



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

STAKEHOLDER FEEDBACK AND ACTION TAKEN REPORT
2019-2020

STUDENTS

Feedback	Action Taken
Students suggested that the course on entrepreneurship be offered in an earlier semester to enable participation in business plan competitions.	Realignment of sequence of courses Entrepreneurship and Family Business, Project Management for easing and enhancing the student learning process in M.B.A. programme.
Current trends relevant for the food industry to be included in the curriculum.	Courses on Principles of Food Processing I & Food Processing II, Food Biotechnology, Food Additives and Ingredients reorganized and updated to reflect current trends and strengthen the skill sets required in food industry for students of M.Sc. Food Technology and Management
Courses focusing on personal well-being could be added to the programme structure.	Courses on Fitness Psychology I & Fitness Psychology II, Positive Psychology and Psychology of Interpersonal Relations are introduced for focusing on psycho-social skills training for promoting holistic psychological well-being and health benefits in B.Sc. Psychology programme.
Photography skills are important for becoming a photojournalist. Students suggested that courses focussing more on practical aspects to be offered.	Photojournalism and Media Research offered as a fully practical course, focusing on honing photography skills for students of B.A. Journalism.

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ALUMNI

Feedback	Action Taken
More importance to be given to quantitative aptitude for the pursuit of higher education in management.	The course on Quantitative Aptitude is re-prioritized as an allied course from being an elective, due to the significance of the course in enhancing analytical and problem solving skills for students of B.B.A programme.
Event Management courses to include the planning and organizing of online and offline programmes	Syllabus for the courses Entertainment Management I & Entertainment Management II are revised for including topics on ethical issues and customer engagement pertinent to conducting events offline and online for students.
To enable easier transfer of credits for pursuing higher education abroad, a course relating psychology to biological sciences should be offered.	Biological Psychology I & Biological Psychology II introduced to provide inter-disciplinary focus on neuroscience and for improving students' prospects for pursuing higher education abroad in B.Sc. Psychology programme.
A course on managing people at work to be offered for expanding career prospects as an organizational psychologist.	Contents of Human Resource Management revised and offered as elective due to the course's significance for understanding work ethics and legal issues in the workplace in B.Sc. Psychology programme.
To facilitate analysis of datasets for data-driven decisions in psychology, a course relating to statistics is required.	Statistical Methods course introduced for improving data analytical skills of students pursuing B.Sc. Psychology.
The course contents on Data communication and Computer Network to be more extensive.	Course contents of Data Communication and Computer Networks enhanced for better understanding of concepts in M.Sc. Information Technology.
Inclusion of agile software development for developing a minimum viable product (MVP) to be included in the curriculum.	Course Agile Software Engineering and Development is introduced catering to the industry need for agility in software development for students of B.Sc. Computer Science.

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FACULTY

Feedback	Action Taken
Programme content to be modified to enhance employability and global relevance.	<p>Courses on Digital Marketing, International Trade and Retail Marketing introduced due to the emerging job opportunities for students of B.B.A.</p> <p>Syllabus of courses Financial Accounting –Practical and Elements of Cost Accounting-Practical are revised to appraise students of the updated features on the accounting software in B.B.A. programme.</p> <p>Provisions of Information Technology Act 2000 with respect to cyber security were included in the course Introduction to e-Commerce.</p> <p>Rearrangement of the course on Data Management and Analysis using Spread Sheets for providing knowledge on Microsoft Excel</p>
Research skills to be enhanced to facilitate students' pursuit of research projects.	A course Research Methods is introduced to enhance research, data analytical and report writing skills for students of B.B.A, B.Com. Honours, B.Sc. Psychology and B.A. Sociology.
Revision of course contents to improve demonstrative skills.	Basics of Food Preparation, Physical Sciences of Food, Food Chemistry, Food Microbiology, etc. are revised for improved comprehension and demonstrative skill in food preparation for students of B.Sc. Food Science Management
Modification of course content to reflect recent developmental changes and enhancing social engagement.	<p>Revision of the course Sociology of Development to incorporate current developmental changes in B.A. Sociology programme.</p> <p>Introduction of course Introduction to Cyber Psychology for enhancing employability by bridging the knowledge gap on human and technology interference in B.Sc. Psychology programme.</p> <p>Course - Project – Survey for promoting civic skills and community engagement is included in B.Sc. Psychology programme.</p>
Modernization of syllabus to include	The syllabus for courses Cryptography and

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recent developments in the field of Computer Science	Network Security, Advanced Database Management Systems, Software Project Management & Quality Assurance are revised based on current technological updates in M.Sc. Information Technology programme. Business Intelligence and Data Analytics using Open Source Tools is introduced to include visualization using tableau and analytics using Python programming for students pursuing B.C.A
Focus on media entrepreneurship as an upcoming field.	New courses Media Entrepreneurship, Integrated Marketing Communication and Management Principles are introduced for holistic learning on communication tools and management principles for students of M.A. Media Management.
Non-major electives content to be revised based on latest developments	Revision of course content of Non-major Electives Advertising Strategy II and Film Appreciation to reflect contemporary perspectives and practices.
Hindi course content to be revised for better understanding and national relevance	The syllabus for Hindi I, Hindi II and Hindi III revised to facilitate higher learning of Hindi Literature.

EMPLOYERS

Feedback	Action Taken
Service industry has regained prominence as the largest source for employment opportunities. Course to be included to capitalize on recent business developments.	Course Services Marketing is offered as an elective due to growing employment opportunities in the service industry. Revision of the course Legal Framework of Business based on changes in business legislations in M.B.A. programme.
To enhance adaptability and growth mind-set a course on dealing with change would be imperative.	Introduction of a course Change and Innovation Management for developing higher order thinking skills among students of B.B.A
Law and taxation courses to include recent amendments	Revision in syllabus of courses Introductory Accounting, Indirect Taxation, Corporate Law

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	<p>based on latest amendments in B.Com. Honours programme.</p> <p>Syllabus for Company Law and Secretarial Practice I & Company Law and Secretarial Practice II and Corporate Due Diligence revised for enhancing organic flow of the programme content in B.Com. Corporate Secretaryship programme.</p>
<p>Abnormal Psychology courses to include the revisions made to the Diagnostic and Statistical Manual of Mental Disorders (DSM-5).</p>	<p>Revision in course contents of Abnormal Psychology I, Abnormal Psychology II and Counselling Psychology to include concepts of clinical disease relevant to DSM V Criterion and contemporary techniques for counselling practice respectively in B.Sc. Psychology programme.</p>

OUTCOMES

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

- Easing and enriching of the student learning process for promoting better understanding of concepts and their applications.
- Current trends, developments, techniques and updates reflected in the syllabi to capitalize on emerging job opportunities
- Skill-sets relating to the food industry, psycho-social skills, research skills, photography skills, data analytical skills strengthened.
- Quantitative aptitude enhanced for increasing and improving participation in competitive examinations.
- Heightened understanding of professional ethics and its implications

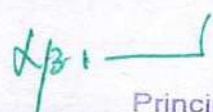
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DEPARTMENT WISE FEEDBACK AND ACTION TAKEN REPORT
2019-2020

Programme	Suggestions	Action Taken
B.Com Accounting & Finance B.Com Corporate Secretaryship B.Com Marketing Management	Specific topics to be covered in Accounting Software that will equip students to demonstrate the updated knowledge in accounting software.	Syllabus of the courses Financial Accounting – Practical and Elements of Cost Accounting-Practical are revised.
B.Com. Marketing Management	Courses that focus on development of event management skills to be offered.	Revision of syllabus of courses Entertainment Management I & Entertainment Management II is carried out for including topics on ethical issues and customer engagement pertinent to conducting events .
B.Com. Corporate Secretaryship	Law and taxation courses to include recent amendments.	Syllabus for Company Law and Secretarial Practice I & Company Law and Secretarial Practice II and Corporate Due Diligence revised for enhancing sequential flow of the programme content.
B.Com. Honours	Research skills to be enhanced to facilitate students' pursuit of research projects.	A course on Research Methods is introduced to enhance research, data analytical and report writing skills.
	Law and taxation courses to include recent amendments.	Revision of the courses Introductory Accounting, Indirect Taxation based on latest amendments.
B.B.A	Programme content to be modified to enhance employability and global relevance.	Introduction of courses - Digital Marketing, International Trade and Retail Marketing due to the emerging job opportunities. Financial Accounting (Theory and Practical) and Cost and Management Accounting (Theory and Practical) courses are revised to appraise students of the updated features on the accounting software


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		Provisions of Information Technology Act 2000 with respect to cyber security are included in the course Introduction to e-Commerce .
	To enhance adaptability and growth mindset, a course on dealing with innovations and changes would be imperative.	Introduction of a course Change and Innovation Management for developing higher order thinking skills among students
B.Sc. Computer Science	Inclusion of agile software development for developing a minimum viable product (MVP) to be included in the curriculum.	Course Agile Software Engineering and Development is introduced catering to the industry need for agility in software development.
B.C.A	Modernization of syllabus to include recent developments in the field of Computer Science	Business Intelligence and Data Analytics using Open Source Tools is introduced to include visualization using tableau and analytics using Python programming.
B.Sc. Mathematics	Students to develop employable skills by applying computational techniques in the fields of insurance, banking and actuarial science.	A Workshop on Actuaries by Dr.Gaurav Khemka, Professor of Actuaries, National University, Australia was conducted.
B.Sc. Food Science and Management	Revision of course contents to improve demonstrative skills.	Basics of Food Preparation, Physical Sciences of Food, Food Chemistry, and Food Microbiology –Syllabus revised for improved comprehension and demonstrative skill in food preparation.
B.Sc. Psychology	Courses focusing on personal well-being could be added in the programme curriculum.	Courses Fitness Psychology I & Fitness Psychology II, Positive Psychology and Psychology of Interpersonal Relations are introduced for focusing on psycho-social skills, training for promoting holistic psychological well-being and health benefits.
	Courses relating psychology and biological sciences to be offered.	Biological Psychology I & Biological Psychology II introduced to provide inter-disciplinary focus on

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B.Sc. Psychology		neuroscience and for improving students' prospects for pursuing higher education abroad.
	A course on managing people at work to be offered for expanding career prospects as an organizational psychologist.	Course contents of Human Resource Management revised and offered as an elective due to the course's significance for understanding work ethics and legal issues in the workplace.
	To facilitate analysis of datasets for data-driven decisions in psychology, a course relating to statistics is required.	Statistical Methods course is introduced for improving data analytical skills.
	Modification of course content to reflect recent developmental changes and enhancing social engagement.	Introduction of course Introduction to Cyber Psychology for enhancing employability by bridging the knowledge gap on human and technology interference. Project - Survey is included in the programme for promoting civic skills and community engagement.
	Abnormal Psychology courses to include the revisions made to the Diagnostic and Statistical Manual of Mental Disorders (DSM-5).	Revision of course contents of Abnormal Psychology I & Abnormal Psychology II, Counseling Psychology to include clinical disease relevant to DSM V Criterion and contemporary techniques for counselling practice respectively.
B.A. Sociology	Research skills to be enhanced to facilitate students' pursuit of research projects.	A course Research Methods is introduced to enhance research, data interpretation, analytical and report writing skills.
	Modification of course content to reflect recent developmental changes and enhancing social engagement.	Revision of the course Sociology of Development to incorporate current developmental changes.
B.Sc. Visual Communication	Non-major elective course content to be revised based on latest developments	Revision of course content of Non-major Elective II Advertising Strategy II to reflect contemporary perspectives and practices.
B.Sc. Electronic Media	Inclusion of the topics on Genres, Film Censorship and Film festivals to help students appreciate and engage in writing Film analysis and reviews.	The syllabus of the course Film appreciation is revised.

AB



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B.A. Journalism	Courses that integrate theoretical and applicable skills to be offered.	Photojournalism and Media Research offered as a fully practical course, focusing on honing photography skills.
B.A. Economics	Courses that provide a strong foundation in economics and its significance to be offered. Students to be involved in current economic affairs.	New courses such as Economics for Managers, Microeconomics II, Indian Economy I &II, Environmental Economics etc. are introduced Budget Panel discussion by students.
M.Com	Knowledge on latest trends in accounting standards to be imparted.	A workshop on Forensics accounting was organized
M.B.A	Some of the topics covered in the course Legal framework of business have become obsolete. Hence the course warranted an updation.	Revision and updating of the syllabus the course Legal framework of business based on changes in business legislations.
	M.B.A students suggested that the course on Entrepreneurship be offered in an earlier semester to enable participation in the business plan competitions	Realignment of sequence of courses for easing and enhancing student learning process.
	A new paradigm towards thinking called the "Design thinking" process is gaining importance in the industry	An industrial visit was organized to understand practical application of Design thinking in a software setup.
M.A. Human Resource Management	Students to be equipped with technical skills for undertaking research projects.	Workshop on Advanced Excel is conducted for students
M.Sc. Information Technology	Students to be provided with extensive knowledge on Data communication and Networks.	Course contents of courses Data Communication and Computer Networks enhanced for better understanding of concepts.
	Modernization of syllabus to include recent developments in the field of Computer Science	The syllabus for courses Cryptography and Network Security, Advanced Database Management Systems, Software Project Management & Quality Assurance are revised based on current technological updates.

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M.Sc. Food Technology Management	Current trends relevant for the food industry to be included in the curriculum.	Courses on Principles of Food Processing I&II, Food Biotechnology, Food Additives, and Ingredients reorganized and updated to reflect current trends and strengthen the skill sets required in food industry.
M.A. Communication	Content writing and journalistic skills of students to be developed.	Course Report writing is offered.
M.A. Media Management	Focus on media entrepreneurship as an upcoming field.	New courses Media Entrepreneurship, Integrated Marketing Communication and Management Principles are introduced for holistic learning on communication tools and management principles.

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