

School of Management

Department of M.B.A

Stakeholders feedback & its Implementation in BoS (2016-17 to 2020-21)

Program Code	Programme Name	Academic Year	Course Code	Course Name	Action Taken from Stakeholder feedback	Implementation Status in BoS
PAMG	Master of Business Administration	2016-17	3161MG120	Entrepreneurship Development	Employer: recommend to add entrepreneurship related syllabus as start-up's climate is good in India	Entrepreneurship course introduced
PAMG	Master of Business Administration	2016-17	3161MG110	Strategic Human Resource Management	Student: expect some contents regarding calculating the salary for employees in an organisation	Included 'Payroll calculations' Topic
PAMG	Master of Business Administration	2016-17	3162MG163 3162MG164 3162MG165 3162MG166 3162MG167	Introduction to Digital Marketing Social Media Marketing Digital Strategies and Planning Online Reputation Management Search Engine Marketing	Alumni: Industry is moving from hard copy advertisements to Digital. So digital marketing courses can be introduced	Digital marketing elective introduced
PAMG	Master of Business Administration	2017-18	3162MG125	Shipping And Maritime Law	Employer: As international trade is encouraged by government through different schemes, students those studying shipping elective must read Maritime law	Maritime law course added under Logistics and shipping elective
PAMG	Master of Business Administration	2017-18	3162MG147	Human Capital in Bank Management	Employer: human resources are playing vital role in financial sector due to digital integrations are happening rigorously in this industry. Hence, give	Human capital under finance elective is added

					importance to human capital	
PAMG	Master of Business Administration	2017-18	3162MG142	Human Resource Information System	Faculty: Database management is core function of a human resource department. So information system related syllabus can be added	Strategic Performance Management System & Competency Mapping is replaced with Human Resource Information System
PAMG	Master of Business Administration	2017-18	3163MG401	Rural Development Programme	Employer: Add CSR programme as one course	Rural Development Programme as independent learning course introduced
PAMG	Master of Business Administration	2017-18	3163MG402	Data Analysis For Managers	Student: Students opined that the data analysis can be taught while teaching business research course in the II semester	Data Analysis For Managers course introduced to teach statistical analysis with their own data sets.
PAMG	Master of Business Administration	2018-19	3162MG182 3162MG183 3162MG184 3162MG185 3162MG186	International Finance International Marketing Cross Cultural Management Global Logistics and Supply Chain Management International Economics	Alumni: Suggested to include international business as elective. The international trade is growing	New elective "International Business Management" introduced

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Department of MBA
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PAMB	MBA-INNOVATION, ENTREPRENEURSHIP & VENTURE DEVELOPMENT (IEV)	2020-21	3162MB 103	Business Intelligence System	Industry Expert recommended to add this topic to enhance the student to get basic knowledge on Analytical tool. It has included in 1st BOS.	Added the analytical tools in Unit 4: Tableau, and Python.
PAMB	MBA-INNOVATION, ENTREPRENEURSHIP & VENTURE DEVELOPMENT (IEV)	2020-21	3162MB 104	Research Methods – Data, Models and Decisions	Industry Expert recommended to add this topic to enhance the student to get basic knowledge on Data analytical tool. It has included in 1st BOS.	Added the data analytical tools in Unit 3: Cross Tabulation, Cluster Analysis, Correlation & Regression, Factor Analysis and Structural Equation Model.
PAMB	MBA-INNOVATION, ENTREPRENEURSHIP &	2020-21	3162MB 110	Innovation, Technology and Operation	Faculty suggested that students should have acquire knowledge in	Added the Technology Generation

	VENTURE DEVELOPMENT (IEV)			Management in Start-ups	Technology .It has included in 1st BOS.	development Unit 2:Process, development and generation.
PAMB	MBA-INNOVATION, ENTREPRENEURSHIP & VENTURE DEVELOPMENT (IEV)	2020-21	3161MB108	DIGITAL MARKETING OF INNOVATION	Industry expert recommended to add this topic to enhance the student to get knowledge on Search Engine Optimization . It has included in 2nd BOS.	Added the SEO tools and WEB analytics in Unit 3.


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**School of Management
Bachelor of Commerce**

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UABC	B.Com.	2018-2019	U2GBA73 / U2CSA73 / U2AFA73	Entreprise Resource Planning	The IT Expert felt that now most software companies required ERP specialist. An ERP can streamline the entire organization and enabling more accurate reporting and a more efficient work. So they suggested to include ERP in the programme, which matches the industry needs and help students getting employment	Added New Course
UABC	B.Com.	2016-2017, 2017-2018	U2AFA08	Treasury and Forex Management	The experts strongly recommended and encouraged to incorporate the course because it drives value creation through maximizing cash liquidity for companies that often have fluctuating cashflow and needs	Added New Course

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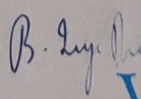
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School of Management

Bachelor of Business Administration

Stakeholders feedback & its Implementation in BoS (2017-18 to 2020-21)

Program Code	Programme Name	Academic Year	Course Code	Course Name	Action Taken from Stakeholder feedback	Implementation Status in BoS
UABB	Bachelor of Business Administration	2019-20	U1BBAA49	Business Communication	Students suggested to include Business Communication instead of English for Communication I	Added New course
UABB	Bachelor of Business Administration	2019-20	U2BBAA56	Executive Communication and Life Skills	Students suggested to include Executive Communication and Life Skills instead of English for Communication II	Added New course
UABB	Bachelor of Business Administration	2019-20	U2BBAA57	Information Technology	Students opined to include a new course named Information Technology to gain systems knowledge	Added New course
UABB	Bachelor of Business Administration	2019-20	U2BBAA58	Stress Management and Life Skills	Industry expert suggested to add a new course Stress Management and Life SkillsCost to enhance the overall performance of the students.	Added New course
UABB	Bachelor of Business Administration	2019-20	U3BBAA59	Cost Accounting for Managers	Industry expert suggested to add Cost sheet analysis and Labour and Overhead costing to enhance the knowledge in Cost Accounting	Included new modules
UABB	Bachelor of Business Administration	2020-21	70210BA104 & 70210BA108	English I and English II	Alumni recommended to add English I and II	Added New Courses
UABB	Bachelor of Business Administration	2020-21	70214BA402	Observation of Banking System	Alumni suggested to include independent courses	Added New Course
UABB	Bachelor of Business Administration	2020-21	70218BA103	Basic Computing Skills	Alumni:recommended to incude basuc computing skills under Ability Enhancement course.	Added New Course


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