CHRIST (Deemed to be University)
School of Business and Management
Undergraduate programs: Bachelor of Business Administration Decision
Science (BBA DS)
Academic Year 2023-24

Criteria: 1: Curriculum Design & Development

Sub criteria 1.4.1: Structured feedback and review of syllabus/semester wise received from 1) Students, 2) Teachers, 3) Employers, 4) Alumni, 5) Parents, 6) Academic Peers
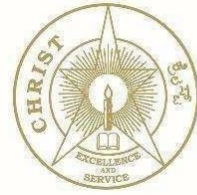
S.No	Particulars
1	BBA Decision Science Feedback Analysis and Action Taken Report on Curriculum 2023-24

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BBA DECISION SCIENCE
CURRICULUM FEEDBACK ANALYSIS
REPORT FOR THE ACADEMIC YEAR
2023-24

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FEEDBACK ANALYSIS REPORT OF SCHOOL OF BUSINESS AND MANAGEMENT ON DECISION SCIENCE CURRICULUM FOR THE ACADEMIC YEAR 2023-24

1. Introduction

Feedback is crucial in determining if the chosen approach is effective in reaching the established goals. In the process of designing, developing, and revising curricula, feedback is essential for achieving the intended outcomes. Stakeholders should have input on the desired results at the conclusion of a course or program, which is a key aspect of outcome-based education. CHRIST (Deemed to be University) has implemented a comprehensive 360-degree feedback system involving various stakeholders such as students, alumni, employers, industry and academic experts, parents, and others. This approach goes beyond merely collecting feedback; it also involves a thorough analysis to identify areas for improvement, potential new programs, and the effectiveness of ongoing revisions. Based on the findings, strategies are developed to create appropriate action plans for enhancement in subsequent academic years. The university continuously strives to ensure that all programs' curricula are up-to-date, preparing students for a well-rounded future in today's competitive world.

CHRIST (Deemed to be University) has implemented a policy requiring all departments to gather feedback on their curricula. This analytical report provides a detailed examination of the School of Business and Management, including the feedback collected, the nature of the responses, areas for improvement, and actions taken as a result of the analysis. The report first presents the number of responses gathered for the BBA, then delves into the nature of the responses and the stakeholders' opinions regarding the current curriculum. The final section of the report addresses the actions taken in response to the feedback received during the 2023-24 academic year, as well as the plans initiated for the upcoming 2024-25 academic year.

2. 360-Degree Structured Feedback

As has been a practice, the University Internal Quality Assurance Cell (IQAC) provides feedback forms from the following stakeholders

1. Students
2. Alumni
3. Parents
4. Teachers
5. Industry Experts

The questionnaire has been carefully designed to consider the programs provided by the School of Business and Management, taking into account all aspects necessary for regular curriculum revisions and the introduction of new courses and programs across departments. The survey distributed to various stakeholders can be found below.

2.1 Feedback Form for Students

The feedback forms utilize a 5-point scale, with 5 being the highest score and 1 being the lowest. The student feedback questionnaire helps determine if the established curriculum aligns with outcome-based education principles, fosters a research-oriented mindset among students, and encourages curiosity and a lifelong learning attitude. These factors contribute to the department's mission fulfillment, ultimately leading to the realization of its vision. The questionnaire provided to students can be found in Table 1 below.

How well does the content of the syllabus satisfy the stated objectives of the curriculum?
How well does the content of the syllabus satisfy the learning outcomes?
Coverage of advanced topics in the syllabus
Enhancement of your knowledge and skills in the relevant domain through the syllabus
Effectiveness of the syllabus in developing critical/ analytical thinking
Relevance of textbooks and reference materials prescribed to the content of the syllabus
Effectiveness of the syllabus in orienting the students towards Local Regional and National needs
Effectiveness of syllabus in orienting the students towards cross-cutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability
Effectiveness of syllabus in enabling students to apply knowledge in real life situations
Weightage given to enhancing employability skills through the design and development of the syllabus
Encouragement of self-study through the syllabus
Development of a research-based approach through the syllabus
Overall rating of the syllabus

Table 1: Questionnaire to Students on the Curriculum

2.2 Feedback Form for Alumni

Alumni are instrumental in evaluating whether the curriculum effectively prepares individuals to thrive in a dynamic environment, instills curiosity for pursuing advanced research, and inspires them to become successful entrepreneurs who contribute to the country's development. With these considerations, a questionnaire has been designed for alumni, which can be found in Table 2 below.

Alignment of syllabus with the program objectives
Coverage of advanced topics and current trends in the syllabus
Relevance of the electives offered in the syllabus
Weightage given to employability in the design and development of syllabus
Effectiveness of the syllabus in meeting the expectations of the industry
The syllabus meets the needs of Local, Regional and National Needs
The syllabus integrates cross-cutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability

Table 2: Questionnaire to Alumni on the Curriculum

2.3 Feedback Form for Faculty

Faculty members serve as the foundation for success in any higher education institution, and their feedback is crucial in determining whether the established curriculum provides students with a solid grasp of the fundamentals in their programs of study. The questionnaire also assesses whether the curriculum enables students to apply their knowledge to complex problem-solving and if the syllabus is up-to-date, preparing students for advanced studies and research. Table 3 below presents the questions posed to teachers during the feedback survey process.

Kindly rate the following questions based on the Curriculum: Develops independent thinking among learners
Kindly rate the following questions based on the Curriculum: Enhances the knowledge of learners in their subject area
Kindly rate the following questions based on the Curriculum: Enables learners to apply their knowledge in real life
Kindly rate the following questions based on the Curriculum: Enhances employability skills of the learners
Kindly rate the following questions based on the Curriculum: Develops entrepreneurial mindset among learners
Kindly rate the following questions based on the Curriculum: Develops research-orientation among learners
Kindly rate the following questions based on the Curriculum: Meets the local, regional and national needs
Kindly rate the following questions based on the Curriculum: Integrates cross-cutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability
Kindly rate the following questions based on the Curriculum: Satisfies stated objectives and learning outcomes

Table 3: Questionnaire to Faculty on the Curriculum

2.4 Feedback Form for Parents

Parents, as stakeholders, hold a vital perspective in helping identify areas for ongoing improvement. The table below displays the questionnaire distributed to parents during the feedback collection process.

Effectiveness of the syllabus in orienting the students towards higher education
Weightage given to employability/skill/entrepreneurship in the design and development of the syllabus
Curriculum integrates cross-cutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability
Components in the syllabus to serve Local, Regional and National needs
Development of a research based approach through the syllabus
Encouragement of self study through the syllabus
Enhancement of students' personality through the syllabus

Table 4: Questionnaire to Parents on the Curriculum

2.5 Feedback Form for Industry Experts

A comprehensive 360-degree feedback process should incorporate input from all relevant stakeholders. To determine if the established curriculum is industry-relevant and up-to-date with current trends in the respective field, feedback must be collected from industry experts with extensive domain knowledge and employers who have hired the university's graduates. Table 5 below showcases the questionnaire included in the feedback form distributed to industry experts.

Alignment of syllabus with the program objectives
Coverage of advanced topics and current trends in the syllabus
Relevance of the electives offered in the syllabus
Weightage given to employability in the design and development of syllabus
Effectiveness of the syllabus in meeting the expectations of the industry
The syllabus meets the needs of Local, Regional and National Needs
Curriculum integrates cross-cutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability

Table 5: Questionnaire to Industry Experts on the Curriculum

With the above feedback forms devised for various stakeholders, the departments have collected the above-mentioned feedback forms and for the academic year of 2023-24, the following number of feedback responses were collected from the various stakeholders mentioned above.

Category of Stakeholder	Number of Responses
Students	70
Alumni (Not Applicable)	0
Faculty	20
Parents	20
Industry Experts	1
TOTAL NUMBER OF RESPONSES	**111**

Table 6: Number of Feedback Responses on Syllabus for 2023-24

The above-mentioned responses were analyzed based on the category of stakeholder and the below section gives a detailed report of the same.

3.Feedback Analysis of Stakeholder's Feedback on Curriculum

Based on the responses given by the stakeholder a feedback analysis is done to identify the area of improvement and incorporate their suggestions into the curriculum.

3.1 Feedback Analysis of Student Feedback on Curriculum

For the academic year of 2023-24, the feedback collected from the students was analyzed and the following tables give us an overall understanding of how the students feel about the curriculum for their respective programs of study.

Student Feedback 2024

	Average	Excellent	Good	Need to Improve	Satisfactory
■ 1 How well does the content of the syllabus satisfy the stated objectives of the curriculum?	13	3	24	7	23
■ 2 How well does the content of the syllabus satisfy the learning outcome	8	4	30	9	19
■ 3 Coverage of advanced topics in the syllabus	11	4	21	10	24
■ 4 Enhancement of your knowledge and skills in the relevant domain through the syllabus	13	5	28	5	19
■ 5 Effectiveness of the syllabus in developing critical/ analytical thinking	10	3	30	6	21
■ 6 Relevance of text books and reference materials prescribed to the content of the syllabus	13	2	16	13	26
■ 7 Effectiveness of the syllabus in orienting the students towards Local Regional and National needs	12	3	29	7	19
■ 8 Effectiveness of syllabus in orienting the students towards cross-cutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability	13	7	30	4	16
■ 9 Effectiveness of syllabus in enabling students to apply knowledge in real life situations	7	3	31	6	23
■ 10 Weightage given to enhancing employability skills in the design and development of the syllabus	11	3	29	6	21
■ 11 Encouragement of self study through the syllabus	10	19	22	2	17
■ 12 Development of a research based approach through the syllabus	17	3	29	2	19
■ 13 Overall rating of the syllabus	13	2	28	6	21

Figure 1: Graphical Representation of Student responses on Curriculum 2023-24

From the figure 1, it can be easily made out that approximately the responses are satisfactory and above and hence there are no major concerns arising out of the feedback responses.
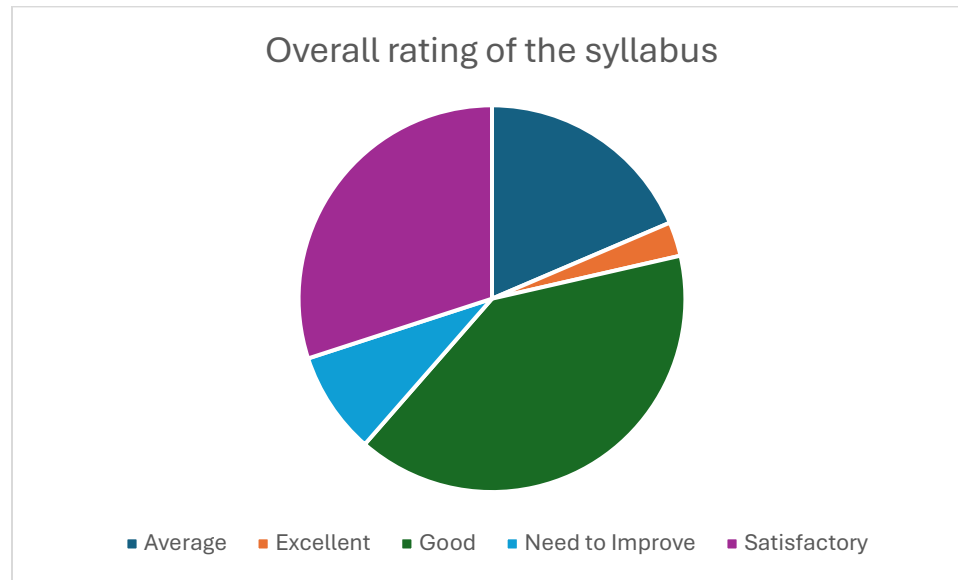
Figure 2: Percentage-wise Distribution of curriculum meeting students' expectations 2022-23

Figure 2 shows the graphical representation of the curriculum that meets the overall expectation of the students.

3.2 Feedback Analysis of Alumni Feedback on Curriculum

Not applicable

3.3 Feedback Analysis of Faculty Feedback on Curriculum

Faculty members participated in the curriculum feedback process for the academic year of 2023-24. A detailed analysis of the teachers on the curriculum of the department is depicted in figure 3.

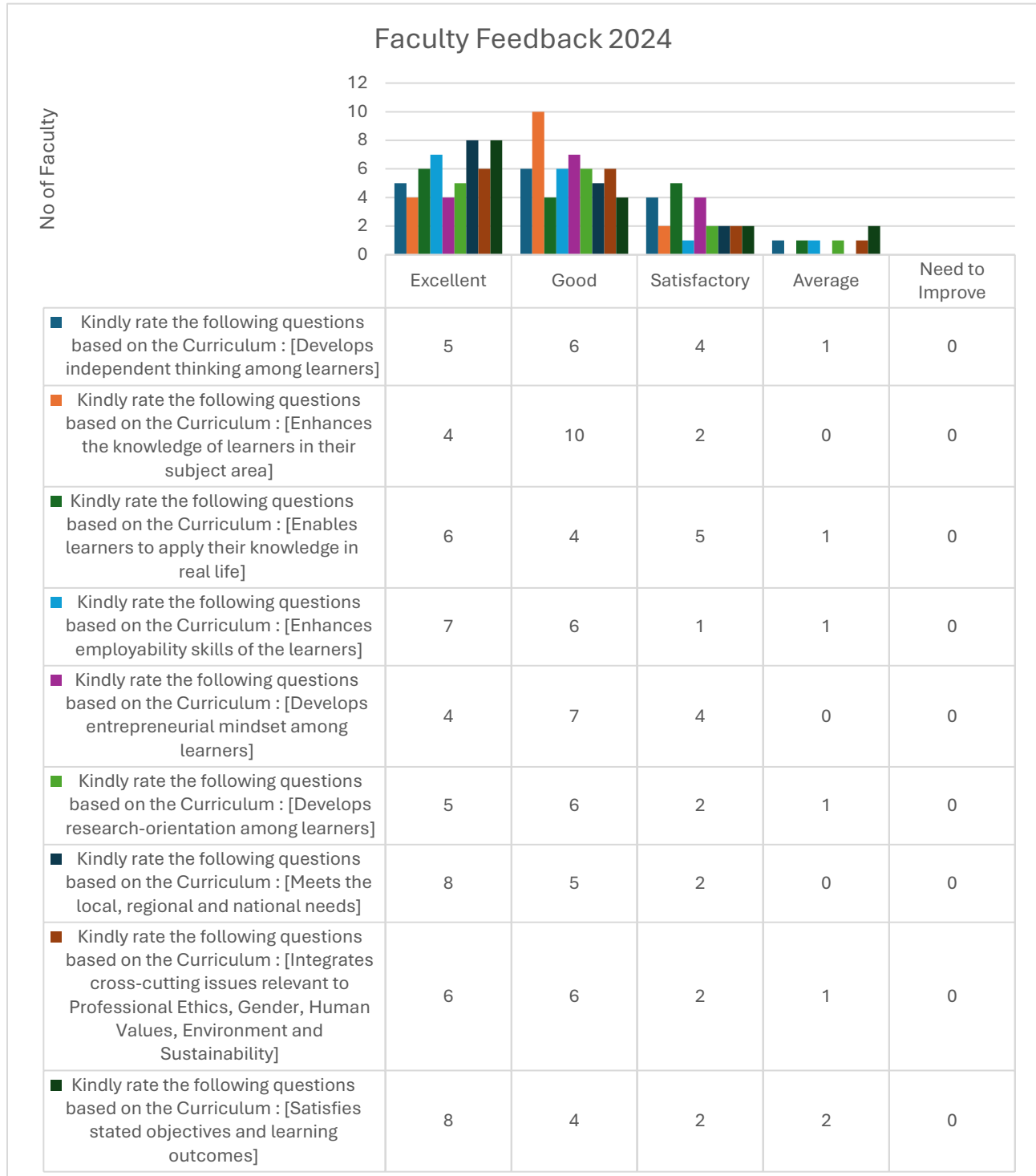|	Excellent	Good	Satisfactory	Average	Need to Improve
Kindly rate the following questions based on the Curriculum : [Develops independent thinking among learners]	5	6	4	1	0
Kindly rate the following questions based on the Curriculum : [Enhances the knowledge of learners in their subject area]	4	10	2	0	0
Kindly rate the following questions based on the Curriculum : [Enables learners to apply their knowledge in real life]	6	4	5	1	0
Kindly rate the following questions based on the Curriculum : [Enhances employability skills of the learners]	7	6	1	1	0
Kindly rate the following questions based on the Curriculum : [Develops entrepreneurial mindset among learners]	4	7	4	0	0
Kindly rate the following questions based on the Curriculum : [Develops research-orientation among learners]	5	6	2	1	0
Kindly rate the following questions based on the Curriculum : [Meets the local, regional and national needs]	8	5	2	0	0
Kindly rate the following questions based on the Curriculum : [Integrates cross-cutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability]	6	6	2	1	0
Kindly rate the following questions based on the Curriculum : [Satisfies stated objectives and learning outcomes]	8	4	2	2	0

Figure 3: Graphical Representation of Teacher responses on Curriculum 2023-24

The above figure shows the pictorial representation of the feedback collected from the faculty members on the curriculum for the academic year 2023-24.

3.4 Feedback Analysis of Parent's Feedback on Curriculum

The curriculum feedback of 2023-24 collected feedback from parents and the responses given by them were spread across the questions as shown in figure 4 below.
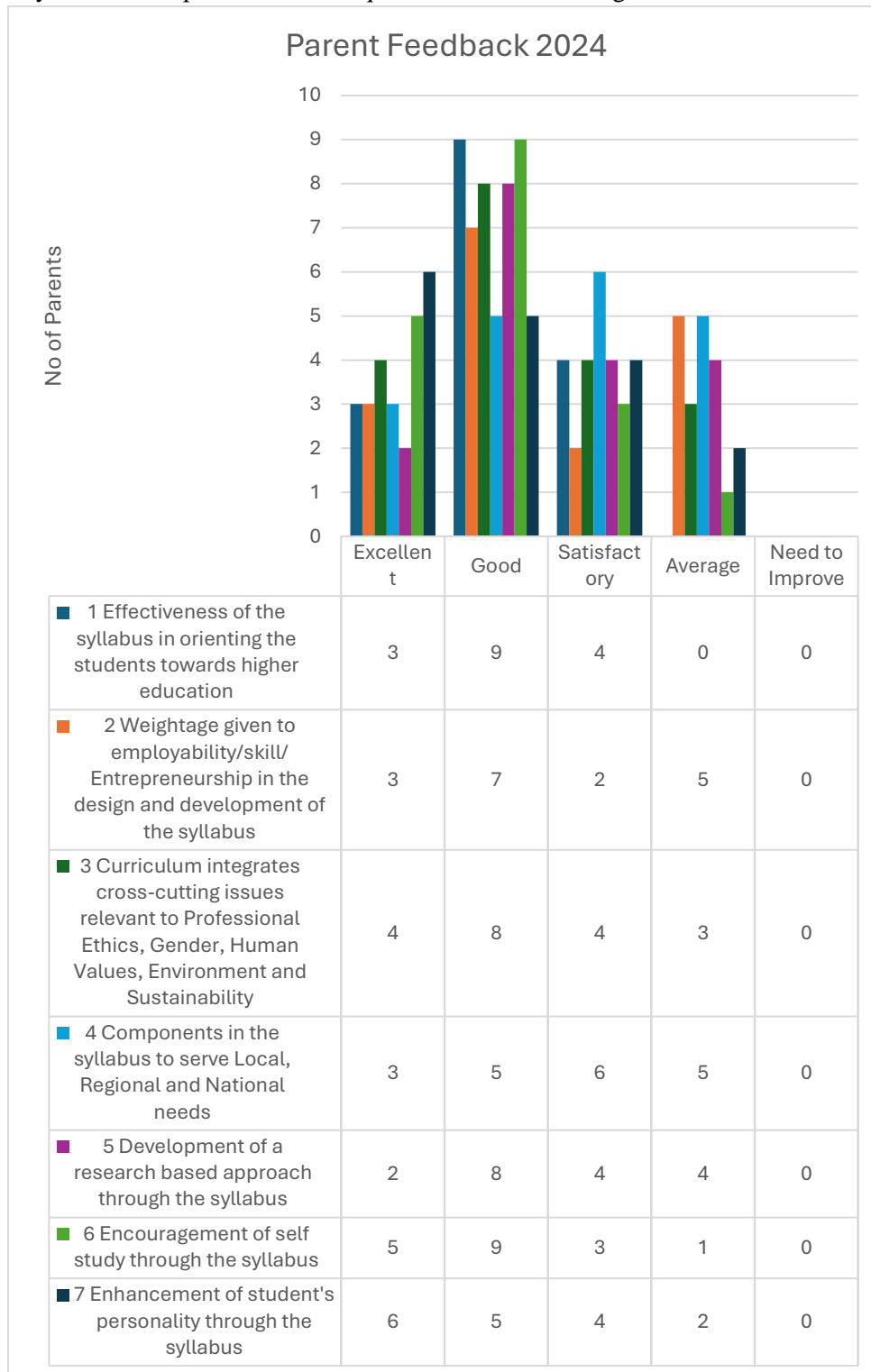
Parent Feedback 2024

	Excellent	Good	Satisfactory	Average	Need to Improve
■ 1 Effectiveness of the syllabus in orienting the students towards higher education	3	9	4	0	0
■ 2 Weightage given to employability/skill/ Entrepreneurship in the design and development of the syllabus	3	7	2	5	0
■ 3 Curriculum integrates cross-cutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability	4	8	4	3	0
■ 4 Components in the syllabus to serve Local, Regional and National needs	3	5	6	5	0
■ 5 Development of a research based approach through the syllabus	2	8	4	4	0
■ 6 Encouragement of self study through the syllabus	5	9	3	1	0
■ 7 Enhancement of student's personality through the syllabus	6	5	4	2	0

Figure 4: Graphical Representation of Parent responses on Curriculum 2023-24

3.5 Feedback Analysis of Industry Expert's Feedback on Curriculum

Feedback from industry experts was collected in the academic year of 2023-24 across the departments and the responses provided by them are analyzed as shown in the figure 5 below.
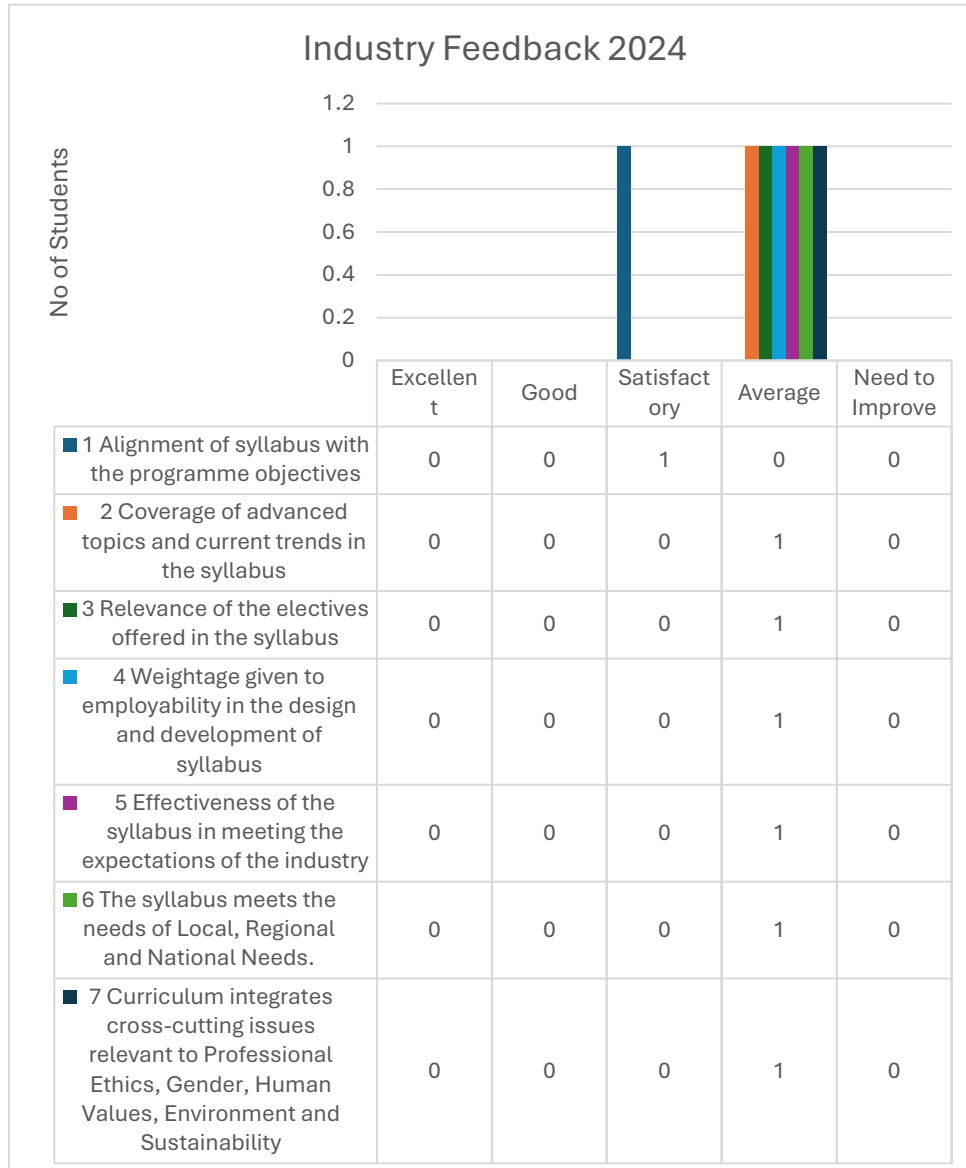
Industry Feedback 2024

	Excellent	Good	Satisfactory	Average	Need to Improve
■ 1 Alignment of syllabus with the programme objectives	0	0	1	0	0
■ 2 Coverage of advanced topics and current trends in the syllabus	0	0	0	1	0
■ 3 Relevance of the electives offered in the syllabus	0	0	0	1	0
■ 4 Weightage given to employability in the design and development of syllabus	0	0	0	1	0
■ 5 Effectiveness of the syllabus in meeting the expectations of the industry	0	0	0	1	0
■ 6 The syllabus meets the needs of Local, Regional and National Needs.	0	0	0	1	0
■ 7 Curriculum integrates cross-cutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability	0	0	0	1	0

Figure 5: Graphical Representation of Parent responses on Curriculum 2023-24

4. Summary of the Analysis of the Feedback from the Stakeholders

After gathering feedback from all stakeholders, several observations were made regarding the programs offered:

- Nearly all stakeholders expressed a desire for the curriculum to be more centered on current industry trends and relevant topics.

- As new programs are developed for the upcoming academic year, stakeholders anticipate a focus on emerging areas.

- Students particularly called for a more practical approach, with greater access to necessary tools and resources, especially in Business Analytics courses.

- Stakeholders also expect an increased emphasis on project-based and problem-based learning within the curriculum.

5. Action Taken Based on the Feedback

In response to the feedback analysis and recommendations from various stakeholders in consensus with the Mu Sigma, the Curriculum Development Committee (CDC) proposed the introduction or revision of courses and programs. The necessary content was updated,and new courses were introduced (as detailed in BOS Document), focusing on employability, entrepreneurship, and skill development such as Data Visualization using Tableau, Big Data utilizing MongoDB. Additionally, more industrial visits and field trips were planned to provide students with more hands-on experiences.

This report presents the feedback analysis and actions taken for the 2023-24 academic year. These actions occur at the department level and extend beyond the points mentioned above. Each department thoroughly analyzes the feedback and implements more comprehensive actions in addition to the points highlighted in this report.