

Christ (Deemed to be University)
School of Commerce, Finance & Accountancy
Department of Professional Studies

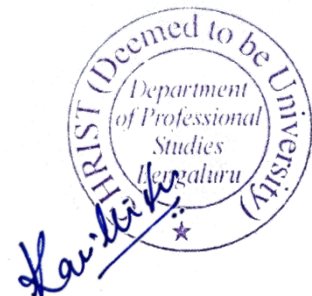
The Department of Professional Studies seeks to develop courses and programmes of study that provide an excellent experience for students to learn, discover and fulfill their academic potential, and offer opportunities for students to be ‘co-creators’ of knowledge.

The Department would like to set new standards in the field of Commerce and Management education by integrating the syllabus of international professional bodies into the undergraduate curriculum. The policy for curriculum designing follows the basic rule of overall professional development of the student by adopting latest teaching & learning techniques and methodology. The following are the highlights of Curriculum designing of the Department of Professional Studies.

CURRICULUM ASSESSMENT AND REVIEW PROCESS

The Department of Professional Studies abides by a well-defined process of curriculum development for all its undergraduate and postgraduate programmes. The Curriculum Development Committee (CDC) takes due care at every stage of this process, to ensure that all relevant stakeholders are consulted, their views obtained, and then appropriately incorporated into the curriculum. One of the significant curricular reforms led by the Department of Professional Studies in the field of commerce is not only the platform provided to enable students to pursue professional courses alongside their undergraduate programmes, but also the streamlining of the coverage areas of the two.

Any new programme developed by the department is in response to a lacuna or opportunity identified in the existing academic setup at the time. Inputs on such lacunae/opportunities are obtained by way of informal discussions with relevant experts from the industry and professional bodies, among others. Thereafter, the curricula of comparable programmes offered within/outside the university are identified as a starting point for the development process. At this stage, the unique characteristics or differentiation factors of the proposed programme are defined.



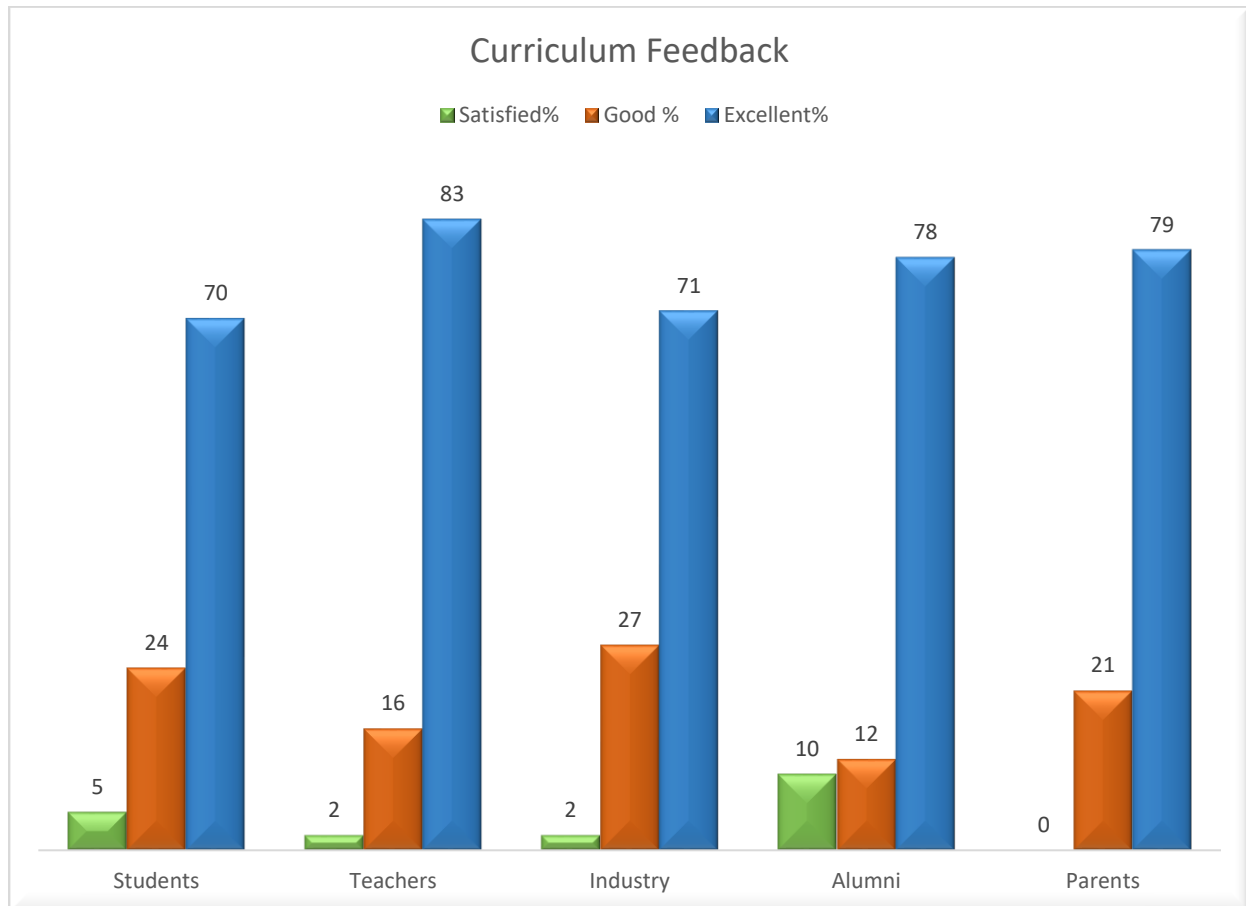
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An annual review of the existing curricula of all programmes is undertaken for the purpose of identifying gaps therein, if any. The gaps are identified with reference to the stated objectives of each programme. As part of this process, detailed feedback is obtained from adjunct/external faculty members, industry experts, current students, and alumni. Based on the inputs and feedback obtained from the various stakeholders, the syllabus is revised in a meeting of the Board of Studies.

Feedback on Curriculum – Analysis 2021-22

Feedback From	Total No of Students/ Teachers/ Employers/ Alumni/ Parents	Satisfied%	Good %	Excellent%
Students	1315	5	24	70
Teachers	48	2	16	83
Industry	21	2	9	71
Alumni	83	10	24	78
Parents	84	0	21	79

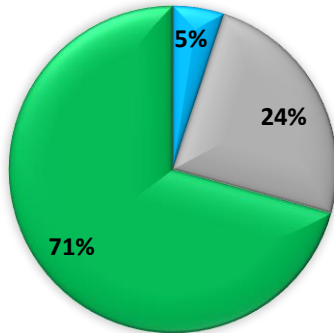
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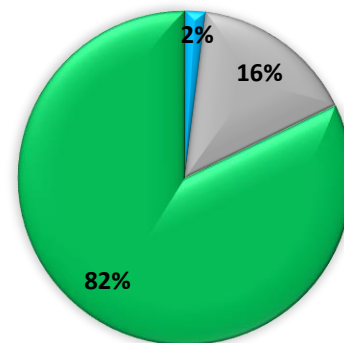
STUDENTS

■ Satisfied% ■ Good % ■ Excellent%



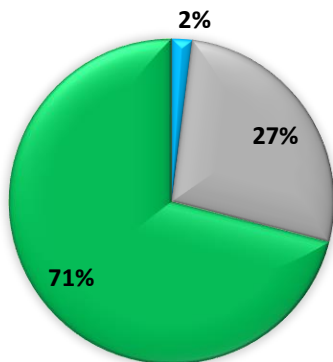
TEACHERS

■ Satisfied% ■ Good % ■ Excellent%



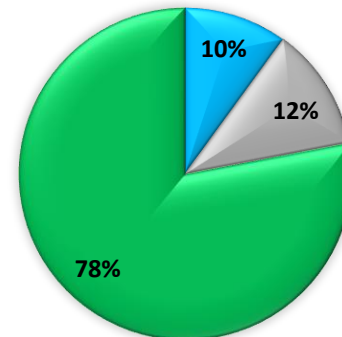
INDUSTRY

■ Satisfied% ■ Good % ■ Excellent%

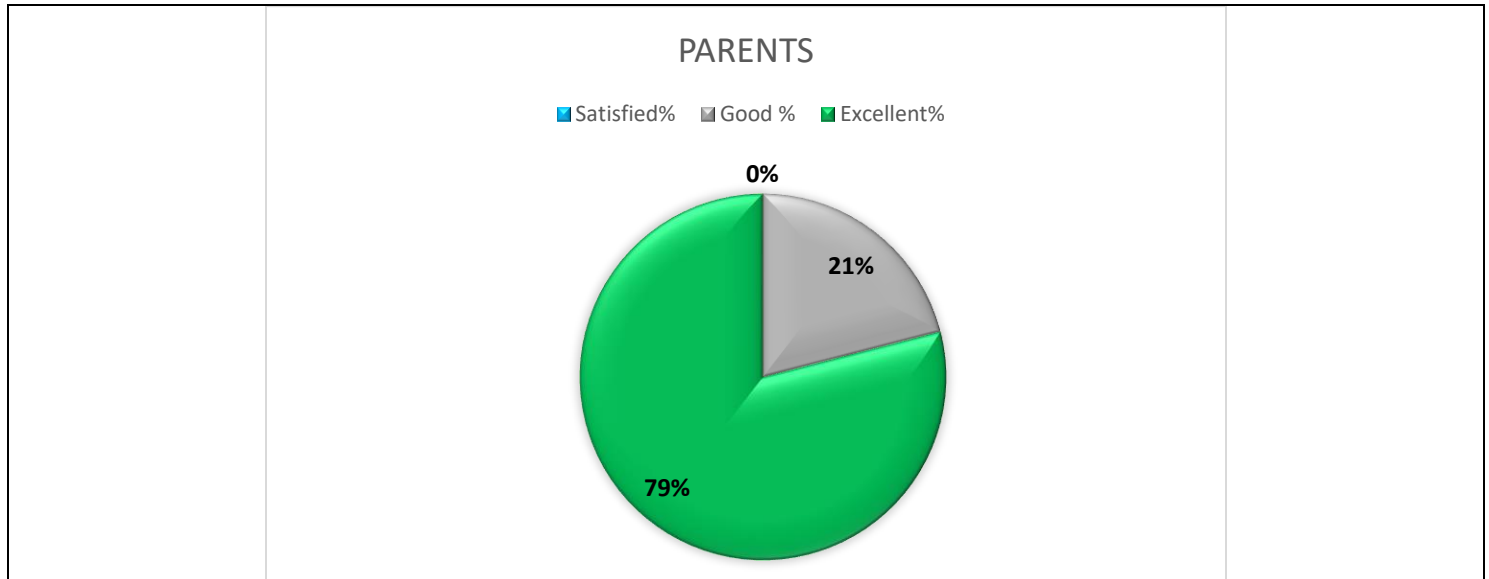


ALUMNI

■ Satisfied% ■ Good % ■ Excellent%



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Based on the Feedback collected from all the Stakeholders on the curriculum, the following points are to be discussed in CDC Meeting.

Majority of the suggestions were given by the alumni, corporates and students. The overall feedback about the syllabus is excellent with some changes about the content recommended by the faculty members. Based on the current trends in the industry and general requirements of the students the following suggestions have been made by the stakeholders.

Web designing/graphic designing: Graphic design plays a critical role in communicating an idea or brand story in a valuable way. with the evolving today's digital age, web designing and or graphic designing which focus on artistic skills, knowledge and design. Graphic/Web Design uses graphics, typography, graphs and images to communicate an idea. Stake holders made suggestions to introduce a course or as value added certification which help students to communicate their idea effectively.

Cyber Security with cyber threats increasing significantly, cybersecurity awareness is vital to keeping the workforce and business safe online. Cyber security awareness is the combination of both knowing and doing something to protect a business's information assets. When an

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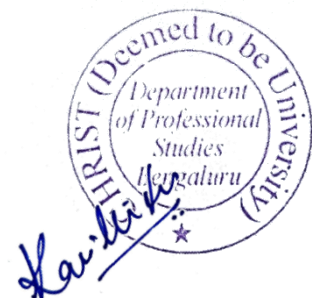
enterprise's employees are cyber security aware, it helps to inculcate in them a sense of proactive responsibility for keeping the company and its assets safe and secure. understanding what cyber threats are, the potential impact a cyber-attack will have on their business and the steps required to reduce risk and prevent cyber-crime infiltrating their online workspace. A course can be introduced in this regard.

Public policy Commerce students learn various company laws, regulations, guidelines, and actions to solve or address relevant and real-world problems as part of their curriculum. An exciting field of interest within administration and governance, Public Policy is an emerging area of study that focuses on finding solutions to socio-economic issues extending into areas of public affairs, management, development, media, security, psychology, and law, amongst others. With the growing need to analyze issues from different perspectives. policy studies dive deep into the mechanics of designing and implementation of efficient strategies. Introduction to public policy can be a course to enhance the skill set of students.

Wellness and LifeStyle Every individual should maintain an optimal state of physical, emotional, mental, social and spiritual wellbeing. Adopting a healthy lifestyle is essential to attain this. In this course the idea of physical, mental and social wellness is explored by effectively managing the lifestyle.

Personal branding Jeff Bezos, the founder of Amazon, is famously quoted as saying, “Your brand is what people say about you when you’re not in the room.” The term “branding” used to be reserved for businesses, but with the advent of social sites and the gig economy, *personal* branding has become fundamental. A personal brand is the unique combination of skills and experiences that make you who you are. It is how you present yourself to the world. Effective personal branding will differentiate you from the competition and allow you to build trust with prospective clients and employers. In this regard a value added course is suggested by the stake holder.

Digital marketing These new-age approaches can reach out to customers going beyond geographic boundaries with a digital medium. Digital marketing assists brands in targeting the



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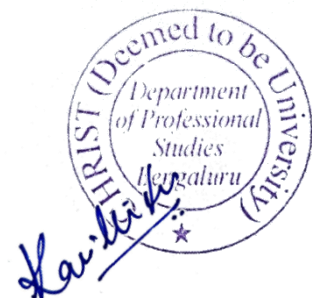
right audience at the right time, no matter which part of the world and when they are scrolling through relevant products or services. Students of business administration and innovation and entrepreneurship will have an edge over other students in having knowledge on digital marketing as suggested by stakeholder.

Service learning Through service-learning, students learn to reflect on their experiences and develop critical-thinking skills, such as the ability to bring disparate elements of experience together in meaningful ways, to analyze information for patterns and deeper meaning, and to make evaluations and judgments. Service Learning is an educational approach where a student learns theories in the classroom and at the same time volunteers with the community and engages in reflection activities to deepen their understanding of what is being taught.

Organizational Study Familiarizing the students with real world functions, practices and challenges of a specific business as well as the industry in which the business operates adds value to the curriculum as suggested by stakeholder.

Internship provides students an opportunity to apply theoretical concepts in practical work environments. The internship is to enable students to gain work experience in the relevant domain of Accountancy, Public Accounting, Financial Services, and areas relevant to the BCom program. The Internship would help students enhance the softer aspects of work requirements namely teamwork, camaraderie, cooperation, and collaboration in the work environment. The internship will enable students to get prepared for the industry and ventures they would take up post completion of the BCom program.

Financial Modelling is one of the most desired skills in today's corporate world. The demand for a financial modeling analyst is increasing day by day. It is no surprise that the essential skills required by finance professionals is proficiency in financial modeling. To bridge the gap, Financial Modelling can be introduced.



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Fintech companies are flourishing with innovations and there are newer ideas getting shaped into apps. Now, the role of Fintech has become more defined, reasonable, and vital. It is essential for commerce students to be aware of Fintech as suggested.

