



DEPARTMENT OF MANAGEMENT STUDIES
Minutes of CDMC Meeting

23-05-2017

The members of Curriculum Design and Monitoring Committee for BBA program met on 23-05-2017 at MBA Gallery Hall, 'U' block, of VFSTR. The following members attended the meeting.

S. No	Members	Designation	Signatures
1.	Mr. D. Vijay Krishna, HOD	Chairman	
2.	Dr. P. Purushotham, Professor	Member	
3.	Dr. B.M. Rao, Professor	Member	
3.	Dr. K. Kalpana, Assoc. Prof.	Member	

Agenda of the meeting

Analysis of the feedback collected from various stakeholders such as Alumni, Employers, Faculty, Parents and Students during the academic year 2016-17.

The following are the important points of analysis obtained from various stakeholders:

1. Student's presentation and communication skills have to be improved further to make them employable through some mandatory courses.
2. Introduce English proficiency course
3. Provide classes for GMAT, CAT, GRE etc so as to enable the students to do well in competitive exams.
4. conduct activities as part of curriculum for improving managerial skills
5. Suggested to offer specializations to meet the needs of industry
6. Conducting some activities like Case studies, Role plays to improve students analytical and decision making skills.
7. Soft skills programs can be added
8. Suggested to incorporate the mentioned changes in curriculum

Detailed feedback analysis report is enclosed as Annexure-I

The outcomes of the meeting will be placed before the BoS for further discussion and recommendations.

Chairman
CDMC

Annexure 1
FEEDBACK ANALYSIS
(2016-17)

Feedback has been received from the students on the following nine parameters:

- Q1: Course Contents of Curriculum are in tune with the Program Outcomes
- Q2: Course Contents are designed to enable Problem Solving Skills and Core competencies
- Q3: Courses placed in the curriculum serves the needs of both advanced and slow learners
- Q4: Contact Hour Distribution among the various Course Components (LTP) is satisfiable
- Q5: Electives like Financial Management, Marketing, Human Resource Management have enabled the passion to learn new concepts in emerging areas
- Q6: Curriculum is providing opportunity towards self-learning to realize the expectations
- Q7: Composition of Skill Oriented, Job Oriented & Society Oriented is a right mix and satisfiable
- Q8: Applicability/ relevance of the course for further education
- Q9: Inclusion of SIP/ Filed Projects improved the competency and leadership skills among the students

Suggest any other points to improve the quality of the Curriculum

The categorization of rating is as follows: Strongly Agree (5), Agree (4), Moderate (3), Disagree (2) and Strongly Disagree (1).

Feedback Analysis is carried based on Average Satisfaction Rating. Rating categorization is carried based on Excellent (≥ 4); Very Good (≥ 3.5 & < 4); Good (≥ 3 & < 3.5); Moderate (> 2 & < 3) and Unsatisfactory (< 2)

Feedback from Students 2016-17 (Academic Year) - UG – BBA

The result derived in terms of percentage of students with common views, average score, and ratings is presented in Table 1.

Table 1: Analysis of feedback from students 2016 – 17

Parameters	Rating 5	Rating 4	Rating 3	Rating 2	Rating 1	Average Score	Rating
Q1	47.2	47.2	0	0	47.2	0	Excellent
Q1	47.2	47.2	0	0	47.2	4.492	Excellent
Q3	48.7	51.3	0	0	0	4.487	Excellent
Q1	47.2	47.2	0	0	47.2	4.492	Excellent
Q1	47.2	47.2	0	0	47.2	4.492	Excellent

Q6	55.8	55.8	0	0	55.8	4.558	Excellent
Q6	55.8	55.8	0	0	55.8	4.558	Excellent
Q8	49.7	49.7	0	0	49.7	4.497	Excellent
Q8	49.7	49.7	0	0	49.7	4.497	Excellent

The highest score of 4.558 was given to the parameter “Curriculum is providing opportunity towards self-learning to realize the expectations” followed by “Composition of Skill Oriented, Job Oriented & Society Oriented is a right mix and satisfiable” with a score of 4.553 and has been rated as Excellent.

It is clearly visible from the table that the parameters “Applicability/ relevance of the course for further education” and “Inclusion of SIP/ Filed Projects improved the competency and leadership skills among the students” obtained average scores 4.497 respectively and has been rated as Excellent.

The parameters “Course Contents are designed to enable Problem Solving Skills and Core competencies” and “Contact Hour Distribution among the various Course Components (LTP) is satisfiable”, “Electives like Financial Management, Marketing, Human Resource Management have enabled the passion to learn new concepts in emerging areas”, “Courses placed in the curriculum serves the needs of both advanced and slow learners” obtained the scores of 4.492 and 4.487 respectively and has been rated as Very Good which clearly reflects the benefit towards the student expectations.

Average scores of 4.472 was obtained for the parameter “Course Contents of Curriculum are in tune with the Program Outcomes”.

Time to time meetings was conducted at the department level to leverage new and advanced techniques to combat the learning difficulties of the students.

The feedback analysis helps to focus on industry specific topics that support students in both technical and non-technical skills.

Feedback has been received from alumni on the following eight parameters:

1. Curriculum has paved a good foundation in understanding the fundamental concepts of management
2. Course Contents of Curriculum are in tune with the Program Outcomes
3. Curriculum imparted all the required Job Oriented Skills
4. Electives like Financial Management, Marketing & Human Resource Management in the curriculum served the required contemporary skills needed to serve the industry
5. Skill Oriented Courses learnt during laboratory sessions has enriched the problem-solving skills
6. Ability to compete with your peers from other Universities
7. Current Curriculum is superior to your studied Curriculum
8. Suggest any other points to improve the quality of the Curriculum

The categorization of rating is as follows: Strongly Agree (5), Agree (4), Moderate (3), Disagree (2) and Strongly Disagree (1).

Feedback Analysis is carried based on Average Satisfaction Rating. Rating categorization is carried based on Excellent (≥ 4); Very Good (≥ 3.5 & < 4); Good (≥ 3 & < 3.5); Moderate (> 2 & < 3) and Unsatisfactory (< 2)

Feedback from Alumni 2016-17 (Academic Year) - UG – BBA

The result derived in terms of percentage of alumni with common views, average score, and ratings is presented in Table 2.

Table 2: Analysis of feedback from alumni 2016 – 17

Parameters	Rating 5	Rating 4	Rating 3	Rating 2	Rating 1	Average Score	Rating
Q1	100	0	0	0	0	5	Excellent
Q2	100	0	0	0	0	5	Excellent
Q3	100	0	0	0	0	5	Excellent
Q4	100	0	0	0	0	5	Excellent
Q5	100	0	0	0	0	5	Excellent
Q6	100	0	0	0	0	5	Excellent
Q7	100	0	0	0	0	5	Excellent

The highest score of 5 was given to the following parameters “Curriculum has paved a good foundation in understanding the fundamental concepts of management”, “Course Contents of Curriculum are in tune with the Program Outcomes”, “Curriculum imparted all the required Job Oriented Skills”, “Electives like Financial Management, Marketing & Human Resource Management in the curriculum served the required contemporary skills needed to serve the industry”, “Skill Oriented Courses learnt during laboratory sessions has enriched the problem-solving skills”, “Ability to compete with your peers from other Universities”, “Current Curriculum is superior to your studied Curriculum”.

Time to time meetings was conducted at the department level to leverage new and advanced techniques to combat the learning difficulties of the students.

Feedback has been received from faculty on the following eight parameters:

1. Course Contents of Curriculum are in tune with the Program Outcomes

2. Course Contents enhance the Problem-Solving Skills and Core competencies
3. Allocation of Credits to the Courses are satisfiable
4. Contact Hour Distribution among the various Course Components (LTP) is Justifiable
5. Electives enable the passion to learn new technologies in emerging areas
6. Curriculum is providing opportunity towards Self learning
7. Composition of Skill Oriented, Job Oriented & Society Oriented is a right mix and satisfiable
8. Courses with laboratory sessions are sufficient to improve the technical skills of students
9. Inclusion of SIP/Field Projects improved the competency and leadership skills among the students
10. Suggest any other points to improve the quality of the Curriculum

The categorization of rating is as follows: Strongly Agree (5), Agree (4), Moderate (3), Disagree (2) and Strongly Disagree (1).

Feedback Analysis is carried based on Average Satisfaction Rating. Rating categorization is carried based on Excellent (≥ 4); Very Good (≥ 3.5 & < 4); Good (≥ 3 & < 3.5); Moderate (> 2 & < 3) and Unsatisfactory (< 2)

Feedback from Faculty 2016-17 (Academic Year) - UG – BBA

The result derived in terms of percentage of faculty with common views, average score, and ratings is presented in Table 3.

Table 3: Analysis of feedback from faculty 2016 – 17

Parameters	Rating 5	Rating 4	Rating 3	Rating 2	Rating 1	Average Score	Rating
Q1	100	0	0	0	0	5	Excellent
Q2	100	0	0	0	0	5	Excellent
Q3	100	0	0	0	0	5	Excellent
Q4	100	0	0	0	0	5	Excellent
Q5	100	0	0	0	0	5	Excellent
Q6	100	0	0	0	0	5	Excellent
Q7	100	0	0	0	0	5	Excellent
Q8	100	0	0	0	0	5	Excellent
Q9	100	0	0	0	0	5	Excellent

The highest score of 5 was given to the parameter “Course Contents of Curriculum are in tune with the Program Outcomes” followed by “Course Contents enhance the Problem-Solving Skills and Core competencies ” with a score of 5 and has been rated as Excellent.

It is clearly visible from the table that the parameters “Allocation of Credits to the Courses are satisfiable” and “Contact Hour Distribution among the various Course Components (LTP) is Justifiable” obtained average scores 5 and respectively and has been rated as Excellent.

The parameters “Electives enable the passion to learn new technologies in emerging areas” and “Curriculum is providing opportunity towards Self learning” obtained the scores of 5 respectively and has been rated as Very Good which clearly reflects the benefit towards the student expectations.

Average scores of 5 were obtained by the parameters “Courses with laboratory sessions are sufficient to improve the technical skills of students”; “Inclusion of SIP/Field Projects improved the competency and leadership skills among the students”

Time to time meetings was conducted at the department level to leverage new and advanced techniques to combat the learning difficulties of the students.

The feedback analysis reveals that laboratory sessions help to improve the students technical skills and the courses placed in the curriculum supports both the advanced learners as well as slow learners.

Feedback has been received from parent on the following eight parameters:

1. Curriculum enhances the intellectual aptitude of your ward
2. Curriculum realizes the personality development of your ward
3. Satisfaction about the Academic, Emotional Progression of your ward
4. Competency of your ward is on par with the students from other Universities/Institutes
5. Course Curriculum is of the global standard and is in tune with the needs of industries
6. Suggest any other points to improve the quality of the Curriculum

The categorization of rating is as follows: Strongly Agree (5), Agree (4), Moderate (3), Disagree (2) and Strongly Disagree (1).

Feedback Analysis is carried based on Average Satisfaction Rating. Rating categorization is carried based on Excellent (≥ 4); Very Good (≥ 3.5 & < 4); Good (≥ 3 & < 3.5); Moderate (> 2 & < 3) and Unsatisfactory (< 2)

Feedback from Parent 2016-17 (Academic Year) - UG – BBA

The result derived in terms of percentage of parent with common views, average score, and ratings is presented in Table 4.

Table 4: Analysis of feedback from parent 2016 – 17

Parameters	Rating 5	Rating 4	Rating 3	Rating 2	Rating 1	Average Score	Rating
Q1	37.5	62.5	0	0	0	4.375	Excellent
Q2	0	100	0	0	0	4	Excellent
Q3	62.5	37.5	0	0	0	4.625	Excellent
Q4	100	0	0	0	0	5	Excellent
Q5	62.5	25	0	12.5	0	4.375	Excellent

The highest score of 5 was given to the parameter “Competency of your ward is on par with the students from other Universities/Institutes” followed by “Satisfaction about the Academic, Emotional Progression of your ward” with a score of 4.625 and has been rated as Excellent.

It is clearly visible from the table that the parameters “Curriculum enhances the intellectual aptitude of your ward” and “Course Curriculum is of the global standard and is in tune with the needs of industries” obtained average scores 4.375 and 4.375 respectively and has been rated as Excellent.

The parameter “Curriculum realizes the personality development of your ward” obtained the score of 4 has been rated as excellent which clearly reflects the benefit towards the student expectations.

Time to time meetings was conducted at the department level to leverage new and advanced techniques to combat the learning difficulties of the students.

The feedback analysis reveals that laboratory sessions help to improve the students technical skills and the courses placed in the curriculum supports both the advanced learners as well as slow learners.

Feedback has been received from employer on the following eight parameters:

1. Course Contents of Curriculum are in tune with the Program Outcomes
2. Curriculum provides the scope for improving the required skills.
3. Electives are fulfilling the evolving needs of industries
4. Skill Oriented Courses described in the curriculum are enough to solve the emerging problems.
5. Problem Solving and Soft Skills acquired by the students through the curriculum will enable them to be placed in Industry in the long run.
6. Suggest any other points to improve the quality of the Curriculum

The categorization of rating is as follows: Strongly Agree (5), Agree (4), Moderate (3), Disagree (2) and Strongly Disagree (1).

Feedback Analysis is carried based on Average Satisfaction Rating. Rating categorization is carried based on Excellent (≥ 4); Very Good (≥ 3.5 & < 4); Good (≥ 3 & < 3.5); Moderate (> 2 & < 3) and Unsatisfactory (< 2)

Feedback from Employer 2016-17 (Academic Year) - UG – BBA

The result derived in terms of percentage of employer with common views, average score, and ratings is presented in Table 5.

Table 5: Analysis of feedback from employer 2016 – 17

Parameters	Rating 5	Rating 4	Rating 3	Rating 2	Rating 1	Average Score	Rating
Q1	100	0	0	0	0	5	Excellent
Q2	100	0	0	0	0	5	Excellent
Q3	88.9	11.1	0	0	0	4.889	Excellent
Q4	77.8	22.2	0	0	0	4.778	Excellent
Q5	66.7	33.3	0	0	0	4.667	Excellent

The highest score of 5 was given to the parameter “Course Contents of Curriculum are in tune with the Program Outcomes” followed by “Curriculum provides the scope for improving the required skills” with a score of 5 and has been rated as Excellent.

It is clearly visible from the table that the parameters “Electives are fulfilling the evolving needs of industries” and “Skill Oriented Courses described in the curriculum are enough to solve the emerging problems” obtained average scores 4.889 and 4.778 respectively and has been rated as Excellent.

The parameter “Problem Solving and Soft Skills acquired by the students through the curriculum will enable them to be placed in Industry in the long run” obtained the score of 4.667 and has been rated as excellent which clearly reflects the benefit towards the student expectations.

The feedback analysis reveals that internship help to improve the students practical knowledge and the courses placed in the curriculum supports both the advanced learners as well as slow learners.


HOD, MBA