



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

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

**Chennai - 600 034, India.**

## **1.4 FEEDBACK SYSTEM**

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

**STAKEHOLDER AND DEPARTMENT WISE  
ACTION TAKEN REPORT  
2022-2023**





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**STAKEHOLDER'S FEEDBACK AND ACTION TAKEN REPORT  
2022-2023**

**STUDENTS**

<b>Feedback</b>	<b>Action taken</b>
Need for more Industry relevant skills	Programme relevant Certificate courses are introduced - <b>Financial Modeling</b> ( B.Com Students)
Bridge gap between Industry and Academic skills	Technical and Soft skill training imparted through professional trainers
Need to address personal issues that interfere with academic performances	Setting up of happiness corner and presence of professional counselor is ensured to address youth issues in a scientific manner
The students, based on their internship experience, expressed a desire to undergo a course on analytics	New course on <b>Business Analytics</b> using Python is introduced for BBA programme

**ALUMNI**

<b>Suggestions</b>	<b>Action taken</b>
Training of students for setting new Entrepreneurial Ventures	Many workshops were organized by the Incubation Centre of the College to train and encourage young and budding entrepreneurs
Course on Business Analytics be offered to Management students	Core course on <b>Business Analytics</b> is introduced for <b>M.B.A programme</b>
Need for insights on HR Business Partnering in the Curriculum	New course on HR Business Partnering is introduced for <b>M.A HRM programme</b>
Course on Accounting Software would be very helpful at the Post graduate level	New course on <b>Accounting Software</b> introduced for <b>M.Com programme</b>
Courses on Digital Forensics to be offered for computer science students	<b>Internet of Things and Digital Forensics</b> is introduced in the curriculum of <b>B.Sc Computer Science programme</b>

**FACULTY**

<b>Suggestions</b>	<b>Action taken</b>
Course upgradation to suit current trends	Course content revamped with the feedback of industry experts and professionals, including prominent alumni in relevant fields
Advanced course inputs to tackle preparation for competitive exams	Practicing professionals invited as guest faculty to share expertise and advanced form of inputs like investigative case analysis.
Undertake multi-disciplinary courses to enhance chance of admissions to PG Programmes	Students encouraged to take up MOOC courses offered through SWAYAM, NEPTL portals on varied topics of interest
Need for strengthening the knowledge base in psychology in the course <b>Work Psychology</b>	<b>Work Psychology</b> course syllabus is revised

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<b>EMPLOYERS</b>	
<b>Suggestions</b>	<b>Action taken</b>
To offer Courses that make students industry ready	20 <b>Short term courses</b> offered for Commerce students during the year
Students to be trained on Team building and Networking skills	Training sessions on Career building, Networking, Research and Analytical skill are conducted by professionals through placement cell of the college.
To offer statistical analysis of business parameters using R for Commerce students	New course on Business Statistics using R introduced for students of B.Com programmes

<b>OUTCOMES</b>
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The introduction of new courses and revision of syllabus content has led to the following outcomes:

- Updated curriculum enabling student's to possess strong conceptual knowledge in core principles and its application in diversified fields.
- Teaching methodology augmented through innovative ICT Techniques for better engagement
- Skill - sets relating to the food industry, psycho-social skills, research skills, photography skills, data analytical skills strengthened.
- Entrepreneurial skills strengthened and refined through more activities as part of curriculum
- Technical and soft skill training expose students to effective leadership styles

<b>DEPARTMENT WISE FEEDBACK AND ACTION TAKEN REPORT 2022-2023</b>		
<b>Programmes</b>	<b>Suggestions</b>	<b>Action Taken</b>
B.Com Accounting & Finance	Industry experts suggested to offer more industry demanded courses for commerce graduates to equip students with employability skills and in - depths conceptual knowledge	<b>The following short term courses are offered across all B.Com programmes during the academic year 2022-2023</b>
B.Com Marketing Management		• Cyber Security Audit
B.Com Corporate Secretaryship		• Insolvency & Bankruptcy Code
B.Com Finance and Taxation		• Financial Modeling
B.Com Honours		• Business simulation
		• HR for Operations
		• Business Canvas Model
		• Strategic story telling for business
		• FinTech
		• Data visualization & business intelligence
		• Digital Content creation
		• Personal Branding in Digital space
		• Business Valuation
		• Data Analytics using R

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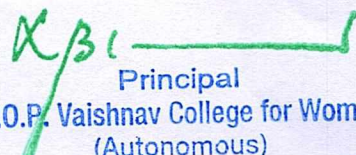
Programmes	Suggestions	Action Taken
		<ul style="list-style-type: none"><li>• Corporate Restructuring-due diligence</li><li>• Filing of Returns</li><li>• Design thinking</li><li>• Marketing Analytics</li><li>• Retail Merchandising</li><li>• Digital marketing</li><li>• Webpreneurship</li><li>• Social entrepreneurship</li><li>• Fundamental &amp; Technical Analysis of Stocks</li></ul>
B.B.A	Introduction of more Choice-based Electives	<b>Knowledge Management, Managing services, Innovation Business Models and Entrepreneurship , Business Analytics using Python</b> are offered as Elective courses during the year
B.Sc Computer Science	Introduction of courses to enhance domain specific knowledge	Courses on <b>Operating System with Linux , Computer Networks and Wireshark , Data Analytics using Python , Internet of Things and Digital Forensics , C Programming and Visual Graphics</b> are introduced during the academic year 2022-2023
B.C.A	New courses to be introduced in the curriculum based on industry trends	New Courses on <b>Statistics for Computer Applications , Database System Concepts , Data Structures Using Python , Optimization Techniques using Open source tool , Software Engineering with DevOps , Web Programming , High Performance Computing , Machine Learning with Tensorflow</b> are offered to students
B.Sc Data Science	Courses to include advanced OS concepts like Shell programming and also suggested to include security aspects in the course Data Communication and Network Security	Courses on <b>Operating Systems and Shell Programming , Data Communication and Network Security</b> are introduced

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Programmes	Suggestions	Action Taken
B.Sc Electronic Media	Revision of courses on Production and Graphic design	<b>2D Graphics, Understanding Visual Media , Basics of Production Design</b> courses are revised during the year
M.Sc. Food Technology and Management	Introduction of more Electives	Course- <b>Food Entrepreneurship Development , Sensory Evaluation of Food</b> are introduced as electives from the academic year .
B.A Economics	Introduction of more courses from allied domains to make the programme multidisciplinary to improve the employability and overall competitiveness of the Economics graduates	The following Allied courses are introduced <ul style="list-style-type: none"><li>• <b>Entrepreneurship Development and Small Business Management</b></li><li>• <b>Marketing Management</b></li></ul>

  
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