

CHRIST (Deemed to be University), Bengaluru-560029
Department of Management Studies
STAKE HOLDERS FEEDBACK ON CURRICULUM: DETAILED REPORT
BBA Program: 2016-17

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:

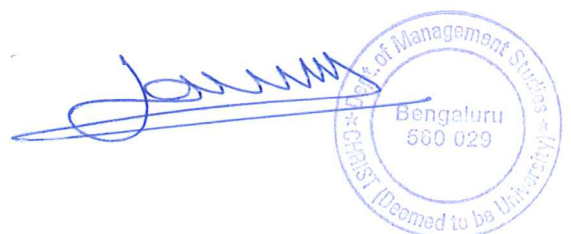
1. More reference and textbook names for easy reading required. A few e-books can also be suggested for wider referencing.
2. Too much emphasis on memory rather than analytical thinking for almost all the subjects
3. More of real life projects will be fun but must be given in accordance with subject requirement and students will.
4. Guest speakers and interaction with industry professionals can be incorporated in the course.
5. General Elective subjects are good and more interdisciplinary course choices are preferred.
6. More technology should be used for examination purposes.

Parents:

1. In general, it's an appreciable attempt taken by institution for overall development of the student. We wish that our ward should enthusiastically participate and enjoy the benefits of such activities.
2. Parents are not regularly informed about the progress being made by Student, from time to time
3. Professors build a good relation with students and I have seen them grooming my daughter's skills, which has made more confident and self-sustained.

Alumni:

1. There still exists a disconnect between academia and the industry. The companies I've worked with never rely on the training in college and completely retrain on their own.
2. I doubt the relevance of having additional English as an optional subject. There is nothing it offers over and above General English.
3. Second, please explore offering SQL and Python programming as part of the course.



4. Please update the syllabus, what was taught to us in Digital Marketing and what the industry expects is entirely different.
5. Need to focus more on Advance Excel Tool for Finance Students. Improvised subjects topics on growing areas like Forensic Accounting, for better and higher placements in the growing industry.

Faculty:

1. Experiential learning modules can be incorporated in all the subjects.
2. Research Based Curriculum & Industry Integrated Subjects can be Incorporated.
3. Entrepreneurial skill based subjects to be incorporated.

Industry:

1. Very Appropriate
2. Skill suitable for industrial needs to be incorporated.
3. What we do in work is quite different from what is being taught - students need to have the right industry exposure to be successful in their career early enough.

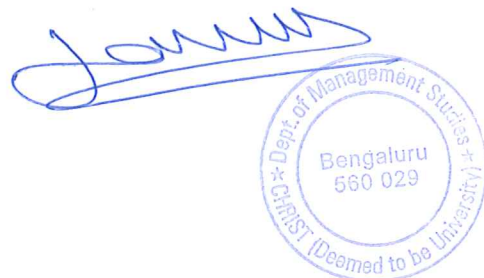
Action Taken:

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

1. Syllabus of General electives revised to add more industry oriented skills.
2. More technology based/embedded assessments were conducted.
3. Subjects realigned to various semesters as per learning needs of students.
4. Course objectives revisited to make subjects more inclined towards industry and current needs.

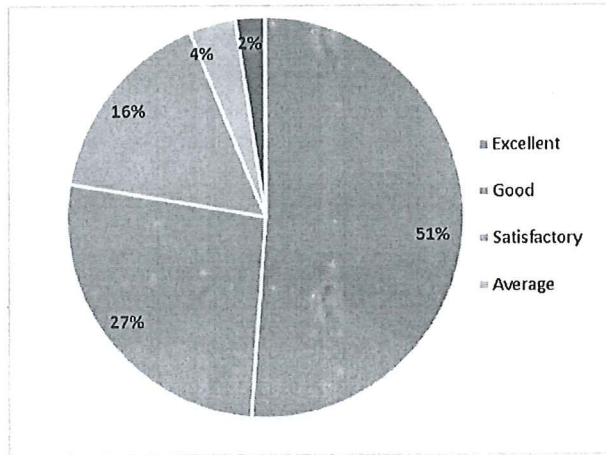
Conclusion:

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

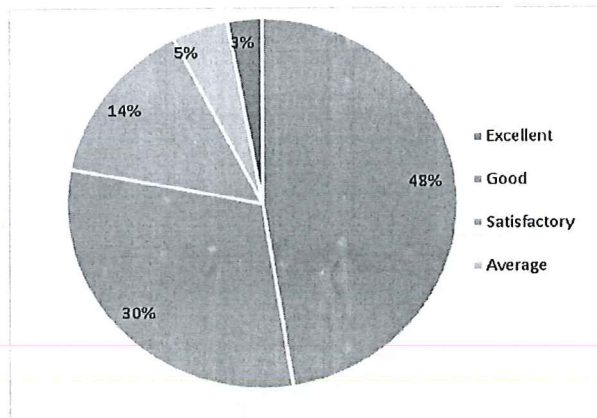


Student feedback: 2016-17: 243 responses

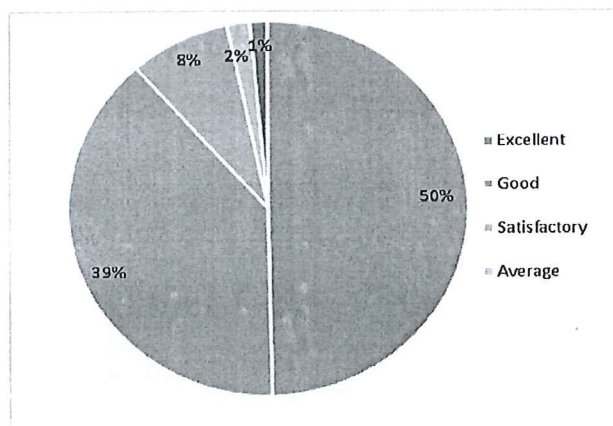
1. Does the content of the curriculum satisfy the stated objectives and learning outcomes?



2. Does the curriculum cover advanced topics?



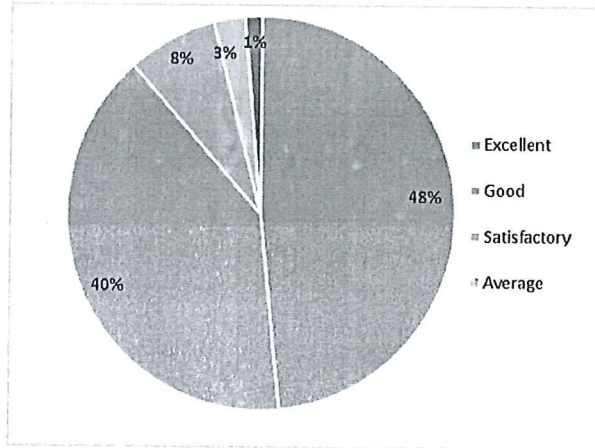
3. Whether the curriculum enhances your knowledge and skills in the relevant domain?



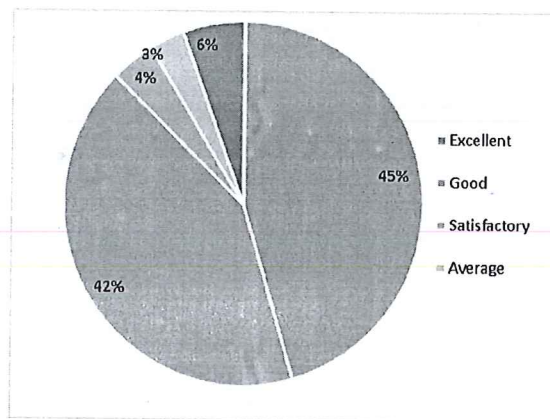
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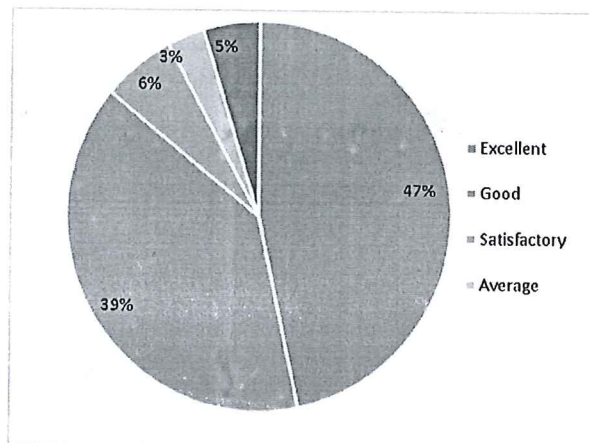
4. Is the curriculum effective in developing critical/ analytical thinking?



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



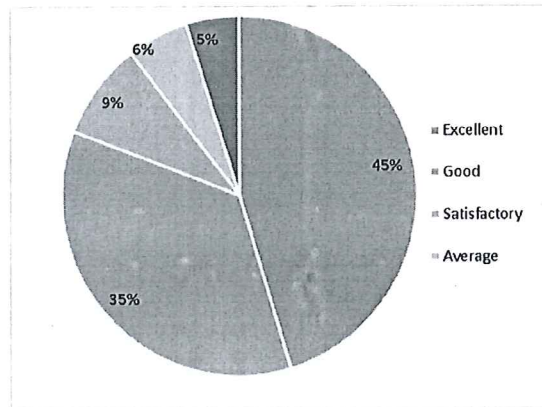
6. Does the curriculum orient towards higher education?



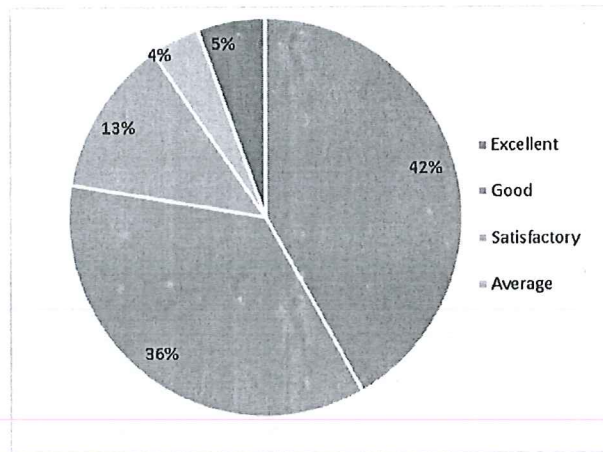
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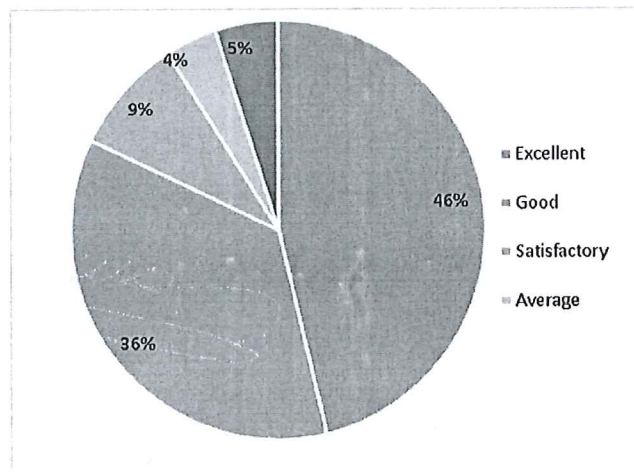
7. Does the curriculum enable the students to apply their knowledge in real life situations?



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



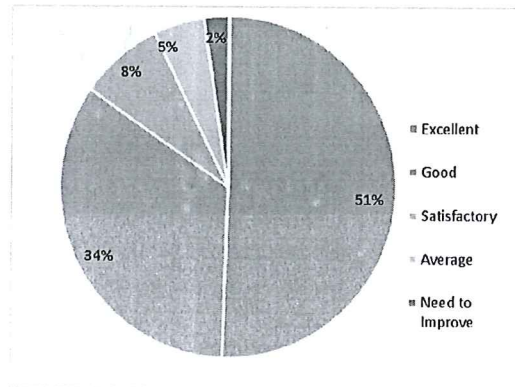
9. Does the curriculum promote self-study and attitude of research?



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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.

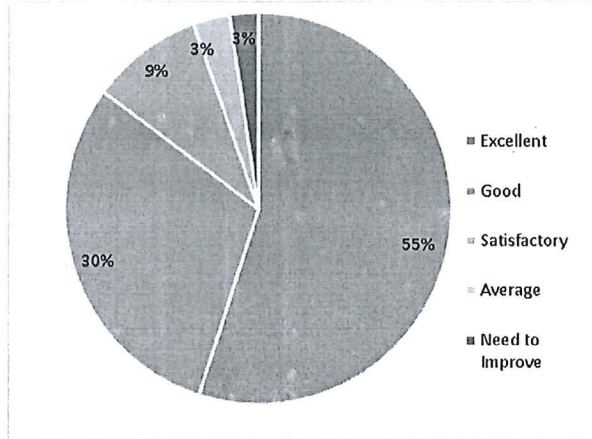
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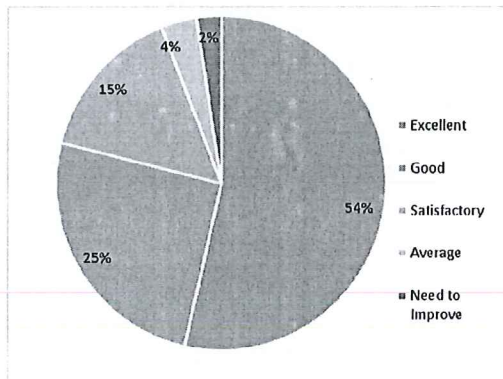
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Parents feedback: 2016-17: 96 responses

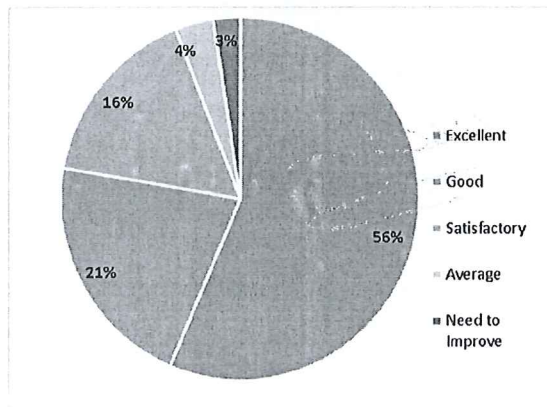
1. Does the curriculum orient the students towards higher education?



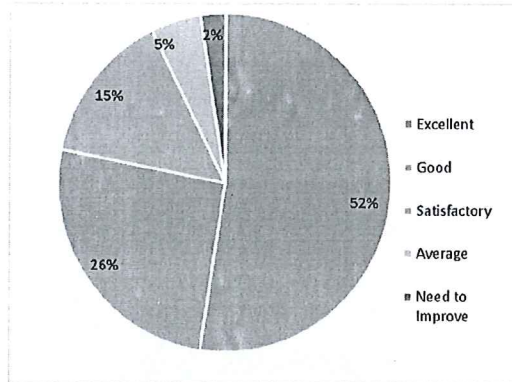
2. Is employability given weightage in the design and development of the curriculum?



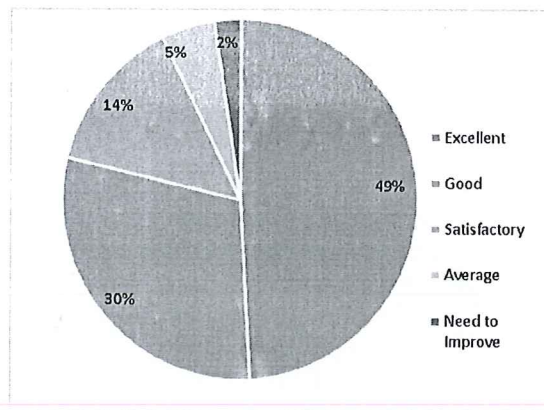
3. Is the curriculum designed to have a component on value based education?



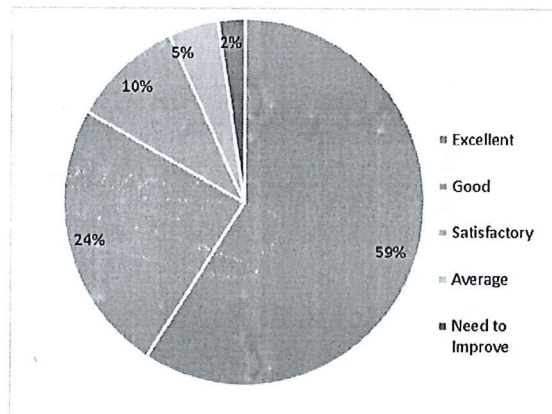
4. Does the curriculum have components to serve the needs of the society?



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.

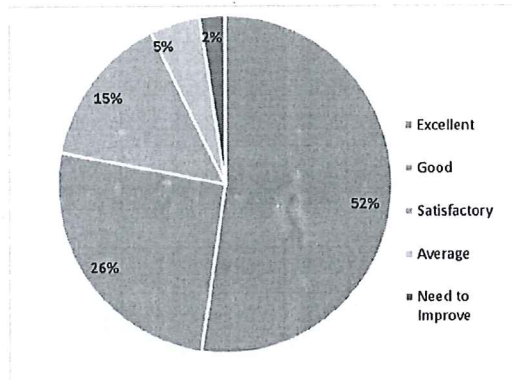
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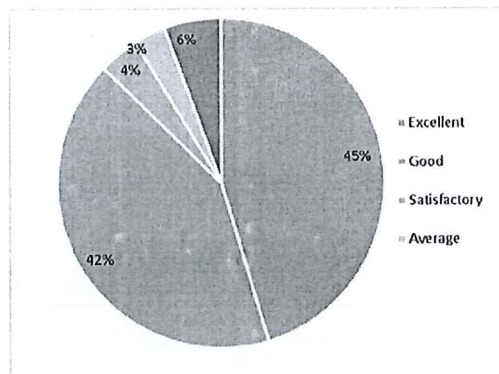
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Alumni feedback: 2016-17: 104 responses

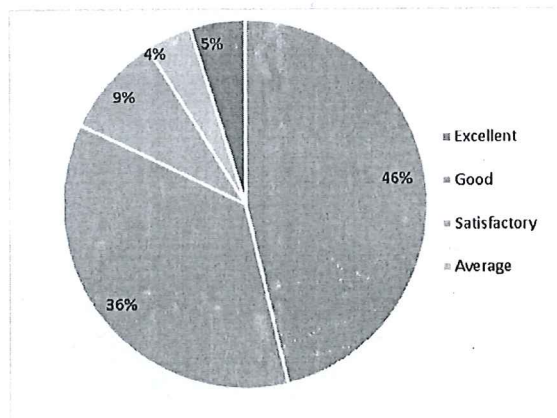
1. Is the curriculum updated on a regular basis depending on the current trends and advanced topics?





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

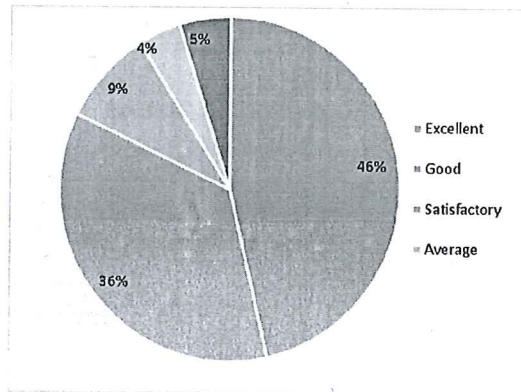


3. Does the curriculum provide employability weightage?

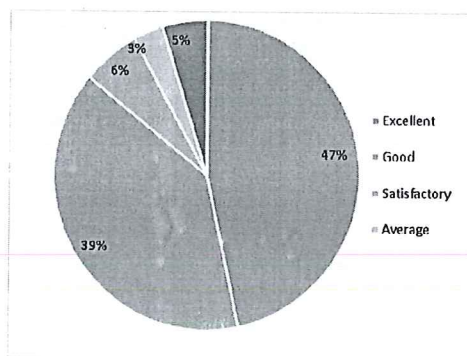


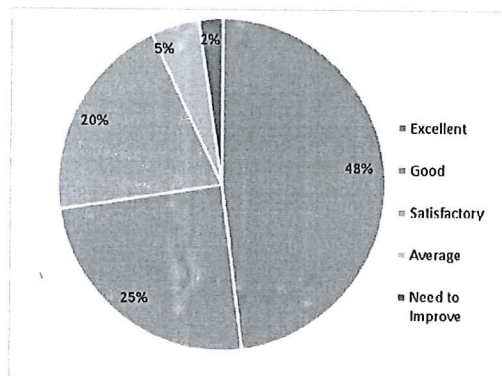
4. Does the curriculum meet the expectations of the industry?



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



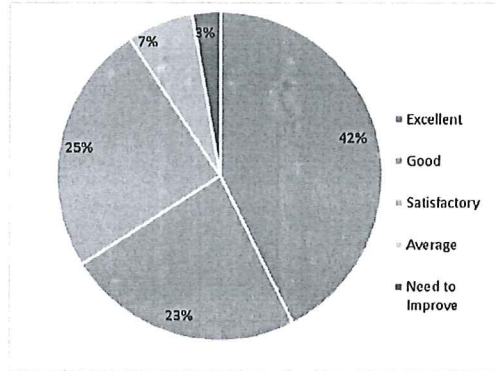
6. Does the curriculum encourage entrepreneurship?



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



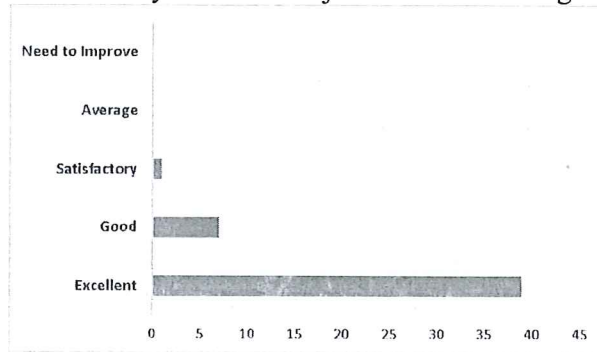
Inference on analysis of Alumni feedback

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.

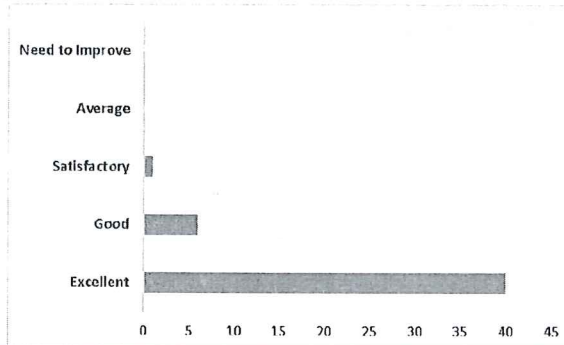



Faculty feedback: 2016-17: 39 responses

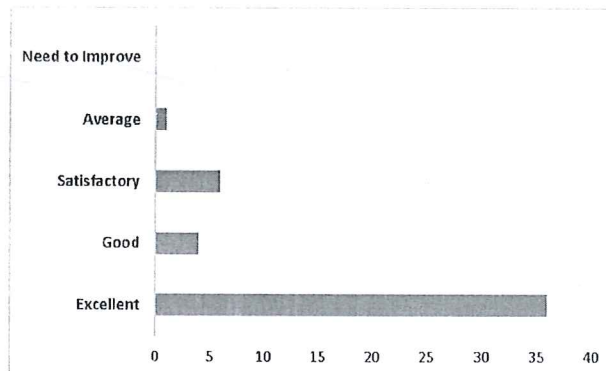
1. Does the curriculum satisfy the stated objectives and learning outcomes?



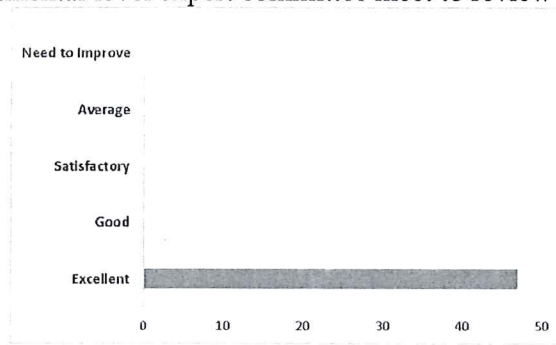
2. Do you have continuous processes to propose, modify, suggest and incorporate new topics in the curriculum?



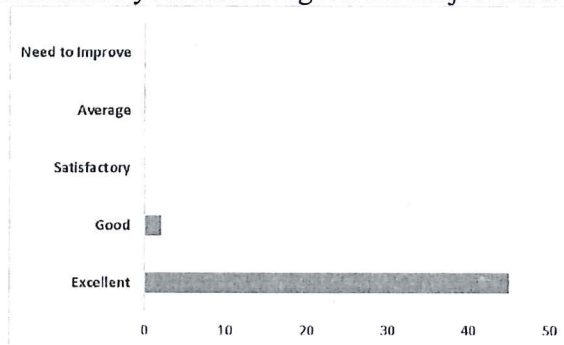
3. Is the curriculum effective in developing independent thinking?



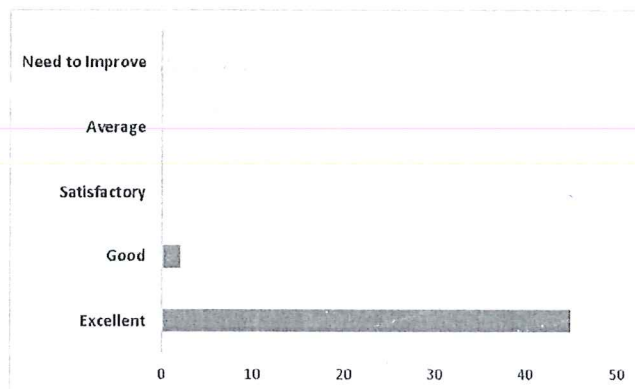
4. Does the departmental level expert committee meet to review the curriculum?



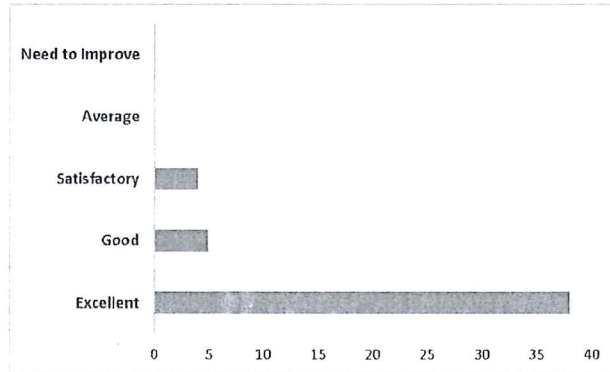
5. Does the curriculum enhance your knowledge in the subject area?



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



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



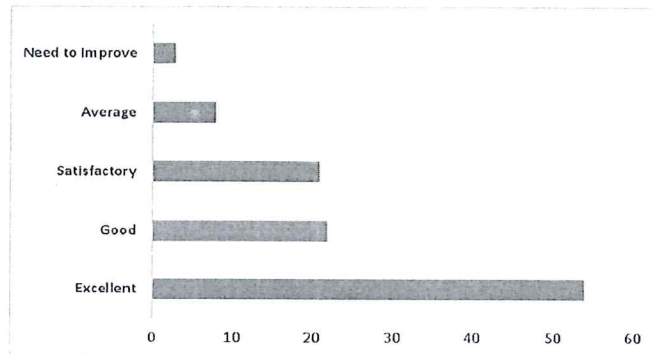
Inference on analysis of Teachers feedback

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.

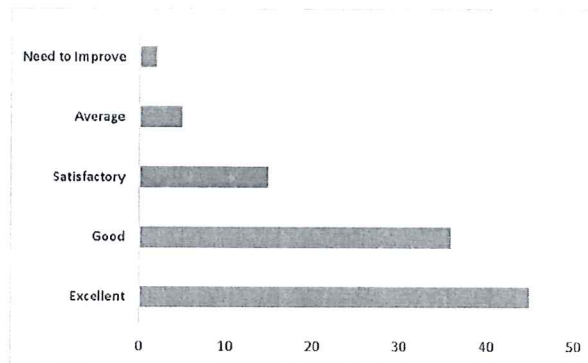


Industry feedback: 2016-17: 30 responses

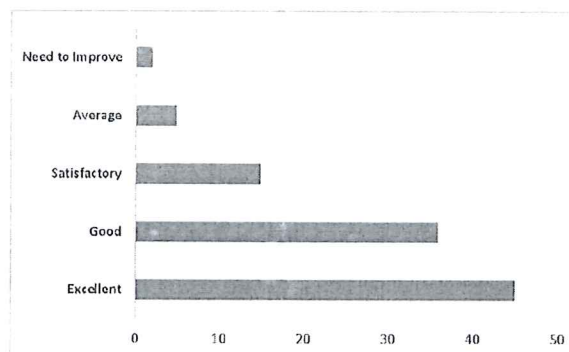
1. Is the curriculum aligned with the objectives of the programme?



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



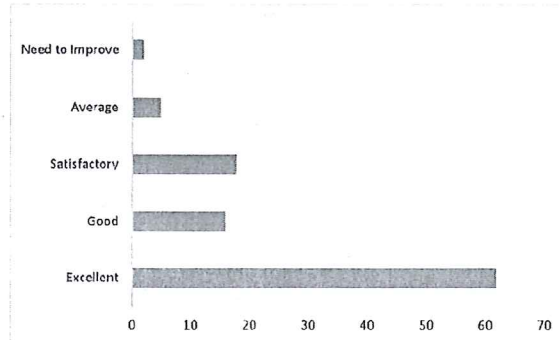
3. How would you rate the relevance of the electives offered in the curriculum?



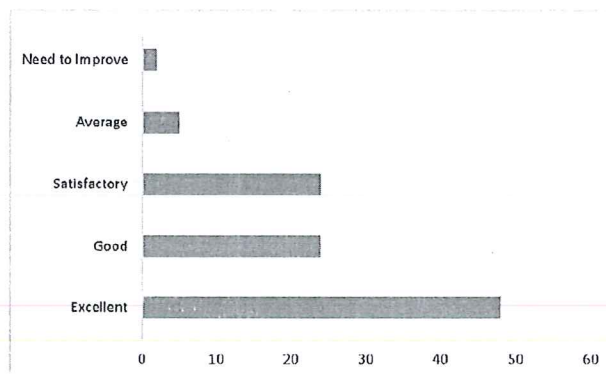
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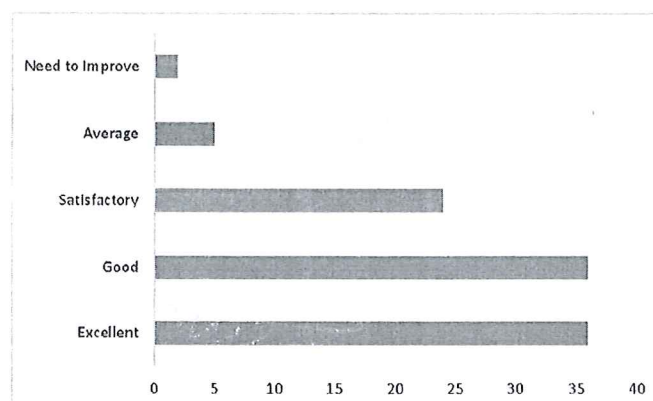
4. Is employability given weightage in the design and development of curriculum?



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

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.

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