Indian Journal of Humanities and Social Sciences
ISSN 2347-324X Volume 15, Number 1 (2026), pp. 63-69
© GBS Publishers & Distributors (I)
http:// www.gbspublisher.com

"A study on the impact of Strategic Planning Skills on Academic Performance among College Students"

***Ms. Vishva Kantesariya[1] and Dr. Erica Macwan[2]**
[1]*Student Researcher, St. Xavier's College,*
[2]*Assistant Professor, St. Xavier's College, ,*
Navrangpura, Ahmedabad-380009,India
**E-mail: kantesariyavishva@gmail.com*

Abstract

This study examines the impact of strategic planning skills on the academic performance of college students. Strategic planning skills include time management, goal setting, prioritization, and proper study planning, which help students manage their academic activities effectively. In today's competitive educational environment, many students face academic pressure due to exams, assignments, and deadlines. Lack of proper planning often leads to stress, poor performance, and dependence on last-minute preparation.

The main objective of the study is to understand the relationship between strategic planning skills and academic performance. A descriptive research design was used, and primary data was collected through a structured questionnaire from 200 college students from Ahmedabad and other cities. The collected data was analyzed using percentage analysis, tables, graphs, and descriptive methods.

The findings revealed that many students lack proper time management and study planning skills, which negatively affect their academic performance and increase stress levels. Students who followed proper planning methods were found to be more organized, confident, and academically successful. The study concludes that strategic planning skills play an important role in improving academic performance and reducing academic stress among college students.

Key words: Strategic Planning Skills, Academic Performance, Time Management, Goal Setting, Study Planning, College Students, Academic Stress, Prioritization, Study Habits, Learning Skills

Introduction

A. Background Information

In today's educational system exams, assignments, competition, and time limits are some of the academic challenges faced by students. Many students struggle to manage

their studies because they lack proper planning skills. Strategic planning skills, such as time management, goal setting, prioritization, and study scheduling, help students stay organized and improve their academic performance. However, many students still rely on last-minute preparation, which affects their confidence and results. As a result, strategic planning has become an important skill for academic success. Due to a lack of effective planning abilities, many students find it difficult to organize their schoolwork.

Time management, goal-setting, prioritization, and study scheduling are examples of strategic planning techniques that help students stay organized and perform better academically. Students who plan properly are able to complete assignments on time, feel less stressed, and maintain focus on their objectives. However, a lot of students still rely on last-minute study, which has an impact on their performance and confidence. As a result, strategic planning has become crucial for academic achievement. The purpose of this study is to determine how strategic planning abilities affect college students' academic achievement.

B. Research Problem

Many college students struggle to effectively manage their responsibilities. Academic performance is significantly impacted by poor time management, poor study habits, ambiguous academic goals, and excessive dependence on last-minute preparation. Despite the importance of strategic planning, many students generally do not use these abilities in their regular academic routines.

Objectives of the Study

- To study the impact of strategic planning skills on the academic performance of college students.
- To examine a relationship between academic achievement and strategic planning skills.
- To understand how goal-setting, time management, and study planning contribute to improve academic performance.
- To identify the challenges students face while applying strategic planning methods.
- To compare the performance of students who follow proper planning with those who do not.

C. Significance of the Study

This study is significant because it reveals how students' academic achievement is impacted by their ability to plan. It supports students in appreciating the value of goal-setting, time management, and appropriate study techniques. Because it presents strategies for enhancing students' planning skills and minimizing academic stress, the study is equally helpful for educators and educational institutions.

Literature Review

A. Overview of relevant literature

Different researchers have studied factors affecting students’ academic performance and planning skills.

Adebayo (2015) explained that poor time management, procrastination, and lack of planning negatively affect academic achievement. The study suggested that students should complete academic tasks on time to improve performance.
Arora and Singh (2017) found that study habits, family support, and distractions significantly affect academic performance. Students with effective study habits usually perform better academically.

B. Key theories or concepts

No	Key terms	Definitions	Author
1.	Strategic Planning	Strategic Planning is defined as the process of deciding on objectives, changes, resources, and policies for their use.	Anthony (1965)
2.	Academic Performance	Academic performance is measured through self-efficacy, planning, motivation, and emotional impacts, not just grades.	Pham & Taylor (1999)
3.	Goal Setting	Goal setting is the "father" of modern goal-setting theory; it defines goals as "the object or aim of an action" and shows that specific, challenging goals lead to better performance than "do your best"	Edwin Locke (1960s- 1980s)
4.	Prioritization	Prioritisation means popularising a method (the Eisenhower Matrix) that offers a framework for prioritisation by focusing on distinguishing between **"urgent" and "important" tasks**, thereby deciding which tasks merit immediate action and which do not.	Dwight D. Eisenhower (mid-20th Century)
5.	Time Management	Time management refers to the process of determining needs, setting goals, prioritising tasks, and planning to achieve those goals, emphasising the "what" and "how" of time use.	Alan Lakein (1973)
6.	Study Planning	Study planning involves a prospective activity that is part of a larger, active, and constructive process learners use to manage their own learning.	Zimmerman (2000)

Credé and Kuncel (2008) concluded that study habits, attitudes, and learning strategies are important predictors of academic success. The research emphasized that planning and study skills are as important as intelligence and grades.
Das et al. (1993) stated that strategic planning is an important skill that can be developed and measured among students.
Duff (2004) explained that strategic learning approaches positively influence academic achievement and learning quality.
Previous studies suggest that strategic planning skills positively influence academic success. However, there is still a need to study how college students apply these skills in their daily academic life.

C. Research Gaps

- There is a shortage of knowledge regarding how individual strategic planning abilities impact academic performance because prior research primarily concentrated on strategic planning in organisations rather than on students.
- Instead of taking into account a full range of strategic planning abilities, much of Previous research has only focused on individual elements like managing time or self-esteem.
- Many research studies used restricted or outdated samples, which do not accurately represent the academic difficulties college students experience today.
- Instead of highlighting internal skill-based aspects like preparing, setting priorities and decision-making, research has mainly focused on external impacts (teaching methods, social media distraction).
- Previous Research has given limited attention to strategic planning as a study strategy.
- Students 'strategic planning abilities were not previously researched.

Methodology

A. Research Design

This study follows a descriptive research design.It focuses on recognizing how students' academic success is affected by their strategic planning abilities.

B. Data collection method

Students' responses were collected using a structured questionnaire. Time management, goal-setting, study strategies, stress, and academic habits were all covered in the questions.

C. Sample selection

College students participated in the study. A subset of students took part in the survey to answer questions about their academic performance, planning abilities, and study habits.

D. Sample Size and Demographic Profile

The study was conducted using a sample size of 200 respondents. Data was collected from college students belonging to the age group of below 18 years, 18–25 years, and above 25 years. The respondents were selected from Ahmedabad as well as other cities to obtain diverse opinions and responses for the study.

E. Data analysis Techniques

Simple statistical techniques including percentage calculation, tables, and graphs were used to analyse the gathered data. To understand students' planning abilities and how they affect academic achievement, both descriptive and comparative analysis were used as well. To make conclusions and offer recommendations, the data was analysed.

Results & Findings

The study provides a number of significant findings into how strategic planning abilities affect college students' academic achievements.

First, it has been noted that 52% of students experience academic pressure because of tests, assignments, and growing competitiveness. Their capacity to successfully organize and manage their education is frequently impacted by this pressure.

The report also shows that a large number of students struggle with time management. Their inability to balance study time with other activities has a negative impact on their overall academic achievement.

Inadequate preparation is also associated with higher levels of tension and anxiety among students. Students experience stress during tests and deadlines when they are ill-prepared.

There is a gap between practical implementation and knowledge, which is another significant discovery. Students do not incorporate planning strategies into their everyday study routines, even when they are aware of them.

Additionally, it has been noted that institutions offer little assistance and direction with regard to study techniques and preparation. To assist students in developing these abilities, further training sessions, workshops, and mentoring are required.

Lastly, it has been discovered that developing strategic planning abilities can greatly improve students' academic performance, lower stress levels, and enable them to accomplish their objectives more successfully.

Suggestions / Recommendations

Suggestions for Students

Instead of studying at random, students should be encouraged to create effective study plans. To efficiently organize their studies and assignments, they can make a weekly or monthly schedule.

Students should develop specific, reachable academic goals, such as daily study objectives or target grades. They will remain motivated and concentrated as a result.

students should be encouraged to practice of self-evaluation, whereby they assess their own development on a weekly basis and make necessary corrections.

Suggestions for Colleges / Institutions

To raise awareness among students, colleges could host training sessions and workshops on time management, goal-setting, and strategic planning techniques.

Institutions should implement short courses or skill-based learning programs that emphasize productivity, planning, and personal growth.

Academic counselling and mentoring should be provided by colleges to assist students in managing stress, unpredictability, and a lack of focus.

Suggestions for Teachers

Instructors should help students in defining specific academic objectives and provide them with detailed instructions on how to accomplish them.

Instead of encouraging the students to learn at the last minute, they should encourage them to pay attention to scheduled study strategies.

Instructors can also provide short assignments with due dates to help students develop their time management and planning abilities.

Practical Suggestions

Posters, seminars, and classroom discussions should raise awareness of the significance of strategic planning.

To lower stress and increase productivity, students should be urged to strike a balance between their personal and academic lives.

Peer education, in a way that learners study in groups and exchange techniques for planning, might be encouraged.

It is important to foster basic habits like daily goal-setting, revision timetables, and suitable sleep routines.

Conclusion

This study looked at how college students' academic performance is affected by strategic planning skills, such as time management, goal-setting, prioritization, and productive study planning. The results showed that many students experience academic burden because of tests, assignments, and competition; many do not follow structured study plans and frequently rely upon last-minute preparation, which negatively affects their learning quality and performance; and poor time management, unclear academic goals, and a lack of awareness about planning techniques increase stress and reduce academic efficiency.

The study also demonstrated that ineffective time management, ambiguous academic objectives, and a lack of knowledge about planning strategies raise stress levels and lower academic productivity. In contrast, students who use effective planning techniques are more self-assured, well-organized, and academically successful. Effective study management, eliminating unnecessary stress, and maintaining consistency in academic activities are all made possible by strategic planning. The report also highlighted how crucial it is for educators and colleges to help students develop better study and planning practices.

The study's overall conclusion is that long-term success and academic advancement depend on the ability to strategically plan. Developing these abilities can help children become more responsible and disciplined learners, perform better academically, and experience less stress. As a result, it is important to support students in using efficient planning strategies in their regular academic lives.

References

[1] Adebayo, F. A. (2015). Time management and students' academic performance in higher institutions, nigeria a case study of ekiti state. International Research in Education, 3(2), 1-12

[2] Arora, N., & Singh, N. (2017). Factors Affecting the Academic Performance of College Students. Journal of Educational Technology, 14(1), 47-53.

[3] Credé, M., & Kuncel, N. R. (2008). Study habits, skills, and attitudes: The third pillar supporting collegiate academic performance. Perspectives on psychological science, 3(6), 425-453.

[4] Das, J. P., Misra, S., & Mishra, R. K. (1993). Assessing ability for strategic planning. Vikalpa, 18(3), 29-36.

[5] Duff, A., Boyle, E., Dunleavy, K., & Ferguson, J. (2004). The relationship between personality, approach to learning, and academic performance. Personality and individual differences, 36(8), 1907-1920.