

Paper 8

## COMPARISON OF BUSINESS STRATEGIES AND INNOVATIONS IN HIGHER EDUCATION SERVICE MODEL OF SELECTED PRIVATE UNIVERSITIES IN INDIA

**Dr. P. S. Aithal<sup>\*</sup>, Madhushree<sup>\*\*</sup>, Revathi R.<sup>\*\*</sup>**

Srinivas Institute of Management Studies, Pandeshwar, Mangalore – 575 001, INDIA  
E-mail : psaital@gmail.com

### **Abstract**

*Many Countries in the globe have adopted private University system as a part of their higher education offering strategy. India being second in number of private universities in the World, has give exactly 50 % shares to privately governed Universities (Private & Deemed to be universities together) and remaining 50% are Govt. Funded universities (Central & State Govt. together). Presently in India there are 264 private universities in the country spread over 22 states. Due to non-availability of any financial support from the state and central governments, private universities are trying to sustain through their only strategy of service differentiation through 21<sup>st</sup> century curriculum and industry integrated programme design. In this paper, we have studied the business strategies of some of the private universities in India which include number of Private universities in different states of the country, (1) Growth strategies of some selected private universities in terms of their infrastructure, variety of courses, and fee structure of various courses. (2) Admission Strategies, (3) Innovative strategies in terms of innovative curriculum, quality education through quality faculty etc. (4) Research Strategies in terms of their research investments, research promotions and research output etc. (5) Collaboration Strategies in terms of industry & other institutes collaborations, foreign university & institutes collaboration, (6) Placement Strategies in terms of placement services, student involvement in research, and innovation & best practices. The paper also suggests some recommendations based on observations and intuition to improve the business strategies and innovations to improve the performance and brand image of private universities.*

**Keywords :** Private universities, Business strategies, Growth strategies, Innovations & best practices.

## 1. Innovations and Business Strategies of Private Universities :

The paper contains the study on need of additional universities in Indian higher education system to provide higher education to all eligible population of the country. One of the solutions to enhance the higher educational facilities in the country without financial burden to the government is supporting the establishment of Private Universities in the country. Accordingly, based on the section 22 of UGC act, the Indian government has allowed the state governments to establish private universities in the respective states. Accordingly 22 states in the country have established private universities and as per UGC information, presently 264 private universities established in the country are competent to award degrees as specified by UGC under Section 22 of the UGC Act with the approval of the statutory councils, wherever required through their main campus. Wherever the approval of the statutory council is not a pre-requisite to start a programme, the Universities are required to maintain the minimum standards regarding academic and physical infrastructure as laid down by the concerned statutory council. As per the para 3.7 & 3.8 of the UGC (Establishment of and Maintenance of Standards in Private Universities) Regulations, 2003, all the Private Universities shall provide all the relevant information relating to the first degree and post-graduate degree/diploma programme(s) including the curriculum structure, contents, teaching and learning process, examination and evaluation system and the eligibility criteria for admission of students, to the UGC on a proforma prescribed by the UGC prior to starting of these programmes. The UGC on detailed examination of the information made available as well as the representations and grievances received by it from the students as well as concerned public relating to the deficiencies of the proposed programme(s) not conforming to various UGC Regulations, shall inform the concerned University about any shortcomings in respect of conformity to relevant regulations, for rectification. The University shall offer the programme(s) only after necessary rectification. As per such UGC regulations, private universities in different states of the country have started their higher educational service and formulating their strategies to provide quality and innovative education to attract many students in the areas of high demand in the industry and society. A good number of research studies are carried out on challenges and opportunities for private universities in **India [x-x]**. In this paper, we have studied the activities of private universities in India which include number of Private universities in different states of the country, strategies of private universities in terms of their infrastructure, variety of courses, fee structure of various courses, innovative curriculum, quality education through quality faculty, research investments, research promotions and research output, industry & other institutes collaborations, foreign university & institutes collaboration, placement services, student involvement of research, and innovation & best practices.

**Table 1 :** Private Universities in the major countries of the world

S. No.	Country	Continent	Number of Private Universities
1	Nigeria	Africa	60
2	Bangladesh	Asia	91
3	India	Asia	279
4	Japan	Asia	597
5	Malaysia	Asia	66
6	Pakistan	Asia	83
7	Thailand	Asia	37
8	Germany	Europe	83
9	Poland	Europe	321
10	Turkey	Europe	66
11	Chile	America	31
12	United States	America	-

### 3. Advantages of Private Universities compared to Public Funded Universities :

**Table 2 :** Composition of various types of Universities in India as on 05/06/2017 [X]

S. No.	University Type	Number	Percentage
1	Central Universities	46	5.8%
2	State Universities	359	45.3%
3	Deemed Universities	123	15.5%
4	Private Universities	264	33.3%
	<b>Total</b>	<b>792</b>	

### 2. Business Strategies of Private Universities in India :

Even though 264 private universities are established in the country through various state government acts, only few universities could able to establish with required infrastructure. As per the survey and the data depicted in table 2, out of 264 private universities established by the year 2017, 90 of them are started before 2010 and remaining are started after 2010. Except few, most of the private universities are now in developing stage and due to heavy competition between public and private universities, are struggling to establish mainly due to financial constraints. Since the investments required on land, infrastructure, and faculty is very high and return on investment is very slow due to heavy competition by government funded public universities.

**Table 3 :** Number of Private universities, States wise started before and after 2010.

S. No	State	No. of Private Universities	Started before 2010	Started after 2010
1	Arunachal Pradesh	7	0	7
2	Assam	5	2	3
3	Chhattisgarh	9	1	8
4	Gujarat	27	10	17
5	Haryana	19	4	15
6	Himachal Pradesh	17	9	8
7	Jharkhand	8	1	7
8	Karnataka	12	2	10
9	Madhya Pradesh	23	4	19
10	Maharashtra	6	0	6
11	Manipur	1	0	1
12	Meghalaya	8	6	2
13	Mizoram	1	1	0
14	Nagaland	2	2	0
15	Orissa	6	2	4
16	Punjab	14	3	11

17	Rajasthan	30	18	12
18	Sikkim	5	4	1
19	Uttarakhand	11	5	6
20	Uttar Pradesh	28	15	13
21	Tripura	1	1	0
22	West Bengal	8	0	8
Total			90	158

### 3. Growth oriented Strategies :

Growth strategies of some selected private universities in terms of their infrastructure, variety of courses, and fee structure of various courses.

### Research Oriented Strategies :

Research Strategies in terms of their research investments, research promotions and research output etc.

### 4. Conclusion :

In this paper, we have studied the business strategies of some of the private universities in India which include number of Private universities in different states of the country, (1) Growth strategies of some selected private universities in terms of their infrastructure, variety of courses, and fee structure of various courses. (2) Admission Strategies, (3) Innovative strategies in terms of innovative curriculum, quality education through quality faculty etc. (4) Research Strategies in terms of their research investments, research promotions and research output etc. (5) Collaboration Strategies in terms of industry & other institutes collaborations, foreign university & institutes collaboration, (6) Placement Strategies in terms of placement services, student involvement in research, and innovation & best practices. The paper also suggests some recommendations based on observations and intuition to improve the business strategies and innovations to improve the performance and brand image of private universities.

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