



Mid-West University School of Management (MUSOM)

**Strategies to Attract Excellent Students, Identify Slow
Learners, and Increase Pass Percentage 2023**

Birendramagar, Surkhet, Karnali Province

Approved by MUSOM Governing Council on Wednesday, Aug 2, 2023 (2080/04/17)

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1. Introduction

MUSOM is committed to creating an enabling environment to attract smart and dedicated students, identify slow learners, and increase pass percentage in the days to come. Strategies to attract excellent students, identify slow learners, and increase pass rate are crafted as below:



2. Strategic Partnership

MUSOM is committed to enhancing its strategic partnership to maintain a high quality of service and to improve staffing models, business models, and facility design through infrastructure development and utilization in the future.

MUSOM plan to collaborate with local, national, and multinational industries, Incubation, venture capital investment, and development agencies.

3. Webinars

MUSOM conducts webinars to showcase its expertise and build trust with students, family members, and stakeholders. The online presentations and lectures are helpful to connect students with the international community for careers and skills.

4. Competition

MUSOM has made the competition a part of daily teaching-learning activities. MUSOM students organize different competitions to encourage and provoke their interest in awareness. MUSOM plans to increase and systematize competition activities.



5. Impactful Offers

MUSOM plans to offer ESP and impactful skill-based programs to attract people along with financial incentives for earning and learning. Discounts and scholarships are to be made available.

6. Digitization

Create ERPS as per university IT policy and conducts various online skills-related activities to provide students with new career opportunities and skills.

7. Google My Campus

MUSOM is to promote Google MY Campus to enhance students' access to business. Make way to familiarize students with online search engines.

8. Alumni

MUSOM has already formed alumni to allow pass-out students for academic and enterprise development. This is the best platform to create employability and make graduates more productive and share their experiences and ideas.

1. MUSOM is to implement the following strategies:
2. Create a marketing foundation
3. Define Ideal prospective students
4. Use blog and LinkedIn for effectiveness
5. Attract more students with key performance indicators
6. Establish the value of MUSOM's degree
7. Sharing success stories of the faculties and students
8. Organizing competitions and events
9. Promote a sense of belonging
10. Support departments that want to reimagine and reengineer teaching-learning
11. Enhance task-based teaching environment
12. Reimagine advising and support services
13. Prepare students for the job market
14. Highlight relevant academic background and skills
15. Emphasize support resources
16. Communicate MUSOM's values and mission
17. Target potential students who are excited about learning and adding to their skills

9. Strategies for Slow Learners' Identification & Improvement

1. MUSOM will use the following strategies to identify and improve slow learners:
2. Assess comprehension ability in the classroom
3. Assess communication skills
4. Assess concentration ability
5. Map memory power
6. Assess creative and critical thinking

10. Strategies for Improvement

1. Organize remedial classes for slow learners
2. Prepare and conduct different task-based learning exercises for slow learners
3. Arrange peer mentors
4. Appreciate their achievements



5. Promote active learning

11. Activities for Slow Learners

1. Conduct group activities to boost interactive learning and confidence among them
2. Organize games related to their learning topic in order to instill curiosity towards it
3. Come up with oral activities where students are encouraged to express their ideas
4. Rectify their mistakes and guide them properly to formulate their ideas into words
5. Curate exercises and homework with lower difficulty levels and gradually increase the difficulty level for the students to get acquainted with the topics at a slower pace

12. Strategies for the Improvement of Pass Rate

MUSOM has developed the following strategies to increase pass rate:

1. Monitor academic progress
2. Checking attendance reports
3. Understanding student behavior and improving classroom interaction
4. Project works, presentation, and assignments
5. Summarizing and revising the lessons