STAKEHOLDER FEEDBACK AND ACTION TAKEN REPORT
2018-2019

STUDENTS

Feedback	Action Taken
Data analysis using Microsoft Excel to be taught to improve employment potential	Introduction of **Data Management and Analysis using Spreadsheets** due to the significance of data analytical skills using spread sheets for enhancing employment prospects for UG Commerce and Management students.
Programme content to include topics on cryptography and forensics.	**Cryptography and Network Security** is included in the M.Sc. Information Technology Programme, meeting industry need for stringent data security. **Cyber Security and Computer Forensics** introduced as a course for providing technical job skills in information and digital security field.

ALUMNI

Feedback	Action Taken
Computer forensics to be taught in line with developments in cyber security.	**Digital Forensics** course introduced for enhancing employment opportunities in the field of cyber security for students of B.C.A.
Better connect between accounting and financial management courses for increased relevance and understanding of concepts.	Realignment of the course **Financial Management** to an earlier semester as a logical progression from **Cost and Management Accounting** course in B.B.A programme.

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FACULTY

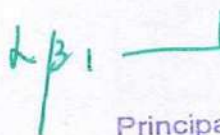| Feedback	Action Taken
Revision of course contents for comprehensive coverage of concepts	Syllabus revised for **Research Methods for Business, Tax & Investment Planning and Operations Management** in B.B.A Programme.
New courses relating to data analytics and ubiquitous commerce based on recent developments to be offered.	**U-Commerce, Data Management and Analysis using Spreadsheets** are introduced .
Course on global business and trade for increased understanding of international markets.	Introduction of a course **International Trade** in the programmes- B.Com. Accounting and Finance, B.Com. Corporate Secretaryship, B.Com. Marketing Management
Different electives to be offered based on current business practices and opportunities	Courses on **Legal Advocacy** and **Sports Marketing** introduced as choice-based electives for students of B.Com. Corporate Secretaryship & B.Com. Marketing Management. **Entertainment Management I & Entertainment Management II** courses are offered as Non-Major Electives for enhanced understanding on work patterns and opportunities in the entertainment industry
Necessity of a course on entrepreneurship based on the growth of gig economy.	**Entrepreneurship Development and Small Business Management** course is offered to develop and refine entrepreneurial skills for students .
Updated domain knowledge on technologies such as cloud technologies, Internet of Things (IOT) and efficient software engineering models to be included in the curriculum	**Distributed Operating Systems, Advanced Database Management Systems, and Object Oriented Systems Development** courses are introduced in M.Sc. Information Technology Programme.

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Computational skills blended with programming languages, software and Data analytical technologies to be included for meeting current industry requirements.	Courses introduced - **Statistics using R,** (B.Sc. Computer Science and B.C.A.) **Programming in Python, Business Intelligence and Data Analytics using Opensource tools -Practical** (B.C.A), **Artificial Intelligence and Internet of Things** (B.Sc. Computer Science). Syllabus of courses **Web Technology, Digital Logic Fundamentals, Data Mining** revised for inclusion of recent concepts in B.Sc. Computer Science and B.C.A. Programmes
Increased emphasis on higher learning concepts in mathematics.	Syllabus of courses **Financial Mathematics, Mathematical Statistics, Mechanics** are revised for the students of B.Sc. Mathematics
Revision of syllabus for strengthening the skill set required in the food industry.	Syllabus revised for **Food Quality Systems, Food Biotechnology, and Techniques in Food Analysis** in M.Sc. Food Technology and Management Programme.
New courses and content revision for widening the scope for higher education in clinical nutrition courses.	Introduction of **Basic Physiology** and **Emerging Food Trends** in B.Sc. Food Science Management. Syllabus of courses **Food Science I & Food Science II** revised for inclusion of practical component to enhance understanding of Food Science concepts for students pursuing B.Sc. Food Science Management.
Course content to be enriched to broaden the scope of the programme.	**Broadcast News, Media and Audience Studies** courses are included to the Programme structure of B.Sc. Electronic Media
Critical appreciation skills for English language to be enhanced.	The syllabus for UG Foundation course **English I** is revised.

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EMPLOYERS

Feedback	Action Taken
Students to be provided knowledge and insights on the emerging domain in the Indian Business arena that can significantly contribute to the marketing industry.	Courses- **Sales and Distribution Management, Rural Marketing** are introduced in the curriculum of B.Com. Marketing Management programme
Recent developments in the media industry to be included for enhancing marketing skills.	**Entertainment Media Marketing** course is introduced to foster media marketing skills of students pursuing B.Sc. Electronic Media.

OUTCOMES

The introduction of new courses and revision of syllabus content based on the Outcome-based education initiative (OBE) has led to the following outcomes:

- Innovative courses meeting the current industry trends are introduced in all the programmes.
- Enhanced data analytical, technical job skills, marketing skills and higher order thinking skills for improving employability potential.
- 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 in the courses and inclusion of recent developments.
- New value added courses that develop employable and entrepreneurial skills are offered outside the curriculum.

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DEPARTMENT WISE FEEDBACK AND ACTION TAKEN REPORT
2018-2019

Programme	Suggestions	Action Taken
B.Com. Accounting & Finance	New courses relating to data analytics and applications in marketing based on recent developments to be introduced.	Choice based elective courses **U-Commerce, Data Management and Analysis using Spreadsheets** are introduced
B.Com. Marketing Management	Different courses to be offered based on current business practices and opportunities.	**Sports Marketing** is introduced as a choice-based elective course. Courses **-Entertainment Management I & Entertainment Management II** are offered as non-major elective courses for further understanding on work patterns and opportunities in the entertainment industry.
	Students to be provided knowledge and insights on the growing retail industry and digital marketing space.	**Digital Marketing** and **Retail Marketing** are offered due to the specialised nature of the courses and their importance in imparting higher order learning skills.
B.Com. Corporate Secretaryship	Course on global business and trade for increased understanding of international markets.	Introduction of a course on **International Trade.**
	Introduction of choice-based elective to give students opportunities to choose one specialisation course of their interests in the curriculum.	**Legal Advocacy** is introduced as a choice based elective for students.
B.Com. Honours	Courses that focuses on skill development & employability skills.	A course **Introduction to Accounting** is introduced.
	Introduction of a course to enable the students to have a better and easy understanding of concepts and theories in economics.	New course **Business Economics** is introduced

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B.B.A	Students to have an extensive knowledge on management concepts and comprehensive coverage of related concepts.	Syllabus revised for courses **Research Methods for Business, Tax & Investment Planning and Operations Management.**
	Students should be given training in the nuances of spreadsheets in MS-Excel.	A course on **Data Management and Analysis using Spreadsheets** is introduced.
B.Sc. Computer Science & B.C.A	Courses focusing on the latest developments in the field of computer science.	Courses **Digital Forensics** (B.Sc. Computer Science), **Statistics using R** (B.Sc.Computer Science & B.C.A), **Programming in Python** (B.C.A) are introduced.
	Innovative courses to be introduced in the curriculum for meeting current industry requirements.	Courses **Business Intelligence and Data Analytics using Opensource tools –Practical** (B.C.A), **Internet of Things** (B.Sc. Computer Science) are introduced.
B.Sc. Mathematics	Integrate conceptual knowledge with applicable skills and develop employable skills.	Syllabus of courses **Financial Mathematics, Mathematical Statistics Practical using R** are revised
B.Sc. Food Science and Management	New courses and content revision for widening the scope for higher education in clinical nutrition to be introduced.	Introduction of **Basic Physiology** and **Emerging Food Trends.** Syllabus of courses **Food Science I & Food Science II** revised for inclusion of practical component to enhance understanding of Food Science concepts
B.Sc. Psychology	Courses pertaining to mental, psychological and emotional well-being to be offered.	Innovative courses are introduced in the curriculum.
B.A. Sociology	Emphasis to be given to create awareness on societal ,gender, environment and social issues	Guest lectures, workshops are organized on relevant topics
B.Sc. Visual communication	Significant aspects relating to society, culture and women, primarily in the Indian scenario to be systematically addressed in Courses.	Syllabus of the course **Visual Sociology** is updated accordingly.

B.Sc. Electronic Media	Course content to be enriched to broaden the scope of the programme.	**Broadcast News** and **Media and Audience Studies** courses are included to the programme structure.
	Recent developments in the media industry to be included for enhancing marketing skills.	**Entertainment Media Marketing** is introduced to foster media marketing skills of students.
B.A. Journalism	Students suggested interactive sessions and debates with journalists on ethical practices they followed as professionals.	Students had to the opportunity to interact with news professionals and discussed on the ethics, accountability& responsibility of journalists
B.A. Economics	Need for a programme that focuses on developing a solid foundation in economics principles, a sharp understanding of global developments and a range of analytical, problem-solving and communication skills.	The programme **B.A Economics** is introduced in the academic year 2018 – 2019
M.Com	Need to introduce concepts of Insolvency and Bankruptcy Code in the curriculum	**Corporate and Industrial Law** syllabus is revised
M.B.A	Students to be encouraged to take up entrepreneurial opportunities and understand business challenges real time.	A series of lectures called Breakfast with CEO sessions are conducted as an on-going series.
	Digital marketing is a noteworthy practice observed in the industry especially among the start-ups as it has a wider reach and is very cost effective. (Digital India)	A certificate course on "**Digital Marketing**" is offered
	The practitioners from the industry working in the HR function highlighted the importance of Artificial intelligence and suggested how students need to be abreast with the application of AI in HR.	A guest lecture on the importance of **Artificial Intelligence in Human Resources** was conducted for the benefit of the HR students.
M.A. Human Resource Management	Projects in emerging fields to be undertaken by students	Core course –**Project** is included in the curriculum and offered exclusively in semester IV
M.Sc. Information Technology	Programme content to include topics on cryptography and forensics.	**Cryptography and Network Security** included in the programme structure meeting industry needs for stringent

		data security. **Cyber Security and Computer Forensics** offered as a course for providing technical job skills in information and digital security field.
M.Sc. Food Technology and Management	Revision of syllabus for strengthening the skill set required in the food industry.	Syllabus revised for courses **Food Quality Systems, Food Biotechnology, Techniques in Food Analysis**.
M.A. Communication	Create awareness about social issues and challenges	Campaigns on awareness of **Autism, Anti- Plastics** were organized
M.A. Media Management	Knowledge enrichment in social media management concepts.	Guest lectures on Effective use of social media tools and latest digital and social media strategies were organized.

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