



**M. O. P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**

**Chennai - 600 034, India.**

**STAKEHOLDER FEEDBACK AND ACTION TAKEN REPORT  
2016-2017**

**STUDENTS**

<b>Feedback</b>	<b>Action Taken</b>
Courses focussing on development of entrepreneurial skills and that enable students to undertake entrepreneurial ventures to be offered.	Courses offered – <b>Entrepreneurship Development and Small Business Management (B.B.A &amp; Commerce Students ) Baking Sciences and Techniques, Food Entrepreneurship and Diet Counselling (B.Sc. Food Science Management )</b>
Courses emphasising on honing of reporting skills in the broadcast industry.	Courses <b>Reporting for Radio &amp; Reporting for Television</b> offered for B.A Journalism students.

**ALUMNI**

<b>Feedback</b>	<b>Action Taken</b>
Courses that enable students to enhance their domain knowledge , prepare for competitive /professional exams and develop employable skills	An elective course <b>Quantitative Aptitude</b> is offered for enhancing quantitative skills needed to excel in professional exams for B.B.A students.  <b>Business Regulatory Framework I &amp; II</b> to provide fundamental knowledge on various aspects of business legislations. <b>Computer Fundamentals &amp; Accounting Software, Taxation I&amp;II, Financial Planning, Accounting for Companies, Corporate Law, etc.</b> are introduced in the curriculum.  Syllabus revised to improve employability skills in the course <b>Financial Reporting Standards</b> .

  
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	<b>R-Programming for Big Data</b> introduced for developing data analytical skills.
	Courses <b>Python Programming, Hypertext Pre-processor and MySQL Practical and Advanced Java Programming</b> offered in congruence with industry practices.
	<b>Mathematical Modelling</b> introduced to focus on formulation of models, analysis and solution using mathematical techniques.

## FACULTY

<b>Feedback</b>	<b>Action Taken</b>
Courses that provide an in-depth knowledge of core principles apply them in relevant areas; develop leadership skills and life-long learning abilities.	<b>Tax and Investment Planning</b> introduced to inculcate personal financial planning mind set. <b>Introduction to e-Commerce</b> modified to include logistics and supply chain activities for e-commerce.
	<b>Effective Leadership -Think and Working Smarter</b> is introduced as an inter-disciplinary elective for enhancing leadership skills and competence in managing human resources.
	Courses <b>Legal Advocacy</b> and <b>Institutional Training</b> introduced to equip students with the ability to deal with challenging issues in society and experience the workplace environment respectively.
	<b>Stock and Commodity Trading, Management of Human Resources, Consumer Awareness Education</b> offered to enhance domain specific technical skill and knowledge.
	Courses <b>Insurance and Risk Management</b> and <b>International Trade</b> introduced to understand management of risk and concepts

*d/31*  
Principal  
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	<p>pertaining to international trade.</p> <p>Courses <b>Research Methodology</b> (B.A Sociology), <b>Basics of Marketing Research</b> (M.A Media Management), <b>Human Psychology</b>, <b>Graphic Design and Illustration</b> (B.Sc. Visual Communication) are offered.</p> <p><b>Shell Programming</b> course content revised for knowledge enhancement in database connectivity</p> <p><b>Fuzzy Mathematics</b> included in the programme for providing insights into Fuzzy sets and Fuzzy Logic.</p> <p>The course content for <b>Differential Equations &amp; Applications, Functional Mathematics, Real Analysis, Integral Transforms &amp; Applications, Optimization Techniques, Complex Analysis and Mathematics for Life Insurance</b> revised to strengthen conceptual knowledge, logical and reasoning skills. (B.Sc. Mathematics)</p> <p><b>Food Chemistry and Nutrition, Food and Industrial Microbiology, Principles of Food Processing I&amp;II, Food Biotechnology, Techniques in Food Analysis, Nutritional Biochemistry</b> syllabi revised to include new concepts and strengthen subject knowledge related to the food industry.</p>
<p>Courses providing an in-depth understanding of the food industry and consumer behaviour to be added in the curriculum.</p>	<p><b>Marketing Research and Consumer Behaviour, Food Science I &amp; II and Experimental Foods</b> included in the programme B.Sc. Food Science Management</p>
<p>The course contents to be revised to reflect recent developments and enhance practical skills of the students.</p>	<p>Course content revised for <b>Physical Sciences of Food, Food Chemistry, Food Merchandizing, Nutritional Biochemistry, Food Packaging, Food Design, etc.</b></p>

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Principal  
M.O.P. Vaishnav College for Women  
(Autonomous)  
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## EMPLOYERS

Feedback	Action Taken
Courses that cater to the needs of the industry that help in building efficiency and effectiveness of the organisation to be offered.	Income Tax Act covered more comprehensively through courses on <b>Direct Tax Laws I &amp; Direct Tax Laws II.</b>
	A course on <b>Digital Marketing</b> introduced as an elective for developing digital marketing skills.
	<b>Advanced Management Accounting</b> introduced to provide an in-depth knowledge of Management Accounting.
	<b>Brand Management</b> offered as an elective course to equip students with better marketing and communication skills.
	<b>Cloud Computing, Software Testing and Information Security</b> are introduced to develop industry relevant skillsets.
	Courses <b>Advertising ,Printing and Publication Design</b> offered
	Contemporary concepts pertaining to finance included in <b>Financial Mathematics.</b>

## OUTCOMES

With growing awareness about mental health and a multiplication of stressors in the current scenario among women students, new Programme **B.Sc Psychology** is introduced

The introduction of new courses and revision of syllabus content has led to the following outcomes:

- Enhanced problem solving, aptitude, reasoning and higher order thinking skills to excel in competitive /professional exams and improve skills needed for employment
- Expose students to effective leadership styles.
- Facilitate students to be familiar with decision making procedures adopted by the management

  
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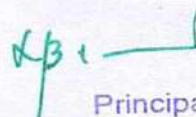
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- Better comprehension of course content through enhanced logical progression of programme content.
- Fostering and honing of entrepreneurial skills.
- Practical experience has been strengthened through increased practical components and inclusion of recent developments in the curriculum

**DEPARTMENT WISE FEEDBACK AND ACTION TAKEN REPORT**

**2016-17**

<b>Programme</b>	<b>Suggestions</b>	<b>Action Taken</b>
B.Com. Accounting & Finance	Introduction of a course to enhance domain specific technical skills.	The course <b>Stock and commodity trading</b> is introduced as an elective to enhance technical skills of the students.
	Introduction of courses to facilitate students who appear for professional exams.	The course <b>Practical Auditing</b> is introduced to help students who take up chartered accountancy professional exams.
B.Com. Marketing Management	Courses to be offered to equip student with better marketing and communication skills.	<b>Brand Management</b> is offered as elective course to equip students with better marketing and communication skills.
	Courses for enhancing digital marketing skills can be introduced.	A course on <b>Digital Marketing</b> is introduced as an elective, for the students for developing digital marketing skills.
B.Com. Corporate Secretaryship	As there is an increased focus on innovation, research and cross border collaborations, there is a need to learn about Intellectual Property Rights to protect the inventions of students.	The topic Intellectual Property Rights is introduced in the course <b>Legal system of business</b> as it will help to foster creative and innovation spirit among students.
	Courses to be offered to equip students with ability of dealing with challenging issues, understanding human logic and analysing real life cases with logical clarity.	Courses <b>Legal Advocacy</b> and <b>Institutional Training</b> introduced to equip students with the ability to deal with challenging issues in society.
B.Com. Honours	New courses to be introduced to facilitate the students to gain strong conceptual knowledge & help students to clear professional exams.	<b>Computer Fundamentals &amp; Accounting Software, Taxation I&amp;II, Financial Planning, Accounting for Companies, Corporate Law</b> , etc. are introduced for the students.



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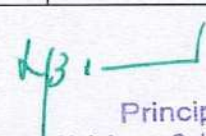




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	Courses that provide basic understanding of the insurance mechanism and risk management to be offered.	Courses <b>Insurance and Risk Management</b> and <b>International trade</b> are introduced to the students to understand management of risk and concepts pertaining to international trade.
	Courses to be introduced to enhance career in related professional fields	<b>Advanced Management Accounting</b> is introduced to familiarize the students with the managerial decision making.
B.B.A	Inclusion of courses which enhances problem solving, aptitude and reasoning skills of students in the curriculum.	An elective course <b>Quantitative Aptitude</b> is offered for enhancing quantitative skills.
	Courses based on Cost and Pricing decisions, marginal costing techniques to enhance employability and entrepreneurial potential.	Course on <b>Cost and Management Accounting</b> with a practical component is offered for the students.
B.Sc.Computer Science & B.C.A	Courses focussing on Advanced Java concepts to be introduced.	Courses - <b>Hypertext Pre-processor and MySQL and Advanced Java Programming</b> are offered in congruence with industry practices for the students.
	Concepts of cloud computing and testing to be introduced in curriculum	Courses <b>Cloud Computing, Software Testing</b> are introduced to develop industry relevant skillsets.
B.Sc. Mathematics	Courses which integrate domain specific knowledge with mathematical techniques to be offered.	Course - <b>Mathematical Modelling</b> is introduced to focus on formulation of models, analysis and obtain solution using mathematical techniques.
	Course to provide an insight into fuzzy sets & fuzzy logic to be offered.	<b>Fuzzy Mathematics</b> is included in the programme for providing insights into Fuzzy logic which is extremely useful in the fields of Research and Development, Engineering, and Industry meets national/ global needs.
	Concepts to be upgraded according to the recent trends in industry.	Contemporary concepts pertaining to finance are included in the course <b>Financial Mathematics</b> .
B.Sc. Food Science and Management	Courses emphasising on development of Entrepreneurial skills of the students to be included in the curriculum.	Courses on <b>Baking Sciences and Techniques, Food Entrepreneurship and Diet Counseling</b> are introduced.

  
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	Courses that strengthen conceptual knowledge and develop applicable skills to be offered.	Syllabus of the courses <b>Physical Sciences of food, Food Chemistry, Food Design, Food Analysis</b> is revised.
B.Sc. Psychology	Mental health – emotional, psychological, and social well-being plays a vital role in women students who undergo stress due to multiple factors in the modern era.	<b>B.Sc. Psychology</b> programme is introduced in the academic year 2016-2017.
B.A. Sociology	Courses pertaining to environment and related issues to be offered.	<b>Environment and Society</b> is introduced as a Core course.
	Course to facilitate students to have knowledge on the demography profile of the country can be introduced.	The course <b>Social Demography</b> is introduced
	Course that bridges the theoretical and practical aspects of the analysis of visual data can be introduced.	The course <b>Visual Sociology</b> is introduced.
B.Sc. Visual communication	Courses to instill appropriate writing styles and approaches for different media to be offered to students.	<b>Script Writing</b> is offered as a core Course.
	Courses that enable implementation of design concepts through research sketches, visualization skills in students can be introduced.	<b>Production Design</b> is offered as a Core course.
B.Sc. Electronic Media	Courses focusing on development of anchoring and presentation skills to be included in the curriculum.	<b>Media Anchoring and Presentation skills</b> is introduced as an Elective course
	Revision of syllabus of courses to suit the present media environment	The syllabus of the courses <b>Television Production and Radio Production</b> are revised.
B.A. Journalism	To hone skills in radio journalism, provide opportunities for employability and entrepreneurship a course can be introduced.	Elective I course - <b>Reporting for Radio</b> is introduced
	Courses that impart the importance of understanding and dealing with media at the local, regional and national levels.	Course <b>Media Relations</b> is offered.
M.Com.	Courses to be offered to provide sound conceptual and thorough knowledge in important aspects of tax.	The Income Tax Act is covered more comprehensively through newly introduced courses <b>Direct Tax Laws I &amp; II, Tax Planning &amp; Management</b> . Courses <b>Merchant Banking &amp; Financial services, Advanced Cost and Management Accounting</b> etc., are introduced in the curriculum.

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M.B.A	The financial services industry has been creating a myriad of products to suit investor preferences.	A certificate course on “ <b>Certified Financial goal planner</b> ” is offered to highlight different financial products and create a portfolio for investors depending on their risk return preferences
	Networking with corporates is significant to open up placement and internship opportunities to the current batch of students.	Corporate quizzing events like <b>BUSTLE</b> are conducted to facilitate the interactions.
M.A. Human Resource Management	Human resource management helps to bridge the gap between employees’ performance and the organization’s strategic objectives.	Courses <b>Training &amp; development, Human Resource development, Workplace Counseling</b> and other new courses are introduced.
M.Sc. Information Technology	Courses that focus on handling of big data to be introduced.	<b>R-Programming for Big Data</b> is introduced for developing data analytical skills for the students.
	Syllabus contents to focus on MYSQL Shell programming aspects & UNIX administrator commands.	<b>Shell Programming</b> course content revised for knowledge enhancement in database connectivity.
M.Sc. Food Technology and Management	Courses that instill higher learning / research skills to be offered, as research is an integral component for any PG programme.	Course <b>Research Methodology</b> is introduced.
	Revision of syllabus required to make the syllabus in par with the skill requirement of food industry.	The syllabus of the courses <b>Food and Industrial Microbiology, Nutritional Biochemistry, Principles of Food Processing</b> are revised.
M.A. Communication	Revision of syllabus to include topics on role of media relations and its multi-lateral agencies in communication.	Syllabus of the courses <b>Development Communication, Media Management &amp; law</b> are revised.
M.A. Media Management	Course that includes recent laws added and amended in the constitution can be introduced.	Course <b>Media Policy and Regulations</b> is offered.
	Courses that develop new skills and explore entrepreneurship ideas to be offered.	<b>Social Media Management</b> is introduced as an Elective course.
	Courses focusing on all facets of communication and media to be offered in the curriculum.	Course <b>Communication Research Methods</b> is offered.

431

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