

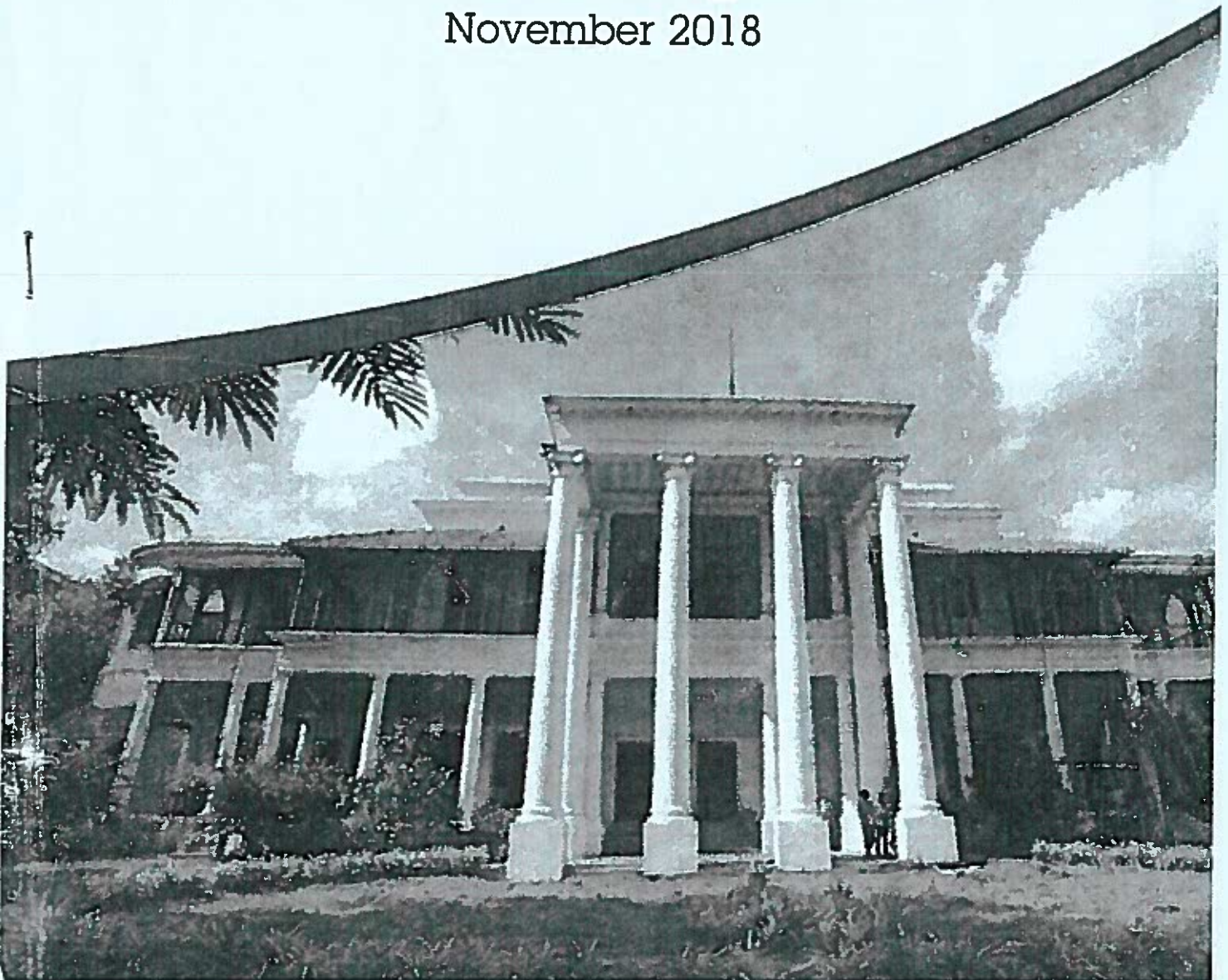
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Women's Christian College

SWOC Report

November 2018



Teaching & Learning Environment - Major Observations



Strengths

- The staff are highly committed and accessible / approachable
- The fee structure is affordable
- Services of the faculty advisors / counsellors for personal mentoring are available to the students
- Academic activities are scheduled perfectly
- Prescribed workload to staff
- Prominence to value education
- Availability of Faculty Development programmes
- Opportunity for students to provide feedback.
- Reward system for meritorious student

Opportunities

- Usage of technological teaching aids/ tools and innovative methods.
- Compulsory faculty development programmes -- for subject knowledge, language and teaching methodology
- Enhance students feedback mechanism
- The recruitment process for staff can be set at a higher standard to ensure a high calibre of teaching and administrative staff.

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Weaknesses

- Lack of a unified student community
- Heterogeneous learning ability of students
- Less usage of ICT enabled teaching aids
- It is felt that the student-teacher ratio gap for some departments is high
- A few have mentioned that the administrative staff are impolite
- Fluency of English is limited for a few staff members who end up teaching in Tamil

Challenges

- To constantly keep improving on the quality of teaching
- Adequately remunerating the staff in the other stream
- Implementation of a comprehensive learning management system (LMS)

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Curriculum - Major Observations



Strengths

- Complementing courses are offered
- Standardised syllabi
- Updation of curriculum with appropriate feedback system

Weaknesses

- Less provisions / options for e-learning
- Less opportunity for internship and on-the-job training in leading organisations

Opportunities

- MOOC components to be included for all possible streams
- Expanding the scope of higher studies
- More frequent guest lecturers and visiting faculties to be arranged
- More affordable Certificate Courses can be provided

Challenges

- Incorporating industry requirements in the curriculum
- Offering vocational/short-term courses

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Research - Major Observations



Strengths

- Higher education opportunities
- Guidance / mentoring for students research

Weaknesses

- Few research activities
- Not many sponsored / government-funded research
- Very few foreign university collaborative research opportunities

Opportunities

- Scope for staff initiating more research and departments to introduce continuous research
- Exploration of more Government Grants
- Collaboration with foreign universities / colleges
- Student exchange programmes
- Research Scholarship for deserving graduates can be provided
- Students at the UG level can be encouraged to take part in research projects
- Consultancy Service

Challenges

- Student exchange programmes with foreign colleges needs to be made more affordable
- To have more tie-ups with foreign institutions

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Strategic Recommendations for WCC

These strategic recommendations have emerged from the voice of both the staff and the students who have been identified as critical stakeholders for the purpose of this SWOC analysis. They have evinced keen interest in expressing their honest feedback for the betterment and well-being of the institution. Both the stakeholders are primary beneficiaries and internal, hence their viewpoints are bound to be more meaningful with good insights and understanding when compared to the secondary stakeholders, who might be defined as external in nature.

The following recommendations are brought to the attention of the Management of WCC to indicate the broad areas for which action steps can be identified from the collated SWOC report. It is recommended that the Management carefully swift and identify low hanging fruits or quick wins along with Critical Action Steps that would fulfill the dreams as desired and expressed by key stakeholders.

1. Reposition the WCC Brand with all Stakeholders

Reading the overall inputs and perceptions, we would like to place before the management a concerted strategic exercise to reposition the brand WCC with all its stakeholders. This exercise would give more clarity and provide a strategic roadmap to enhance quality at all levels within the institution and get processes and systems in place for the long run.

2. Focus towards cutting-edge faculty and market-ready Students

Within the education landscape in India and the opportunity to be of service to the region it would be strategic to identify specific areas that would help take the institution to new heights. Keeping in line with the Mission Statement it would only be appropriate if the desire to provide a complete, meaningful and relevant education to women who will be intellectually well-trained, morally right, socially aware and spiritually inspired could be achieved for every generation.

3. Intentionally institutionalize Corporate Engagements

This recommendation closely ties up with Point 4 and 5 as increasing engagements with Corporates and Industries will provide state of art exposure to Students and position them for better employability.

4. Enrich learning environment with updated techniques and technology

A desire to embrace new Technology and creating an enriching learning environment has been expressed to enable the institution to provide best in class education. Special reference can be drawn from the desire on exploiting the power of social media to engage and enrich learning experience.

5. Activate the presence and quantify the deliverables of Placement Cell

Stakeholders have expressed the opportunity to intentionally activate the services of Placement cell through wider interactions with the external market and also help students to better qualify to the needs of the market.

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- 6. Focused approach towards Partnership/Peer Institutional engagements**
Internal learning environment has been appreciated and accepted. There is however a deep longing for interactions with external market through partnerships and engagement with peer institutions and related domains to position the institution as center of excellence.

- 7. Faculty development programme to be mandated for all staff**
Internal appreciation of the caliber and delivery capacity of the faculty is well esteemed. Yet there is an expectation for an intentional faculty development program that will streamline towards a consistent ongoing model for best in class delivery at all levels. It would be highly beneficial to institutionalize absorbing best practices from peer institutions.

- 8. Total review and revamp of facilities maintenance system**
Though the location of the institution has gained good score among the stakeholders there is a unanimous expression on the upkeep of campus facilities which needs immediate attention. Areas of concern have been captured under the Weakness and Opportunity quadrant for identification and concreted action.

- 9. Develop a strategic road map on Research programmes**
Looking at the future and the nature of specialization demand from the market, it would be futuristic to develop a 360 degree roadmap for Research programs. Market demand on premier institutions like WCC will go a long way in building the brand and positioning it as centre of excellence.

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