



**DEPARTMENT OF MANAGEMENT STUDIES**  
**Minutes of CDMC Meeting**

28-05-2016

The members of Curriculum Design and Monitoring Committee for MBA program met on 28-05-2016 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. Srinivasa Reddy, 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. Provide classes for GMAT, CAT, GRE etc so as to enable the students to do well in competitive exams
3. Offer summer internship to make student exposure to industry
4. Proposed to introduce a paper on sectorial covering pharma, healthcare, retail, hospitality and tourism.
5. Suggested to include HR analytics and metrics
6. Suggested to combine MIS & C& IT and transfer project management to I Year II Semester.
7. Suggested to have only seven courses in II Year II semester so that student can undergo placement training.
8. Additional skill based programs can be added
9. Credits for MOOCs courses

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 ( $\geq 4$ ); Very Good ( $\geq 3.5$  &  $< 4$ ); Good ( $\geq 3$  &  $< 3.5$ ); Moderate ( $> 2$  &  $< 3$ ) and Unsatisfactory ( $< 2$ )

**Feedback from Students 2016-17 (Academic Year) - PG – MBA**

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	49.8	50.2	0	0	0	4.498	Excellent
Q2	51.4	48.6	0	0	0	4.514	Excellent
Q3	49.4	50.6	0	0	0	4.494	Excellent
Q4	51	49	0	0	0	4.51	Excellent
Q5	50.6	49.4	0	0	0	4.506	Excellent

Q6	51.4	48.6	0	0	0	4.514	Excellent
Q7	55	45	0	0	0	4.55	Excellent
Q8	46.2	53.8	0	0	0	4.462	Excellent
Q9	49	51	0	0	0	4.49	Excellent

The highest score of 4.55 has obtained for parameter “Composition of Skill Oriented, Job Oriented & Society Oriented is a right mix and satisfiable”. 4.498 for “Course Contents of Curriculum are in tune with the Program Outcomes”. 4.514 score obtained for three parameters like “Course Contents are designed to enable Problem Solving Skills and Core competencies”, “Contact Hour Distribution among the various Course Components (LTP) is satisfiable”, and “Curriculum is providing opportunity towards self-learning to realize the expectations”. 4.506, 4.462, 4.49 for parameters like “Electives like Financial Management, Marketing, Human Resource Management have enabled the passion to learn new concepts in emerging areas”, “Applicability/ relevance of the course for further education”, and “Inclusion of SIP/ Filed 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 student’s managerial skills and the courses placed in the curriculum supports both the advanced learners as well as slow learners.

**Feedback has been received from alumni on the following nine 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 ( $\geq 4$ ); Very Good ( $\geq 3.5$  &  $< 4$ ); Good ( $\geq 3$  &  $< 3.5$ ); Moderate ( $> 2$  &  $< 3$ ) and Unsatisfactory ( $< 2$ )

### Feedback from Alumni 2016-17 (Academic Year) - PG – MBA

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 nine 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

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 ( $\geq 4$ ); Very Good ( $\geq 3.5$  &  $< 4$ ); Good ( $\geq 3$  &  $< 3.5$ ); Moderate ( $> 2$  &  $< 3$ ) and Unsatisfactory ( $< 2$ )

### Feedback from Faculty 2016-17 (Academic Year) - PG – MBA

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 nine 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 ( $\geq 4$ ); Very Good ( $\geq 3.5$  &  $< 4$ ); Good ( $\geq 3$  &  $< 3.5$ ); Moderate ( $> 2$  &  $< 3$ ) and Unsatisfactory ( $< 2$ )

**Feedback from Parent 2016-17 (Academic Year) - PG – MBA**

The result derived in terms of percentage of parents 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	75	25	0	0	0	4.75	Excellent
Q2	83.3	16.7	0	0	0	4.833	Excellent
Q3	83.3	16.7	0	0	0	4.833	Excellent

Q4	83.3	16.7	0	0	0	4.833	Excellent
Q5	75	25	0	0	0	4.75	Excellent

The highest score of 4.833 was given to the parameters “Curriculum realizes the personality development of your ward”, “Satisfaction about the Academic, Emotional Progression of your ward”, “Competency of your ward is on par with the students from other Universities/Institutes”. The score of 4.75 was given to “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”.

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 student’s managerial 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 nine 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 ( $\geq 4$ ); Very Good ( $\geq 3.5$  &  $< 4$ ); Good ( $\geq 3$  &  $< 3.5$ ); Moderate ( $> 2$  &  $< 3$ ) and Unsatisfactory ( $< 2$ )

**Feedback from Employer 2016-17 (Academic Year) - PG – MBA**

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	9.12	54.5	27.3	9.1	0	3.636	Very Good
Q2	18.2	45.5	36.4	0	0	3.822	Very Good
Q3	18.2	45.5	36.4	0	0	3.822	Very Good
Q4	0	63.6	36.4	0	0	3.636	Very Good
Q5	9.1	54.5	36.4	0	0	3.727	Very Good

3.822 score was given to “Curriculum realizes the personality development of your ward”, “Satisfaction about the Academic, Emotional Progression of your ward”. 3.727 parameter “Course Curriculum is of the global standard and is in tune with the needs of industries”. And 3.636 was given to “Curriculum enhances the intellectual aptitude of your ward”, “Competency of your ward is on par with the students from other Universities/Institutes”.

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 student’s managerial skills and the courses placed in the curriculum supports both the advanced learners as well as slow learners.

  
HOD, MBA