CHRIST (Deemed to be) University, Bangalore-560029

FEEDBACK ANALYSIS AND ACTION TAKEN REPORT

2018 - 2019

DEPARTMENT OF HOTEL MANAGEMENT

Introduction

The Department of Hotel Management engages in meaningful revisions of their program that it offers every year. The purpose of such revision is to enhance student learning, improve the quality of instruction and ensure relevance of the curriculum to the real-world issues and events. Students should be able to develop skills that are employable as well as transferable to the understanding of several of the societal problems that confront us and find creative and practical solutions for the same. While doing so the theoretical and analytical aspects of the courses offered in the discipline do not suffer and adequate attention is paid in building in depth subject knowledge for students who may wish to pursue higher study or careers in hospitality sectors, research and academics at large.

Feedback Process

Feedback is a dynamic process of teaching and learning as it assists the faculty members to gauge the impact of the subject being taught to the students. The inputs provided by the students helps the faculty members to modify the teaching methodology for better assimilation of the students. Collection of feedback from diverse stakeholders and analysis aids the Department of Hotel Management to comprehend the requirements of the society and the expectations of the stakeholders from the Department of Hotel Management. With this aim the Department of Hotel Management has developed the feedback systems.

The feedbacks are obtained annually from all the stakeholders through the feedback committee. The Curriculum Development Committee (CDC) meets and discusses the feedback comments. While considering the comments, an extensive and intensive academic exercise is carried out for the restructuring of the courses and a deep analysis is done to ascertain the impact of the curriculum in the following areas:-

(a)   Development of need based and socially relevant programmes.

(b)   Curriculum to match the fast changing world and match international standards.

Post analysis of the feedback, the emerging curriculum changes and outcome is placed before the Department by the CDC. After a thorough brainstorming by the faculty members of the department, the curriculum changes are endorsed by them. The endorsements are finalised and the proposal   is placed before the Board of studies for approval. Post approval, the changes are communicated to the faculty members, examination In-charge/ library for necessary modifications and improvement wherever required.

Feedback stakeholders, frequency and objectives are as under:-

S. No	Feedback Stakeholders	Feedback Frequency	Feedback Objective
1	Students	Once a Year	Curriculum Review and Design
2	Alumni	Once a Year	Curriculum Review and Design
3	Industry Experts	Once a Year	Curriculum Review and Design
4	Faculty members	Once a Year	Curriculum Review and Design
5	Parents	Once a Year	Curriculum Review and Design

Given below are the summary of Feedback Analysis conducted by the Department.

Students:

1. A course on Psychology would help students to improve their mental health.
2. Front Office course would help a student to develop their communication skills. customer service, sales etc.
3. Back to Basics course will help students to refresh their basic learnings in their previous years.
4. Business Environment course is a great aid for students in ensuring survival and growth of the business enterprises,
5. A course on Marketing will help students to know the branding and promotion of products and services to the public
6. Human Resource skill course will provide guidance and help students identify their strengths and weaknesses

Alumni:

1. Students should have a good knowledge about Consumer Behaviour which is a key to marketing strategy, building customer loyalty, and enhancing productivity
2. Brand management to be offered to the students as this would give a practical knowledge and real-world view of business management.
3. Retail Management course helps in students' interest in merchandise, market & marketing, sales, advertising, campaigning and market research.
4. Customer Relationship Management course will allow students to explore different management tools.
5. Introducing International Marketing Course will allow students to identify and analyze customers' needs in international aspects.
6. Industrial Relationship Law course basically will provide students all information about the existing industrial laws.
7. Compensation Management course to be offered as it gives principles and practices of compensation management to support organizational mission and goals.

8. International Human Resource Management course will help students to advance within their current position or within the human resource field.

Teachers:

1. Introduction of a new course on Organizational Change and Development will enable the organization to better respond and adapt to industry/market changes and technological advances.
2. A new course on Strategic Human Resource Management will have strategic approach to recruitment, training, analysis within the students knowledge.
3. Performance Management course will help the students to identify critical issues and areas of performance, and how to plan, review, implement and develop themselves etc.
4. Introduction of a new course on Human Resource Analytics will help students to develop data-driven insights to inform talent decisions, improve workforce processes and promote positive employee experience.
5. A new course on Baking Techniques And Dessert Artistry will help students to learn the knowledge, skills, and techniques needed to master the preparation of baked items and pastries.

Industry Experts:

1. Human Resource Development course enables students to develop an ability to decide learning and training needs; and have competence in the design and delivery of learning programmes.
2. Organizational Theory course will help students to identify the patterns and structures they use to solve problems, maximize efficiency and productivity etc.
3. Self-management skills course will allow students to follow through on plans to complete assignments, study for tests, and stay focused in class.
4. Advanced Marketing skills course will help students to understand both the internal and external factors that impact an organization's success,
5. Advanced Human Resource Management course will provide guidance and help students identify their strengths and weaknesses.
6. Integrated Marketing Communication course will provide students with a foundational understanding of all the key elements of a comprehensive marketing strategy for an organization
7. A course on Sales and Distribution Management will aim to impart skills and knowledge needed to manage sales force and distribution function so as to gain competitive advantage.
8. A course on Rural Marketing will help students to study about rural economy, agribusiness, planning, organizing and maintaining co-operatives, business in rural areas and related fields.

Parents:

1. Digital Marketing course will let students reach a wider audience, scale their business further, and generate more revenue.
2. Neuro Marketing course will give students the most direct path to understanding and therefore changing a user's behaviour.
3. Knowledge Management course will enable students in understanding the company to receive alerts to potential interruptions in customer service.

Based on the feedback, the CDC met to discuss the changes required in the curriculum.

Meeting Date and Time: 25 Jan 2018 at Room No 119, Block IV, at 2 pm.

Agenda of the meeting: To discuss change required in all the programs of the Department of Hotel Management, based on feedback from stakeholders and present the same for approval in the forthcoming Board of Studies Meeting of 2018-2019.

Major Suggestions by the Stakeholders:

The following changes have been proposed to be tabled in the forthcoming BOS for approval:

- Introduction of a new course on Positive Psychology (2 Sem)
- Introduction of a new course on Fundamentals of Front Office - II (2 Sem)
- Introduction of a new course on Business Environment (5 Sem)
- Introduction of a new course on Back To Basics – II
- Introduction of a new course on Basic Marketing Skills (7 Sem)
- Introduction of a new course on Basic Hrm Skills (7 Sem)
- Introduction of a new course on Consumer Behaviour (7 Sem)
- Introduction of a new course on Brand Manangement (7 Sem)
- Introduction of a new course on Retail Manangement (7 Sem)
- Introduction of a new course on Customer Relationship Management (7 Sem)
- Introduction of a new course on International Marketing (7 Sem)
- Introduction of a new course on Industrial Relations Law (7 Sem)
- Introduction of a new course on Compensation Management (7 Sem)
- Introduction of a new course on International Human Resource Management (7 Sem)
- Introduction of a new course on Human Resource Development (7 Sem)
- Introduction of a new course on Organization Theory And Design (7 Sem)
- Introduction of a new course on Self Management Skills II (8 Sem)
- Introduction of a new course on Advanced Marketing Skills (8 Sem)
- Introduction of a new course on Advanced Hrm Skills (8 Sem)
- Introduction of a new course on Integrated Marketing Communication (8 Sem)
- Introduction of a new course on Sales And Distribution Management (8 Sem)
- Introduction of a new course on Rural Marketing (8 Sem)
- Introduction of a new course on Digital Marketing (8 Sem)
- Introduction of a new course on Neuro Marketing (8 Sem)
- Introduction of a new course on Knowledge Management (8 Sem)
- Introduction of a new course on Organizational Change And Development (8 Sem)
- Introduction of a new course on Strategic Human Resource Management (8 Sem)
- Introduction of a new course on Performance Management (8 Sem)
- Introduction of a new course on Human Resource Analytics (8 Sem)

➤ Introduction of a new course on Baking Techniques And Dessert Artistry – II (8 Sem)

Major suggestions were deliberated upon in the departmental meeting and the same were planned to be considered in the subsequent years.

Detailed Analysis

Students Feedback:2018-19

Legend:
- Students Feedback : 2018-19 Parameters
- Students Feedback : 2018-19 Excellent (5)
- Students Feedback : 2018-19 Good (4)
- Students Feedback : 2018-19 Satisfactory (3)
- Students Feedback : 2018-19 Average (2)
- Students Feedback : 2018-19 Need to improve (1)
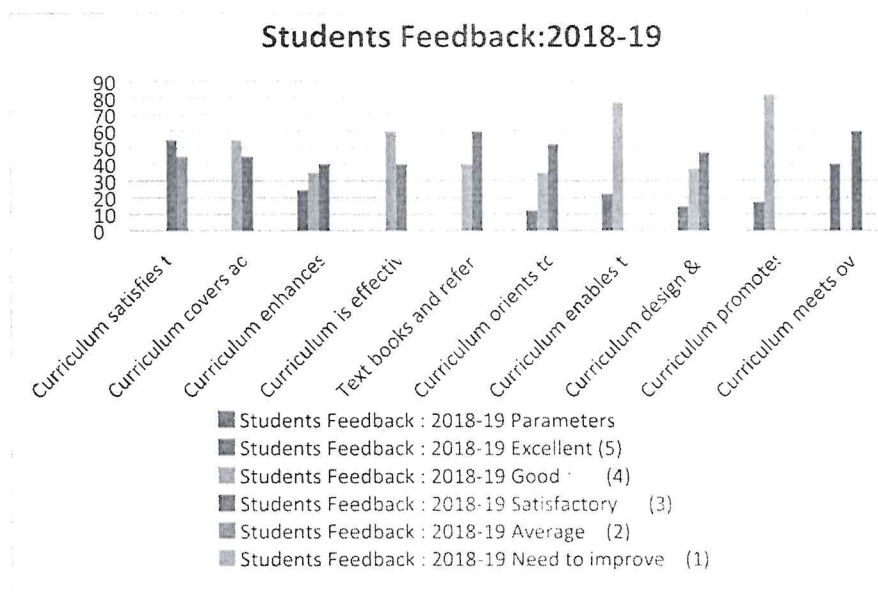
As reflected in the Fig above, 66.12% of the outgoing students, 90% of the parents, faculty members, alumni and industry feedback varied from Excellent to Good.
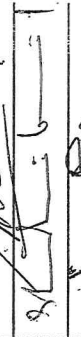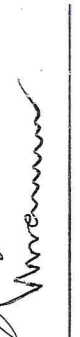
Action taken report based on Stakeholders Feedback

The Curriculum Development Committee had discussed and recommended changes to the curriculum for the year 2018-2019 based on opinions and suggestions from all stakeholders such as Students, Teachers, Alumni, Industry experts/Employers and Parents. Program or Course changes have also been recommended based on recent developments in the hospitality field, the growth of particular types of careers in Hotels and the pertinence of hospitality issues in recent times. The CDC also deliberated on the changes in existing courses, credits, deletion or addition of new courses and the changes in the sequencing of courses across semesters.

CONCLUSION

Thus the feedback given by the stakeholders were analysed and suitable action was taken so as to satisfy the expectations of students, alumni, teachers, parents and employers. This further helped us to improvise our curriculum as per the expectations of the stakeholders.

Head of the Department
Hotel Management
School of Business and Management
CHRIST (Deemed to be University)
Bengaluru - 560 029

2018

DEPT OF HOTEL MANAGEMENT FACULTY NAME LIST

Sl.No	NAME	MEMBER	Signature
1	Jain Mathew	CHAIR	
2	Jasminle Simi A H	Member	
3	Jogi Mathew	Member	
4	Halla swamy D	Member	
5	Kerwin Savio Nigli	Member	
6	Leena N Fukey	Member	
7	Mary Thomas	Member	
8	Mahesh Kumar Shrada	Member	
9	Nita Thomas	Member	
10	Parvathy V K	Member	
11	Phinu Mary Jose	Member	
12	Ramesh Chandra Babu T	Member	
13	Shashi Kiran L	Member	
14	Sangeetha R	Member	
15	Sushil Dwarakanathan	Member	
16	SHREEKANT DESHPANDE	Member	
17	Usha Dinakaran	Member	
18	Zacharia Joseph	Member	
19	Prof V R VENKATADRI	Principal, IHM Bengaluru EXTERNAL Member	
20			
21			

In the Chair

Dr Jain Mathew, Head, Department of Hotel Management.

Members Present

All members as per the attendance list were present.

Leave of Absence

Nil

Declaration of Quorum and Calling the Meeting to Order

The Chairperson introduced and welcomed the Registrar and the newly inducted external member of the board.

Dr V R Venkatadri. Principal, IHM Bangalore, B.Sc. in Hotel & Hospitality Administration, DHMCT, Certified Hospitality Educator, Certified Hospitality Administrator, Over 34 years of Experience in industry and teaching, Member of various Academic/Examination/Syllabus committee meeting of NCHMCT, Noida, Expert committee member- AICTE, Member – Hotel classification committee.

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:

To confirm the minutes of the previous Board of Studies meeting held on 25 January 2017

The minutes of the previous meeting of the Board of studies as per annexure A to the Notice was duly reviewed and approved by the meeting. It was noted that there were no matters arising out of the minutes.

The chairperson introduced and explained the proposed changes as follows.

The changes were recommended and amended for the _First Semester_ of Batch 2018-22 batch:

- The nomenclature for the course BHM112 Skill Development to be changed to BHM112 Communication Skills-I, with no credits.

- The credits to be revised for the course BHM131 Fundamentals of Culinary-I, from 4 to 3.
- The credits to be revised for the course BHM135 Principles of Management, from 4 to 3.
- As per the alumni suggestion, the syllabus for BHM134 Fundamentals of Front office –I to be updated with new topics (Front office security functions, Lobby and Bell desk operations, Reservation/Registration)

The changes were recommended and amended for the _Second Semester_ of Batch 2018-22 batch:
- The nomenclature for the course BHM212 Skill Development to be changed to BHM212 Communication Skills-II, with no credits.
- The credits to be revised for the course BHM231 Fundamentals of Culinary-II, from 4 to 3.
- As per the industry expert suggestion, BHM234 Fundamentals of Front Office- II to be replaced with BHM234 Positive Psychology with 3 hours per week and 2 credits – Topics from BHM234 Fundamentals of Front Office- II to be included in the practical course.
- As per industry experts' suggestions BHM254 Fundamentals of Front Office-II is updated with purely practical oriented subject and included topics such as – Concierge, Airline operations, Effective interdepartmental communication, Cashiering and Back office operations.
- The course BHM252 Fundamentals of Food and Beverage Service-II, was updated with new topics.
- The course BHM233 Fundamentals of Rooms Division-II, was updated with new topics.
- The credits for BHM235 Financial Accounting to be revised to 5 from 4.

The changes were recommended and amended for the _Third Semester_ of Batch 2017-21 batch:
- The nomenclature for the course BHM312 Skill Development to be changed to BHM312 Soft Skills-I, with no credits.
- The nomenclature for the course LAN321 French to be changed to LAN321 French- I
- As per the industry expert suggestion the unit Laundry Management of BHM333 (Rooms Division Management) to be offered as Value Added Certificate course in collaboration with Ecolab.

The changes were recommended and amended for the _Fourth Semester_ of Batch 2017-21 batch:
- The nomenclature for the course BHM412 Skill Development to be changed to BHM412 Soft Skills-II, with no credits.
- The nomenclature for the course LAN421 French to be changed to LAN421 French- II
- As per the industry expert suggestion the syllabus of BHM433 Front Office Management was updated with a new unit 'Resort Management'

The changes were recommended and amended for the _Fifth Semester_ of Batch 2016-20 batch:

- The nomenclature for the course BHM511 Skill Development to be changed to BHM511 Research Skills, with no credits.
- BHM536 International Business to be replaced with BHM536 Business Environment with 4 hours per week and 3 credits.
- The credits to be revised for the course BHM581 Internship and Project, from 3 to 4.
- Students can specialize in any one of the following specialization in fifth semester with 4 hrs per week and 2 credits (One credit for each course). The code for the following were changed.
  - BHM551C Advanced Baking and Pastry Arts I to be changed to BHM552A
  - BHM551D Accommodation Management - Intermediate Level - I to be changed to BHM552B

Specialization 1 (Kitchen Management):

BHM551A Asian Cuisine

BHM552A Advanced Baking and Pastry Arts I

Specialization 2 (Guest Service Management):

BHM551B Food and Beverage Management – I

BHM552B Accommodation Management - Intermediate Level – I

The changes were recommended and amended for the _Sixth Semester_ of Batch 2016-20 batch:

- The nomenclature for the course BHM612 Skill Development to be changed to BHM612 Back to Basics - I, with no credits.
- Students can specialize in any one of the following specialization in fifth semester with 4 hrs per week and 2 credits (One credit for each course). The code for the following were changed.
  - BHM651C Advanced Baking and Pastry Arts – II to be changed to BHM652A
  - BHM651D Accommodation Management - Intermediate Level – II to be changed to BHM652B
- **Specialization 1 (Kitchen Management):**
  BHM651A European Cuisine
  BHM652A Advanced Baking and Pastry Arts - II
  Specialization 2 (Guest Service Management):
  BHM651B Food and Beverage Management - II
- BHM652B Accommodation Management - Intermediate Level – II

The changes were recommended and amended for the _Seventh Semester_ of Batch 2015-19 batch:

- The nomenclature for the course BHM711 Skill Development to be replaced with BHM711A - Back to Basics - II, BHM711B - Basic Marketing Skills, BHM711C - Basic HRM Skills, with no credits. Students can choose any one of the above Skill Enhancement Course.
- The BHM731 Indian Financial Systems is removed from this batch
- The code of BHM732 Strategic Management to be changed to BHM731
- The code of BHM733 Business Law to be changed to BHM732
- The code of BHM734 Facility Planning and Management to be changed to BHM733
- 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
- Students can specialize in any of the following discipline specific electives in seventh semester with 4 hrs per week and 2 credits. The nomenclature and code for the following to be changed.
  - BHM751A Slow Food to BHM751A Slow Food I
  - BHM751C Baking Techniques and Dessert Artistry – I to be changed to BHM752A

  BHM751D Accommodation Management Advanced Level – I changed to BHM752B **Specialization 1 (Kitchen Management):**

  BHM751A Slow Food I

  BHM752A Baking Techniques and Dessert Artistry – I

  Specialization 2 (Guest Service Management):

  BHM751B Food and Beverage Service Design - I

BHM752B Accommodation Management Advanced Level – I

The changes were recommended and amended for the _Eighth Semester_ of Batch 2015-19 batch:
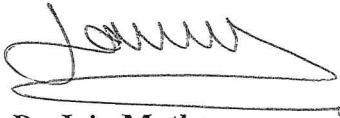
- The nomenclature for the course BHM811 Skill Development to be replaced with BHM811A – Self Management Skills - II, BHM811B – Advanced Marketing Skills, BHM811C - Advanced HRM Skills, with no credits. Students can choose any one of the above Skill Enhancement Course.

- As per the industry expert and alumni suggestion BHM831 Retail Management is replaced with BHM831 Event Management

- The code of BHM833 Revenue Management to be changed to BHM832

- The code of BHM835 Business Ethics and Sustainability to be changed to BHM833

- 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 Analytics.

Other Matters:

- Each faculty of the Department shared his/her Research activities such as PhD, Major and Minor research projects. Details of research papers and Scholarly articles presented and published in the current academic year were also shared.

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

- With no other matters to be discussed, vote of thanks was proposed by Prof Kerwin Nigli and the Chairperson adjourned the meeting.

Dr Jain Mathew

Chairperson

Board of studies