



OAKBROOK BUSINESS SCHOOL

- **BUILT A QUALITY EDUCATION IN BUSINESS MANAGEMENT SCHOOL**
- **BUILDING SUCCESS STORY: MANAGEMENT AND BUSINESS EDUCATION IN COMPETITIVE ENVIRONMENT**

About the Promoter

The Foundation is dedicated to promote Education and Research with an objective for the advancement of Education and diffusion of knowledge amongst the public in general.

Objective

In order to meet the growing demand for management education, OBS is established with a keen objective to promote the quality education among students and working professionals. The institute in mission to create a skill development center as part of the goals.

Challenge

1. To get Statutory Approvals by Education Regulatory Bodies as there are plenty business institutes with affiliation under Gujarat Technological University (GTU) which suffer zero admission for over the years due to lack of quality education.
2. To support the admission due to the interior location of the Institute
3. To support the recruitment for key positions
4. To advice on taking initiatives for academic excellence and skill developments
5. To help institute financially independent and sustainable

Solution

Major challenges often faced by organization who intend to invest in education are how to setting up and how to make it self-sustain. Therefore Eduprogess provides overall Institutional Building Consulting for Oakbrook Business School where we help to run the project from the scratch until commissioning stage.

1. We support OBS in developing Institute Framework Model. To begin with, we conduct a research to identify, analyze, and understand the scenario and requirement of management school in India and Gujarat from wide perspective. Following the step, we then prepare the institutional framework model for the institution consists of many key components that needed by the institute. The Institutional Framework Model will guide us in preparing the short and long term strategy for every component along with the parameter of success which will be comprehensively presented in Detailed Project Report (DPR). This DPR along with statutory documents will be proposed to education regulatory bodies to help the institute in getting affiliation and start up.

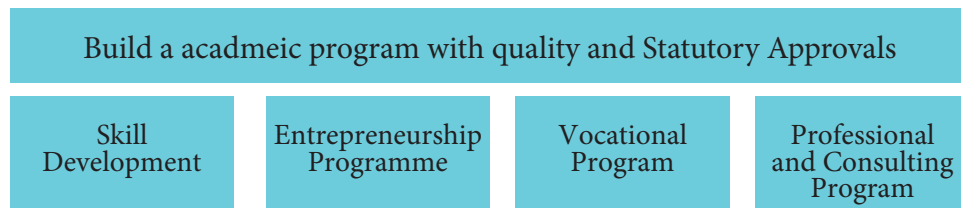


Institutional Development Model for Oakbrook Business School Conceived by Eduprogess

2. We help OBS for Marketing and Branding in order to boost the admission. The clarity of institute mission in emphasizing quality education guide us to determine the brand positioning, prospective students, parents and students motive, etc. Subsequently, we proposed the combination of outbound and inbound marketing plan in several focus area which categorized into Awareness activities, Branding activities, Pre-Admission activities, Admission activities, and Post-Admission Activities.
3. To ensure the university will run its mission in the best way as possible, we help OBS in getting the right resource to the campus. We provide overall support for the recruitment of teaching and non-teaching faculties as per institute requirement.



4. In order to prepare and equip the institute for future development, Eduprogess also provided advisory on taking initiatives for academic excellence and skill development. For Skill Development, we assisted OBS in terms of getting the skill development programs, take approval from government, develop the training curriculum, and also help them to identify the trainers. For entrepreneurial program, we assisted OBS to get exposed to the various government schemes, applying for various schemes, and develop the trainers' pool.
5. Developed Financial Model for Becoming Self-Finance Institution
The common challenge faced by Private Educational Institute in the early stage is to be financially viable. We noticed this obstacle and thus we proposed the financial model for OBS. We combine the basic academic model with several initiatives to give the institute revenue and ensure the self-sustainability.



Financial Model for OBS Conceived by Eduprogess

Result

Oakbrook Business School is presently running its postgraduate degree course in the field of Human Resources, Finance, and Marketing for the second batch. The Institution has executed the international collaboration activities with University of Wollongong (UOW), Australia, and Babson College of Entrepreneur, USA for student exchange program. Apart from that, OBS has earned several awards since the inception including:

- Oakbrook Business School's student's secured position in top ten lists of Gujarat Technological University (GTU) in every semester.
- Best Campus Preparedness Awards 2015" in west zone from Higher Education forum, Pune.
- Oakbrook Business School student has achieved 2 Gold medals in overall GTU MBA final Exam in 2017-18.
- 2nd Runner up in All India Competition "Stock Torero – Bombay Stock Exchange Institute" in December 2016 from BSE.
- Through skill development programs OBS could train so many people in Hospitality sector
- Through entrepreneurship Initiative, OBS able to conduct seminars and related programs for many people