



**DEPARTMENT OF MANAGEMENT STUDIES**  
**Minutes of CDMC Meeting**

18-05-2017

The members of Curriculum Design and Monitoring Committee for BBA program met on 18-05-2017 at MBA Gallery Hall, 'U' block, of VFSTR. The following members attended the meeting.

S. No	Members	Designation	Signatures
1.	Mr. D. Vijay Krishna, HOD	Chairman	
2.	Dr. P. Srinivasa Reddy, Professor	Member	
3.	Dr. B.M. Rao, Professor	Member	
3.	Dr. K. Kalpana, Assoc. Prof.	Member	

**Agenda of the meeting**

Analysis of the feedback collected from various stakeholders such as Alumni, Employers, Faculty, Parents and Students during the academic year 2017-18.

The following are the important points of analysis obtained from various stakeholders:

1. Offer specializations
2. Provide internship for full semester
3. Strengthen skill oriented courses
4. Offer enterprise resource planning, digital marketing courses
5. Offer Analytical Skills for Managers course
6. Entrepreneur based courses can be offered as specialization
7. More soft skill programs and case studies can be offered
8. Offer few courses with lab orientation to improve the practical knowledge

Detailed feedback analysis report is enclosed as Annexure-I

The outcomes of the meeting will be placed before the BoS for further discussion and recommendations.

Chairman,  
CDMC

# Annexure 1

## FEEDBACK ANALYSIS

(2017-18)

**Feedback has been received from the students on the following nine parameters:**

- Q1: Course Contents of Curriculum are in tune with the Program Outcomes
- Q2: Course Contents are designed to enable Problem Solving Skills and Core competencies
- Q3: Courses placed in the curriculum serves the needs of both advanced and slow learners
- Q4: Contact Hour Distribution among the various Course Components (LTP) is satisfiable
- Q5: Electives like Financial Management, Marketing, Human Resource Management have enabled the passion to learn new concepts in emerging areas
- Q6: Curriculum is providing opportunity towards self-learning to realize the expectations
- Q7: Composition of Skill Oriented, Job Oriented & Society Oriented is a right mix and satisfiable
- Q8: Applicability/ relevance of the course for further education
- Q9: Inclusion of SIP/ Filed Projects improved the competency and leadership skills among the students

Suggest any other points to improve the quality of the Curriculum

The categorization of rating is as follows: Strongly Agree (5), Agree (4), Moderate (3), Disagree (2) and Strongly Disagree (1).

Feedback Analysis is carried based on Average Satisfaction Rating. Rating categorization is carried based on Excellent ( $\geq 4$ ); Very Good ( $\geq 3.5$  &  $< 4$ ); Good ( $\geq 3$  &  $< 3.5$ ); Moderate ( $> 2$  &  $< 3$ ) and Unsatisfactory ( $< 2$ )

### Feedback from Students 2017-18 (Academic Year) - UG – BBA

The result derived in terms of percentage of students with common views, average score, and ratings is presented in Table 1.

**Table 1: Analysis of feedback from students 2017-18**

Parameters	Rating 5	Rating 4	Rating 3	Rating 2	Rating 1	Average Score	Rating
Q1	46.2	53.8	0	0	0	4.462	Excellent
Q2	49.1	50.9	0	0	0	4.491	Excellent
Q3	51.6	48.4	0	0	0	4.516	Excellent
Q4	49.8	50.2	0	0	0	4.498	Excellent

Q5	50.9	49.1	0	0	0	4.509	Excellent
Q6	52	48	0	0	0	4.52	Excellent
Q7	51.3	48.7	0	0	0	4.513	Excellent
Q8	44.4	55.6	0	0	0	4.444	Excellent
Q9	48.4	51.6	0	0	0	4.484	Excellent

The highest score of 4.52 was given to the parameter “Curriculum is providing opportunity towards self-learning to realize the expectations” followed by “Electives like Financial Management, Marketing, Human Resource Management have enabled the passion to learn new concepts in emerging areas” with a score of 4.516 respectively and has been rated as Excellent.

It is clearly visible from the table that the parameters “Composition of Skill Oriented, Job Oriented & Society Oriented is a right mix and satisfiable” and “Contact Hour Distribution among the various Course Components (LTP) is satisfiable” obtained average scores 4.517 and 4.498 respectively and has been rated as Excellent.

The parameters “Course Contents are designed to enable Problem Solving Skills and Core competencies” and “Course Contents of Curriculum are in tune with the Program Outcomes” obtained the scores of 4.491 and 4.462 respectively and have been rated as excellent which clearly reflects the benefit towards the student expectations.

Average scores of 4.444, 4.484 were obtained by the parameters “Applicability/ relevance of the course for further education”; “Inclusion of SIP/ Filed Projects improved the competency and leadership skills among the students””.

Time to time meetings was conducted at the department level to leverage new and advanced techniques to combat the learning difficulties of the students.

**Feedback has been received from alumni on the following eight parameters:**

1. Curriculum has paved a good foundation in understanding the fundamental concepts of management
2. Course Contents of Curriculum are in tune with the Program Outcomes
3. Curriculum imparted all the required Job Oriented Skills
4. Electives like Financial Management, Marketing & Human Resource Management in the curriculum served the required contemporary skills needed to serve the industry
5. Skill Oriented Courses learnt during laboratory sessions has enriched the problem-solving skills
6. Ability to compete with your peers from other Universities
7. Current Curriculum is superior to your studied Curriculum

8. Suggest any other points to improve the quality of the Curriculum

The categorization of rating is as follows: Strongly Agree (5), Agree (4), Moderate (3), Disagree (2) and Strongly Disagree (1).

Feedback Analysis is carried based on Average Satisfaction Rating. Rating categorization is carried based on Excellent ( $\geq 4$ ); Very Good ( $\geq 3.5$  &  $< 4$ ); Good ( $\geq 3$  &  $< 3.5$ ); Moderate ( $> 2$  &  $< 3$ ) and Unsatisfactory ( $< 2$ )

**Feedback from Alumni 2017-18 (Academic Year) - UG – BBA**

The result derived in terms of percentage of alumni with common views, average score, and ratings is presented in Table 2.

**Table 2: Analysis of feedback from alumni 2017-18**

Parameters	Rating 5	Rating 4	Rating 3	Rating 2	Rating 1	Average Score	Rating
Q1	86.7	13.3	0	0	0	4.867	Excellent
Q2	80	20	0	0	0	4.8	Excellent
Q3	80	20	0	0	0	4.8	Excellent
Q4	60	40	0	0	0	4.6	Excellent
Q5	66.7	33.3	0	0	0	4.667	Excellent
Q6	80	20	0	0	0	4.8	Excellent
Q7	80	20	0	0	0	4.8	Excellent

The highest score of 4.867 was given to the parameter “Curriculum has paved a good foundation in understanding the fundamental concepts of management” followed by “Course Contents of Curriculum are in tune with the Program Outcomes” with a score of 4.8 and has been rated as Excellent.

It is clearly visible from the table that the parameters “Curriculum imparted all the required Job Oriented Skill” and “Ability to compete with your peers from other Universities” obtained average scores 4.8 and 4.8 respectively and has been rated as Excellent.

The parameters “Current Curriculum is superior to your studied Curriculum” and “Skill Oriented Courses learnt during laboratory sessions has enriched the problem-solving skills” obtained the scores of 4.8 and 4.667 respectively and has been rated as excellent which clearly reflects the benefit towards the student expectations.

Average score of 4.6 were obtained by the parameter “Electives like Financial Management, Marketing & Human Resource Management in the curriculum served the required contemporary skills needed to serve the industry”.

Time to time meetings was conducted at the department level to leverage new and advanced techniques to combat the learning difficulties of the students.

The feedback analysis reveals that laboratory sessions help to improve the student's technical skills and the courses placed in the curriculum supports both the advanced learners as well as slow learners.

**Feedback has been received from faculty on the following eight parameters:**

1. Course Contents of Curriculum are in tune with the Program Outcomes
2. Course Contents enhance the Problem-Solving Skills and Core competencies
3. Allocation of Credits to the Courses are satisfiable
4. Contact Hour Distribution among the various Course Components (LTP) is Justifiable
5. Electives enable the passion to learn new technologies in emerging areas
6. Curriculum is providing opportunity towards Self learning
7. Composition of Skill Oriented, Job Oriented & Society Oriented is a right mix and satisfiable
8. Courses with laboratory sessions are sufficient to improve the technical skills of students
9. Inclusion of SIP/Field Projects improved the competency and leadership skills among the students
10. Suggest any other points to improve the quality of the Curriculum

The categorization of rating is as follows: Strongly Agree (5), Agree (4), Moderate (3), Disagree (2) and Strongly Disagree (1).

Feedback Analysis is carried based on Average Satisfaction Rating. Rating categorization is carried based on Excellent ( $\geq 4$ ); Very Good ( $\geq 3.5$  &  $< 4$ ); Good ( $\geq 3$  &  $< 3.5$ ); Moderate ( $> 2$  &  $< 3$ ) and Unsatisfactory ( $< 2$ )

**Feedback from Faculty 2017-18 (Academic Year) - UG – BBA**

The result derived in terms of percentage of faculty with common views, average score, and ratings is presented in Table 3.

**Table 3: Analysis of feedback from faculty 2017-18**

Parameters	Rating 5	Rating 4	Rating 3	Rating 2	Rating 1	Average Score	Rating
Q1	100	0	0	0	0	5	Excellent
Q2	100	0	0	0	0	5	Excellent
Q3	100	0	0	0	0	5	Excellent
Q4	100	0	0	0	0	5	Excellent
Q5	100	0	0	0	0	5	Excellent
Q6	100	0	0	0	0	5	Excellent

Q7	100	0	0	0	0	5	Excellent
Q8	100	0	0	0	0	5	Excellent
Q9	100	0	0	0	0	5	Excellent

The highest score of 5 was given to the parameter “Course Contents of Curriculum are in tune with the Program Outcomes ” followed by “Course Contents enhance the Problem-Solving Skills and Core competencies ” with a score of 5 and has been rated as Excellent.

It is clearly visible from the table that the parameters “Allocation of Credits to the Courses are satisfiable” and “Contact Hour Distribution among the various Course Components (LTP) is Justifiable” obtained average scores 5 and 5 respectively and has been rated as Excellent.

The parameters “Electives enable the passion to learn new technologies in emerging areas” and “Curriculum is providing opportunity towards Self learning” obtained the scores of 5 and 5 respectively and has been rated as excellent which clearly reflects the benefit towards the student expectations.

The scores of 5 each were obtained by the parameters “Composition of Skill Oriented, Job Oriented & Society Oriented is a right mix and satisfiable”; “Courses with laboratory sessions are sufficient to improve the technical skills of students”, “Inclusion of SIP/Field Projects improved the competency and leadership skills among the students” and has been rated as excellent.

The feedback analysis reveals that course help to improve the students technical skills and the courses placed in the curriculum supports both the advanced learners as well as slow learners.

**Feedback has been received from parent on the following eight parameters:**

1. Curriculum enhances the intellectual aptitude of your ward
2. Curriculum realizes the personality development of your ward
3. Satisfaction about the Academic, Emotional Progression of your ward
4. Competency of your ward is on par with the students from other Universities/Institutes
5. Course Curriculum is of the global standard and is in tune with the needs of industries
6. Suggest any other points to improve the quality of the Curriculum

The categorization of rating is as follows: Strongly Agree (5), Agree (4), Moderate (3), Disagree (2) and Strongly Disagree (1).

Feedback Analysis is carried based on Average Satisfaction Rating. Rating categorization is carried based on Excellent ( $\geq 4$ ); Very Good ( $\geq 3.5$  &  $< 4$ ); Good ( $\geq 3$  &  $< 3.5$ ); Moderate ( $> 2$  &  $< 3$ ) and Unsatisfactory ( $< 2$ )

**Feedback from Parent 2017-18 (Academic Year) - UG – BBA**

The result derived in terms of percentage of parent with common views, average score, and ratings is presented in Table 4.

**Table 4: Analysis of feedback from parent 2017-18**

Parameters	Rating 5	Rating 4	Rating 3	Rating 2	Rating 1	Average Score	Rating
Q1	81.8	18.2	0	0	0	4.818	Excellent
Q2	36.4	54.5	0	9.1	0	4.182	Excellent
Q3	72.7	18.2	0	9.1	0	4.545	Excellent
Q4	54.5	27.3	9.1	9.1	0	4.272	Excellent
Q5	45.5	54.5	0	0	0	4.455	Excellent

The highest score of 4.818 was given to the parameter “Curriculum enhances the intellectual aptitude of your ward” followed by “Satisfaction about the Academic, Emotional Progression of your ward” with a score of 4.545 and has been rated as Excellent.

It is clearly visible from the table that the parameters “Course Curriculum is of the global standard and is in tune with the needs of industries” and “Competency of your ward is on par with the students from other Universities/Institutes” obtained average scores 4.455 and 4.272 respectively and has been rated as Excellent.

The parameter “Curriculum realizes the personality development of your ward” obtained the score of 4.182 and has been rated as excellent which clearly reflects the benefit towards the student expectations.

The feedback analysis reveals that skill oriented courses help to improve the students technical skills and the courses placed in the curriculum supports both the advanced learners as well as slow learners.

**Feedback has been received from employer on the following eight parameters:**

1. Course Contents of Curriculum are in tune with the Program Outcomes
2. Curriculum provides the scope for improving the required skills.
3. Electives are fulfilling the evolving needs of industries
4. Skill Oriented Courses described in the curriculum are enough to solve the emerging problems.
5. Problem Solving and Soft Skills acquired by the students through the curriculum will enable them to be placed in Industry in the long run.
6. Suggest any other points to improve the quality of the Curriculum

The categorization of rating is as follows: Strongly Agree (5), Agree (4), Moderate (3), Disagree (2) and Strongly Disagree (1).

Feedback Analysis is carried based on Average Satisfaction Rating. Rating categorization is carried based on Excellent ( $\geq 4$ ); Very Good ( $\geq 3.5$  &  $< 4$ ); Good ( $\geq 3$  &  $< 3.5$ ); Moderate ( $> 2$  &  $< 3$ ) and Unsatisfactory ( $< 2$ )

## Feedback from Employer 2017-18 (Academic Year) - UG – BBA

The result derived in terms of percentage of employer with common views, average score, and ratings is presented in Table 5.

**Table 5: Analysis of feedback from employer 2017-18**

Parameters	Rating 5	Rating 4	Rating 3	Rating 2	Rating 1	Average Score	Rating
Q1	100	0	0	0	0	5	Excellent
Q2	100	0	0	0	0	5	Excellent
Q3	69.2	30.8	0	0	0	4.692	Excellent
Q4	69.2	30.8	0	0	0	4.692	Excellent
Q5	69.2	30.8	0	0	0	4.692	Excellent

The highest score of 5 was given to the parameter “Course Contents of Curriculum are in tune with the Program Outcomes” followed by “Curriculum provides the scope for improving the required skills” with a score of 5 and has been rated as Excellent.

It is clearly visible from the table that the parameters “Electives are fulfilling the evolving needs of industries” and “Skill Oriented Courses described in the curriculum are enough to solve the emerging problems” obtained average scores 4.692 and 4.692 respectively and has been rated as Excellent.

The parameter “Problem Solving and Soft Skills acquired by the students through the curriculum will enable them to be placed in Industry in the long run” obtained the score of 4.692 and has been rated as excellent which clearly reflects the benefit towards the student expectations.

Time to time meetings was conducted at the department level to leverage new and advanced techniques to combat the learning difficulties of the students.

  
HOB, MBA