



M. O. P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)
Chennai - 600 034, India.

STAKEHOLDER FEEDBACK AND ACTION TAKEN REPORT
2017-2018

STUDENTS

Feedback	Action Taken
Post graduate programmes in the school of business should cultivate entrepreneurial skills.	Course Entrepreneurship and Family Business Management introduced for facilitating understanding of the dynamics of family-owned businesses and refining entrepreneurial skills.

ALUMNI

Feedback	Action Taken
Concepts and theories of economics to be related to the context of finance.	New course on Economics for Finance introduced in B.Com Honours.

FACULTY

Feedback	Action Taken
Course on Psychological foundation for understanding human behaviour at work place to be provided.	Introduction of a course on Work Psychology in Post graduate Programmes.
Courses pertaining to indirect taxation to be updated to include provisions under The Central Goods and Services Act (CGST), 2017	Business Taxation and Indirect Taxation courses - syllabus updated for commerce students.
Redesigning of course content to meet current skill requirements in IT and finance industry.	Syllabus of courses Information Technology, Advanced Accounting I and II revised for students of B.Com. Honours

HBF

Principal
M.O.P. Vaishnav College for Women
(Autonomous)
No. 20, IV Lane, Nungambakkam High Road
Chennai-600 034



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

Chennai - 600 034, India.

New courses relating to recent knowledge for inculcating professional ethics and meeting media industry standards to be introduced.	Production Techniques, Advertising Strategy and Campaign, Digital Graphic Design, 2D Animation & Web Designing and Media Laws –Courses introduced in B.Sc. Visual Communication programme
Course contents to be revised to reflect updated knowledge and cover significant aspects of media, culture, and society.	Syllabus revised for courses Film Studies, Web Designing & Application, Media Management, Media, Culture & Society, Media Management in UG media programmes. 3D Modelling & Animation, Web Designing, Ad Photography and Multimedia - Syllabus of courses revised to reflect contemporary knowledge in alignment with global industry standards.
Media Entrepreneurial skills to be enhanced.	Media entrepreneurship topics included in the Media Management course.

EMPLOYERS

Feedback	Action Taken
To provide knowledge on the importance and applications of accounting standards.	Course Accounting for Companies is included in the curriculum to facilitate students to appear for professional exams.
Recent amendments in the in the Direct Tax Laws and Companies Act to be mirrored in the syllabus.	Syllabus of courses Taxation I, Taxation II and Corporate Law are updated to reflect the latest amendments in the Direct Tax Laws and Companies Act respectively.
Skills relevant to the advertising industry to be included in the programme.	A course on Ad Production introduced to enhance employability competency in the broadcasting industry.

Principal
M.O.P. Vaishnav College for Women
(Autonomous)
No. 20, IV Lane, Nungambakkam High Road
Chennai-600 034



M. O. P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)
Chennai - 600 034, India.

OUTCOMES

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

- Strong conceptual knowledge in core principles and its application in diversified fields.
- Updation of domain specific knowledge to meet industry requirements.
- Convert theoretical framework into applicable skills and develop employable skills.
- Collaborate with different organisations and undertake research projects.
- Emerge as successful entrepreneurs.

DEPARTMENT WISE FEEDBACK AND ACTION TAKEN REPORT 2017-2018

Programme	Suggestions	Action Taken
B.Com Accounting & Finance B.Com Marketing Management B.Com Corporate Secretaryship	Knowledge of GST and its significance to be imparted to students.	The syllabus of the course Business Taxation is revised.
B.Com. Accounting & Finance	Employers look out for B.Com graduates with strong foundation skills in financial Management as an added advantage for placements	Financial Management Course is shifted to semester VI.
B.Com. Marketing Management	Courses that develop entrepreneurial and employable skills to be offered	Syllabus of the Course Entrepreneurship Development and Small Business Management is revised.
B.Com. Corporate Secretaryship	Courses Income Tax Law and Practice I & Income Tax Law and Practice II to be offered to final year students as they need to be aware of current tax rates to aid employment.	Courses are shifted to semester V & VI respectively.
B.Com. Honours	Concepts and theories of economics to be related to the context of finance.	New course - Economics for Finance is offered for the batch 2017 – 2020 students.

KBI

Principal
M.O.P. Vaishnav College for Women
(Autonomous)
No. 20, IV Lane, Nungambakkam High Road



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

Chennai - 600 034, India.

B.Com. Honours	Courses pertaining to indirect taxation to be updated to include provisions under The Central Goods and Services Act (CGST).	Business Taxation and Indirect Taxation – Syllabus of the courses are updated
	Updation of course content to meet current skill requirements.	Syllabus of the courses Information Technology, Advanced Accounting I and II are revised.
	Recent amendments in the Direct Tax Laws and Companies Act to be included in the syllabus.	Taxation I & II and Corporate Law are updated to reflect the latest amendments in the Direct Tax Laws and Companies Act respectively.
B.B.A	Inclusion of courses that develop problem solving, logical, analytical and employable skills in the curriculum.	The course Business Statistics and Operation Research is introduced.
	Inculcate financial discipline and habit of savings among present generation student community.	The course Tax and Investment Planning is introduced.
B.Sc. Computer Science	Computer science students to update their knowledge and programming skills according to the trends of IT industry	Many new courses are introduced in the curriculum to suit the IT industry.
B.C.A	Students to integrate domain knowledge with practical applications	Students are encouraged to take up real time projects and develop new apps
B.Sc. Mathematics	Students to be oriented to learn concepts of accountancy and its practical applications	Value added course Accountancy Software is offered.
B.Sc. Food Science and Management	Courses focusing on concepts related to recent trends in the food industry to be offered	Courses Food Science II and Post Harvest Technology are introduced in the curriculum. Syllabus of courses revised to suit the industry needs.
B.Sc. Psychology	Students to involve in activities pertaining to psychological & societal issues	Field visits to old age homes – Cultivates skills for Geriatric counselling, palliative care etc.
	Students to understand the significance of the course Biological Basis of Behaviour I as it deals with psychological behavior pattern	Syllabus for the course Biological Basis for Behaviour I is revised.

Handwritten signature

Principal
M.O.P. Vaishnav College for Women
(Autonomous)
No. 20, IV Lane, Nungambakkam High Road
Chennai-600 034

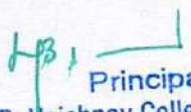


M. O. P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)

Chennai - 600 034, India.

B.A. Sociology	Courses focusing on creating socially conscious and responsible citizens	Course on Corporate social responsibility is offered
B.Sc. Visual communication	New courses relating to recent knowledge for inculcating professional ethics and meeting industry standards to be introduced.	The courses Production Techniques, Advertising Strategy and Campaign, Digital Graphic Design, 2D Animation & Web Designing and Media Laws are introduced.
	Course contents to be revised to reflect updated knowledge and cover significant aspects of media, culture, and society.	Courses 3D Modelling & Animation, Web Designing, Ad Photography and Multimedia to reflect contemporary knowledge in alignment with global industry standards are offered
B.Sc. Electronic Media	Skills relevant to the advertising industry to be included in the curriculum.	A course on Ad Production introduced to nurture the technical skills required in the broadcast industry.
	Students to be exposed to the latest trends in media entrepreneurship.	The syllabus of the course Media management is revised.

B.A. Journalism	Students expressed their interest in writing RTI based articles	One RTI based article was made compulsory for the practical Specialisation course for final year students.
M.Com	Inclusion of courses pertaining to Family Business management as a significant percentage of students come from a family business background	Entrepreneurship and Family Business Management is offered as an Elective course to the students.
	M.Com students to be aware of the latest amendments in tax	Syllabus of the course Business Taxation is revised to stay up to date.
M.B.A	The industries are witnessing considerable consolidation of companies through mergers and acquisitions	To help the students to understand about the nature, scope and importance of Mergers & Acquisitions a lecture was scheduled.
	Learning through play is another innovative concept that is drastically picking up in the business environment.	A lecture on HR gamification was conducted to help people realize the potential of games in understanding business process and functions.


Principal
M.O.P. Vaishnav College for Women
 (Autonomous)
 No. 20, IV Lane, Nungambalam High Road
 Chennai-600 034



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

Chennai - 600 034, India.

M.A. Human Resource Management	Students suggested the introduction of new course that assist in understanding the changing dynamics of operations of family-owned businesses in a global context.	Entrepreneurship and Family Business Management is introduced as an Elective Course.
	As concepts of work psychology plays a vital role in Human resource management, a course for the same needs to be introduced.	Introduction of a course - Work Psychology .
M.Sc. Information Technology	Students to explore different types of technology applications ,information security software applications and system design	Students are introduced to various aspects of information technology including software development, data manipulation and technology re-engineering
M.Sc. Food Technology Management	Courses to be updated to meet the industry requirements and hone the entrepreneurial skills of students	Novel food processing techniques are introduced in the syllabus of the course Principles of food processing II and new experiments relevant to clinical analysis are introduced in the course Nutritional biochemistry
M.A. Communication	Skills of appreciation and reviewing is crucial for the Media industry	Appreciation and Analysis of Media is introduced as a new course
M.A. Media Management	Public to be sensitized on issues pertaining to the environment.	Campaign on ' Save the Drop ' was organized to create awareness on saving water

K/31

Principal

M.O.P. Vaishnav College for Women
(Autonomous)
No. 20, IV Lane, Nungambakkam High Road
Chennai-600 034