CHRIST (Deemed to be University), Bengaluru-560029
School of Business and Management
STAKE HOLDERS FEEDBACK ON CURRICULUM: DETAILED REPORT
MBAEXE Program: 2019-20

Introduction:

Every year structured questionnaire is shared among major stake holders program like Students, Parents, Faculty, Alumni & Industry. Based on the responses, areas of improvements are identified and suggestions are incorporated.

Major Suggestions:

Students:

1. Stock market trading to be offered.
2. Curriculum to include software tools.
3. Industrial mergers and history of economic crisis to be added in curriculum
4. Global currency management to be offered.
5. Mid management related administrative and leadership to be offered.

Parents:

1. Family business related subjects to be introduced.
2. Industry interaction based subjects to be introduced.
3. Happy with content revision of previous years.

Alumni:

1. There still exists a disconnect between academia and the industry on mid management crisis.
2. B- Plan writing skills with more focus on finance raising to be offered.
3. More focus on VC capital, private placements, Fund transfers to be introduced.

Faculty:

1. Artificial and Business Intelligence related concepts to be added in relevant courses.
2. Mathematical models for research based papers to be introduced.
3. STEM based curriculum to be looked into.

Industry:

1. Block chain based content to be included.
2. Legal practices and constitutional remedied on business related issued to be offered to students.
3. Web and social media based analytics to be introduced..

Action Taken:

Based on the feedback given by the stakeholders following are changes implemented:

1. Recommended text books *are* included in the syllabus along with e books.

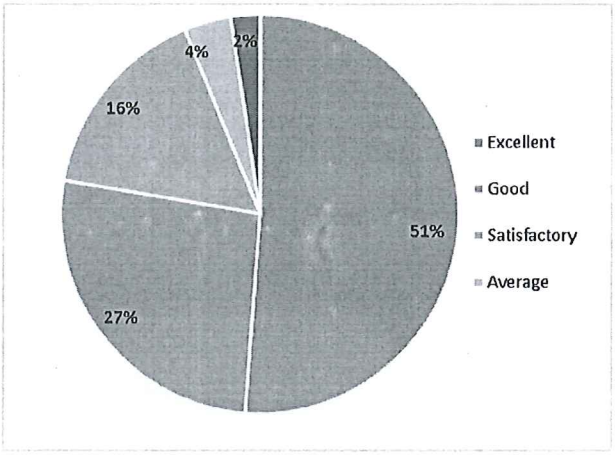
2. More technology based/embedded assessments were conducted.

Conclusion:

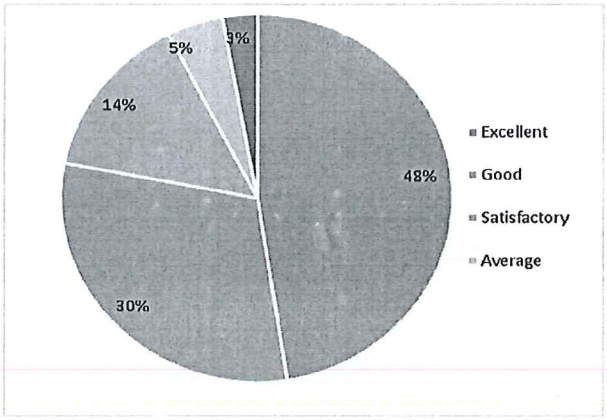
The structured questionnaire was issued with utmost efforts. The analysis framed out of the available data set provide us fairly good path to focus.

Student feedback: 2019-20: 93 responses

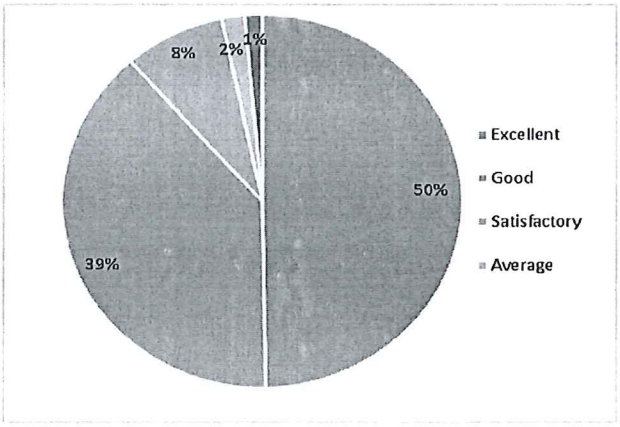
1. Does the content of the curriculum satisfy the stated objectives and learning outcomes?



2. Does the curriculum cover advanced topics?



3. Whether the curriculum enhances your knowledge and skills in the relevant domain?



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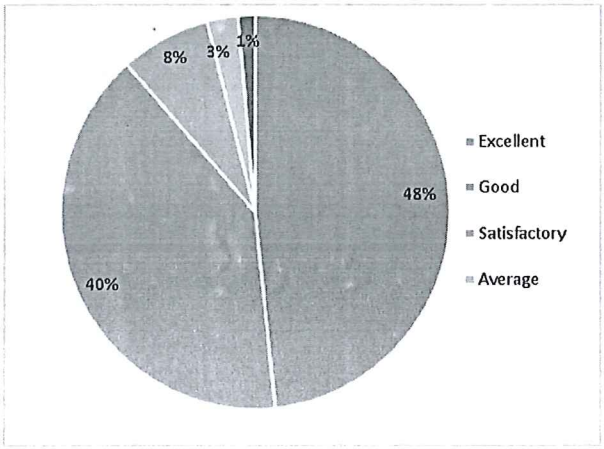
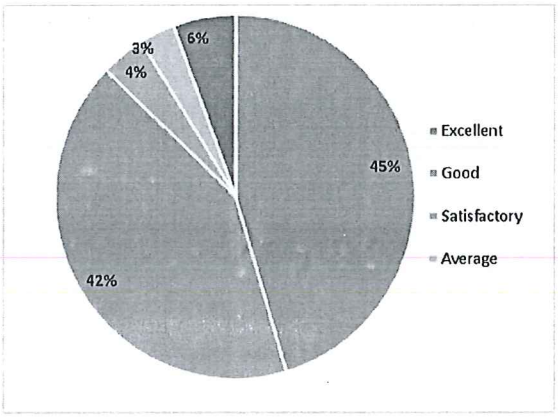
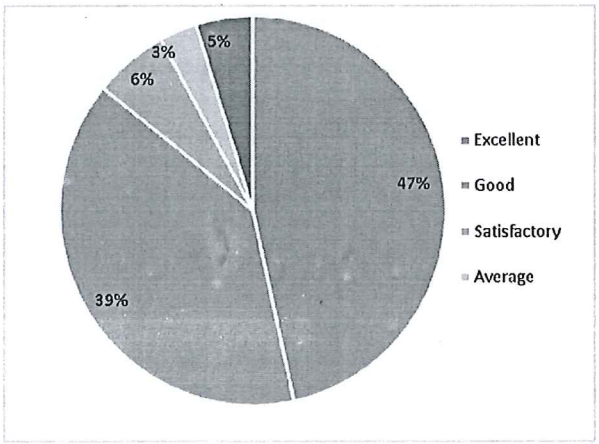
4. Is the curriculum effective in developing critical/ analytical thinking?



5. Are the text books and reference materials relevant to the content of the curriculum?



6. Does the curriculum orient towards higher education?



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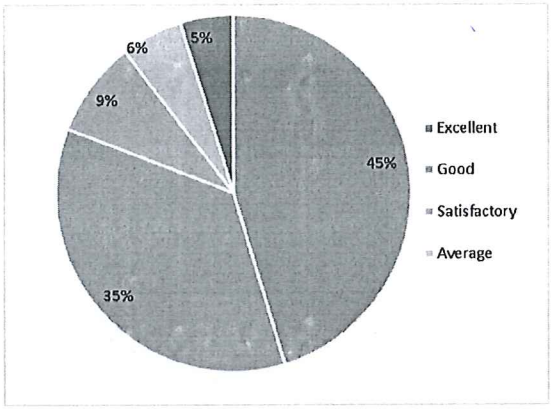
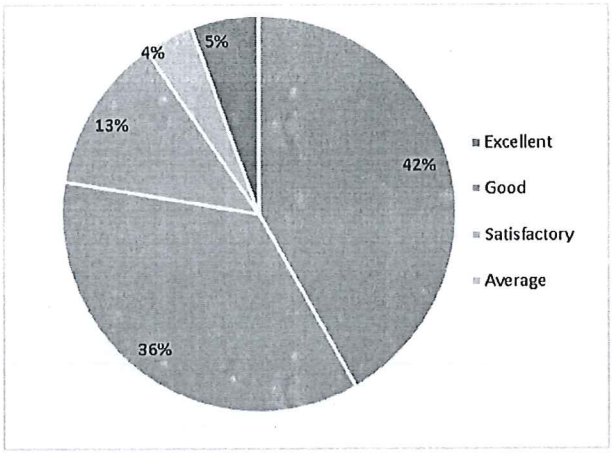
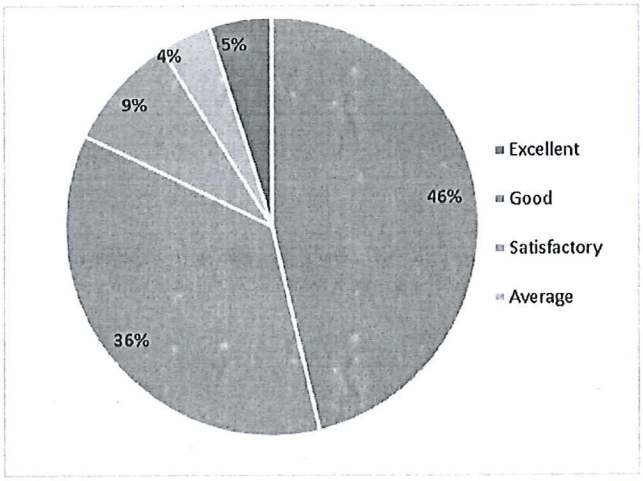
7. Does the curriculum enable the students to apply their knowledge in real life situations?



8. Is employability given weightage in the design and development of curriculum?



9. Does the curriculum promote self-study and attitude of research?



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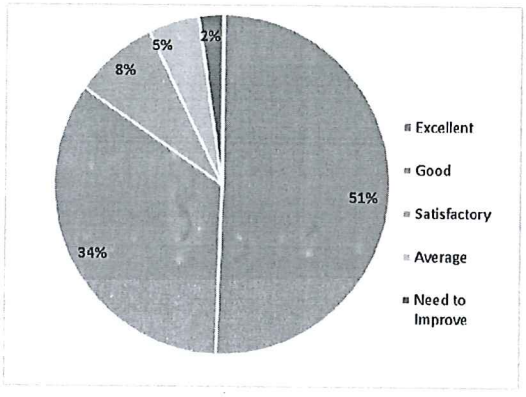
10. Does the curriculum meet your overall expectations?

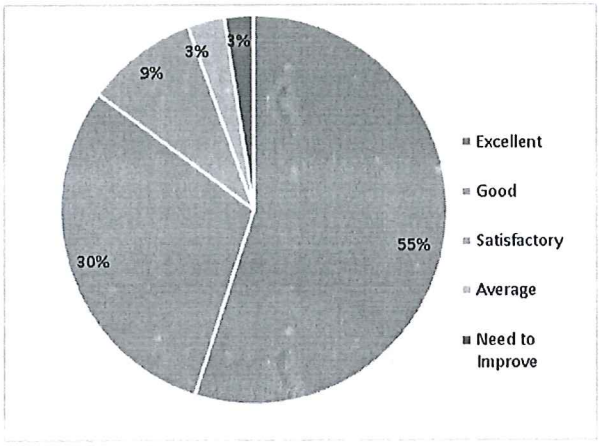


Inference from student feedback analysis:

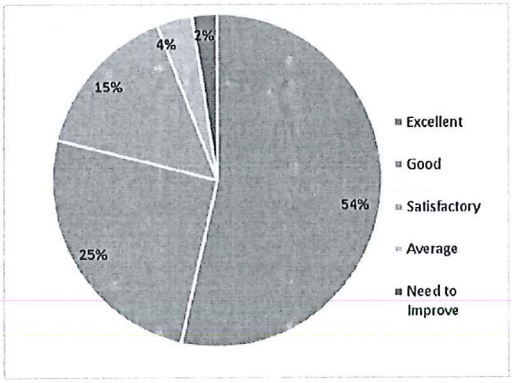
1. On the content of curriculum satisfying the objectives and learning outcome 51% have rated excellent and 27% as good.
2. On curriculum covering advanced topics 48% have rated excellent and 30% as good.
3. On curriculum enhancing knowledge and skills in the domain 50% have rated excellent and 39% as good.
4. On curriculum developing effective thinking 48% have rated excellent and 40% as good.
5. On text books and materials being relevant 45% have rated excellent and 42% as good.
6. On curriculum enabling entry to higher education 47% have rated excellent and 39% as good.
7. On applying the curriculum to real life situations 45% have rated excellent and 35% as good.
8. On employability given weightage in curriculum designing 42% have rated excellent and 36% as good.
9. On curriculum promoting self-study and research 46% have rated excellent and 36% as good.
10. On curriculum meeting overall expectations 51% have rated excellent and 34% as good.

Parents feedback: 2019-20: 86 responses

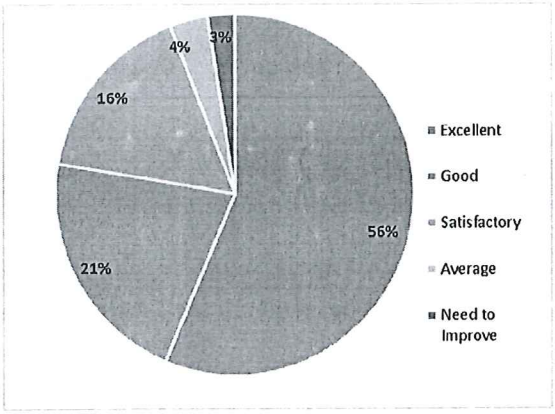
1. Does the curriculum orient the students towards higher education?



2. Is employability given weightage in the design and development of the curriculum?



3. Is the curriculum designed to have a component on value based education?



4. Does the curriculum have components to serve the needs of the society?

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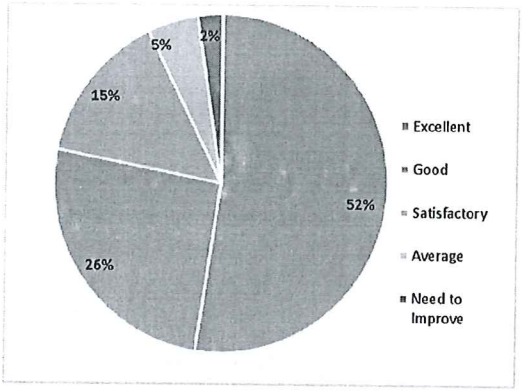
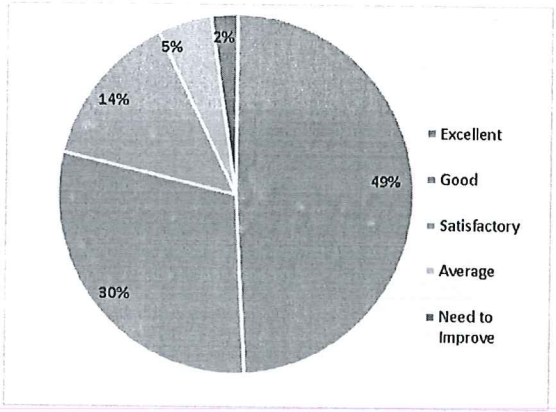
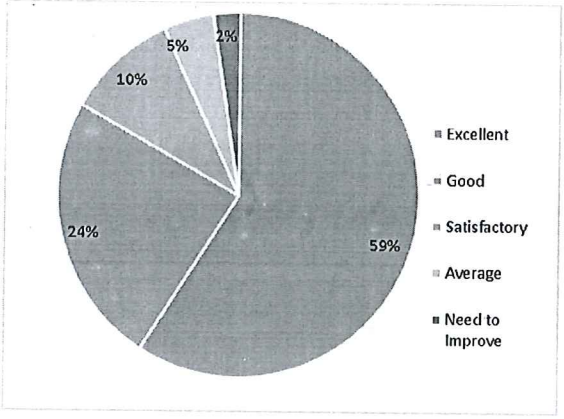


5. Does the curriculum promote self-study and attitude of research?



6. Does the curriculum help the students to enhance their personality?



Inference on analysis of Parents feedback

On all the parameters more than 70% of respondents/parents have selected excellent and good. Developing the personality of students is gives utmost satisfaction to the parents and more research oriented curriculum is the need to be met.

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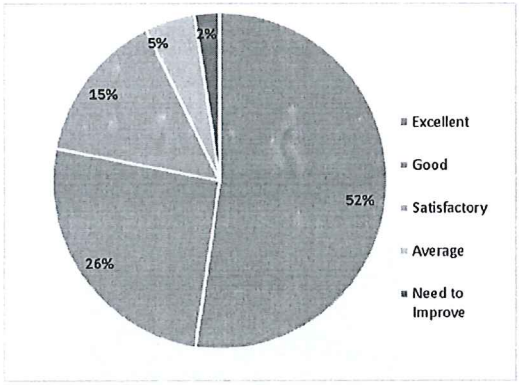
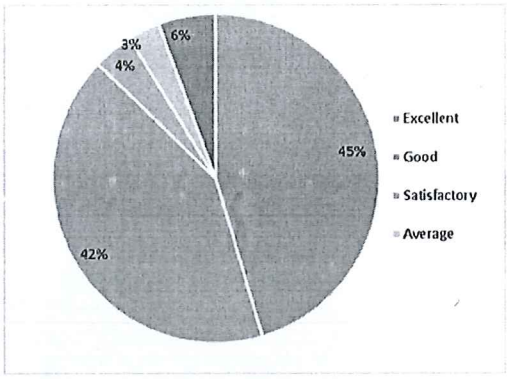
Alumni feedback: 2019-20: 99 responses

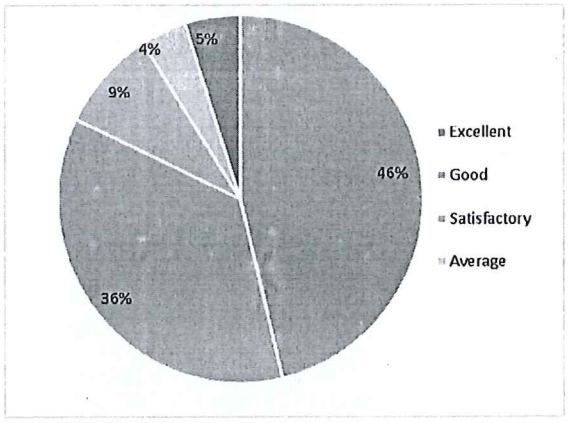
1. Is the curriculum updated on a regular basis depending on the current trends and advanced topics?



2. Does the curriculum orient the students towards higher education?



3. Does the curriculum provide employability weightage?



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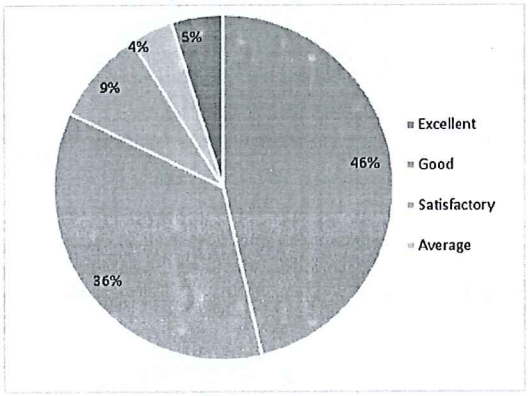
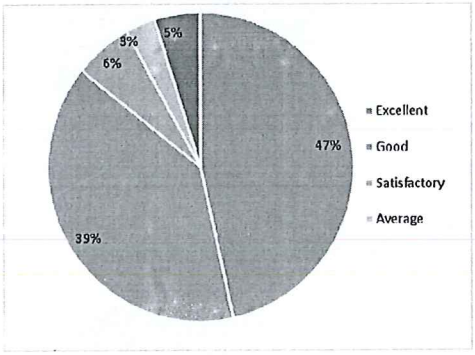
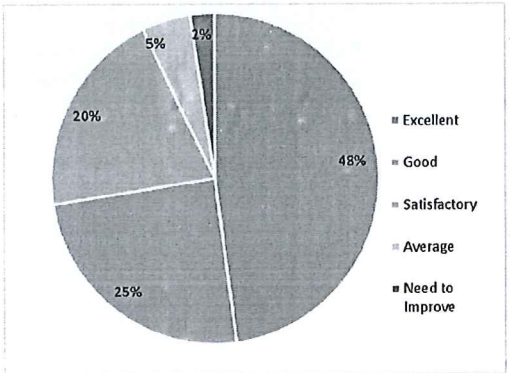
4. Does the curriculum meet the expectations of the industry?



5. Does the curriculum enable the student to connect the knowledge to real life application?



6. Does the curriculum encourage entrepreneurship?



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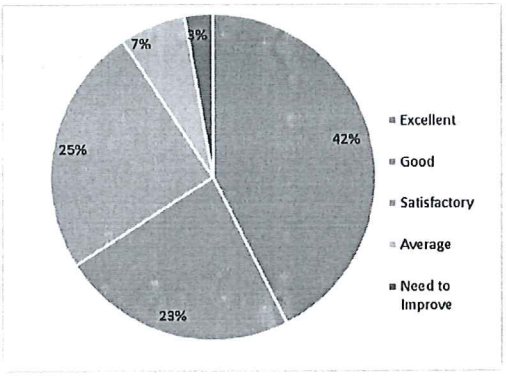
7. Do you think that the curriculum motivates the students for research and development?



Inference on analysis of Alumni feedback

Alumni have rated excellent for updating of syllabus being regular and curriculum meeting higher education needs. However, more focus is to be given on bridging the gap between industry and academia. Inclusion of course content encouraging entrepreneurial mind set is the major area to be looked into.

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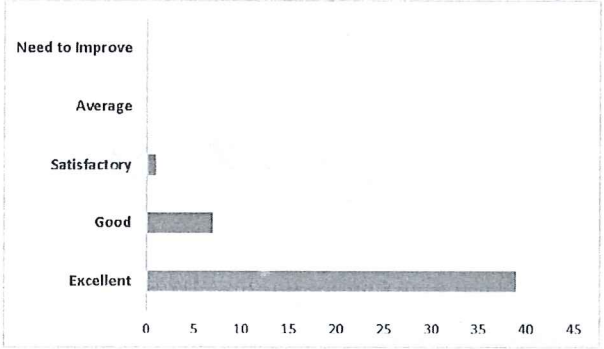
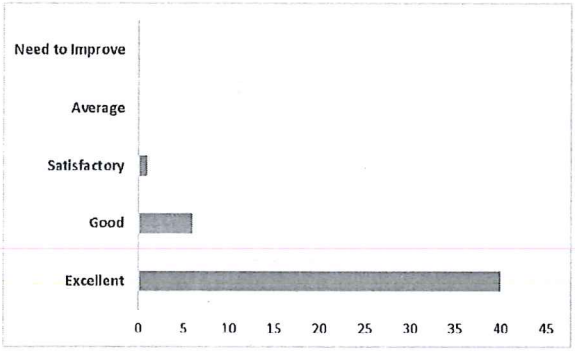
Faculty feedback: 2019-20: 10 responses

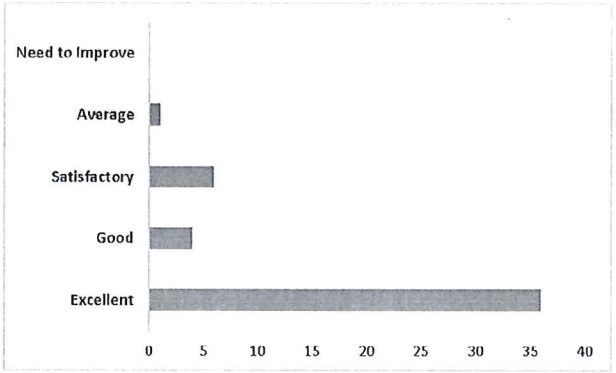
1. Does the curriculum satisfy the stated objectives and learning outcomes?



2. Do you have continuous processes to propose, modify, suggest and incorporate new topics in the curriculum?



3. Is the curriculum effective in developing independent thinking?



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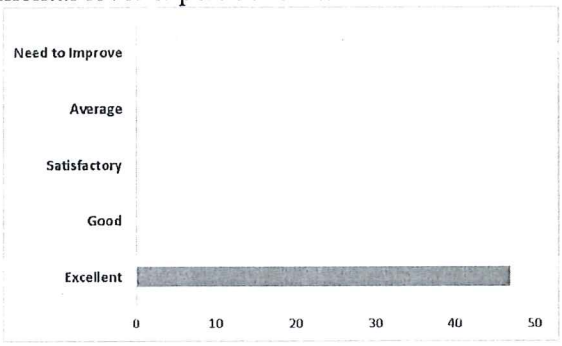
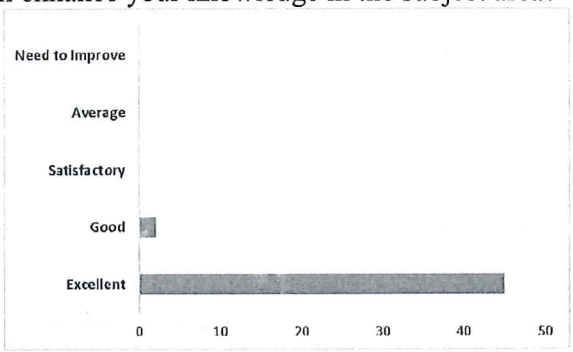
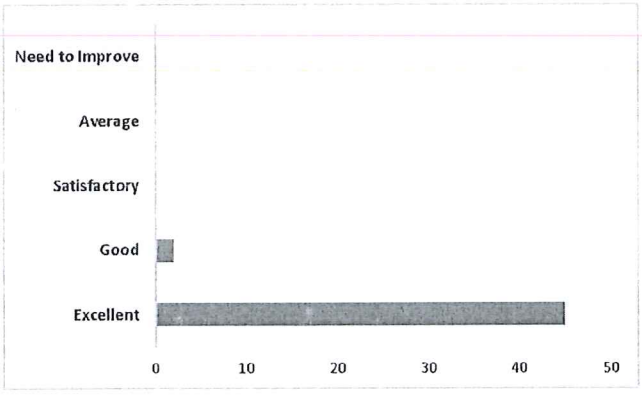
4. Does the departmental level expert committee meet to review the curriculum?



5. Does the curriculum enhance your knowledge in the subject area?



6. Does the curriculum enable the students to apply their knowledge in real life?



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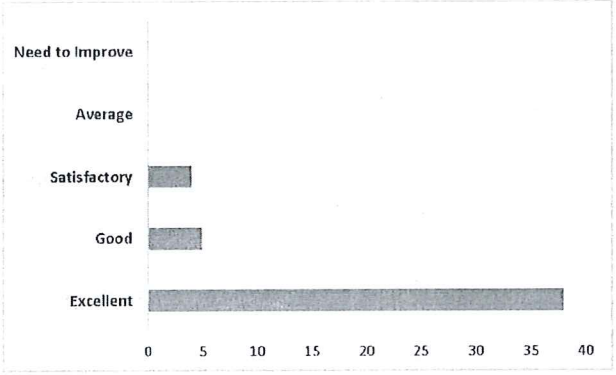
7. Does the curriculum demand the teachers for research inclusive teaching?



Inference on analysis of Teachers feedback

Teachers have rated excellent for continuous process to modify syllabus, expert committee review and enabling independent thinking. Teachers have also rated excellent for curriculum enabling students to apply theory to practice and curriculum meeting learning objective. The area identified for improvement by teachers is to make the curriculum more research oriented.

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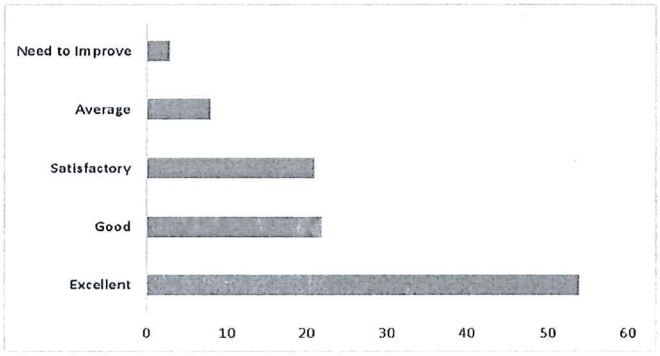
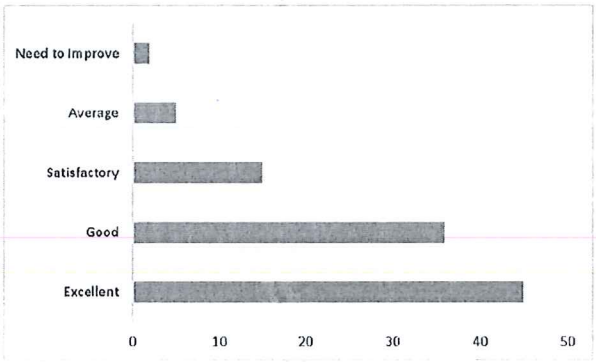
Industry feedback: 2019-20: 29 responses

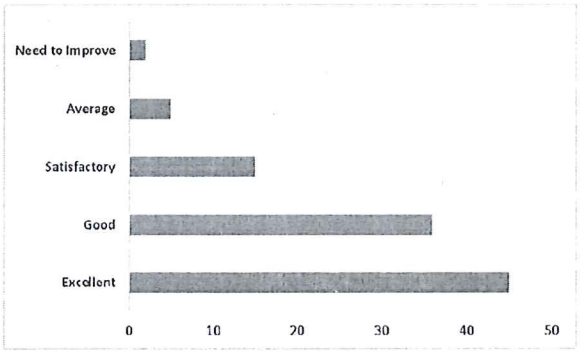
1. Is the curriculum aligned with the objectives of the programme?



2. Does the curriculum cover advanced topics and current trends?



3. How would you rate the relevance of the electives offered in the curriculum?



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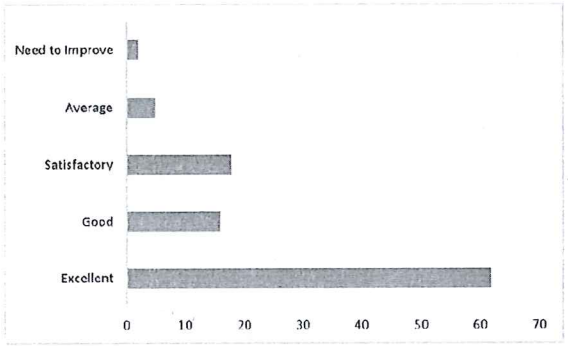
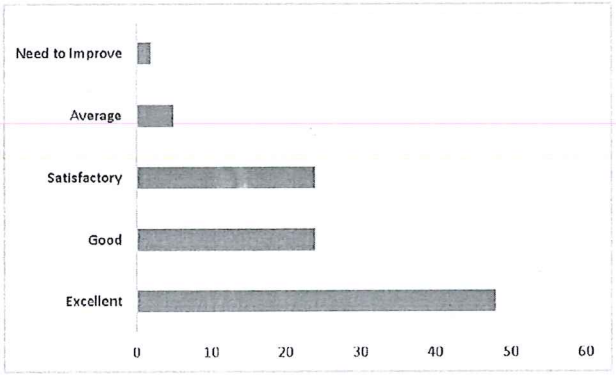
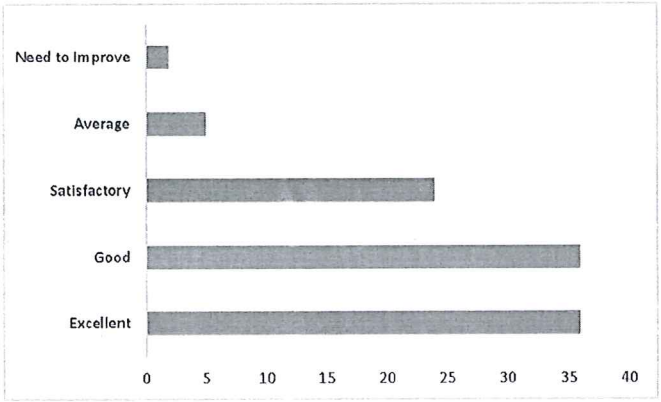
4. Is employability given weightage in the design and development of curriculum?



5. Does the curriculum meet the expectations of the industry?



6. Does the curriculum cater to the enhancement of skills of the students with respect to the industry needs?



Inference on analysis of Industry feedback

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Industry experts have rated excellent for curriculum being aligned with objectives of the program, advanced topics and current trends and employability. Areas identify for more focus are relevance of electives, meeting expectations of industry. Enhancing industry based skills is also identified as area which can be strengthened in the future.