaceutics, Pharmacy Practice, Pharmaceutical Chemistry, and Pharmacognosy, and most importantly the Ph.D. in Pharmacology, are designed to be a blueprint for the success of our Graduates in the dynamic world of pharmacy. It's more than education; it's about molding future leaders ready to tackle global health challenges. Our Vision is reflected in our pursuit of academic excellence.

Our ethos is grounded in real-world experiences, achieved through strategic alliances with healthcare giants and access to state-of-the-art labs, ensuring that our students are not just learners, but practitioners from day one. At the College of Pharmacy, we believe in the power of inter-professional education and the importance of fostering a global perspective, empowering you to make an impact worldwide.

We continue to push the boundaries of pharmacy education, research, and practice. Together, we will shape the future of healthcare, ensuring that our graduates not only excel in their careers but also contribute to the well-being of communities around the world.

# DEAN'S MESSAGE



**Prof. Dr. Rabia Bushra**

Dean, Faculty of Pharmaceutical Sciences  
Dow College of Pharmacy, DUHS

As Dean of Pharmaceutical Sciences, at Dow University of Health Sciences (DUHS), my vision for 2030 is to establish our faculty as a globally recognized hub of excellence in pharmaceutical education, research, and innovation. In pursuit of academic excellence, we will enhance and modernize the curriculum to meet evolving industry demands and global standards. Our focus will be on fostering a culture of lifelong learning and professional development among faculty and students, encouraging interdisciplinary collaborations, and providing experiential learning opportunities through internships and research projects. Secondly, research advancement will be a key priority. We will prioritize research and innovation initiatives, establish state-of-the-art research facilities, and cultivate a culture of scholarly activities, publication, and dissemination of research findings. Furthermore, we recognize the importance of industry collaboration in driving innovation and addressing real-world challenges. We will strengthen our partnerships with pharmaceutical industry stakeholders, offering industry-relevant training programs, and facilitating industry-sponsored research projects. Finally, community engagement will be integral to our mission. We will strengthen our community outreach programs to address healthcare challenges and promote public health awareness.

By aligning our efforts with this visionary roadmap, we aspire to realize our full potential and make enduring contributions to the advancement of pharmaceutical sciences and healthcare, ultimately improving the quality of life for individuals and communities worldwide.

# EXECUTIVE SUMMARY

Dow College of Pharmacy is envisioned to nurture and flourish by focusing on the university's core mission. It is poised for strategic growth by leveraging our core strengths: a highly qualified faculty, a PCP-approved program, robust in-house research facilities, and an enhanced mentorship framework. It demonstrates an unparalleled commitment to excellence, innovation, and continuous improvement. The focal point was establishing clear, objective, and measurable goals to further elevate the institution's reputation by providing high-quality education, and a supportive learning environment that aims to attract and retain a student in undergraduate and postgraduate programs. Our dedication extends to the yearly enhancement of technologies, infrastructure, and accessibility, ensuring that the department remains at the forefront of progressive education. Looking ahead, our vision encompasses a sustained focus on fostering academic collaborations and strengthening ties with the industry to propel educational and research excellence and foster innovation that directly impacts societal well-being. Additionally, the Dow College of Pharmacy is steadfast in monitoring and achieving key performance indicators, affirming our commitment to positive and timely outcomes. Through this strategic plan, we envision an undergraduate and post-graduate program that not only meets but exceeds expectations, making a lasting impact on the field of pharmacy and contributing significantly to academic and industrial landscapes from 2008 to 2030.

# ABOUT THE COLLEGE

Dow College of Pharmacy was established in early 2008 and is now one of the top-ranked faculties in the Sindh province. Dow College of Pharmacy was upgraded to the Faculty of Pharmaceutical Sciences; Dow College of Pharmacy in the year 2014. Faculty of Pharmaceutical Sciences, Dow College of Pharmacy is a distinguished and well-renowned entity working under the portal of Dow University of Health Sciences and recognized by the Pharmacy Council of Pakistan and Higher Education Commission.

The program provides a rigorous background in a range of scientific disciplines that are critical to the success of modern pharmaceutical scientists in industry, government, and academia. PharmD is a five-year program. The training also includes hands-on experience in hospitals and pharmaceutical settings. After the successful running of the Morning shift, the evening program was launched in 2015. Under the Leadership of Principal, Prof. Dr. Sumbul Shamim, Dow College of Pharmacy provides highly proficient education to its students by utilizing rich resources provided by the university. The institute is equipped with high-end facilities for its Students, Researchers, and Faculty. The faculty is comprised of 47 highly qualified faculty members, with 33 Ph.D. degree holders in relevant fields and HEC Ph.D approved research supervisors.

The university has offered a full-time postgraduate program since 2013 in the key areas of Pharmacy and has developed the curriculum format to allow a greater range of options within the program to meet the requirements of pharmacists who have a passion for teaching and research careers in pharmacy and allied health sciences. It provides a sound understanding of drug and disease and diagnostic and instrumental approaches at the molecular level applying contemporary techniques of modern biomedicine. It provides opportunities to acquire and develop the skills of synthesis, analysis, and decision-making required for careers in the field of pharmaceutical research. Thus, the students are trained as subject specialists, researchers, and resource people, well-equipped with the methodologies of modern trends of teaching and research in various disciplines of pharmaceutical sciences. Research students at DCOP are guided by a team of highly qualified HEC-approved supervisors. They are also provided with facilities to work in advanced labs that will help equip practicing pharmacists with the skills to progress into higher levels in all professions of pharmacy. This will enable them to meet the respective intra-disciplinary and cross-disciplinary challenges on the frontiers of pharmaceutical sciences including in vitro, in vivo, cellular, computer-aided-drug designing, and screening at molecular and genetic levels, etc.



# INTRODUCTION & OVERVIEW

## Teaching/Academic Achievements

At DCOP, the academic environment is challenging, and students are expected to think critically and creatively. DCOP offers a student life that can be tailored to their preferences. Students will find it easy to engage in exciting opportunities and experiences at DCOP such as hands-on Practical work related to Pharmacological activity on Animals, Simulation Labs for Anatomy, Physiology, and Pharmacology. Pharmaceutical Preparation, Compounding, Dispensing, and Pharmaceutical Product Development. The hospital ward rounds and project selection, Hospital and Industrial visits, workshops, seminars, symposiums, etc. The aim is to train pharmacy students, the backbone of the healthcare system to practice in various healthcare settings, including hospitals, communities, clinics, etc. We are transforming healthcare into a global hub of innovation and opportunity. With a success rate of more than 95%, every year students of both Morning and Evening batches passed out. During their study of courses, students are also provided with the opportunity to carry out clinical ward rounds under the supervision of experienced faculty members and healthcare professionals. This training enables the potential pharmacist to play a significant role in strengthening the quality of healthcare services in our society. Students of fourth and fifth professionals complete their training in pharmaceutical service centers of Dow University Hospital and Civil Hospital (ambulatory dispensing area, emergency room pharmacy, in-patient pharmacy, out-patient pharmacy, bulk store, satellite pharmacy) and different wards (unit) like Medical ICU, Neonatal care unit, Cardiac care unit, cardiac ward, institute of chest diseases, Gynecology ward, Neuro. / Psychiatry ward, Gastroenterology ward, Pediatric ward, Dialysis center. This clinical training is conducted at Dow University Hospital and Civil Hospital.

**Till 2024, twelve batches of Pharm. D program has graduated from this institute. The entire group of passed-out Pharmacy graduates from Dow College of Pharmacy is offered professional services in various national and multinational organizations, within and outside Pakistan.**

In addition, **Postgrad achievements** include:

- Shabana Arzoo (2019), Muhammad Osama Shahid (2020), Hina Tabassum (2020), Almas Naeem (2020), Noreen Tariq (2021), Farah Aslam (2021), Nadia Qadeer (Nov 2021), Munazza Umbreen (July 2022) and Tehrim Fatima (Nov 2023) successfully defended their M. Phil. (Pharmacology) thesis.
- Currently more than 20 students are enrolled in M.Phil and 5 students are enrolled in the PhD program.

## Institutional Initiatives

- Initiate Distance Education (Virtual learning environment) in 2020 during the pandemic.
- Trained Faculty for e-learning through Coursera courses such as "Foundations of Virtual Instruction", "Learning to Teach Online and Get Interactive: Practical Teaching with Technology"

## Research Grants

Funding for research is not merely about financial sustenance; it's about unlocking the doors to secure resources, enabling researchers to traverse the path from ideation to innovation that makes tangible contributions to human knowledge. It enables researchers to push boundaries, facilitating access to cutting-edge technologies, specialized equipment, and expert collaborations. Therefore, DCOP faculty has not only participated but also won various Research grant opportunities such as HEC (NRPU), DUHS (VCSFI), LCF (HEDP), etc.

## Research Publications

Publications are an essential part of scientific communication (with industry and community). Publishing a research paper can have many advantages for researchers, including professional recognition, opportunities for collaboration, increased visibility, impact on society, professional development, inspiration for future research, and contribution to the field. The DCOP faculty has been continuously involved in publishing their valuable research in various international and national HEC-recognized journals.

## Training/Workshops/Seminars/Symposium/Guest-Lectures

Several of these activities have been arranged by the different departments of DCOP for the last five years, where training, workshops, seminars, etc. are highly beneficial to students since they enable them to evaluate, stay up to date on current events, comprehend concepts, and build their network. Workshops and seminars can address prevalent challenges and difficulties business professionals face daily. Participants can share their ideas and views on tackling the problem, which can provide a new perspective on how to address it. Some of the highlights include:

- Department of Pharmacy Practice conducted a training session on "Use of End in Pharmaceutical Sciences on 16th March 2023."
- The Department of Pharmacognosy also organized a guest lecture for 4th year DCOP students on 9th March 2023, on the topic of "Application of Nanotechnology in Herbal Drug and Natural Products: A New Approach for Natural Drug Development".
- A symposium on "Role of pharmacist in DRAP: a regulatory landscape of Pakistan" was arranged for final year students of DCOP on 8th March 2023.
- The Department of Pharmaceutical Chemistry, DCOP conducted a One-day Hands-on workshop "Research advancements in Pharmaceutical Chemistry-SERIES 2: MOLECULAR DOCKING & ANALYSIS" dated 28th October 2022.
- On 28th-29th October 2022, the Department of Pharmacognosy arranged a two-day workshop on "Natural Medicine: Current and Future Perspective

- The Department of Pharmacy Practice arranged an interactive seminar on "Hormonal Health Concerns" on 5th November 2022. In 2022, the Pharmaceutics Department of DCOP conducted a seminar on the topic "Regenerative Medicine: new Frontiers in Medical Biotechnology" on 10th November 2022.
- Department of Pharmaceutical Chemistry, DCOP organized and conducted a Hands-On workshop on "Research advancements in Pharmaceutical Chemistry" dated 17th and 18th March 2022.
- In addition, every year, Students industrial visits to BOSCH Pharmaceuticals, Martin Dow Limited, Brookes Pharmaceuticals, and Herbion Pharma as well as academic trips to the Indus Hospital and Career drive were also arranged for 4th and 5th Prof. students.

### Extra-Curricular Activities

Extracurricular activities are essential for students because they allow them to learn about themselves and their interests. They also help them develop skills that will help them in their future careers and life. Students have an opportunity to learn about teamwork, develop strong communication skills, experience what it feels like to stand on stage in front of an audience, time management, and many more. For this reason, numerous extra-curricular activities were arranged including:

- **Prime Minister Program for Youth Development and Green Youth Movement**
- **World Pharmacist Day**
- **Annual Sports Week**
- **Dow Premier League**
- **Sports Activities in collaboration with HEC**
- **Youth Societies intra-university**
- **Literary Club on English and Urdu Poetry, Debate, and Literature**
- **Research and Innovation Showcase Events.**

# DEPARTMENTS UNDER DOW COLLEGE PHARMACY, FACULTY OF PHARMACEUTICAL SCIENCES:

The academic activities at the Faculty of Pharmaceutical Sciences, Dow College of Pharmacy are

divided into five major departments:

1. Department of Pharmacology.
2. Department of Pharmaceutics.
3. Department of Pharmaceutical Chemistry.
4. Department of Pharmacognosy.
5. Department of Pharmacy Practice.

## DEPARTMENT OF PHARMACOLOGY

Pharmacology is the study concerned with all aspects of the actions of drugs and other chemicals on living systems. It explores the action of drugs, adverse effects, drug interaction, contraindications, and their pharmacokinetics. It provides pre-clinical and clinical education in the areas of Pharmacology, Therapeutics, and Toxicology for undergraduate and postgraduate students. Pharmacological research areas include Cardiovascular Pharmacology, Clinical Pharmacology, Molecular and Biochemical Pharmacology, Neurosciences, and Inflammatory Pharmacology.

## DEPARTMENT OF PHARMACEUTICS

Pharmaceutics is the science of drug manufacturing. It involves the processes of new chemical entities turning into a dosage form, and modification into the existing formulation in order to enhance their safety and efficacy. This field encompasses the knowledge and guidelines for the manufacturing of formulation, facilities used for manufacturing, and regulations for pharmaceutical manufacturing and marketing.

## DEPARTMENT OF PHARMACEUTICAL CHEMISTRY

Pharmaceutical Chemistry addresses chemical aspects of drug development, analytical procedures, and important reactions involved in quantification and quality testing of drugs. Medicinal chemistry is the most important aspect of this branch of Pharmacy, along with the other courses which make the students aware of handling various instruments to be used for analytical purposes including pH meter, Conductivity meter, UV-visible spectrophotometer, HPLC, Mass Spectrophotometer, IR and NMR Spectrophotometer, etc.



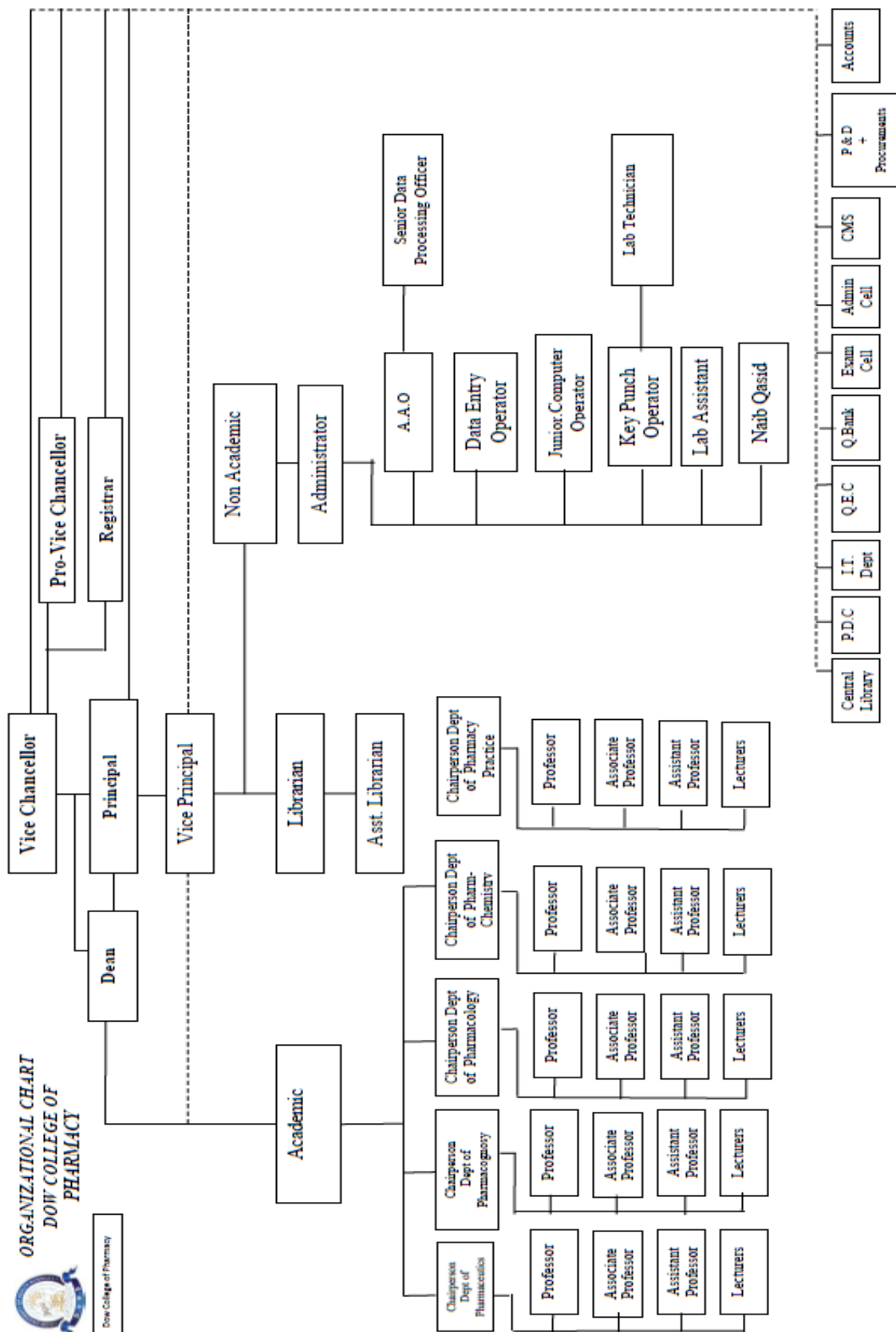
## **DEPARTMENT OF PHARMACOGNOSY**

Pharmacognosy focuses on natural sources of drugs including plants, animals, and minerals. This science includes studies related to the Procurement of drugs from said sources, the effects of these drugs on animals as well as human subjects, drug profiles, etc. It also covers the clinical aspects of herbal medicines with quality control, toxicity studies as well as herbal drug interactions. It also elaborates on the industrial aspects that cover the cosmeceuticals, nutraceuticals, and exploration of new herbal drugs.

## **DEPARTMENT OF PHARMACY PRACTICE**

Department of Pharmacy Practice was established in the year 2014 Dec. 22nd, as per the requirements set forth by the Pharmacy Council of Pakistan. The curriculum of pharmacy practice has a major focus on practicing clinical skills in the community, hospital, and clinical pharmacy setups learned in the classroom. Students must attend Ward rounds in two different hospital settings i.e. civil hospital, Dow University Hospital, OICD, and OJHA Campus. Students conduct ward rounds under the supervision of the teaching faculty and with the facilitation of doctors to develop an understanding of patient history taking, and lab data interpretation and enable them to suggest clinical interventions (i.e. via dose calculations and adjustments, detection of ADRs and interactions, following standard treatment guidelines and evidence-based medicines).

# ORGANIZATIONAL STRUCTURE



Prepared by  
Prof. Dr. Sumbul Shamim

Approved by

## Current faculty/staff/student numbers

The main strength of any program is its regular full-time faculty. Their expertise brings a wealth of knowledge to the classrooms. They challenge their students to reach their full potential and strive for academic and personal growth. This can lead to improved academic performance, increased engagement, and greater opportunities for students. At DCOP, the faculty is comprised of 47 highly qualified faculty members, with 33 Ph.D. degree holders in relevant fields and sufficient teaching experience.

### Faculty Number = 47

- Professors = 03
- Associate Professors 09
- Assistant Professors = 27
- Lecturers=08
- Non-teaching staff members fulfill a wide range of responsibilities that encompass administrative, maintenance, and operational tasks. Their contributions are essential in creating an environment conducive to effective teaching and learning

### Staff Number = 24

- Admin Staff: 09
- Laboratory Staff: 08
- Naib Qasid/Attendant Staff = 07
- As learners, students play a crucial and active role in education. They involve and interact with students and teachers, participate in classroom discussions, and act in a receptive manner

### Total number of students (2023) = 760

- Pharm. D. Program

Prof	Number of Students in Pharm.D. (Morning) Program	Number of Students in Pharm.D. (Evening) Program	TOTAL
1 <sup>st</sup> Prof.	101	53	<b>732</b>
2 <sup>nd</sup> Prof.	90	47	
3 <sup>rd</sup> Prof	92	51	
4 <sup>th</sup> Prof.	100	52	
5 <sup>th</sup> Prof	96	50	
<b>Total</b>	<b>479</b>	<b>253</b>	



- **M.Phil. Program**

Department	Number of Students (Currently Active)
Pharmacology	15
Pharmacy Practice	8
Pharmaceutics	4
Pharmaceutical Chemistry	1
<b>Total</b>	<b>28</b>

- **PhD Program**

Department	Number of Students (Currently Active)
<b>Pharmacology</b>	<b>03</b>

- **Graduation Rates**  
**Pharm.D. Program:**

Year 2023: 96% (Morning) + 85.41% (Evening)  
 Year 2022: 97% (Morning) + 73.46% (Evening)  
 Year 2021: 93.75% (Morning) + 91.66% (Evening)  
 Year 2020: 100% (Morning) + 69.23% (Evening)  
 Year 2019: 98% (Morning batch only)

- **M.Phil. Program (Pharmacology):**

Total number of Graduate until 2023-09  
 Year 2023: 7 admission, 7 active  
 Year 2022: 1 admission, 1 active  
 Year 2021: 7 admissions, 1 dropout, 1 graduate, 5 actives  
 Year 2020-2019: 2 admissions, 2 actives

- **M.Phil. Program (Pharmaceutics):**

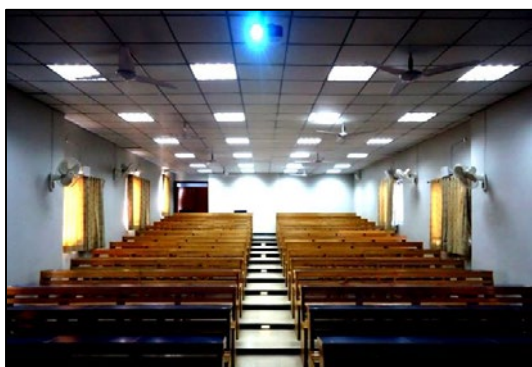
Year 2023: 1 admission, active  
 Year 2022: 1 admission, active  
 Year 2021: 3 admissions, 1 cancelled, 2 actives



- **M.Phil. Program (Pharmacy Practice):**  
Year 2023: 7 admissions, 7 actives  
Year 2022: 1 admission, active
- **M.Phil. Program (Pharmaceutical Chemistry):**  
Year 2023: 1 admission, active
- **M.Phil. Program (Pharmacognosy):**  
No admissions till 2023

## FACILITIES

- The DCOP is comprised of 3 buildings, with six spacious lecture halls, and three seminar rooms with audio-visual facilities and centrally air-conditioned for lecture delivery as per advanced teaching methodology. The DCOP also possessed tutorial rooms, an animal house, and a medicinal garden for the curricular and non-curricular academic activities of the students.



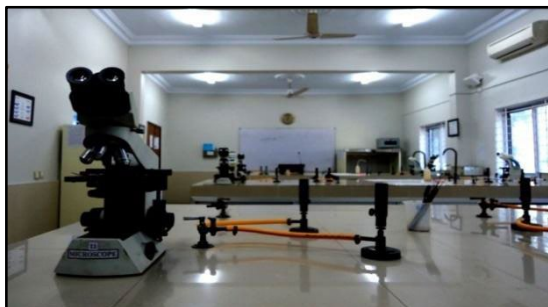
- Excellent laboratory facilities are provided for students where they can work and learn properly.  
The laboratories are well-equipped spacious spaces, laboratories for hands-on training during education with the latest equipment/machines

## FOR UNDERGRAD STUDENTS:

- **Pharmaceutics Lab**



- **Microbiology Lab**



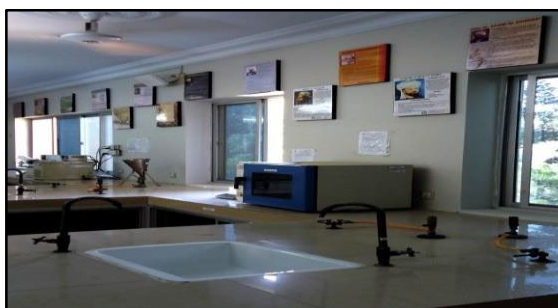
- **Pharmaceutical Chemistry Lab**



- **Pharmacology Lab**



- **Pharmacognosy Lab**



- **Industrial Pharmacy Lab**



- **For Postgrad Students:  
Systemic and Molecular Pharmacology Research Lab**



- **Pharmaceutics Research Lab**



- **Pharmaceutical Chemistry Research Lab**





- **Pharmacognosy Research Lab**



- **Microbiology and Immunology BSL Lab 3**

Girls Common Room as well as Souvenir Shop is also present in DCOP to facilitate undergrad and postgrad students.



A well provided Library with all types of books and Research Journals on all topics that will be taught to DCOP students



Digital Library both at DCOP and at OJHA campus (with more than 200 separate working stations) for each student, provides hands-on training in Computer and advanced software applications in Pharmacy.

**Digital Library at DCOP**



**Digital Library Facility in Main  
Library Block, Ojha Campus.  
> 200 Work Stations**



There is a fully maintained animal house that provides animals for the smooth execution of pharmacological experiments.



In addition, a Medicinal herbal garden also offers many benefits to students of DCOP. It ranges from hands-on learning to plant identification and access to fresh herbs. Students will also learn about understanding plant growth, cultivation and promoting sustainability.

### **Medicinal Herbal Garden**



- Students are properly evaluated through a well-structured and organized examination system.
- Students are provided with the facility of mentorship in academic and administrative affairs.
- There is also a network of alumni for students' facilitation and inspiration.
- A centralized mosque and spacious cafeteria are also available on the university premises.



# SECTION I: OVERVIEW OF THE STRATEGIC PLANNING PROCESS

Given the fact that DUHS is the largest and most comprehensive health sciences institution in Pakistan, we share an unprecedented responsibility and enormous potential to continue to shape the future of health care in this region. Accordingly, Professor Mohammed Saeed Quraishy, Vice Chancellor, DUHS mandates that all key stakeholders in the University and the community be involved in the development of this Strategic Plan. The Executive Strategic Planning Workgroup (see below) was therefore constituted with this mandate in sight and the process of development of this Plan was informed and influenced not only by their active participation but also the valuable feedback that was actively sought from the faculty, staff, students, and members of this community.

The following guiding principles were used in the development of this Strategic Plan, and it is anticipated that this will be incorporated within the planning process that will be subsequently employed by various academic and administrative units in the development of their complementary strategic plans. It was envisioned that the Plan should:

- Be consistent with and contribute to the achievement of the DUHS's mission, vision, and values
- Be developed in a participative and collaborative manner and shared with all key stakeholders
- Reflect high but achievable and realistic aspirations as well as demonstrate creativity and innovation in setting forth goals and strategic thrusts for the University
- Be based on measurable goals and strategies and include appropriate performance metrics
- Take into consideration available resources
- Include a component on objective monitoring/evaluation

A key component of the planning process was its genesis and review by a knowledgeable and appropriately constituted Executive Strategic Planning Workgroup. This review process ensured that all plans were conceptually and structurally sound, demonstrated high aspirations, creativity, and innovative thinking, and contributed to the accomplishment of overall University goals. Recognizing both the time constraints of the planning schedule and the diversity of issues faced by a rapidly expanding University, the overall intent of this process was to keep it as simple as possible and provide appropriate flexibility in achieving the stated goals.

## **SECTION II: VISION, MISSION, AND VALUES**

One of the principal objectives of the strategic planning process was the articulation and communication of the fundamental purpose of the University. It is the construct within which challenges and opportunities are examined and analyzed, strategic issues framed, and strategic goals and thrusts articulated. It is also the process through which the plan is implemented and the lens that ultimately evaluates its effectiveness. The primary components of the University's purpose are its vision, mission, and values.

### **VISION**

**To be a pre-eminent academic institution committed  
to changing and saving lives.**

### **MISSION**

**Providing outstanding patient-centered education, training, and  
clinical care informed by cutting-edge research and innovation  
generating and disseminating new knowledge.**



# VALUES

## CUSTOMER SERVICE

- o Put patients & students first

## EMPATHY & COMPASSION

- o Understand before you judge
- o Be concerned for sufferings & misfortunes of others

## EXCELLENCE

- o Be the best and commit to exceptional quality and service

## INNOVATION

- o Encourage curiosity, imagine, create and share

## TEAMWORK

- o Engage & collaborate

## INTEGRITY & LEADERSHIP

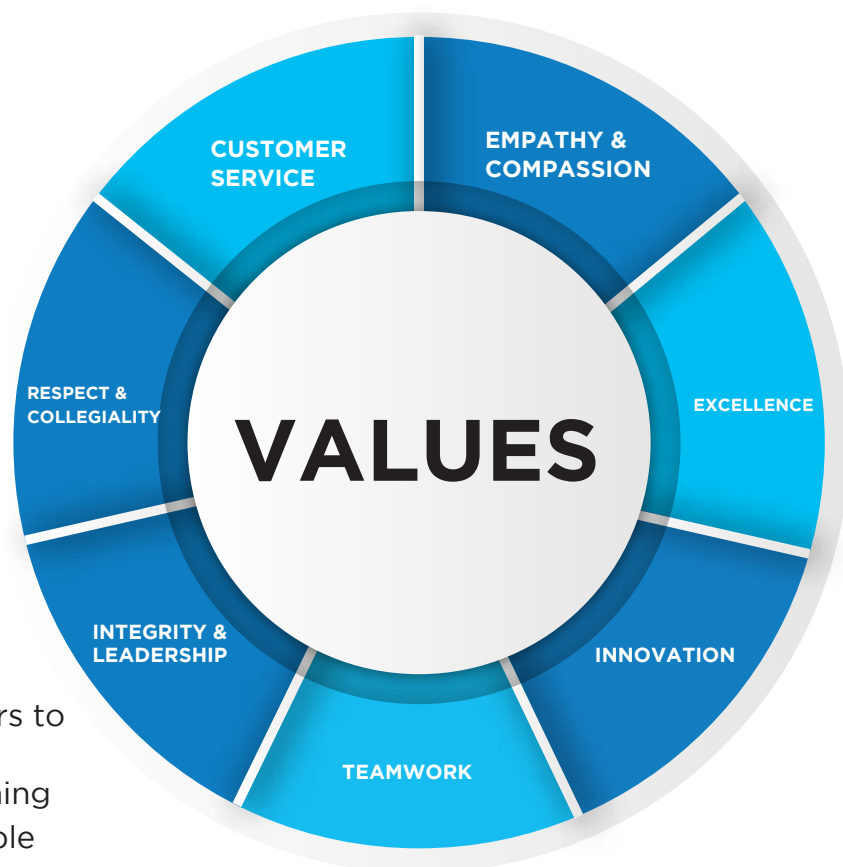
- o Be a role model and influence others to achieve their best
- o Have the courage to do the right thing
- o Hold yourself and others accountable

## RESPECT & COLLEGIALLY

- o Be kind
- o Listen to understand
- o Value different opinions

## STATEMENT OF PURPOSE

To provide a comprehensive and progressive learning environment that encourages quality education, skill building, and high ethical and moral standards in the future pharmacist who can contribute to developing pharmaceutical products, quality pharmaceutical care, consultancy, and innovative research



## SECTION III: ASPIRATIONAL INSTITUTIONS

In our strategic plan, we aim to draw inspiration from leading educational institutions, both at the national and international levels. The selection of aspirational institutes plays a pivotal role in shaping our strategic direction. These institutes are carefully chosen, considering various factors including their academic standing in the region where they are operating, their global ranking, and the relevance of their academic programs to ours. We also consider their ability to address similar challenges and operate within comparable academic environments.

The aspirational institutions that we have identified are:

1. Quaid-e-Azam University, Islamabad
  - QS Ranking: 551/1000 Top Universities
2. King Abdulaziz University, Jeddah, Kingdom of Saudi Arabia
  - QS Ranking: 231/1000 Top Universities

## SECTION IV: STRATEGIC GOALS

- Goal 1:** Impart Quality Undergraduate and Postgraduate Education
- Goal 2:** Enhance Capacity for Research, Innovation, and Knowledge Dissemination
- Goal 3:** Recruit, Retain, Educate, and Train Quality Workforce
- Goal 4:** Develop and Sustain an Environment of Administrative Responsibility, Accountability, and Transparency
- Goal 5:** Improve Graduation Rates through a Supportive Learning Environment
- Goal 6:** Integrate Advanced Technology for Enhanced Educational and Operational Efficiency
- Goal I:** **Impart quality education that is competitive and incorporates emerging healthcare trends such as telepharmacy, AI in drug discovery, and personalized medicine by 2025.**

To achieve our goal of imparting quality undergraduate and postgraduate education, we will strategically allocate resources in the following areas:

- We will initiate more faculty development programs aimed at enhancing teaching methodologies, curriculum design, and assessment practices. These programs will further equip our teachers with the necessary skills and expertise to deliver student-centered and globally competitive education.
- Modern educational technology is essential for creating a learning environment that is engaging and conducive for the students. We will allocate resources to further improve our infrastructure. Provision of other resources for enhancing student engagement will be prioritized.
- To ensure the relevance of our education to the delivery of 21st-century healthcare, we will keep in view the highest standard of education implemented nationally and internationally, for this reason, we have benchmarked aspirational institutes both locally and internationally.

- Goal II:** **Enhance capacity for research, innovation, and dissemination of new knowledge in areas.**

To enhance our capacity for research, innovation, and dissemination of new knowledge, we will strategically allocate resources in the following areas:

- We strive to pursue securing research grants and enhancing funding of research projects with steadier efforts. In this regard, we will train and motivate our faculty members to play their part, and we are committed to providing the resources that they might need to accomplish their objectives.

- State-of-the-art research facilities and equipment are essential for conducting high-quality research. We will allocate resources for the development and maintenance of research infrastructure, including laboratories, equipment, and computing resources, to support our researchers in their pursuit of scientific discovery and innovation.
- We will provide incentives and rewards for innovative research outputs, such as patents, publications in high-impact journals, and commercialization opportunities. The university is already providing financial assistance in terms of publication fees. These incentives will encourage creativity, entrepreneurship, and collaboration among our researchers, fostering a culture of innovation and excellence within our institution.
- Collaboration with other stakeholders will be prioritized where necessary. We will develop concrete procedures and guidelines and facilitate researchers in their endeavors through training, exposure, and formal assistance where needed.

**Goal III: Recruit, retain, educate, and train a quality workforce in strategic areas of need.**

To recruit, retain, educate, and train a quality workforce in strategic areas of need, we will strategically allocate resources in the following areas:

- A conducive working environment is crucial to the satisfaction of the workforce. We have always paid attention to maintaining high standards of professional environment and we are committed to doing more to keep our workspaces engaging and favorable. All of this helps us retain a quality workforce. The provision of facilities and infrastructure is not to be ignored either.
- Continuous learning and professional growth are essential for workforce development. We will allocate resources for professional development and training programs that enhance the skills, knowledge, and capabilities of our faculty and staff, enabling them to excel in their roles and advance their careers within our institution.
- The recruitment process is central, but the institute plays its role in ensuring that the human resources induced are appropriately qualified and of strategic importance. We will make sure to identify and attract top talent whenever there is a need for hiring.
- Retaining our talented workforce is critical for long-term success. We will allocate resources for retention strategies, including mentorship programs, career development opportunities, and recognition programs that celebrate the achievements and contributions of our faculty and staff.



#### **Goal IV: Develop and sustain an environment of administrative responsibility, accountability, and transparency**

To develop and sustain an environment of administrative responsibility, accountability, and transparency, we will strategically allocate resources in the following areas:

- Our administrative staff plays a crucial role in supporting the operations of our institution. We will allocate resources for staff training and development programs that enhance their skills, knowledge, and capabilities in areas such as financial management, project management, and organizational leadership. By investing in our staff, we will build a team of competent and motivated professionals who are equipped to contribute to the success of our institution.
- We are committed to promoting transparency and accountability in our administrative practices. We will allocate resources for initiatives that enhance transparency, such as regular financial reporting, open communication channels, and stakeholder engagement activities. These initiatives will build trust and confidence among our stakeholders and demonstrate our commitment to responsible governance and oversight.
- We recognize the importance of investing in infrastructure and technology to support administrative functions and improve operational efficiency. We will allocate resources for the development and maintenance of infrastructure, including IT systems, facilities, and equipment, that enable our administrative staff to perform their roles effectively and efficiently. By modernizing our infrastructure and technology, we will streamline processes, reduce administrative burdens, and enhance the overall effectiveness of our operations.
- We aim to handle our budget effectively, monitor expenditures, and optimize resource allocation to support our strategic goals and priorities.



## **Goal V: Improvement of graduation rate through a supportive learning environment.**

To improve our graduation rate through a supportive learning environment, we will strategically allocate resources in the following areas:

- We believe considering students feedback is pivotal to onward planning and decision-making. We regularly do and aim to enhance having feedback from students to identify the areas that need to be improved. Such feedback will be thoroughly analyzed to enhance administrative and academic support for the students.
- We will allocate resources for student academic support services, such as mentoring, academic advising, and counseling, to provide students with the assistance they need to succeed academically. These services will be tailored to the diverse needs of our student population and delivered in a supportive and accessible manner.
- We will invest in the enhancement of teaching methodologies to create a supportive learning environment that promotes student engagement, active learning, and critical thinking. We will allocate resources for faculty development programs, instructional design initiatives, and technology integration projects that enhance the quality and effectiveness of teaching and learning.

## **Goal VI: Integrate Advanced Technology for Enhanced Educational and Operational Efficiency.**

To achieve this goal, DCOP will allocate resources strategically across key areas:

- Investment in smart classrooms, digital learning platforms, and automation tools.
- Professional development programs to upskill faculty in using AI-driven tools and innovative teaching methods.

## OBJECTIVES, OKRs & KPIs

Strategic Goal 1: Impart Quality Undergraduate and Postgraduate Education							
Goal Statement: Impart quality education that is competitive and incorporates emerging healthcare trends such as telepharmacy, AI in drug discovery, and personalized medicine by 2025.							
OKR (Objective and Key Results)							
Objective 1: Organize skill development programs for the students focusing on AI and contemporary fields of pharmacy.							
Objective	Key Results	KPI	Measurement Method	Target	Progress	Person Responsible	Timeline
Organize skill development programs for the students	KR1.1: Provide soft skills training to at least 50% of graduating batch students by Q3 2025.	Percentage of graduating batch students trained.	Track student training activities.	More than 50% of students trained by Q3-2025	50%.	Principal, Dean, HODs of different departments, Director Pharmacy Services DUH	launch date:04/25 full deployment:12/2025 Train at least 50 % of students
	KR 1.2: Provide advanced skills training for emerging healthcare trends like the Role of AI in pharmacy, telepharmacy, and personalized medicine open for all batches by Q4-2027.	The number of soft skills training opportunities provided.		Advanced skills training will be introduced by Q4-2027.	30%.	Principal, Dean, HODs of different departments, Director Pharmacy Services DUH	launch date:04/25 full deployment:10/2027 Introduction of advanced skills
	KR 1.3: Implement experiential learning opportunities (e.g., internships, industry projects) for 75% of students by Q4-2025.	Percentage of students participating in experiential learning.	Monitor student enrollment and participation in new courses and experiential learning opportunities	75% of students participated in experiential learning by Q2-2025.	80%.	Principal, Dean, HODs of different departments, Director Pharmacy Services DUH	launch date:04/25 Full deployment:12/2025 Train at least 75% of students

## Objective 2: Enhance Career Orientation and Advisory Services

Objective	Key Results	KPI	Measurement Method	Target	Progress	Person Responsible	Timeline
Enhance Career Orientation and Advisory Services	KR 2.1: Organize career guidance sessions aimed at nurturing students to become more employable by Q4-2025.	The number of career guidance sessions offered.	Track the number of career guidance sessions offered.	At least one career guidance session is offered.	100%.	Principal, Dean, HODs of different departments, Director Pharmacy Services DUH	launch date:05/25 full deployment 12/25 organize 1 career guidance session
	KR2.2: Organize career fairs with leading industry partners by Q4-2025.	The number of career fairs organized.	Track the number of career fairs organized.	One career fair organized by Q4-2025	50%.	Principal, Dean, HODs of different departments, Director Pharmacy Services DUH	launch date:05/25 full deployment:12/2025 organize 1 career fair
	KR 2.3: Achieve a minimum of 70% graduating students' participation in career guidance sessions by Q4-2024.	Student participation in career guidance sessions.	Track career guidance activities.	A participation of more than 50% of students of the graduating batch by Q4-2025.	100%.	Principal, Dean, HODs of different departments, Director Pharmacy Services DUH	launch date:05/25 Full deployment:12/2025 Participation of at least 50% of graduating students

## Strategic Goal 2: Enhance Capacity for Research, Innovation, and Knowledge Dissemination

**Goal Statement: Build a robust research culture focused on innovation and the dissemination of new knowledge in strategic areas.**

### OKR (Objective and Key Results)

#### Objective 1: Secure Research Grants and Foster Innovation

Objective	Key Results	KPI	Measurement Method	Target	Progress	Person Responsible	Timeline
Secure Research Grants and Foster Innovation	KR 1.1: Apply for at least five research grants annually by Q4-2025.	Several research grants were applied for and secured.	Track grant applications and funding secured.	Five research grants applied for annually by Q4-2025.	100%	the program director of different department	launch date:01/25 full deployment 12/25



	KR 1.2: Start at least five collaborative research projects with an interdisciplinary approach.	The number of collaborative research projects initiated with an interdisciplinary approach.	Track the number and nature of initiated research projects.	Five interdisciplinary collaborative research projects launched by Q3-2025.	100%	the program director of different department	launch date:01/25, full deployment 6/25 at least 5 collaborative projects
	KR 1.3: Publish at least 05 research papers in impact factor journals annually by Q4-2025.	Number of research papers published.	Monitor research output and publications.	05 research papers published annually by Q4-2025.	100%	the program director of different department	launch date:01/25, full deployment 12/25 published 5 research publication
	KR 1.4: Design projects related to digital health and AI in research by Q4 2027.	The number of projects developed on digital health and AI in research.	Monitor several projects.	02 research projects proposed by Q4-2027	10%	the program director of different department	launch date:02/25, full deployment 12/27 research proposed by 2027

#### Objective 2: Strengthen Industry and International Collaborations

Objective	Key Results	KPI	Measurement Method	Target	Progress	Person Responsible	Timeline
Strengthening industry and international collaborations	KR 2.1: Form at least one new industry partnership by Q4-2025.	The number of new partnerships and collaborations established.	Track partnership agreements and collaborative projects.	Three industry partnerships by Q4-2025.	30%	All faculty members	launch date:04/25 Full deployment:10/2025 Train at least 50% of students
	KR 2.2: Industry-sponsored internship programs available to ~70% of the 4th and 5th-year undergraduate students by Q4-2025.	The number of industry-sponsored internship programs.	Monitor commencement of Industry-linked internship programs.	At least one internship opportunity is offered to the 4th and 5th-year undergraduate students.	50%	Principal, Dean, HOD of the pharmaceuticals department	launch date:04/25 Full deployment:10/2025 Train at least 50% of students
	KR 2.3: Initiate collaboration to secure research funding from the industry in drug product development utilizing advanced technologies Q4-2026.	The amount of research funding from industry collaborations.	Monitor initiation and possible commencement of collaborative projects aimed at securing funding from the industry.	At least one collaborative research fund secured from the industry.	10%	Principal, Dean, HODs of different departments, Director Pharmacy Services DUH	launch date:04/25 Full deployment:10/2025 Train at least 50% of students

Strategic Goal 3: Recruit, Retain, Educate, and Train Quality Workforce							
Goal Statement: Build and maintain a highly qualified workforce in strategic areas of need							
OKR (Objective and Key Results)							
Objective 1: Implement a Comprehensive HR Development Program							
Objective	Key Results	KPI	Measurement Method	Target	Progress	Person Responsible	Timeline
Implement a Comprehensive HR Development Program	KR 1.1: Launch a faculty development program offering certifications and workshops emphasizing emerging technologies like AI, digital health, and Personalized medicine by Q2-2026.	Participation rate in faculty development programs.	Monitor the number of professional development programs conducted.	Launch Faculty development program offered to 100% of the faculty by Q4-2026.	10%	Principal, Dean, HODs.	Launch date:04/25 Full deployment: 12/2026 Train at least 100 % of faculty.
	KR 1.2: Facilitate the conduction of faculty development workshops by Q4-2026.	Participation rate in faculty development programs.	Monitor the number of professional development programs conducted.	Faculty development program offered to 100% of the faculty by Q4-2026.	35%	Principal, Dean, HODs.	Launch date:04/25 Full deployment: 10/2026 Faculty development program offered to 100% of the faculty by Q4-2026.
Objective 2: Foster Employee Well-being and Job Satisfaction							
Objective	Key Results	KPI	Measurement Method	Target	Progress	Person Responsible	Timeline
Foster Employee Well-being and Job Satisfaction	KR 2.1: Facilitate Employee Wellness sessions by Q3-2025 to provide physical, mental, and emotional support.	Number of sessions conducted.	Track wellness sessions provided.	O2 Wellness sessions provided by Q3-2025.	5%	HR Department	launch date:04/25 Full deployment: 10/2025 Train at least 50% of students

	KR 2.2: Conduct annual employee satisfaction surveys by Q4-2025.	Employee satisfaction rate.	Track wellness center utilization and survey responses.	One employee satisfaction survey was conducted in Q4-2025.	5%	HR DUHS.	Launch date:04/25 full deployment: 12/2025 Conduct employee survey satisfaction
	KR 2.3: Implement flexible work arrangements for faculty performing extra duties by Q4-2024.	The number of faculty members availing flexible work arrangements.	Monitor implementation and commencement of flexible work programs.	More than 50% of staff performing extra duties provided flexible work arrangements.	100%	Principal and vice principal	launch date:04/25 Full deployment: 10/2025 Train at least 50% of staff with flexible work arrangement

<b>Strategic Goal 4: Develop and Sustain an Environment of Administrative Responsibility, Accountability, and Transparency</b>							
<b>Goal Statement: Ensure a transparent, accountable, and responsible administrative environment that supports the college's mission and goals.</b>							
<b>OKR (Objective and Key Results)</b>							
<b>Objective 1: Strengthen Governance and Administrative Processes</b>							
Objective	Key Results	KPI	Measurement Method	Target	Progress	Person Responsible	Timeline
Strengthening Governance and Administrative Processes	KR 1.1: Conduct at least one comprehensive audit of the administration departments to ensure compliance with institutional policies by Q2-2025.	Conduction of audit of the administration department.	Monitor the initiation and completion of the audits.	At least one audit of the administration department was done by Q1-2025.	100%	Principal and Vice Principal	launch date:01/25 full deployment :4/2025 conduct at least 1 audit

	KR 1.2: Train key administrative position holders in areas of relevance.	The number of training courses provided for the key administrative position holders in relevant areas.	Monitor the process of training.	All key administrative position holders trained by Q3-2025	100%	Principal and Vice Principal	launch date:06/25 Full deployment: 10/2025 Train at least 50% of staff
	KR 1.3: Train administrative support staff in areas of relevance.			All administrative support staff trained by Q3-2025	100%	Principal and Vice Principal	launch date:04/25 Full deployment: 10/2025 Train at least 50% of staff
Objective 2: Enhance Management and Training of Laboratory Assistants							
Objective	Key Results	KPI	Measurement Method	Target	Progress	Person Responsible	Timeline
Enhance Management and Training of Laboratory Assistants	KR 1.1: Implement training covering safety protocols, equipment handling, and student interaction by the end of Q4-2025.	The number of training courses implemented.	Monitor the initiation and implementation of the training programs.	At least two courses will be conducted for the laboratory staff by Q4-2025.	50%	Principal and lab charges	launch date:04/25 full deployment: 12/2025 implement training for laboratory assistants.
	KR 1.2: Achieve more than 80 participants of all laboratory assistants in the new training programs conducted by Q4-2025.	Attendance of laboratory assistants in the training programs.	Monitor attendance of the training programs conducted for the laboratory assistants.	More than 80% of the laboratory assistants have received relevant training by Q4-2025.	20%.	Principal and lab charges	launch date:04/25 Full deployment: 12/2025 Train at least three modules developed for laboratory
	KR 1.3: Ensure laboratory assistants benefit from the new training programs.	Satisfaction level of laboratory staff.	Monitoring the satisfaction level of the trained laboratory assistants.	More than 90% of the laboratory assistants trained are satisfied with their training.	50%	Principal and lab charges	launch date:04/25 Full deployment: 12/2025 train at least 90 % of laboratory staff till Q4 2027

Strategic Goal 5: Improve Graduation Rates through a Supportive Learning Environment							
Goal Statement: Increase graduation rates by fostering an inclusive, supportive, and academically enriching environment.							
OKR (Objective and Key Results)							
Objective 1: Enhance Student Support Services							
Objective	Key Results	KPI	Measurement Method	Target	Progress	Person Responsible	Timeline
Enhance Student Support Services	KR 1.1: Expand academic support services, including mentoring, to all students by Q1-2025.	Participation rate in academic support services.	Track student engagement in support services.	Academic support services expanded by Q1-2025.	100%	Principal and Mentors.	Launch date:01/25 full deployment: 12/2025 expand academic support to 100%
	KR 1.2: Improve the academic engagement of the students by offering co-curricular activities Q4-2025.	The number of co-curricular activities offered to the students.	Monitor co-curricular activities.	Organize at least one co-curricular event by Q4-2025.	100%	Principal, Dean, and HODs.	Launch date:04/25 full deployment: 12/2025 Organize 1 event
	KR 1.3: Increase the availability of financial aid and scholarships by 30% by Q3-2025 to support at-risk students.	Increase in financial aid and scholarship funds.	Review financial aid and scholarship distribution data.	30% increase in financial aid and scholarships by Q3-2025.	100%	Principal, Dean, and HODs.	Launch date:04/25 Full deployment: 10/2025 review financial aid and increase aid to 30%

## Strategic Goal 6: Integrate Advanced Technology for Enhanced Educational and Operational Efficiency

**Goal Statement: Leverage advanced technology to improve both educational delivery and operational processes within the college.**

### OKR (Objective and Key Results)

#### Objective 1: Modernize Educational Technology

Objective	Key Results	KPI	Measurement Method	Target	Person Responsible	Progress	Timeline
Modernize Educational Technology	KR 1.1: Upgrade to at least one classroom with smart technology by Q3-2026.	The percentage of classrooms upgraded.	Monitor classroom upgrade progress and LMS usage statistics.	At least one classroom was upgraded by Q3-2026.	Principal and Vice Principal	Budgeting in process, 10%.	Launch date:06/25 Full deployment: 12/2026, at least one classroom with smart technology.
	KR 1.2: Implement an online learning management system (LMS) to support blended learning by Q2-2025.	The adoption rate of the LMS among students and faculty.		LMS will be fully implemented by Q2 - 2025.	Principal, QMS coordinator, and administrative officer	100%.	Launch date:04/25 Full deployment: 12/2025 adoption of LMS learning
	KR 1.3: Train 100% of faculty on using advanced educational technologies by Q2-2025.	Faculty proficiency in using educational technology.	Assess faculty training completion rates and technology usage in teaching.	100% faculty trained on educational technologies by Q2 - 2025.	Trained faculty	100%.	Launch date:04/25 full deployment: 12/2025 expand academic support to 100%

## SECTION V: RESOURCE PLANNING FOR ACHIEVING STRATEGIC GOALS

In a university setting, resource planning necessitates a comprehensive strategy considering the various demands of the students, faculty, and the larger community required to achieve their objectives. Long-term success requires that the resource plan be reviewed and modified on a regular basis in response to shifting priorities and conditions.

The resources required to carry out DCOP's strategic plan will be very carefully allocated to achieve objectives.

In this regard, the college will:

- Ensure that the planning of resources complies with the goals and missions of the college.
- Provide funds for scholarly activities and research projects.
- Invest in programs for the development of faculty to improve their expertise as a highly skilled and driven faculty greatly enhances the caliber of research and teaching products.
- Develop a plan for ensuring a healthy learning environment facilitated by adequate and contemporary facilities.
- Ensure that the institution has all the needed infrastructure to support undergraduate and postgraduate teaching and research activities.
- Provide funds for accreditation requirements and quality control procedures by upholding rigorous academic standards, implementing efforts for continual improvement, and adhering to accreditation requirements.
- Provide funding for services that assist students achievement and well-being, such as career advising, counseling, and other services.
- Collaborate with community organizations to give students practical experience.
- Plan for optimal enrollment management considering graduation rates, retention rates, and student recruiting.
- Encourage efficient communication and interaction with a range of stakeholders, such as the community at large, alumni, staff, teachers, and students.
- Establish systems for tracking and assessing how well resources are being allocated to meet strategic objectives for ongoing advancement and identifying areas for improvement.

## SECTION VI: IMPLEMENTATION AND MONITORING OF STRATEGIC GOALS

The implementation and monitoring of a strategic plan is vital for the accomplishment of the stated goals and objectives, nurturing continuous improvement, and acclimating to the progressing higher education landscape.

The establishment of progress indicators outlined in DCOP's Strategic Plan will contribute significantly to successful execution of the plan. These indicators will be reviewed on a regular basis by considering the short- and long-term objectives and include benchmarks to monitor the success of the college.

Regular reporting to the college administration, governing bodies, and other relevant stakeholders will foster accountability and confidence. It will also have an impact on and guide for carrying out the plan and meeting the milestones on schedule. The University has established an independent Office of Strategic Development and Implementation, which directly reports to the Vice Chancellor, DUHS, to carry out this process in an impartially transparent manner.



## SECTION VII: LIST OF APPENDICES

No.	DESCRIPTION
A	SWOT ANALYSIS
B	TOWS MATRIX



## APPENDIX A:

# SWOT ANALYSIS

STRENGTHS (S)	WEAKNESSES (W)
<ol style="list-style-type: none"> <li>1. Highly qualified faculty (80% PhD, National and Foreign Qualified).</li> <li>2. Well-equipped infrastructure with three buildings.</li> <li>3. Adequate facilities, including lecture halls, research labs, and on-campus utilities.</li> <li>4. Nationally and internationally reputed brand identity.</li> </ol>	<ol style="list-style-type: none"> <li>1. Need for improved soft skills among graduates.</li> <li>2. Limited career orientation and advisory services for students.</li> <li>3. Lack of effective industry liaison for internships, jobs, and research.</li> <li>4. Need for enhanced technology adoption by faculty and students.</li> <li>5. Finance policy constraints for scholarships and loan opportunities.</li> </ol>
OPPORTUNITIES (O)	THREATS (T)
<ol style="list-style-type: none"> <li>1. Presence of industry in the locale (Karachi).</li> <li>2. Availability of competitive research grants and funding (VCSFI, HEC).</li> <li>3. Potential for collaborative professional courses aligned with market demand.</li> <li>4. Possibility of international collaborations for research and faculty development.</li> <li>5. Enhancement of outreach facilities to serve the community and create job opportunities.</li> </ol>	<ol style="list-style-type: none"> <li>1. Competition from neighboring institutes.</li> <li>2. Socio-economic challenges affecting institutional growth.</li> <li>3. Stringent regulatory and accreditation requirements.</li> <li>4. Challenges related to new technology market trends (AI, automation).</li> </ol>



## APPENDIX B:

# TOWS ANALYSIS

	OPPORTUNITIES	THREATS
	<ol style="list-style-type: none"> <li>1. Presence of industry in the locale (Karachi).</li> <li>2. Availability of competitive research grants and funding (VCSFI, HEC).</li> <li>3. Potential for collaborative professional courses aligned with market demand.</li> <li>4. Possibility of international collaborations for research and faculty development.</li> <li>5. Enhancement of outreach facilities to serve the community and create job opportunities.</li> </ol>	<ol style="list-style-type: none"> <li>1. Competition from neighboring institutes.</li> <li>2. Socio-economic challenges affecting institutional growth.</li> <li>3. Stringent regulatory and accreditation requirements.</li> <li>4. Challenges related to new technology market trends (AI, automation).</li> </ol>
STRENGTHS	SO	ST
<ol style="list-style-type: none"> <li>1. Highly qualified faculty (80% PhD, National and Foreign Qualified).</li> <li>2. Well-equipped infrastructure with three buildings.</li> <li>3. Adequate facilities, including lecture halls, research labs, and on-campus utilities.</li> <li>4. Nationally and internationally reputed brand identity.</li> </ol>	<ol style="list-style-type: none"> <li>1. Leverage Faculty Expertise for Research and Funding (S1, S3, O2): Utilize the expertise of the highly qualified faculty and the well-equipped facilities to secure research grants and funding, enhancing DCOP's research output.</li> <li>2. Initiate Professional Development Courses (S1, O3): Develop and offer professional development courses tailored to market demands, using the faculty's expertise to benefit both students and faculty members.</li> <li>3. Capitalize on Infrastructure and Brand for International Collaborations (S2, S4, O4): Use the strong brand identity and infrastructure to establish international collaborations, facilitating research, faculty development, and student opportunities.</li> </ol>	<ol style="list-style-type: none"> <li>1. Outshine Competition with Faculty and Facilities (S1, S2, S4, T1): Use DCOP's strong faculty, infrastructure, and brand to outperform competitors, ensuring the college remains a top choice for students and faculty.</li> <li>2. Meet Regulatory Challenges with Infrastructure (S2, S3, T3): Utilize the college's infrastructure and facilities to meet stringent regulatory and accreditation requirements effectively.</li> </ol>

WEAKNESSES	WO	WT
<p><b>1.</b> Need for improved soft skills among graduates.</p> <p><b>2.</b> Limited career orientation and advisory services for students.</p> <p><b>3.</b> Lack of effective industry liaison for internships, jobs, and research.</p> <p><b>4.</b> Need for enhanced technology adoption by faculty and students.</p> <p><b>5.</b> Finance policy constraints for scholarships and loan opportunities.</p>	<p><b>1.</b> Enhance Soft Skills through Professional Development (W1, O3): Address the soft skills gap by launching professional development courses for students and faculty, aligning with market demands and enhancing employability.</p> <p><b>2.</b> Improve Career Orientation by Leveraging Industry Presence (W2, W3, O1): Strengthen career advisory services and industry liaison by capitalizing on the local industry's presence, and providing students with better internship, job, and research opportunities.</p>	<p><b>1.</b> Adapt to Market Demands with Technological Progress (W4, T4): Enhance the adoption of new technologies and automation to stay ahead of market trends, ensuring that both faculty and students are well-equipped to handle emerging challenges.</p> <p><b>2.</b> Mitigate Socio-Economic Challenges with Financial Assistance (W5, T2): Explore and promote financial assistance and scholarship opportunities to help students overcome socio-economic barriers, ensuring continued access to education.</p>

