



**SRM University
Signature Programs Competition
Criteria for Academic Excellence**

PREAMBLE

Academic areas proposed for selection consideration must, at a minimum, be shown to be consistent with SRM's mission and goals, using the following eligibility guidelines:

1. Goals for the academic area proposed should be directly related to the mission of the University and vision of the proposing entity or entities;
2. The academic focus of the area proposed should be consistent with the University's strategic priorities;"
3. The area proposed should demonstrate that it is prepared to establish and maintain an evaluation system and periodic monitoring reviews as a basis for achieving its stated goals and productivity level.

CRITERIA

The criteria section is divided into the two broad categories of *focus* and *strategy of implementation over a three- to five-year period*.

Enhance the Academic Excellence, Intellectual Distinction, Competitive Advantage, and Overall Reputation of the University, as Measured by the Program's Ability to:

1. Achieve new or extend existing academic excellence;
2. Integrate first-tier research and scholarship into top-level education;
3. Earn a positive reputation among peers, competitors, alumni, media, employers, and key opinion leaders at the local, national, and international levels;
4. Demonstrate the merit of the proposing faculty through established records of scholarly excellence and productivity;
5. Make contributions to fields of national importance.

Leverage Internal Resources in order to Mobilize External Resources, as Measured by the Program's Demonstrated Capacity or Potential to:

1. Provide leadership expertise and commitment, and maximize faculty collaboration;
2. Effectively use internal resources through active involvement by faculty, students, staff, and other stakeholders;
3. Utilize existing University infrastructure;
4. Attract external resources (contributions, grants, contracts, and other financial/technical assistance and support);
5. Make the most of sources of revenue with respect to the expense of developing and/or maintaining the program;
6. Link to other programs and/or prestigious partners.