



# Dr. B. R. AMBEDKAR OPEN UNIVERSITY

Prof. G. Ramreddy Marg, Jubilee Hills, Hyderabad - 500 033  
Centre for Internal Quality Assurance (CIQA)

**Strategic  
Plan of  
Dr. BRAOU  
2016 - 25**



# B R A O U

## ABOUT THE UNIVERSITY

The University, initially known as Andhra Pradesh Open University, was set up on 26th August 1982 through an Act of the A.P. State Legislature (APOU Act 1982). Subsequently, the University was renamed as Dr. B.R.Ambedkar Open University on 26 October, 1991 by the Government of Andhra Pradesh. The establishment of this University, the first of its kind in India, heralded an era of affirmative action on the part of the Government of Andhra Pradesh to provide opportunities of higher education to all sections of society to meet the changing individual and social needs. The University offers services to defense personnel, prison inmates and learners from remote and tribal areas who are not having access to education. All the programmes offered by the University are recognised by the University Grants Commission, New Delhi. The motto of the University is "EDUCATION FOR ALL". The university is adapting all the latest ICTs regarding teaching, learning and evaluation to reach the unreached.



- ◆ Enrichment of ongoing academic programs.
- ◆ Competency building through education and training programs. Interactive individual-based teaching-learning processes.
- ◆ Reliable and credible student evaluation systems.
- ◆ Result-oriented, accountable, and transparent administrative and logistic support systems. and
- ◆ Research, innovation, training, and networking for system development and staff development.



Dr. B. R. Ambedkar's social philosophy of education as a means of creating an egalitarian society is the vision of this University. Access to relevant, quality education and training programs for diverse sections of society with a focus on hitherto deprived sections at lower costs by using modern technologies in teaching-learning processes as well as in administrative and support services is the goal of this University. The University programs aim at making education and training instruments for living and for making a living.

# OBJECTIVES

- To provide educational opportunities to those students who could not take advantage of conventional institutions of higher learning.
- To provide equal educational opportunities for higher education through distance mode for a large segment of the population, including those in employment, women (including housewives), and adults who wish to upgrade their education or acquire knowledge in various fields.
- To provide flexibility concerning eligibility for enrolment, age of entry, choice of courses, methods of learning, the conduct of examinations, and operation of the programs.
- To complement the programs of the existing Universities in the State in the field of higher learning to maintain high standards on par with the best universities in the country.
- To promote integration within the State through its policies and programs.
- To offer degree courses and non-degree certificate courses for the benefit of the working population in various fields and for those who wish to enrich their lives by studying subjects of cultural and aesthetic value.
- To make provision for research and for the advancement and dissemination of knowledge.
- To serve as a source of continuing education, consultancy and to provide equal access to knowledge and higher education.





A strategic plan is an indispensable document for any educational institution. It is the blueprint for action. It gives the stakeholders a clear picture of the direction in which the institution desires to move and in which they have to progress. It lists the leader's plans for the growth and development of the various divisions and functionaries. It sets the benchmark for the effective functioning of the University in the course of a learner's journey to achieve predetermined goals. Planning can be of short-term, medium-term, or long-term duration. BRAOU, Hyderabad with its extensive outreach and experience has the required administrative setup in a well-drawn-out hierarchy for planning and monitoring the conceived strategic plan. There are the regular authorities - Executive Council, Board of Management, Academic Council, and Finance Committee to debate on the implementation of conceived ideas and progress of the intended activities.

Directors/Deans in the University lead the activities while the CIQA assists in maintaining the quality standards and conforms to the norms of UGC and State Government as part of the strategic plan.

The strategic plan for the years 2016-2025 is projected in this document.

**Vice-Chancellor**

Dr. B. R. Ambedkar Open University





## SUMMARY

The Strategic Action plan for ten years i.e. 2016-2025 is developed for the effective functioning of the University in the following areas:

**Firstly**, it envisages the enhancement of excellence in programs and services wherein it is proposed to take the action points in the existing courses and reconstruct new courses coupled with interdisciplinarity flavor, as an initiative to implement the Choice Based Credit System (CBCS) Pattern.

The **second** proposed point is Student success, which is an essential aspect in any educational institution as the whole planning and monitoring is to make students achieve success in their pursuits.

The **third** aspect that is envisioned in the five-year plan is to initiate collaboration with society and industry to train students of different disciplines in various industrial sectors.

The **fourth** point is to strengthen another important wing of the University viz., Research, wherein it is notified to establish a Department and Subject Specific Research.

The **fifth** point focused is to update the Internal support system for effective and transparent functioning of the University administration.

The other points considered here are –

- to extend the existing Digital On-screen Evaluation System (DOES) to all UG and PG Examinations to make Evaluation Systems and the Assessment Process more transparent and cost-effective;
- to promote MOOCs through SWAYAM and also to establish an e-learning portal with an effective Learning Management System (LMS) and
- to evolve a comprehensive institutional IT policy.

# STRATEGIES

1. Introduction and Stabilization of Choice Based Credit System (CBCS) at the UG level and to provide quality-oriented Student Support Services and introduction of the semester- a system in both UG and PG programs.
2. Introduction of English Medium of instruction at PG level in Social Sciences.
3. Streamlining, strengthening, and improving the Quality of Research Programmes (M.Phil&Ph.D), strictly adhering to UGC 2016 Regulations.
4. Introduction and expansion of Skill development/skill enhancement programs based on the NSDC framework and guidelines (at Certificate and Diploma levels) to attract learners from the non-formal stream and introduce a few new courses at PG- Diploma and PG levels along with Vocational programs, and also a few discipline-specific electives at the UG level.
5. Reorganization of Study centers and Regional Co-Ordination centers to improve Quality learner support services keeping in view the reorganization of districts and decentralization of administration in Telangana State and the specific needs of learners from rural areas.
6. Digital initiatives; Strengthening and expansion of ICT-based Online Learner Services and Digital On-screen Evaluation System (DOES).
7. Recruiting required Faculty and Non-Teaching staff and conducting faculty induction training for the teachers and also providing e-office/Governance training for Non- Teaching staff, because of the ensuing NAAC assessment & accreditation.
8. Approaching RUSA for funding to upgrade CSTD as an HRD Centre and modernizing AVPRC and locating it in a new building, after getting a good grade in NAAC accreditation.
9. Adopting, Developing, and Promoting MOOCs through UGC SWAYAM. (ME, GOI) platform and through establishing a Centre for Online Learning (COLL) and Learner Management System (LMS).
10. Promoting and developing Audio & Video lessons through Swayamprabha (ME, GOI) Channels and other e-Media. (i.e. Web Radio, YouTube, and so on).
11. Evolving an Institutional IT Policy and developing an e-learning portal and Learning Management System (LMS) for online courses.
12. Promoting System specific Research through GRADE and developing a more suitable research eco-system; strengthening OER Portal for reference purposes, Publishing a Research Journal, i.e. JODL.

13. Promoting Institutional and program-centric Quality assurance studies through GRADE-CIQA.
14. Internationalization of ODL programs of Dr. BRAOU through Inter-Institutional cooperation and entering into MoUs with Open Universities of other Afro-Asian Countries.
15. Apply for Assessment and Accreditation of Dr.BRAOU as per the new A&A policy framework of NAAC and complete the accreditation process, within a year or so, aiming at A+ Grade for BRAOU.

## ACTION POINTS

- Create a dedicated cell to promote training & placements and higher studies.
- Conduct subject / domain-specific workshops and joint research by providing seed funding.
- Initiate new undergraduate programs
- Strengthen University Library with ICT resources
- Establish Schools/Centers of Excellence to encourage Research in core areas and ODL.
- Initiate curricular revision to introduce a greater number of contemporary skill-based courses.
- Simplify systems and processes to update internal support systems
- Implement appropriate recruitment rules to attract qualified staff at various levels.
- Conduct stakeholders 'annual satisfaction survey.
- Organize On-campus service orientation and training for all the teaching and non-teaching staff
- Create compliant systems and service responses.
- Conduct conferences and workshops for promoting incubation and start-ups.
- Beautification of the Campus



### Monitoring and Review Committee

- |                      |                               |
|----------------------|-------------------------------|
| 1. Vice - Chancellor | 2. Registrar                  |
| 3. All the Directors | 4. All the Deans              |
| 5. Finance Officer   | 6. Controller of Examinations |



# Dr. B. R. AMBEDKAR OPEN UNIVERSITY

Prof. G. Ram Reddy Marg, Road No. 46, Jubilee Hills, Hyderabad - 500 033,

Website: [www.braou.ac.in](http://www.braou.ac.in), [www.braouonline.in](http://www.braouonline.in)



Recognised by University Grants Commission, New Delhi.

## PROGRAMMES ON OFFER - 2023-24

(A) Bachelor's Degree Programmes			(D) Diploma Programmes		
<b>B.A.</b> - Bachelor of Arts (English, Telugu & Urdu Medium)	Course Duration 3 years	Tuition Fee Rs. 2,700/- 1st Yr 2,500/- 1st Yr 2,500/- 1st Yr	Diploma in Marketing Management (English Medium)	Course Duration 1 year	Tuition Fee Rs. 8,000/-
<b>B.Com.</b> - Bachelor of Commerce (Telugu & English Medium)	3 years	2,500/- 1st Yr 2,500/- 1st Yr 2,500/- 1st Yr	Diploma in Financial Management (English Medium)	1 year	8,000/-
<b>B.Sc.</b> - Bachelor of Science (English, Telugu & Urdu Medium) (Lab. Fee Rs. 1600/- for each Science & Psychology Subjects)	3 years	2,500/- 1st Yr 2,500/- 1st Yr 2,500/- 1st Yr	Diploma in Human Resource Management (English Medium)	1 year	8,000/-
(B) Master's Programmes			(E) Certificate Programmes		
<b>M.A.</b> English, <b>M.A.</b> Hindi, <b>M.A.</b> Telugu, <b>M.A.</b> Urdu,	Course Duration 2 years	Tuition Fee Rs. 5,300/- 1 year 5,000/- 2 year 5,300/- 1 year 5,000/- 2 year	Diploma in Operations Management (English Medium)	Course Duration 1 year	Tuition Fee Rs. 8,000/-
<b>M.A.</b> Economics, History, Political Science, Public Administration, Sociology - (Telugu Medium)	2 years	5,300/- 1 year 5,000/- 2 year	Diploma in Business Finance (English Medium)	1 year	5,200/-
<b>M.A.</b> Journalism and Mass Communication (English Medium)	2 years	7,800/- 1 year 7,500/- 2 year	Diploma in Writing for Mass Media in Telugu	1 year	5,200/-
<b>M.Sc.</b> Mathematics & Applied Mathematics (English Medium)	2 years	7,500/- 1 year 7,500/- 2 year	Diploma in Environmental Studies (Telugu Medium)	1 year	5,200/-
<b>M.Sc.</b> Botany, <b>M.Sc.</b> Environmental Science (English Medium)	2 years	15,300/- 1 year 15,000/- 2 year	Diploma in Human Rights (English Medium)	1 year	4,000/-
<b>M.Sc.</b> Physics, <b>M.Sc.</b> Zoology, <b>M.Sc.</b> Psychology (English Medium)	2 years	15,300/- 1 year 15,000/- 2 year	Diploma in Women's Studies (English Medium)	1 year	4,000/-
<b>M.Sc.</b> Chemistry (English Medium)	2 years	18,300/- 1 year 18,000/- 2 year	Diploma in Culture & Heritage Tourism (English Medium)	1 year	5,200/-
<b>M.Com.</b> (English Medium)	2 years	7,800/- 1 year 7,500/- 2 year			
(C) Professional Programmes (Post Bachelor's Level)			Certificate Programme in Food and Nutrition (Telugu Medium)	Course Duration 6 months	Tuition Fee Rs. 1600/-
<b>M.B.A.</b> - Master's Degree in Business Administration (English Medium)	Course Duration 2 years	Tuition Fee Rs. 15,300/- 1 year 15,000/- 2 year	Certificate Programme in Literacy & Community Development (Telugu Medium)	6 months	2100/-
<b>M.B.A.</b> - (Hospital and Health Care Management) with AHERF, KIMS & DET (English Medium)	2 years	1,20,000/-	Certificate Programme in NGO's Management (Telugu Medium)	6 months	2100/-
Master's Degree in Library & Information Science (MLISc) (English Medium)	1 year	10,300/-	Certificate Programme in Early Childhood Care & Education (English Medium)	1 year	5,400/-
Bachelor's Degree in Library & Information Science (BLISc) (English & Telugu Medium)	1 year	5,300/-	(F) Research Programmes (Ph.D in)		
Bachelor's of Education (B.Ed - ODL) (Telugu Medium)	2 years	40,000/-	English, Hindi, Education, Economics, History, Political Science, Public Administration, Sociology, Commerce, Mathematics, Physics, Chemistry and Environmental Science (English Medium)	Course Duration 3 years	Tuition Fee Rs. 15,000/- 1 year 15,000/- 2 year 15,000/- 3 year
Bachelor's of Education (B.Ed. Special Education - ODL) (English & Telugu Medium)	2 ½ years	40,000/-			

**BRAOU CALL CENTRE NO : 18005990101**