

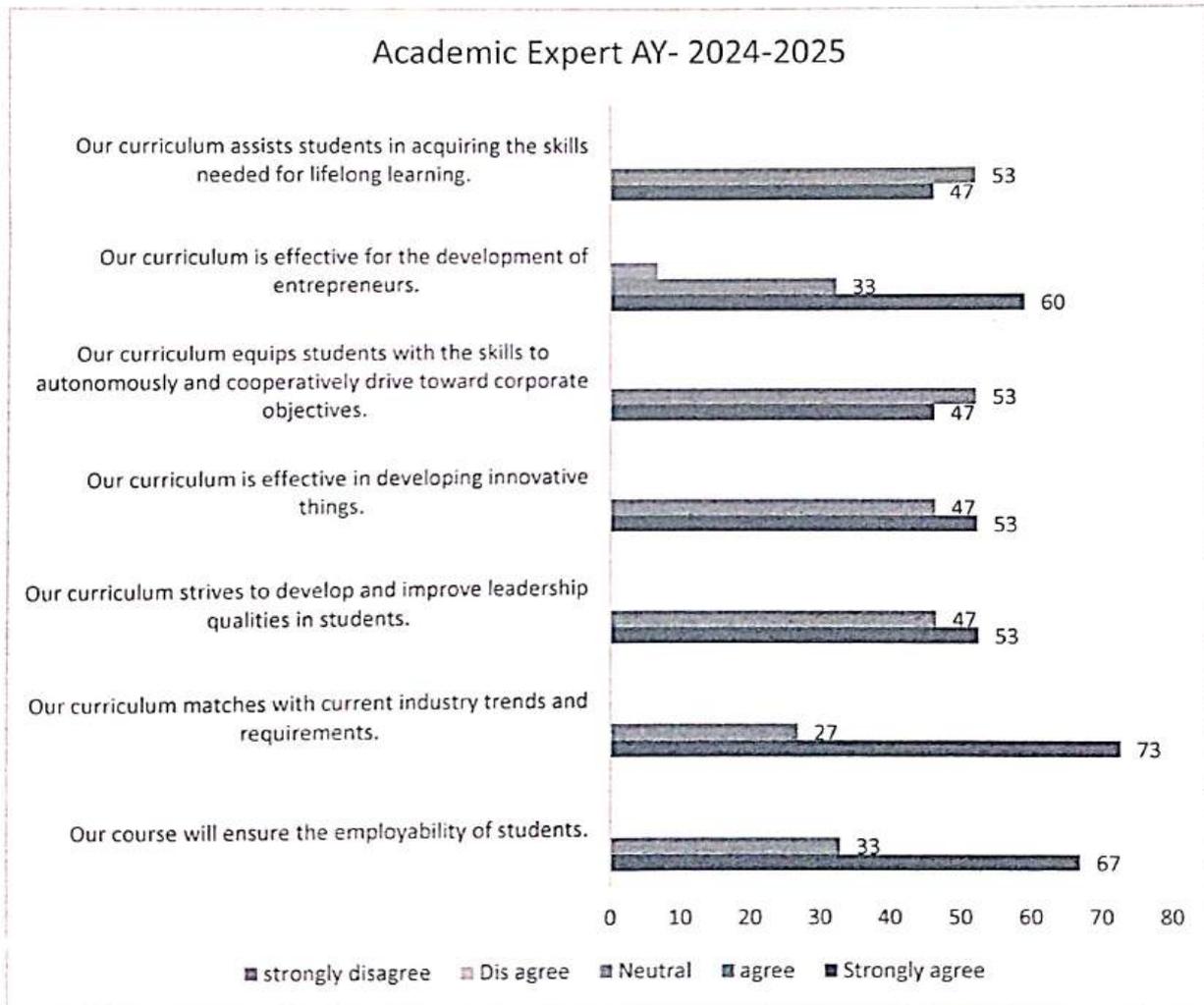


School of Management

Department of Management Studies

Academic Expert Feedback for the AY 2024-2025

Our curriculum was strategically improved based on input from academic experts. We included insightful recommendations to better match with current industry trends, develop leadership qualities, encourage creativity, and support lifelong learning. By giving students real-world experience, industrial insights, and entrepreneurial spirit, these enhancements hope to make them more employable and prepared for the working world. Our curriculum now offers a holistic approach to preparing students for success in a variety of career choices by incorporating expert advice.



Inferences

- 67% of respondents rated the curriculum as strongly agree in ensuring student employability, while 33% rated it as agree.
- 73% of respondents rated the curriculum as strongly agree in matching current industry trends, and 27 % rated it as agree.
- 53% of respondents rated the curriculum as strongly agree in fostering leadership qualities, while 47% rated it as agree.
- 53 % of respondents rated the curriculum as strongly agree in developing innovative thinking, while 47 % rated it as agree.
- 47% of respondents rated the curriculum as strongly agree in equipping students with skills for corporate success, while 53% rated it as agree.
- 60% of respondents rated the curriculum as strongly agree in fostering entrepreneurship, while 33% rated it as agree .7 rated as neutral.
- 47 % of respondents rated the curriculum as strongly agree in helping students acquire lifelong learning skills, while 53% rated it as agree.

Overall summary

The curriculum is highly regarded for its alignment with industry trends, with 73% of respondents rating it as strongly agree. It effectively fosters employability (67 % strongly agree) and entrepreneurship (60% strongly agree), preparing students for career success. Leadership development and innovation received positive feedback, though with room for enhancement. Corporate skill-building and lifelong learning support were well-rated, with a majority considering them agree.

Action taken

- Cloud accounting incorporates in the accounting for management subjects in R24 regulation.
- Cross-disciplinary learning introduced in marketing specialization.
- Innovative teaching techniques such as case-based learning, debates, and student-centric approaches will be incorporated.
- Introduce the MBA course in Hospital Management & AI, which can be offered as an open elective in the upcoming semester.
- More guest lectures and workshops have been conducted for the students.
- Faculty members are obtaining NPTEL certificates for professional development.
- Digital Marketing in Tourism, Travel, and Tour Operations, these topics will be available as open electives within the Digital marketing specialization.
- Introduce virtual and augmented reality learning techniques in the curriculum, to be included in the Digital Marketing elective papers.
- Incorporate a cold storage facility, a Safety audit, and training topics in warehouse management subjects.
- Removed the word 'article' from Unit - I in "30212MG158 - Behavioral Finance.
- The use of AI tools for predicting stock market prices in SAPM will be included in the Finance elective paper.
- Innovation and transformation have already been incorporated into the Entrepreneurship Development (ED) subjects.
- In Semester 1, 'Marketing Strategy' will replace 'Economics for Managers' and be incorporated in the upcoming semester.
- Financial modelling topic incorporated in the Financial Management course.

- Industrial Relations and Labour Legislations have already been incorporated into the HR Elective – IRL course under the R21 Regulation. These will also be included in the HR Elective for the IV Semester under the R24 Regulation.
- Industrial Dispute Act is included in I Sem course 'Fundamentals of Business Law
- The first three units of the IRLW paper can be consolidated into a single unit. This modification will be proposed in the Summer Semester DAC meeting and implemented in the Semester IV HR Elective.
- Analytical skills, essential for graduates of our branch, are being imparted through various courses, particularly in the Skill Enhancement Courses (SEC) and the Business Analytics Elective.
- The subject on Entrepreneurship and Commercialisation is already included in the I Semester course titled 'Startups and Entrepreneurship.
- IP Management and Safe Research Practices have been incorporated into the curriculum through the course 'Digital Marketing – E-Commerce and Digital Markets.
- Startup and pitching concepts have been integrated into the curriculum through the I Semester course 'Startups and Entrepreneurship, as well as the Technopreneur ship elective course titled 'Global Start-up Exchange Incubation Program
- The subjects of Data Mining and Business Intelligence have been incorporated into the curriculum through the Business Analytics Elective course titled 'Business Analytics and Intelligence.
- Students are encouraged to pursue certified courses in ICUA, ACA, and ICAEW. VAC sessions will be organized in the upcoming semester.
- The topic of Digital Forensics has been introduced through workshops, which will be organized and recorded in the Event Calendar.
- A separate Python programming lab has been provided to students as part of the Ist Semester SEC course titled Information Technology for Managers.
- The Microsoft Azure Certificate Course is offered to students as a value-added program and is included in the Business Analytics Elective course titled Digital Transformation.


Feedback coordinator


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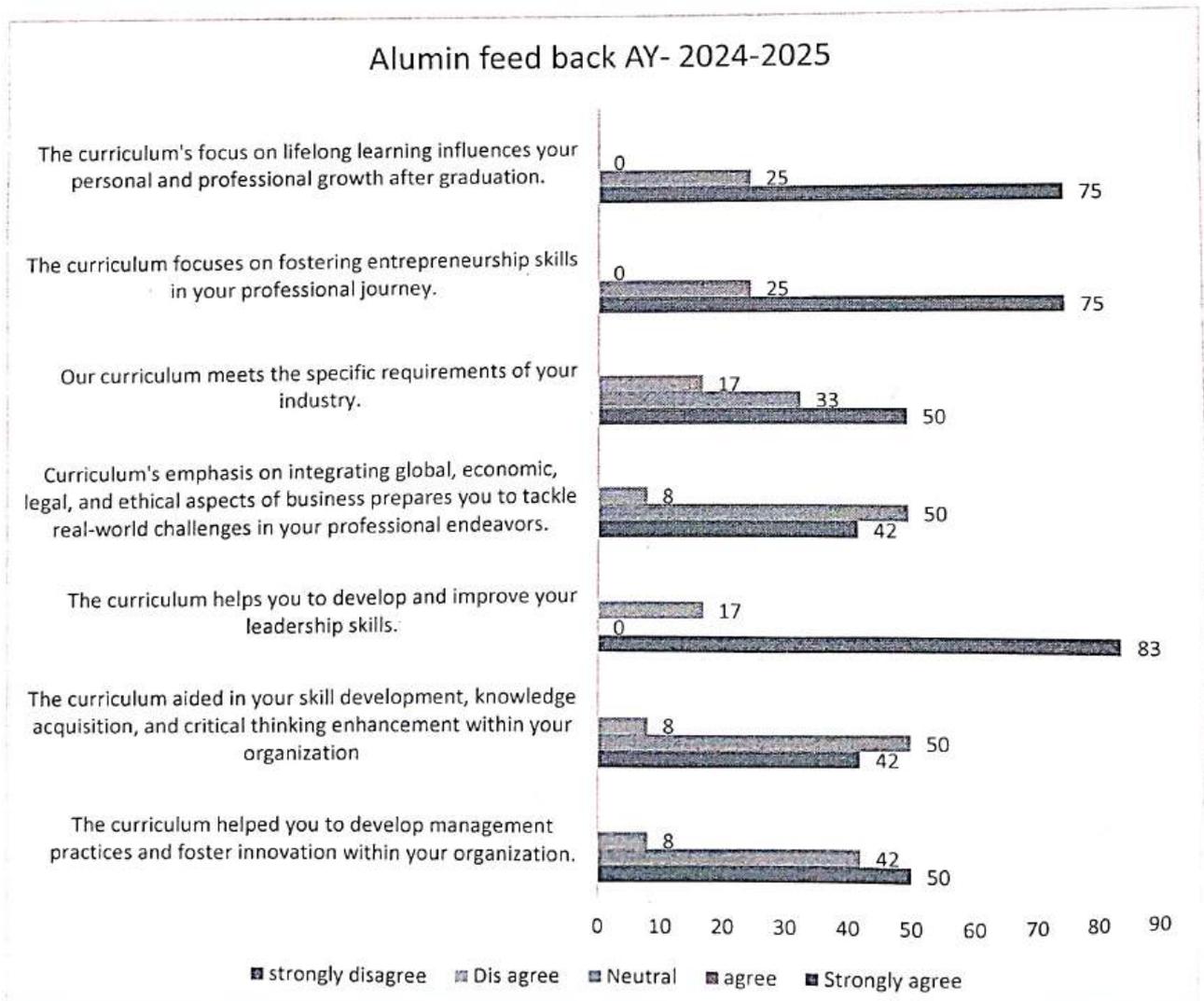
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(Deemed to be University Estd. u/s 3 of UGC Act, 1956)

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Alumni Feedback Analysis for the AY 2024-2025

Our institution is engaging alumni to provide feedback via a tailored form that centers on refining the curriculum to align with program outcomes. We're proactively inviting alumni to share their visions on multiple facets, such as course content, instructional methodologies, and how the curriculum influences management techniques, problem-solving abilities, entrepreneurship skills, and personal growth, all in accordance with program objectives. We firmly believe that alumni feedback serves as a crucial resource for enhancing and advancing our department and institution's development.



Inference

- 50% of respondents, strongly agree, and 42% of the respondents agree that the curriculum has effectively helped them develop management practices and foster innovation within their organization, 8 % of respondents remained neutral.
- 42% of respondents are strongly agree, 50% of the respondents are agree, found the curriculum beneficial in skill development and critical thinking. 8 % were neutral.
- 83 % of respondents strongly agree that the curriculum has helped improve their leadership skills, while 17 % remain neutral.
- 42% of respondents Strongly Agree, 50 % of respondents are agree, believe the curriculum prepares them for real-world challenges, while 8 % remain neutral,
- 50 % of respondents are strongly agree, 33 % of the respondents are agree, believe the curriculum meets industry requirements, while 17 % remain neutral.
- 75 % of respondents strongly Agree, 25 % of respondents Agree that the curriculum fosters entrepreneurship skills, with no neutral.
- 75 % of respondents are strongly Agree and 25% Agree believe that the curriculum influences personal and professional growth, with no neutrality.

Overall summary:

The survey results indicate that the curriculum effectively supports management practices, skill development, leadership, and innovation, with a majority of respondents strongly agreeing or agreeing. It also prepares students for real-world challenges, though some remain neutral on industry alignment. Entrepreneurship skills are well-covered, with 100% agreement. Additionally, the curriculum positively influences personal and professional growth without any neutrality.

Action Taken Report on Alumni's Feedback (2024-2025)

1. Incorporated industry-specific case studies, guest lectures, and practical applications.
2. Refining curriculum content to further enhance critical thinking and skill development through hands-on projects and experiential learning.
3. Integrated problem-solving exercises and industry collaborations included in the subjects.

S. No	Input From Alumni	Action Taken
1	The curriculum includes topics on SQL, Agile and Scrum methodologies, as well as Jira.	JIRA & SQL Skill Enhancement Course is part of the 3rd semester and will be incorporate in the Business Analytical elective paper.
2	Vac -PL-300 Certificate included in the curriculum	Incorporated in the human resource management course.
3	Talent acquisition introduced in the curriculum	Incorporated in the human resource management courses.

4	Hr& Finance analysis included in the curriculum	^{ready} Incorporate in HRM & Financial Management.
5	Introduce Value added course -BRDO for business analytics	Incorporated in the Upcoming Semester
6	Matlab Professional Certificate for Faculty	To be incorporated in the Upcoming semester
7	AI related topics like Canva to be included in the subject for industry impact.	Workshop will be organized on the use of Canva
8	Financial risk analytics course can be introduced in the curriculum	The course on Financial Risk Analytics can be introduced in the finance electives
9	Warehouse management subjects include in the curriculum	The subjects have been included in the curriculum through the Logistics and Shipping Management elective, specifically under the course titled 'Distribution and Warehouse Management
10	SAP are the important course that enhance student employability	It has been integrated into the Business Analytics elective under the course titled 'Enterprise Resource Planning
11	Emotional intelligences skill included in curriculum	Emotional Intelligence has been included in the HR elective papers (Industry psychology).
12	Entrepreneurship and Power BI are the tools are essential for the graduates; entrepreneurship is the course to enhance the student employability	Already added in I Semester course such as Startups and Entrepreneurship' and Power BI in SEC I course such as 'Information Technology for Managers'.
13	Logistics, SPSS are the skills that are essential for the graduates.	SPSS is already added in SEC I Course such as 'Information Technology for Managers' and Logistics added in Logistics and Shipping Management Elective course such as 'Logistics and Supply chain Management.
14	Human resource, entrepreneurship course to enhance student employability.	Already added in II Semester course such as 'Human Resource Management' and I Semester course such as 'Startups and Entrepreneurship'.


Feedback coordinator


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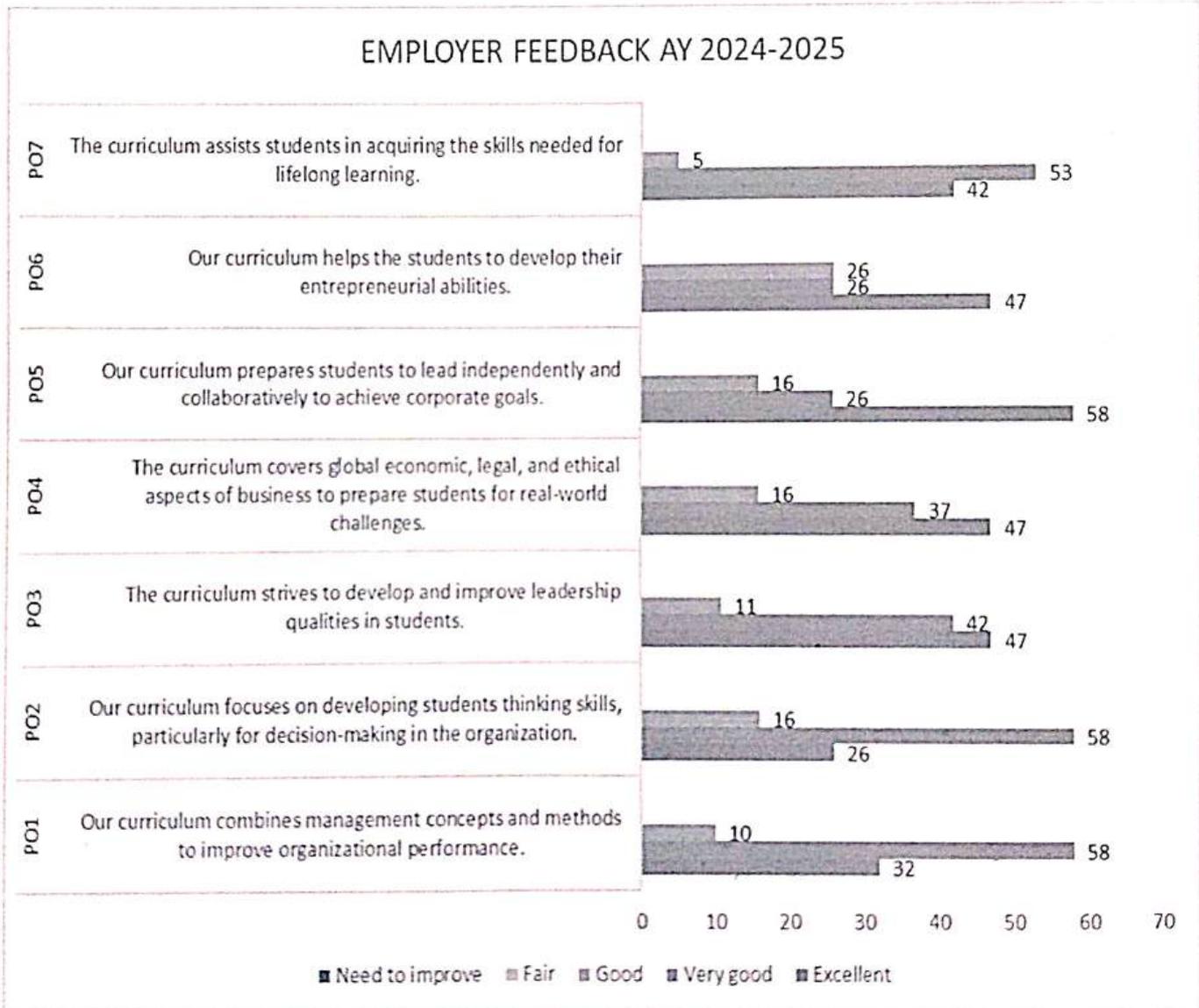

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Employer Feedback Analysis for the AY 2024-2025

The MBA department has consistently assessed its curriculum to analyze program outcomes across different courses. The document provides detailed feedback from the Employer. The following questions asked to employers.



Inference

- 32% of respondents rated it as Excellent that the curriculum, which integrates management concepts and methods to enhance organizational performance, 58% as Very Good, and 10% as Good.
- The curriculum's focus on enhancing students' thinking skills, especially for organizational decision-making, has been well received. 26% of respondents rated it as Excellent, 58% as Very Good, and 16% as Good.
- The curriculum's emphasis on developing leadership qualities in students has been positively acknowledged. 47% of respondents rated it as Excellent, 42% as Very Good, and 11% as Good,
- The curriculum's inclusion of global economic, legal, and ethical aspects of business is well appreciated, with 47% of respondents rating it as Excellent, 37% as Very Good, and 16% as Good.
- The curriculum's ability to prepare students for both independent and collaborative leadership roles in achieving corporate goals is positively perceived. 58% of respondents rated it as Excellent, 26% as Very Good, and 16% as Good.
- 47% of respondents rated the curriculum's role in fostering entrepreneurial abilities among students as Excellent, 26% as Very Good, and 26% as Good.
- The curriculum is widely recognized for supporting the development of lifelong learning skills, with 42% of respondents rating it as Excellent, 53% as Very Good, and 5% as Good.

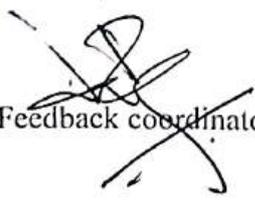
Overall summary

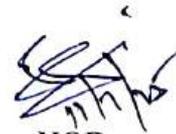
The curriculum is widely appreciated, with most respondents rating it as excellent or very good. It is particularly strong in developing leadership qualities, decision-making skills, and global business awareness. The integration of management concepts and methods is also well-received. While entrepreneurship is recognized as a valuable component, some respondents see room for improvement. The curriculum effectively fosters lifelong learning and independent leadership. Overall, it is considered comprehensive and well-structured for student development.

Action Taken

- Added more real-world business simulations to improve students analytical and problem-solving skills.
- Included Employee Retention programs in Competency Mapping and Human Resource subjects
- Provided opportunities for student exchange programs.
- Organized field visits to leading companies to provide hands-on industry experience to the students.
- Established incubation centres to support students in their entrepreneurial endeavors.
- Artificial Intelligence (AI) and Machine Learning (ML) incorporate in the II SEM Marketing Management subjects
- The gig economy will be incorporated into the II SEM Human Resource Management course, while Financial Services will be offered as a specialization under the Finance stream.
- Reskilling and upskilling, along with employee engagement in the digital era, have already been included in the HR course under the R24 regulation.
- The subjects 'Financial Risk Analytics' and 'Strategic Cost Management' have been incorporated into the Finance elective.

- Cross Cultural Management has been included in the curriculum as an HR Elective course.
- HR software will be introduced to students through dedicated workshops.
- The topic of HR's role in ethics and algorithmic bias in AI has been included in the HR Elective course titled 'HR Metrics and Analytics.'
- AI-driven recruitment and hiring topics have been included in the HR specialization through the HR Elective course titled 'HR Metrics and Analytics'
- The topic of HR Metrics and Business Impact has been included in the HR Elective course titled HR Metrics and Analytics.
- HR Technology and Digital Transformation topics have been incorporated in the HR Elective course titled Industrial Psychology.
- Workshops will be conducted on HR software platforms such as BambooHR, Zoho People, and Oracle HCM Cloud.
- Green Logistics and Sustainable Supply Chain topics have been included in the Logistics and Shipping Management electives, in the subjects Port and Terminal Management and Distribution and Warehouse Management.
- HR Communication for Employee Engagement topic has been included in the HR Metrics and Analytics subjects.
- The topic of Cloud-Based Logistics Management Systems has been included in the Logistics and Shipping Management elective courses in Distribution and Warehouse Management subjects.
- The topic of Treasury Management has been included in the Finance Elective course titled IT Consulting in Banking and Financial Services.
- The topic of Anti-Money Laundering has been included in the Finance Elective course titled Investment Analysis and Portfolio Management.
- IP Strategy Management and Innovation Management have been included in the Technopreneurship elective courses, specifically in subjects like IPR Management and International Strategic Management and Government Policy.
- Topics such as IP Strategy for Business Management, Technology Transfer Management, and Entrepreneurship have been included in the Technopreneurship elective courses subjects like IPR Management' and Technology and Global Business Linkage Opportunities.
- Topics such as Commercialisation and Innovation have been included in the technopreneurship elective course titled 'International Strategic Management and Government Policy.
- Business Analytics and Intelligence, and AI and Big Data in Business have been added to the curriculum under the Business Analytics Elective. In the subjects Business Analytics and Intelligence.
- Workshops on Digital Forensics will be organized and documented in the Event Calendar.


Feedback coordinator


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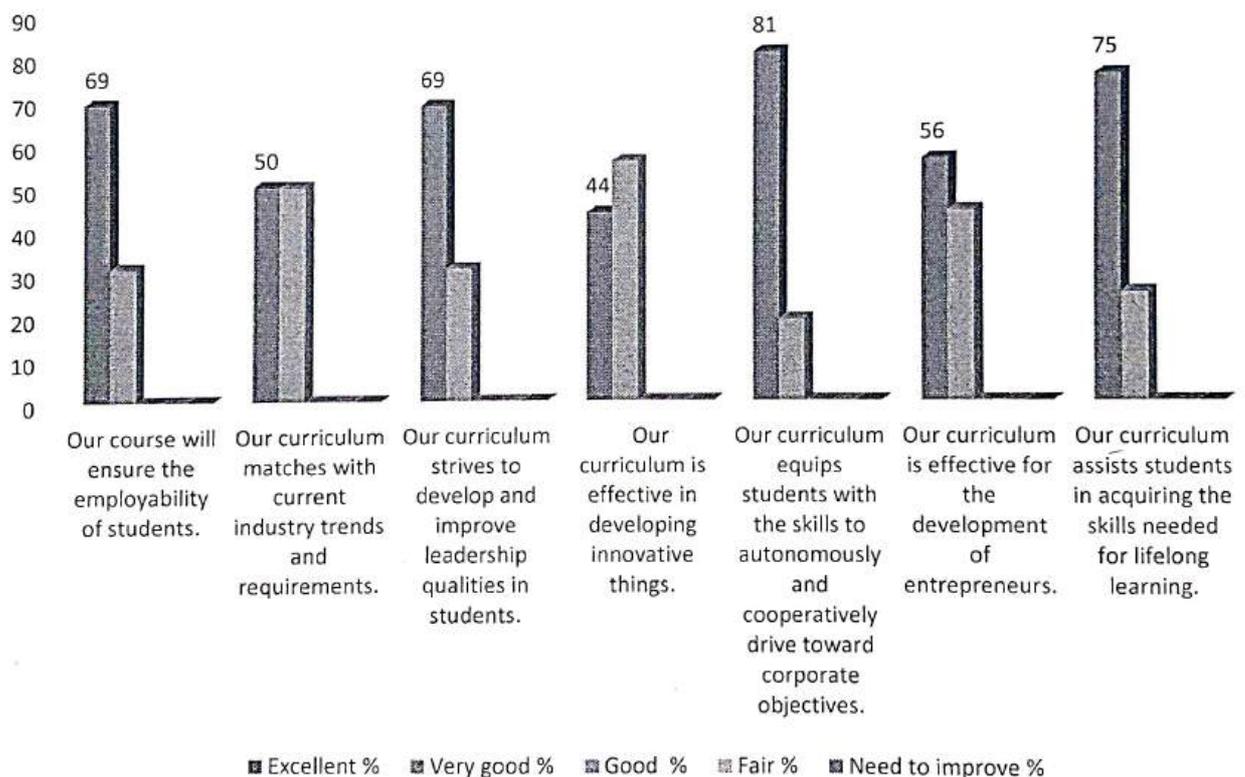
School of Management

Department of Management studies

Faculty Feedback on Curriculum for the AY 2024-2025-Winter sem

Faculty feedback highlights the curriculum's strong emphasis on ensuring student employability and aligning with current industry trends and requirements. It is recognized for fostering leadership qualities, innovation, and skills that enable students to work both autonomously and collaboratively toward corporate goals. The curriculum also focuses on developing entrepreneurial skills and equipping students with the tools needed for lifelong learning.

Faculty feedback on curriculum AY 2024-2025



Inference

1. The majority 69% of the respondents rated it as excellent and 31% of respondents as very good. It's indicated that The curriculum is highly effective in ensuring student employability,
2. 50% of the respondents are excellent and 50% are very good the curriculum demonstrates strong alignment with industry trends.

3. The 69% majority of the respondents rated it as excellent and 31% of the respondents as very good that the curriculum is highly effective in fostering leadership qualities.
4. 44% of the respondents rated it excellent and 56% very good the curriculum is effective in developing innovative things.
5. 81% of the respondents rated it excellent and 19% of the respondents are very good that the curriculum excels in equipping students with corporate skills.
6. 56% of the respondents rated it as excellent and 44% of the respondents as very good that The curriculum is highly effective in fostering entrepreneurial skills,
7. 75% of the respondents rated it as excellent and 25% of the respondents as very good that the curriculum is highly effective in fostering lifelong learning skills.

Overall summary

The overall feedback on the curriculum is highly positive, with the majority of respondents rating it as either excellent or very good across all areas. The curriculum is particularly effective in ensuring student employability (69% excellent), aligning with industry trends (50% excellent), and fostering leadership qualities (69% excellent). It is also praised for its role in developing innovation (56% very good), equipping students with corporate skills (81% excellent), fostering entrepreneurial skills (56% excellent), and supporting lifelong learning (75% excellent). These results indicate a well-rounded curriculum that prepares students for success in both professional and personal development.

Action taken

S. No	Suggestion	Action Taken
1	Faculty members are required to visit Jebel Ali Port in Dubai for observational practice.	Planning for the Upcoming Semester
2	ONDC and Ommi channel topics should be included in SCM.	Topics included in Logistics and Supply Chain Management subjects in the Logistics Elective Paper.
3	Simulation lab for LSCM	Planning for the Upcoming Semester
4	Point of View and User-Generated Content are key elements include in content marketing strategies.	Incorporate in subjects
5	Topics like cold chain, port automation, and ship recycling laws are included in the logistics paper.	Incorporate in Port And Terminal Management subjects
6	Faculty will visit the National Institute of Port Management, Adani Port & Special Economic Zone, and Shipping Corporation of India for observational practice.	Planning for the Upcoming Semester
7	The fishbowl teaching method should be incorporated into teaching strategies.	Teaching methods have been integrated into the subjects
8	Adaptability and resilience skills are essential for students to develop.	Project-based activities have already been implemented to foster students' adaptability and resilience

9	The faculty should incorporate the integration of technology and cross-functional projects as innovative techniques.	Use online quizzes, polls, and gamified learning platforms by the faculty
10	To improve faculty competency, faculty members should write real-time cases and engage in discussions with students.	The faculty has prepared the case study, and it will be discussed in the class as part of the Active Learning Methodology (ALM) for the subjects
11	The faculty should incorporate a movie-based concept teaching method.	Animated videos related to the topic will be shown to the students
12	The IT group of companies, OCSI and INTI Malaysia, should be visited to observe best practices.	Planning for the Upcoming Semester
13	The topic of Sustainable Development Goals (SDGs) and cryptocurrency should be included in logistics.	To be incorporated in the 4th semester in Logistics To be incorporated in the 4th semester paper in Logistics
14	The curriculum should include behavioral and experimental economics courses.	Behavioral Finance subjects is included in the R21 Regulation
15	The topics of financial modelling and advanced risk modelling techniques should be included in finance subjects.	Financial Modelling is included in the Financial Management subjects
16	Faculty members should visit the World Trade Centre, BSE, and NSE.	Planning for the Upcoming Semester
17	Units 3 and 4 should be simplified in the Big Data and Social Web Analytics course.	Incorporate in the subjects
18	Digital transformation, business analytics and Intelligence courses added in the curriculum	Courses such as 'Business Analytics and Intelligence' and 'Digital Transformation' have been added as Business Analytics Elective courses
19	Emerging technology for digital transformation and data tools topic should be included in the subjects	Digital Transformation' has been added under the Business Analytics Elective
20	International finance and advance corporate, strategic cost accounting, financial risk analytics subjects include in finance elective	Courses such as International Finance, Advanced Corporate Finance, Strategic Cost Accounting and Management Control, and Financial Risk Analytics have been added as Finance Elective courses
21	Competition act under 2002 topic includes	The topic Competition Act, 2002 has been added in Advanced Corporate Finance subjects.
22	Service Marketing, marketing management topics should be revised	Revised in Semester II course 'Marketing Management'.

23	Affiliate marketing, e-commerce and digital market, search engine marketing and SEO subjects included in the curriculum	Added as Digital Marketing Electives.
24	Add Instagram and LinkedIn topic and prompt to AI in social media marketing in unit 2	Added to the Digital Marketing Elective courses: 'Content Marketing and Communication' and 'Social Media Marketing'
25	Analytics and content topic should be removed in unit 3 unit 4 in social media marketing	Incorporated in Social Media Marketing course
26	Change management, core culture management, HR metrics and analytics, course include in the curriculum	These courses have been added as HR Elective courses.
27	Psychology related topic includes in IRLW paper	Added to the HR Elective course paper titled 'Industrial Psychology'
28	Learning and talent management related topic can be included.	The subject 'Learning and Talent Management' has been added to the HR Elective paper
29	General training topics can be removed.	Detailed training topics have been included in the HR Elective course
30	industry psychology, learning and development, talent management course includes in the curriculum	Added as HR elective courses
31	Containerization and multimodal transportation include in the curriculum	Added as Logistics and Shipping Management elective courses
32	Types of transportation topic to be included	Topic added in Logistics and Shipping Management Elective course such as 'Logistics and Supply Chain Management'

Feedback coordinator

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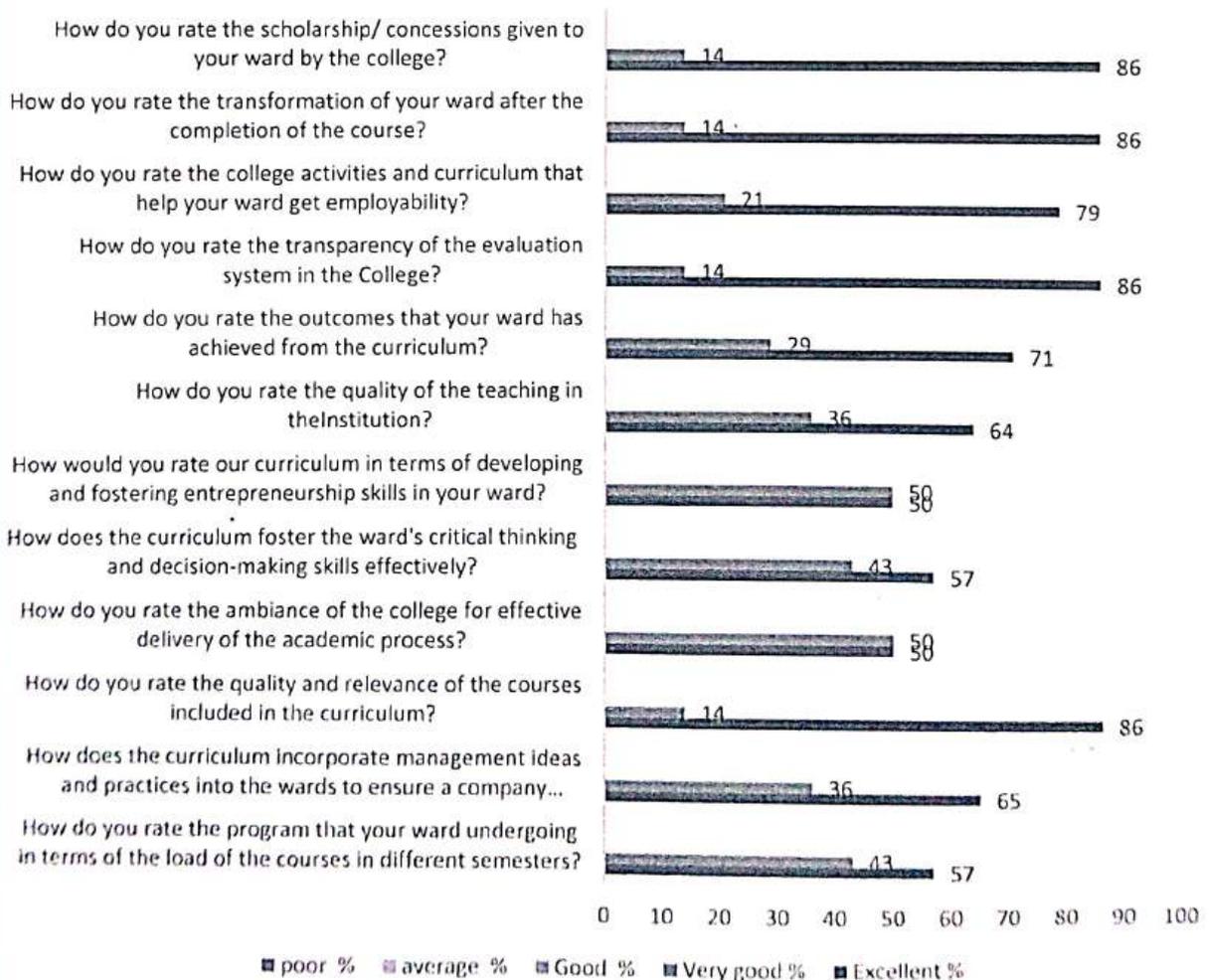
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Parent Feedback on the Curriculum for the Academic Year 2024-2025

In the feedback provided by parents, several key aspects of the curriculum were highlighted. They appreciated the Board of Studies' efforts in ensuring the current and relevance of the program offerings and acknowledged the incorporation of employability skills into the curriculum. Parents also noted their active participation in providing suggestions for curriculum design, indicating a collaborative approach to enhancing the learning experience. Additionally, they expressed satisfaction with the department's curriculum design methodology and the regular updates made to the curriculum. The following questions were asked from parents, about the curriculum update, employment skills, suggestions for improvements in lab experiments and teaching-learning practices, etc, along with concerns about students' interest levels in certain courses and the time available for course preparation. Lastly, parents emphasized the importance of providing ample opportunities and motivation for self-study, as well as ensuring the availability of course reference materials for effective learning.

Parent feedback for the AY 2024-2025



INFERENCE

- The majority of parents 57% rated the course load across semesters as Excellent, while 43% rated it as Very Good.
- A majority of respondents 65 % rated the curriculum's incorporation of management ideas and practices as Excellent, while 36 % rated it as Very Good.
- A significant majority of respondents 86% rated the quality and relevance of the curriculum as Excellent, while the remaining 14% rated it as Very Good
- 50% of respondents rating it as Excellent that the college ambiance for effective academic delivery is overwhelmingly positive, and the remaining 50% rating it as Very Good.
- 57% of respondents rated it as Excellent, that the curriculum is perceived to be highly effective in fostering critical thinking and decision-making skills among students. While 43% rated it as Very Good
- With 50% of respondents rating, it as Excellent that the curriculum is viewed positively in terms of developing and fostering entrepreneurship skills in students. and the remaining 50% as Very Good
- The quality of teaching in the institution is rated very highly by respondents, with 64% marking it as Excellent and 36% as Very Good
- The outcomes achieved by students from the curriculum are perceived as highly satisfactory, with 71% of respondents rating them as Excellent and 29% as Very Good
- The evaluation system at the college is regarded as highly transparent, with 86% of respondents rating it as Excellent and 14% as Very Good.
- 79% of respondents rated the college's activities and curriculum for enhancing employability as Excellent, while the remaining 21% rated them as Very Good.
- The transformation of students after completing the course is viewed very positively, with 86% of respondents rating it as Excellent and 14% as Very Good.
- The scholarships and concessions provided by the college are highly appreciated, with 86% of respondents rating them as Excellent and 14% as Very Good.

Overall summary:

The feedback reflects strong satisfaction with the program across various aspects. The course load is well-managed, with a majority rating it very good or excellent. The curriculum is highly regarded for integrating management concepts and fostering critical thinking and entrepreneurship. Teaching quality and student learning outcomes are seen as excellent, with positive feedback on evaluation transparency and employability support. The student transformation post-course and the scholarships and concessions receive exceptional ratings, indicating significant impact and overall program success.

Action taken:

S.no	Parent Inputs	Action taken
1	Incorporate more practical components in the subjects	Workshops, inbound, and outbound training sessions will be integrated into the event calendar to provide students with hands-on experience and real-world application of the concepts learned in the classroom
2	Technology integration in all subjects	Technology will be embedded into the curriculum, with specific integration in subjects like HRIS and Business Analytics, ensuring that students are equipped with the latest tools and skills to thrive in a tech-driven environment.

3	More Placement training to the students	Developed partnerships with top companies for recruitment drives
4	High paid job opportunities	In collaboration with the Placement Department, provide advanced placement training to students to enhance their employability
5	Opportunity to international expose and holistic development, conduct personality development career	An international tie-up has already been established with foreign universities, and students have been sent for internships.
6	Global expose through exchange program, simulation include in subjects	
7	Industry relevant certification, more value-added course can be included in curriculum	Value added course incorporated in every semester to the students.
8	Industry relevant topic included in the subjects	All industry-relevant topics have been included in the curriculum to align with current trends and requirements.


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