



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

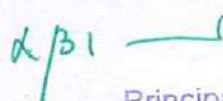
**STAKEHOLDER FEEDBACK AND ACTION TAKEN REPORT**  
2020-2021

**STUDENTS**

<b>Feedback</b>	<b>Action Taken</b>
Opportunities to explore more career alternatives before graduation for assessing interests and competencies in their area or study.	Students are encouraged to take up online internships for more practical exposure.
Enhanced integration of theory and practice for better employment prospects.	Students are motivated to enhance their skill-levels through online technical and business courses from Swayam, Coursera, Udemy, eDX, etc.
Additional activities aimed at skill development.	Planning and organizing skills refined through the conduct of workshops, competitions, seminars and co- curricular/extra-curricular activities in online mode.

**ALUMNI**

<b>Feedback</b>	<b>Action Taken</b>
Revision of curriculum to include latest developments and practical applications in their field of study for enhanced employability.	New courses in tune with the recent developments in the field of Economics such as Econometrics, Environmental Economics and Sustainable Development are introduced in B.A. Economics programme.
Stimulate experiential learning through entrepreneurial ventures and enrich the knowledge quotient during pandemic..	To ensure continuity of M.O.P. Bazaar for honing entrepreneurship skills of students and alumni, during the pandemic, an online e-Bazaar was organized and conducted.  All PG & UG students have completed online courses through Coursera / Swayam /NPTEL /Alison/ edX / Google scholar in lieu of summer internship.

  
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## FACULTY

Feedback	Action Taken
Introduction of new courses in the curriculum during pandemic.	New courses <b>Marketing Research and Analysis, HRM for non-HR Managers</b> for B.Com students, <b>Consumer Psychology</b> for B.B.A students are introduced.
Periodic collaborative meetings with industry and academic experts for enriching the knowledge transfer experience.	Students are encouraged to undergo MOOC courses offered through the Swayam portal for furthering their domain-specific knowledge during the pandemic for availing the expertise of experienced professors from renowned institutes.
Courses with multidisciplinary syllabus to enhance applicable skills needed for employment.	Restructuring and merging of courses on Statistics and Mathematics as Quantitative Techniques for Economics I and Quantitative Techniques for Economics II for better scope and comprehension for students of B.A. Economics.
Effective teaching - learning environment to achieve the desired outcomes in a virtual platform.	Faculty plan, organize and deliver their online lectures using ICT tools and supplement their teaching methods by conducting various activities in the virtual mode through innovative teaching- learning apps.

## EMPLOYERS

Feedback	Action Taken
Courses that focus on application of domain specific knowledge in new contexts and develop entrepreneurial/employable skills to be offered.	Value added courses handled by academic/industry experts are offered outside the curriculum through online mode. Industry-academia connects ensured through Webinars, online guest lectures, conclave and training programmes.

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More career-specific training to be integrated in the curriculum.

Activities with direct bearing on Skill development, Employability and Entrepreneurship for the courses are identified and conducted.

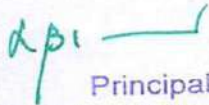
## OUTCOMES

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

- Effectiveness of online teaching and learning process ensured through the use of digital tools and pedagogical practices.
- Teaching methodology augmented through innovative ICT techniques for better student engagement in the virtual classroom.
- Increased practical exposure and improved industry-specific knowledge.
- Enhanced employability through skill development programmes and updated curriculum.
- Improved scope and comprehension of course contents.
- Entrepreneurial skills strengthened and refined.

## DEPARTMENT WISE FEEDBACK AND ACTION TAKEN REPORT 2020-2021

Programme	Suggestions	Action Taken
B.Com Accounting & Finance	Due to pandemic an online MOOC course to be offered.	<b>Marketing Research and Analysis</b> is offered to the students as choice-based elective.
B.Com. Marketing Management	Offering an online course due to the pandemic in lieu of the existing Choice Based Elective Course.	Course <b>HRM for Non HR Managers</b> is offered in lieu of Sports Marketing as a Choice Based Elective.
	Academic experts suggested the inclusion of a course that integrates sustainable and ethical values in business practices.	<b>Corporate Social Responsibility</b> is offered as a Choice based elective for the students.
B.Com. Corporate Secretaryship	Courses that enhance human resource management skills and inculcate social/ethical values.	Courses <b>HRM for Non HR Managers</b> and <b>Corporate Social Responsibility</b> are offered.

  
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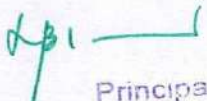




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	Revision of syllabus to enrich knowledge on art of writing legal opinion and facilitate the students to impart knowledge about the drafting of legal opinion,	The mentioned topics are included in the syllabus of the course <b>Drafting and Conveyancing</b> .
B.Com Accounting & Finance, B.Com. Marketing Management, B.Com. Corporate Secretaryship, B.Com. Honours, B.B.A	Updation and revision of the syllabus will introduce students to the latest and Emerging Trends in AI Marketing that includes applications of ChatBots, Virtual Reality and Augmented Reality and Marketing Analytics.	Contents of the course <b>Marketing Management</b> is revised.
B.Com. Honours	Derivatives and their operations are a significant part of corporate investment and hedging strategies. Educating students about such treasury and finance operations will equip them with employability skills and in-depth conceptual clarity.	Syllabus of the course <b>Security Analysis and Portfolio Management</b> is revised.
B.B.A	Online courses can be offered so that students enhance their knowledge and get an opportunity to interact with industry experts.	<b>Consumer Psychology</b> (Swayam portal) is introduced as an elective course.
B.Sc. Computer Science	Significance of programme content for employment opportunities	Entire course content of the curriculum caters to recent developments of the IT sector and students are placed in prominent companies
B.C.A	Experiential learning through projects.	The courses offered in the curriculum enables students to undertake software projects, website and app development.
B.Sc. Mathematics	Introduction of courses in the curriculum that play a vital role in data science and have applications in industry.	<b>Linear Algebra</b> is offered as a core course
B.Sc. Food Science and Management	Syllabus of courses to be updated based on the requirements of the food industry and implement the quality control practices in food plant sanitation	Syllabus of the course <b>Food Sanitation and Quality Control</b> is updated

  
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B.Sc. Psychology	Professional and entrepreneurial skills to be developed in students	The course <b>Counseling Psychology</b> in the curriculum enables students to develop Professional skills, set up their own private practice as a counselor & emerge as a successful entrepreneur.
B.A. Sociology	Introduction of a course to impart knowledge on legislations in India.	<b>Social Legislations in India</b> is offered as a core course.
	Introduction of a new course, in order to increase the opportunities for self-employability and to enable students to create start-ups in the social sector.	<b>Social Entrepreneurship</b> is offered as a core course.
	Introduction of a new course to sensitize women students on women's development and cater to the vision statement of the college.	<b>Women's Development – Issues and Concerns</b> is offered as a core course.
B.Sc. Visual Communication	Updation in syllabus of courses to meet the requirements of the media industry.	Syllabus of core, allied and elective courses are revised. Online guest lectures, workshops & panel discussion with industry experts are organized to bridge the gap between academia & industry
B.Sc. Electronic Media	Innovative courses that develop skills in the production industry to be offered.	Specialisation Courses – <b>Audio Production, Video Production</b> and <b>Advanced 3D Animation</b> are offered to develop the technical skills of students.
B.A. Journalism	Course that focuses on Psychology Mental health, especially of young people, as it has become an important news value today and it is imperative that students learn to report the issue with sensitivity.	Course - <b>Psychological Issues</b> is introduced as an elective course
	A Course that includes significant new government economic policies to be offered..	The syllabus of the course <b>Economic issues in India</b> is revised.
B.A. Economics	Revision of curriculum to include latest developments and practical applications in their field of study for enhanced employability.	New courses in tune with the recent developments in the field of Economics are introduced - <b>Econometrics, Environmental Economics and Sustainable Development</b> etc.
	Courses that provide a strong conceptual knowledge in Economics and their applicability in policy	Courses <b>International Economics I &amp; II, Monetary Economics I &amp; II and Principles of Finance</b> are introduced

  
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	making to be offered.	in the curriculum.
M.Com	GST Tax planning in respect of supply between units under same PAN and different types to be included, as this aspect is an untapped area and would lead to specialized job and consultancy opportunities	Syllabus of the course <b>Tax planning and Management</b> is revised as needed in consultation with Tax Experts.
	Students to have a better understanding of the respective provisions and computational aspects of provisions under Goods and service tax Act and also under Customs Act.	Revision in the syllabus of the course <b>Indirect Taxation</b> is carried out.
M.B.A	Through industry interactions we get to know that risk management and insurance services are gaining prominence in terms of placement. These topics are not covered as part of the specialization courses extended to finance students.	A certificate course " <b>Insurance and risk management</b> " is offered.
	Students to understand roles and responsibilities of a HR Manager.	A certificate course " <b>Recruitment and selection management</b> " is offered for the M.B.A HR students.
M.A. Human Resource Management	Concepts of e-recruitment, selection, e-training satellite office are in tune with the current business procedures.	The Syllabus of the course <b>Strategic Human Resource Management</b> is revised
	Concepts of HR metrics and Work force analytics, HR Analytics and data security plays a vital role in the data driven Human Resource decision.	The Syllabus of the course <b>Human Resource Information System</b> is revised
M.Sc. Information Technology	Curriculum's propensity focuses on skill development for meeting industry requirements.	Innovative new courses are introduced and syllabus of courses are updated according to the changes in the industry
M.Sc. Food Technology and Management	Courses that focus on the development of employable and entrepreneurial skills	Course Nutrition and Menu development imparts practical knowledge of menu planning and nutritive value calculation- Students can work as Dietician in hospitals and Nutritionists in health clinics ,health centres and MNC's
M.A. Communication	Subject knowledge competency for pursuing higher education and research	The Programme content covers extensively the subject-specific knowledge to develop life-long learning skills and pursue Research.

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M.A. Media Management	Updation of courses incorporating concepts related to New media Innovations and Digital Entrepreneurship.	The mentioned topics are incorporated in the syllabus of the course <b>Media Entrepreneurship</b> .
M.A Public Policy	To impart skills and an in-depth knowledge in Economics, Political Science, Regulatory Framework and Strategy to provide students the opportunities for collaborative research/projects on public issues.	The programme M.A Public Policy is introduced in the academic year 2020-2021.

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