



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

**Chennai - 600 034, India.**

*(Affiliated to University of Madras and Re-accredited at "A++" grade by NAAC)*

## **1.4 FEEDBACK SYSTEM**

### **1.4.2 FEEDBACK ANALYSIS AND ACTION TAKEN REPORT**

**STAKEHOLDER AND DEPARTMENT WISE  
ACTION TAKEN REPORT**

**2021-2022**





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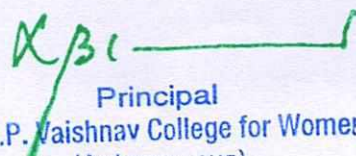
## STAKEHOLDER FEEDBACK AND ACTION TAKEN REPORT 2021-2022

### STUDENTS

Feedback	Action Taken
Opportunities to explore more career alternatives before graduation for assessing interests and competencies in their area or study.	Students are provided with career counselling programs and are encouraged to take up internships for more practical exposure.
Integration of theory and application for better employment prospects.	Students are also encouraged to enhance their skill-levels through online technical and business courses from SWAYAM, Coursera, Udemy, eDX, Google scholar, ALISON, etc.
Additional activities aimed at skill development.	Planning and organizing skills refined through the conduct of workshops, competitions, seminars and co- curricular and extra-curricular activities.

### ALUMNI

Suggestions	Action Taken
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 Analytics such as HR Analytics as choice-based elective for B. Com Programs has been approved by the Board of studies to be introduced for 2021-2024 batch in semester III
Communication skills/ Developing entrepreneurial competencies	Boot camps and capacity building programs were conducted to enhance entrepreneurial competencies and communication skills

  
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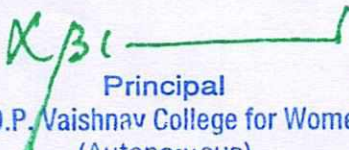
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**FACULTY**

<b>Suggestions</b>	<b>Action Taken</b>
Introduction of new courses in the curriculum.	New courses <b>Corporate Social Responsibility</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.
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 hybrid teaching - learning environment to achieve the desired outcomes.	Faculty plan and create e- content using ICT based tools to supplement their teaching methods by conducting various activities both online and offline mode through a huge variety of learning-oriented apps.

**EMPLOYERS**

<b>Suggestions</b>	<b>Action Taken</b>
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. Industry-academia connects ensured through Webinars, online & offline guest lectures, boot camps, conclave and training programmes.
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.

  
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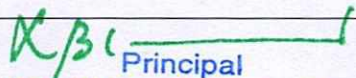
## OUTCOMES

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

- Effectiveness teaching and learning process ensured through the use of digital tools and pedagogical practices.
- Teaching methodology augmented through innovative ICT based techniques for better student engagement.
- 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 2021-2022

Programme	Feedback	Action Taken
B.Com Accounting & Finance	Students suggested introduction of more choice-based electives	New courses in tune with the recent developments in the field of Analytics such as HR Analytics as choice based elective for B.Com Programs is approved by the BOS for the 2021-2022 batch.
B.Com. Corporate Secretaryship & B.Com Marketing Management	A collective decision was taken by the academic bodies to offer more electives	Corporate Social Responsibility is offered as a Choice based elective for the students in semester III
B.Com. Corporate Secretaryship	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 Drafting and Conveyancing as per the suggestions & implemented for 2021-2022 batch of student.
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 Security Analysis and Portfolio Management is revised as per the suggestions given by the board members

  
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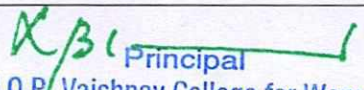




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B.B.A	Online courses can be offered so that students enhance their knowledge and get an opportunity to interact with industry experts.	<b>Consumer Psychology</b> (Swayam portal) is introduced as an elective course in the third semester for 2021-2022 batch.
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 real time/research projects and develop mobile apps.
B.Sc. Mathematics	Introduction of courses in the curriculum that play a vital role in data science has applications in industry and hence focus on employability skills.	Linear Algebra is offered as a core course.
B.Sc. Food Science and Management	The Board suggested to revise the syllabus of the course food packaging and food merchandising	The syllabus is proposed to be revised from 2022 batch.
B.Sc. Psychology	Professional and academic experts suggested introduction of more certificate courses	New certificate courses are proposed to be introduced from the next academic year
B.A. Sociology	Introduction of the new course, in order to increase the self - employability of the students and to enable students to create start-ups in the social sector.	Social Entrepreneurship is offered as a core course to the students
B.Sc. Visual Communication	Industry experts recommended revision in the syllabus of the courses printing and publication design and advance photography	Syllabus of the courses are proposed to be revised for the 2021 -2024 batch
B.Sc. Electronic Media	Innovative courses that develop skills in the production industry to be offered.	Specialisation Courses – <b>Audio Production, Video Production and Advanced 3D Animation</b> are offered to develop the technical skills of students.
B.A. Journalism	Alumni suggested academic writing skills be offered as a certificate course.	To improve academic writing skills value added course on academic writing skills was given.

  
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B.A. Economics	Feedback from employers suggested introduction of more courses in the program to make it multidisciplinary to improve employability	New courses proposed to be introduced in the next academic year.
M.Com	Board members and professional guest faculty suggested to introduce IND AS in accounting courses	Courses like corporate accounting, and advanced corporate accounting was revised.
	Board members suggested to include advanced topics in financial Accounting course	Revision in the syllabus of the course Advanced financial accounting.
M.B.A	Students preferred to have more choices in electives.	More electives were passed in BOS.
	It was recommended by employers, that the HR generalist role for which students were being selected warranted recruitment planning as part of their roles and responsibilities.	A certificate course on "Recruitment and selection management" is introduced for the MBA HR students.
M.A. Human Resource Management	Academic experts suggested introduction of core course on labour Legislation	New course on Labour Legislation introduced during the academic year 2021- 2022
	As suggested by faculty members revision in the course Human Resource Information Systems	The Syllabus of the course Human Resource Information system is revised.
M.Sc. Information Technology	Curriculum's propensity to focus 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.A. Communication	University Nominee suggested introduction of new course on ICT development in the curriculum	The course is proposed to be introduced in the next academic year
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 Media Entrepreneurship.
M.A Public Policy	To impart skills and 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 from the academic year 2020-2021 and the syllabus is updated.

*K.B.*  
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