

CHRIST (Deemed to be) UNIVERSITY

Department of Hotel Management

Feedback Analysis & Action Taken Report

Feedback Analysis 2020-2021

Summary of Feedback of Students, Parents, Teachers, Alumni and Industry:

Introduction

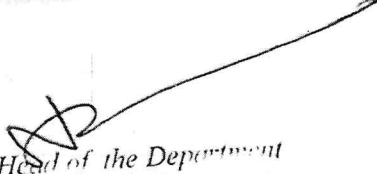
Feedback is an essential element of the learning process. The Department of Hotel Management, CHRIST (Deemed to be) University, collects the feedback on various curriculum aspects and courses from different stakeholders such as the Students, Alumni, Faculty, Employers and Parents through online and offline. The feedback collected from the individuals has been analysed and taken to the consideration for the development of curriculum, teaching learning process and environment.

Major Suggestions

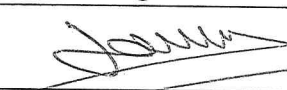

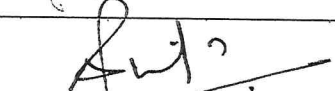


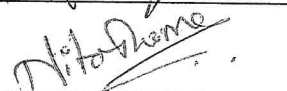

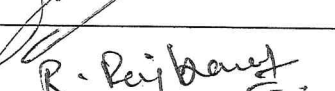
Some of the salient suggestions projected by the stakeholders were as follows:

- A basket of International languages to be offered from the next academic year.
- LAN321 French-I, recommended to offer 5 different international languages instead of offering only French. The proposed three European languages are French, Spanish, and German and 2 Asian Languages are Japanese and Mandarin.
- A course on Hygiene and Sanitation was suggested by the stakeholders for 3BHM (2020-2024) while reviewing the syllabus.
- A new course on Introduction to Sustainability is suggested based on the stakeholders' suggestion as well as keeping in mind the need of the hour.
- As per the stakeholders' suggestions BHM711D Yoga and Wellness I to be offered with no credits. Students must undergo this course as a Skill Enhancement Course.
- Students can specialize in any one of the management electives in seventh and eighth semester. The students can choose any three management elective courses from each cluster with 4 hrs per week and 3 credits for each course.
- Internship for 1 year and II year, it has been proposed to make it mandatory in core Hotel departments – 2 in first year and 2 in second year. This is applicable from current batches.

Detailed Analysis


Head of the Department
Department of Hotel Management
CHRIST (Deemed to be) University

CHRIST (Deemed to be University)
Department of Hotel Management
BOS Meeting -17 January 2020

SL No.	Name	Signature
1	Dr Jain Mathew	
2	Prof Kerwin Savio Nigli	
3	Prof Sushil Dwawakanath	
4	Prof Leena N Fukey	
5	Prof Usha Dinakaran	
6	Prof Nita Thomas	
7	Prof Zacharia Joseph	
8	Prof Rajbarat	

Academic Year 2020- 2021

BOS meeting -17, January 2020 (3.00pm Friday)

Minutes of the Meeting

In the Chair

Dr Jain Mathew, Dean, School of Business and Management.

Members Present

All members as per the attendance list were present.

Leave of Absence

There was no leave of absence.

Declaration of Quorum and Calling the Meeting to Order

The Chairperson declared the validity of the quorum and called the meeting to order. The chairperson commenced the meeting with a silent prayer followed by a note to welcome to all the members.

Matters on the Agenda:

Introduction of the curriculum and course offered in Bachelors of Hotel Management

The academic coordinator has introduced the curriculum and various courses offered by the department for Bachelors of Hotel management, explained the proposed changes as follows.

The changes were recommended and amended for the First Semester of Batch 2020-24 batch:

- There are no changes applied in the first semester.

The changes were recommended and amended for the Second Semester of Batch 2020-24 batch:

- There are no changes applied in the second semester.

The changes were recommended and amended for the Third Semester of Batch 2019-23 batch:

- As per the Board discussion, Students and Alumni suggestions a basket of International languages to be offered from the next academic year.
- LAN321 French-I, recommended to offer 5 different international languages instead of offering only French. The proposed three European languages are French, Spanish, and German and 2 Asian Languages are Japanese and Mandarin.

- A course on **Hygiene and Sanitation** was suggested by the stakeholders while reviewing the syllabus.

The changes were recommended and amended for the Fourth Semester of Batch 2019-23 batch:

- LAN421 French-II, recommended to offer 5 different international languages instead of offering only French. The proposed three European languages are French, Spanish, and German and 2 Asian Languages are Japanese and Mandarin.
- A new course on **Introduction to Sustainability** is suggested based on the stakeholders' suggestion as well as keeping in mind the need of the hour.

The changes were recommended and amended for the Fifth Semester of Batch 2018-22 batch:

- There are no changes applied on the fifth semester.

The changes were recommended and amended for the Sixth Semester of Batch 2018-22 batch:

- There are no changes applied on the sixth semester.

The changes were recommended and amended for the Seventh Semester of Batch 2017-21 batch:

- The nomenclature for the following courses to be changed
BHM711B - Basic Marketing Skills to be changed to BHM711B Marketing Skills-I
BHM711C – Basic HRM Skills to be changed to Human Resource Management Skills-I
- As per the stakeholders' suggestions BHM711D Yoga and Wellness I to be offered with no credits. Students must undergo this course as a Skill Enhancement Course.
- Students can specialize in any one of the following management electives in seventh semester. The students can choose any three management elective courses from each cluster with 4 hrs per week and 3 credits for each course.
- **Elective 1 (Marketing):**
BHM741A Consumer Behavior
BHM742A Brand Management
BHM743A Retail Management
BHM744A Customer Relationship Management
BHM745A International Marketing
- **Elective 2 (HR):**
BHM741B Industrial Relations Law
BHM742B Compensation Management

BHM743B International Human Resource Management
BHM744B Human Resource Development
BHM745B Organization Theory and Design

The changes were recommended and amended for the Eighth Semester of Batch 2017-21 batch:

- The nomenclature for the following courses to be changed
BHM811B - Basic Marketing Skills to be changed to BHM811B Marketing Skills-II
BHM811C – Basic HRM Skills to be changed to BHM811C Human Resource Management Skills-II
- BHM811D Yoga and Wellness II to offered with no credits. Students must undergo this course as a Skill Enhancement Course.
- Students can specialize in any one of the following management electives in eighth semester. The students can choose any three management elective courses from each cluster with 4 hrs per week and 3 credits for each course.
- **Elective 1 (Marketing):**
BHM841A Integrated Marketing Communication
BHM842A Sales and Distribution Management
BHM843A Rural Marketing
BHM844A Digital Marketing
BHM845A Neuro Marketing
- **Elective 2 (HR):**
BHM841B Knowledge Management
BHM842B Organizational Change and Development
BHM843B Strategic Human Resource Management
BHM844B Performance Management
BHM845B Human Resource Scorecard

Other Matters:

- Internship for 1 year and II year, it has been proposed to make it mandatory in core Hotel departments – 2 in first year and 2 in second year. This is applicable from current batches.

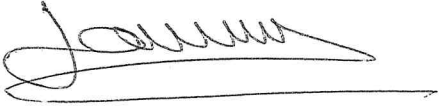
To consider what has been proposed and recommended:

- Prof Rashmi Koppar, external Member, commented positively on the present curriculum and also agreed to introduce what has been proposed as a part of curriculum.

To consider any other matter with the permission of the Chair:

- With no other matters to be discussed, the chairperson adjourned the meeting thanking all the participants.

The chairperson particularly thanked Prof.Rashmi Koppa for her presence and valuable suggestions.



Dr Jain Mathew

Chairperson

Board of studies

