



**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  
2023-2024**





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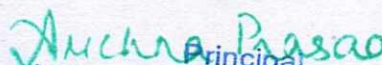
## STAKEHOLDER'S FEEDBACK AND ACTION TAKEN REPORT 2023-2024

### STUDENTS

Feedback	Action taken
Need for more Industry- relevant skills to bridge the gap between Industry and Academia	New Soft and Technical skills have been incorporated in the curriculum for all Under graduate Programmes
More choice in self-learning courses	Additional self- learning courses have been introduced. Based on students preference, a course on <b>Cross-Cultural Exchange and Global Leadership</b> is introduced from the academic year 2023-2024
Introduction of new courses in Skill and capacity enhancement courses under M.O.P Kaushal Kendra	New courses under M.O.P Kaushal Kendra have been added from the academic year 2023-2024. These include: <ul style="list-style-type: none"> <li>• Art of Public Speaking &amp; EMCEE</li> <li>• Physical Fitness ( Zumba &amp; Yoga)</li> <li>• Saree Draping and Hairdressing</li> <li>• Culinary Art</li> <li>• Floristry</li> <li>• Gardening and Land Scaping</li> <li>• Visual Merchandising</li> </ul>

### ALUMNI

Suggestions	Action taken
Training of students for setting new Entrepreneurial Ventures	Workshops were organized by the Incubation Centre of the College to train and inspire budding entrepreneurs fostering an entrepreneurial mindset
Interest in learning foreign languages	A course on <b>Japan and Japanese language</b> is introduced as elective course for the M.A Public Policy programme to cater to this interest
Undertake multi-disciplinary courses to enhance chance of admissions to PG Programmes	Students are encouraged to enroll in Massive Open Online Courses (MOOCs) through platforms like SWAYAM, NPTEL which offers a variety of topics to aid in their academic and professional advancement.
Introduction of diploma programs related to production, taxation and food product development	New diploma and certificate courses have been introduced for the academic year 2023-2024. These Include: <ul style="list-style-type: none"> <li>• Content Creation and Video Production</li> <li>• Innovative Food Product Development</li> <li>• Accounting and Taxation</li> </ul>

  
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FACULTY	
Suggestions	Action taken
Course Upgradation to suit current trends	The Course content has been revised with inputs from industry experts and professionals to align with contemporary industry requirements and trends.
Advanced course inputs to tackle preparation for competitive exams	Professionals invited as guest faculty to share their expertise and to provide advanced inputs to aid students in competitive exam preparation.

EMPLOYERS	
Suggestions	Action taken
To offer Courses that make students industry ready	<b>Short term and certification courses</b> are being offered to undergraduate students during the year to enhance their industry readiness.
Students to be trained on Team building and Networking skills	Training sessions focussed on Career building, Networking, Research and Analytical skill are conducted by professionals through placement cell of the college.
Experts recommended the introduction of Analytics specialization courses for M.B.A programme	New specialization courses on <b>Business Analytics using Python , Data Visualisation using Tableau, Data Analytics with R programming</b> has been introduced from the academic year 2023-2024 for M.B.A programme
Recommended to offer courses involving more industry experts as trainers for practical knowledge.	Training sessions on Research and Analytical skill are conducted by professionals through placement cell of the college.

Anusha Prasad

Principal

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## OUTCOMES

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

- Updated curriculum equips students with a strong conceptual understanding of core principles and their application across a diverse range of fields, ensuring comprehensive knowledge development.
- Teaching methodologies have been enhanced through the incorporation of innovative ICT Techniques, leading to better student engagement and interactive learning experiences.
- Students Skill sets related to various industries, including the food industry have been strengthened.
- Entrepreneurial skills have been enhanced through more engaging and practical activities integrated into the curriculum, fostering creativity and self-reliance among students.
- Students are provided with both technical and soft skills training, enabling them to develop effective leadership styles and preparing them to face challenges in their professional environments confidently.

## DEPARTMENT WISE FEEDBACK AND ACTION TAKEN REPORT 2023-2024

Based on the feedback from stake holders and to address the evolving demands of the industry the following new technical skills have been incorporated in to the curriculum

### Technical skill courses for Under Graduates

Programme	New Technical skill Course
B.Com & B.B.A	Research Skills for Business
	Fintech – An Overview
	Essentials of Cyber Security
	Risk Management in Banking
	Digital Filing
	Social Media Marketing
	Green Marketing
	The Insolvency and Bankruptcy code, 2016
	Financial Modelling
	Forensic Audit
	Block chain application in accounting
	Search Engine optimization

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	Forensic Accounting and Fraud Detection
	Introduction to Stock trading
	Investment & Trading Fundamentals
	Web Analytics
B.Sc Visual Communication	Digital Story Telling
	Basic Editing
	User Interface Design
B.Sc Electronic Media	Light and Lighting
	Direction
B.A Journalism	Data Journalism
	Mobile Journalism
B.Sc Computer Science B.C.A & B.Sc Data science	Virtual Reality using Opensimulator
	Cryptography and Information Security
	Mobile APP Development using Ionic Framework
	UI/UX Design
	Cyber Analytics
	DEVOPS
B.Sc Mathematics	Latex for Technical writing
	Introduction to Actuarial Mathematics
	Mathematical Computing using SCILAB
B.Sc Food Science & Management	Sensory Evaluation of Foods
	Food Adulteration and Testing
B.Sc Psychology	Critical thinking skills
	Effective study skills
B.A Sociology	MS Excel for Sociologists
	Academic and Research Reporting
B.A Economics	Stock trading and Investing
	Research writing
	Advanced MS Excel
	Data Visualisation with Power BI and Tableau

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**Technical skill courses for Post Graduates**

Programme	Course
M.B.A	Impactful Presentation using digital tools
	MS Excel and Power BI
M.A Human Resource Management	Data Analytics in HR
	Taxation for HR Managers
M.Com	Big Data Analytics in Commerce
	Behavioural Finance and Investment Psychology
	Cognitive Computing and AI in Business Operations
	E-Commerce and Digital Marketing
M.A Communication	Audio Video Editing
	Creative Multimedia
M.Sc Information Technology	Blazor
	MongoDB
M.Sc Food Technology & Management	Food Safety Supervisor : Advanced Manufacturing
	AI applications in Food and Nutrition
M.A Public Policy	Artificial Intelligence in Public policy
	Data Analytics Using Open Source Technologies

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