

**CHRIST (Deemed to be University), Bengaluru-560029**  
**Department of Management Studies**  
**STAKE HOLDERS FEEDBACK ON CURRICULUM: DETAILED REPORT**  
**BBA Program: 2018-19**

**Introduction:**

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

**Major Suggestions:**

**Students:**

1. E references and e-books suggested.
2. Analytical skills related to management subjects to be incorporated
3. More short courses to be introduced which are more industry oriented.
4. Practical sessions to be added.
5. Skill papers appreciated especially spread sheet basic and advanced skills well appreciated.

**Parents:**

1. Value and Ethics based subjects imparted is well received.
2. More online assessments and regular input to parents required.
3. Communication and other soft skills being regularly imparted to students well appreciated.

**Alumni:**

1. Analytical skills in marketing, HR and finance required.
2. Foreign languages to be offered to students
3. To explore on offering SQL and Python programming as part of the course.



4. Please update the syllabus, what was taught to us in Neuro Marketing and what the industry expects is entirely different.
5. Improved subjects topics on growing areas like Forensic Accounting, for better and higher placements in the growing industry.

**Faculty:**

1. Case based exclusive subjects to be offered
2. Inter disciplinary courses to be offered.
3. Analytical skill based subjects to be incorporated.

**Industry:**

1. Mostly Appropriate
2. Skill suitable for industrial needs to be incorporated.
3. More industry interaction can show the upcoming areas to be offered to students.

**Action Taken:**

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

1. Fully implemented Choice based Credit system. (CBCS).
2. Proposed two new electives to be implemented from academic year 2019-20 on Entrepreneurship Development and Business analytics.
3. The CBCS offered subjects include a bucket of industry oriented and current trends.

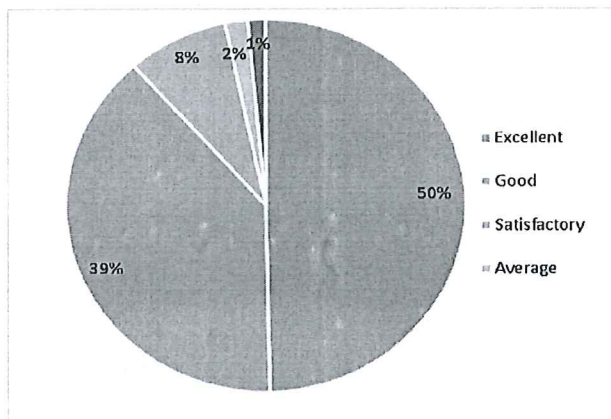
**Conclusion:**

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

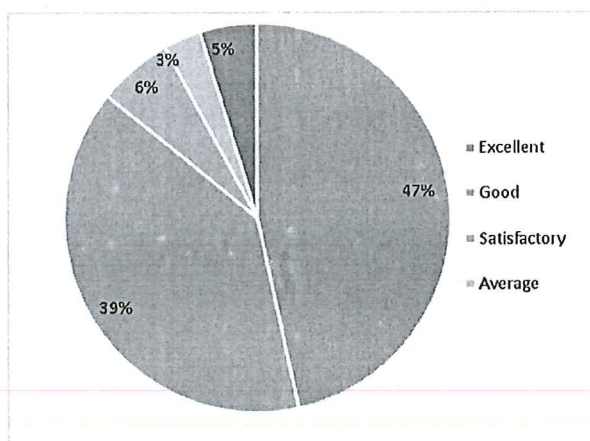


## Student feedback: 2018-19: 259 responses

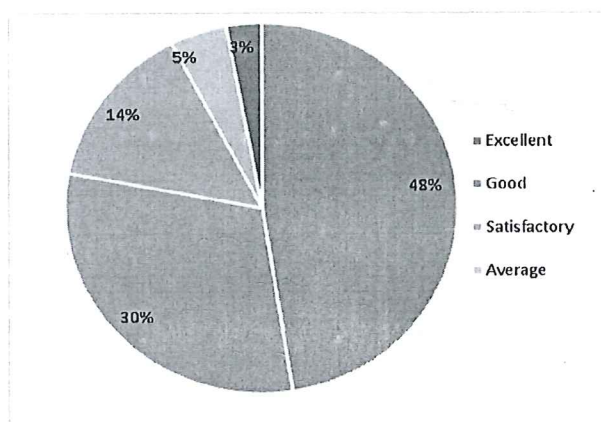
1. Does the content of the curriculum satisfy the stated objectives and learning outcomes?



2. Does the curriculum cover advanced topics?



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

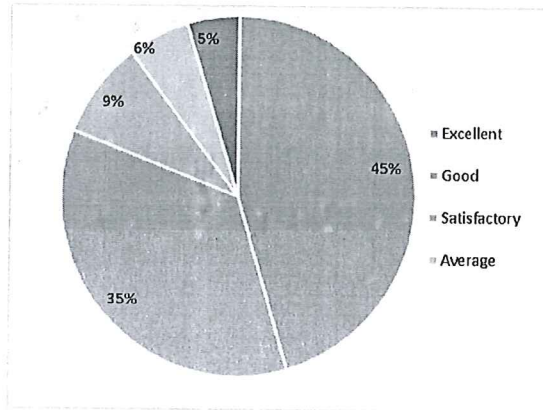


*[Handwritten Signature]*

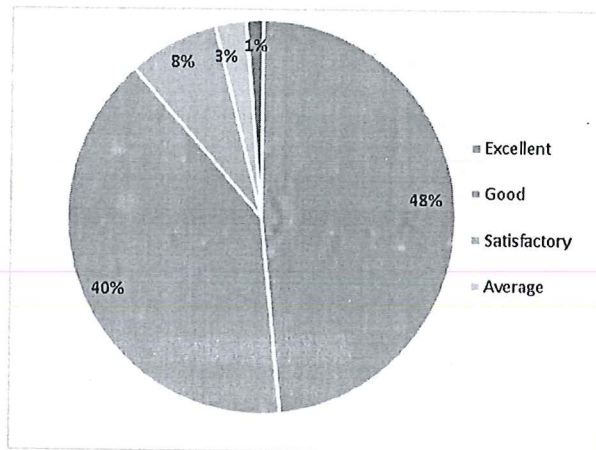
Bengaluru  
560 029

Dept. of Management Studies  
BANGALURU UNIVERSITY  
(Deemed to be University)

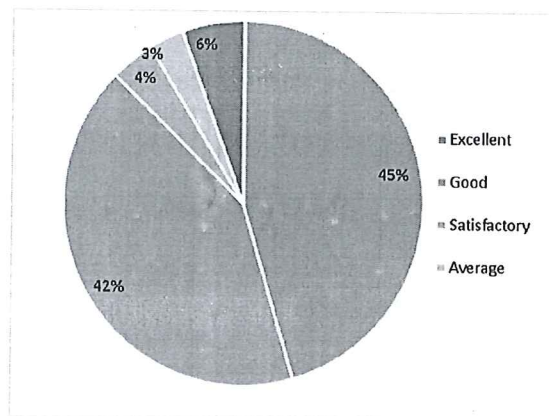
4. Is the curriculum effective in developing critical/ analytical thinking?



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



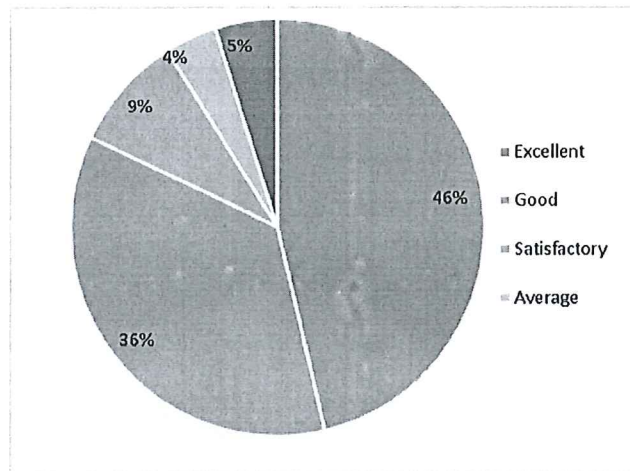
6. Does the curriculum orient towards higher education?



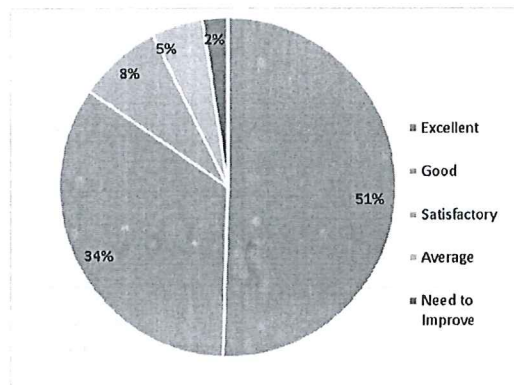
*Dulna S.*



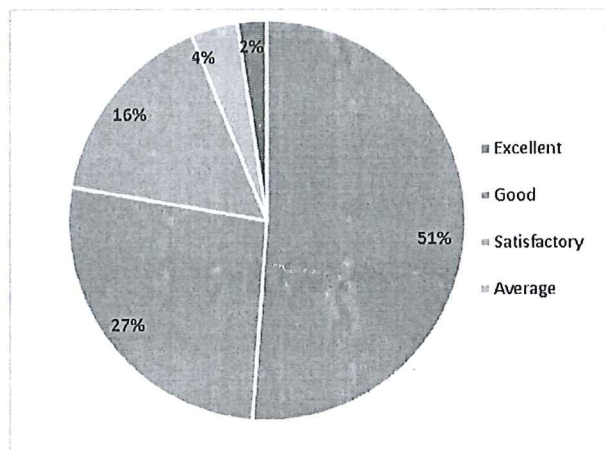
7. Does the curriculum enable the students to apply their knowledge in real life situations?



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



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

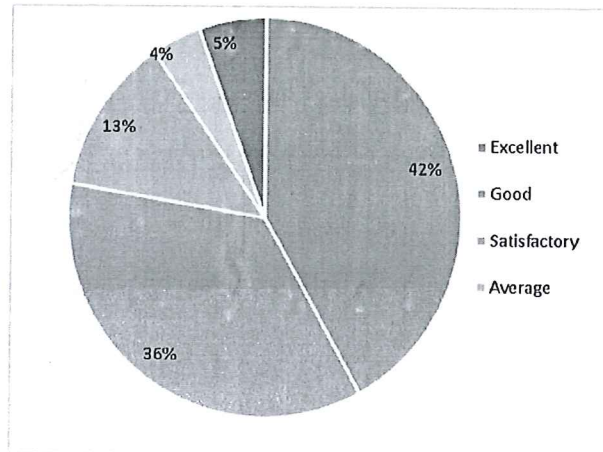


*D. B. M. S.*





10. Does the curriculum meet your overall expectations?



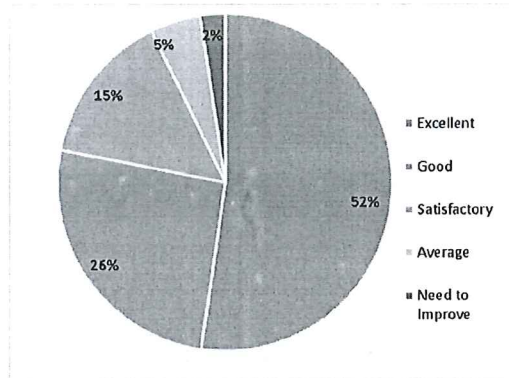
**Inference from student feedback analysis:**

1. On the content of curriculum satisfying the objectives and learning outcome 50% have rated excellent and 39% as good.
2. On curriculum covering advanced topics 47% have rated excellent and 39% as good.
3. On curriculum enhancing knowledge and skills in the domain 48% have rated excellent and 30% as good.
4. On curriculum developing effective thinking 45% have rated excellent and 35% as good.
5. On text books and materials being relevant 48% have rated excellent and 40% as good.
6. On curriculum enabling entry to higher education 45% have rated excellent and 42% as good.
7. On applying the curriculum to real life situations 46% have rated excellent and 36% as good.
8. On employability given weightage in curriculum designing 51% have rated excellent and 34% as good.
9. On curriculum promoting self-study and research 51% have rated excellent and 37% as good.
10. On curriculum meeting overall expectations 52% have rated excellent and 36% as good.

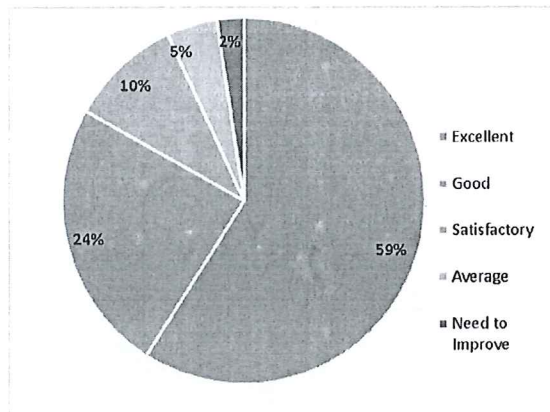


## Parents feedback: 2018-19: 103 responses

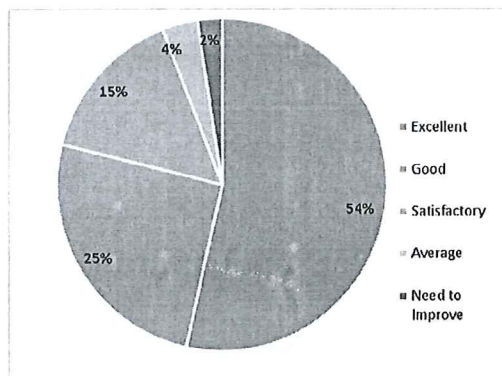
1. Does the curriculum orient the students towards higher education?



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



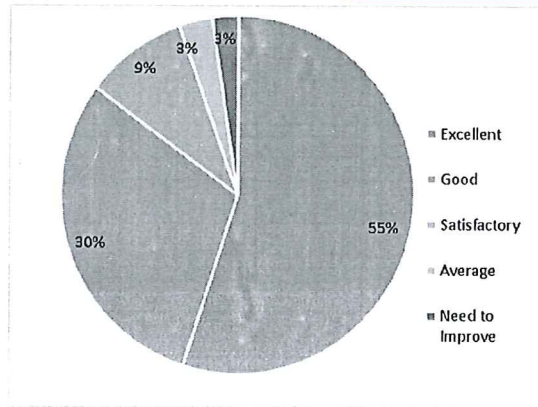
3. Is the curriculum designed to have a component on value based education?



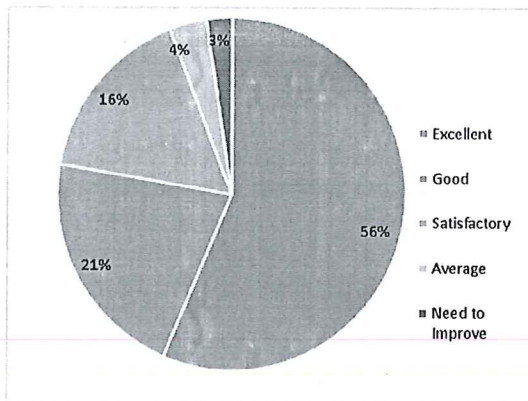
*D. Anand*



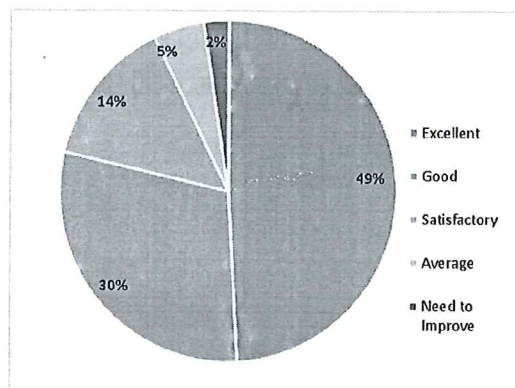
4. Does the curriculum have components to serve the needs of the society?



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



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



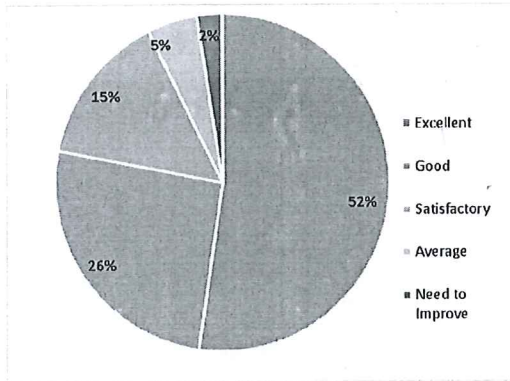
#### Inference on analysis of Parents feedback

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.

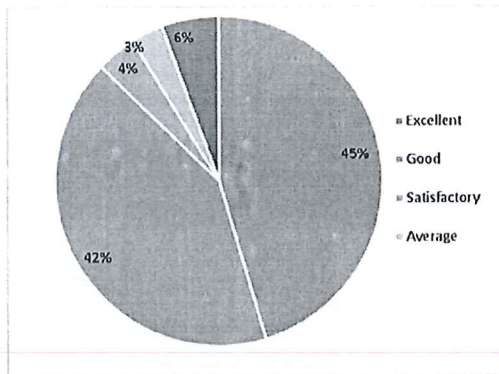


### Alumni feedback: 2018-19: 109 responses

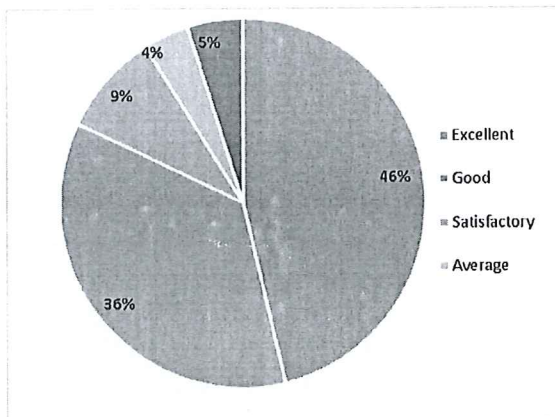
1. Is the curriculum updated on a regular basis depending on the current trends and advanced topics?



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

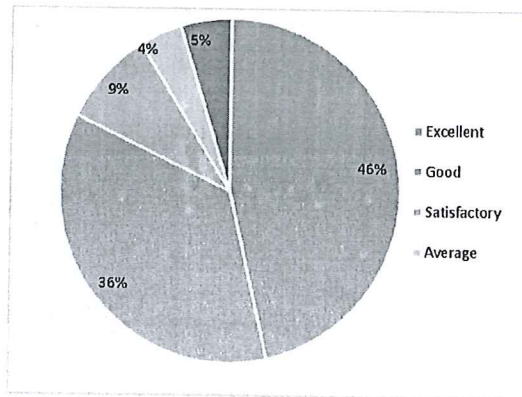


3. Does the curriculum provide employability weightage?

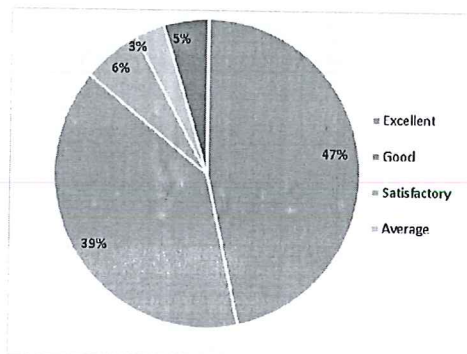


*D. Anand*  
Dept. of Management Studies  
Bengaluru  
560 029  
SRI CHAITANYA (Deemed to be University)

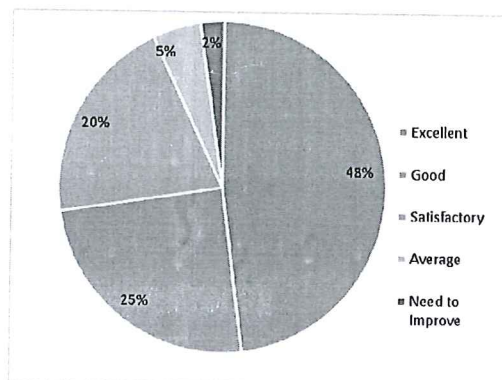
4. Does the curriculum meet the expectations of the industry?



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

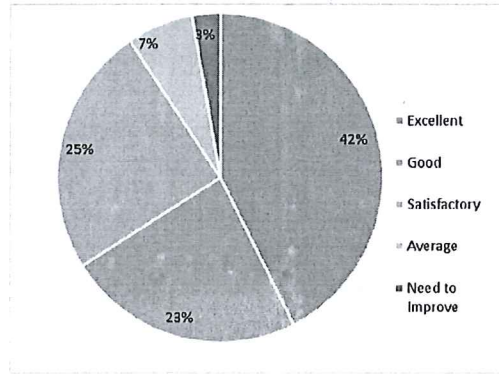


6. Does the curriculum encourage entrepreneurship?



*[Handwritten Signature]*  
Bengaluru  
560 029  
CHRIST (Deemed to be University)

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



#### **Inference on analysis of Alumni feedback**

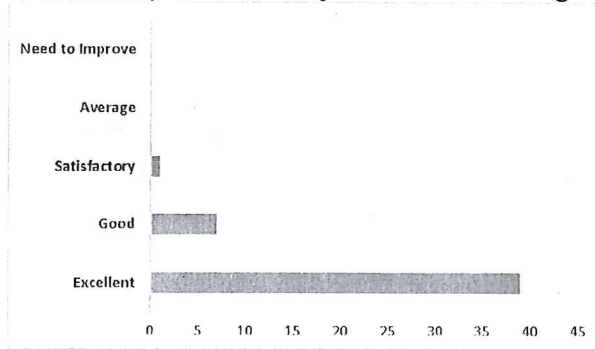
Alumni have rated excellent for updating of syllabus being regular and curriculum meeting higher education needs. However, more focus is to be given on bridging the gap between industry and academia. Inclusion of course content encouraging entrepreneurial mind set is the major area to be looked into.

*Dambalka S*

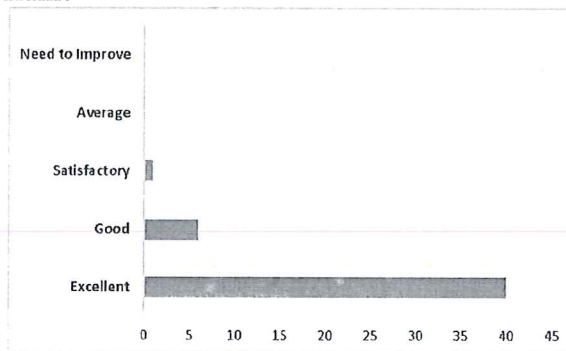


### Faculty feedback: 2018-19: 38 responses

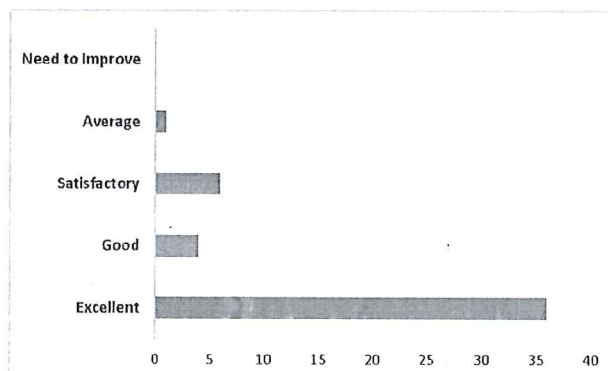
1. Does the curriculum satisfy the stated objectives and learning outcomes?



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



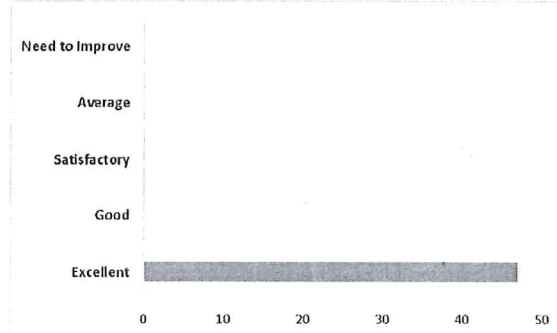
3. Is the curriculum effective in developing independent thinking?



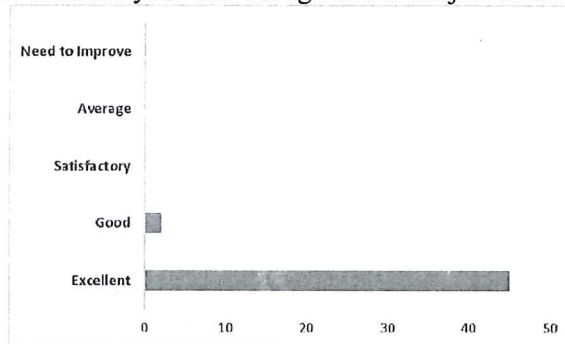
*D. Anand S.*

Bengaluru  
560 029  
Deemed to be University

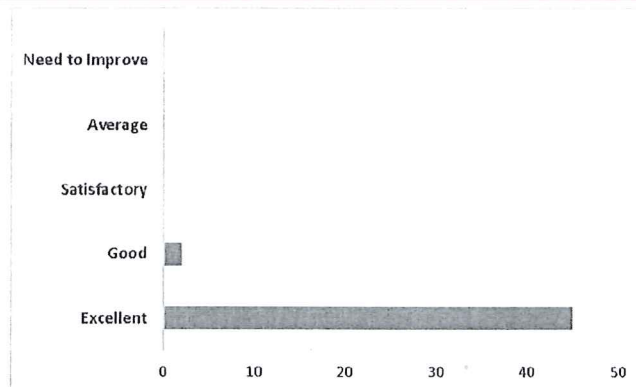
4. Does the departmental level expert committee meet to review the curriculum?



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



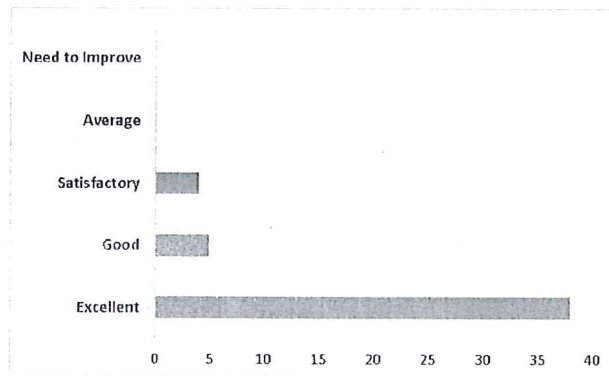
6. Does the curriculum enable the students to apply their knowledge in real life?



*D. D. Mahalingam*  
SHRI SRI SRI Dept. of Management Studies  
Bengaluru  
560 029  
Deemed to be University



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



#### **Inference on analysis of Teachers feedback**

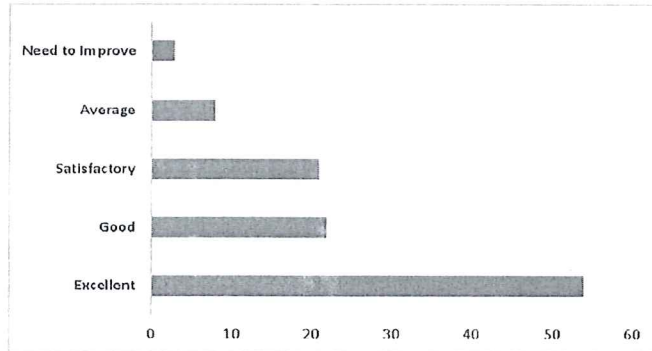
Teachers have rated excellent for continuous process to modify syllabus, expert committee review and enabling independent thinking. Teachers have also rated excellent for curriculum enabling students to apply theory to practice and curriculum meeting learning objective. The area identified for improvement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

*Amritha S*

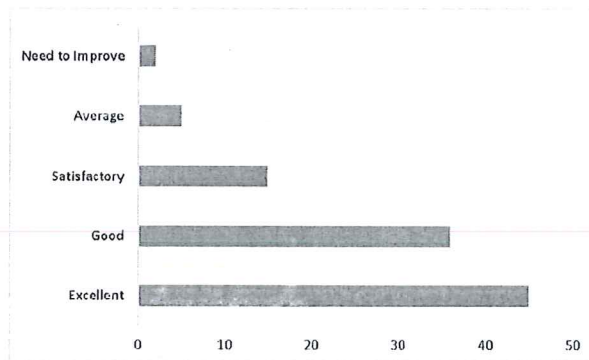


### Industry feedback: 2018-19: 31 responses

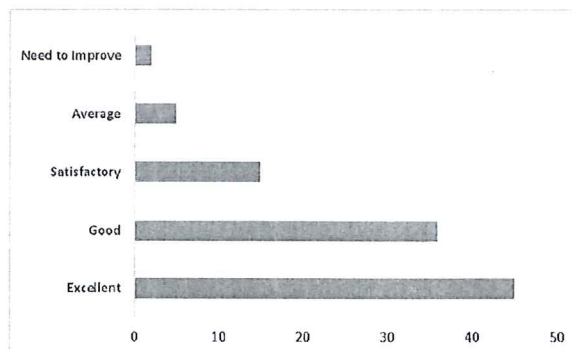
1. Is the curriculum aligned with the objectives of the programme?



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



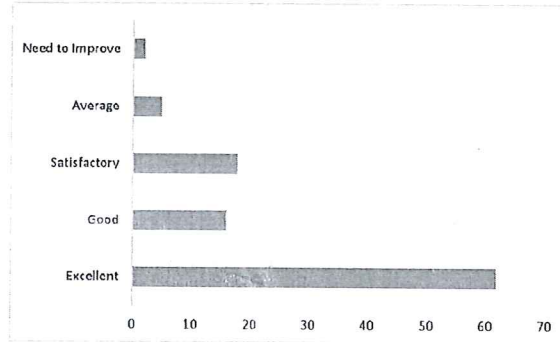
3. How would you rate the relevance of the electives offered in the curriculum?



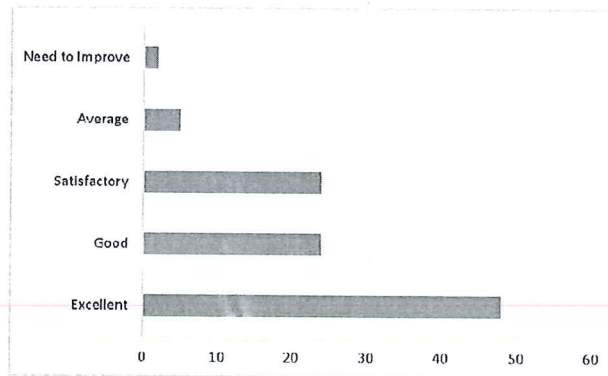
*D. Mahalingam*



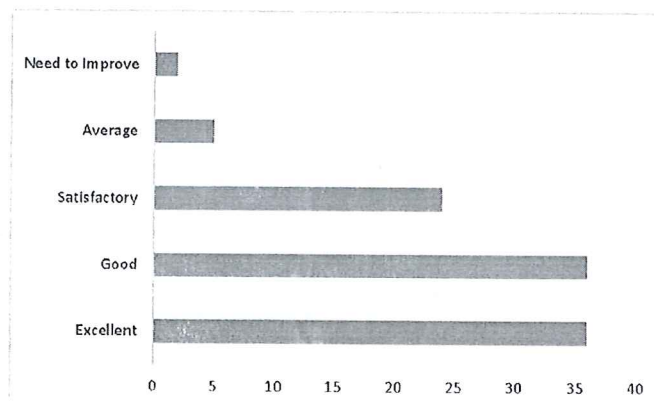
4. Is employability given weightage in the design and development of curriculum?



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.

