



UTTARANCHAL UNIVERSITY

(Established vide Uttaranchal University Act, 2012)
(Uttarakhand Act No. 11 of 2013)

Arcadia Grant, P.O. Chandanwari, Premnagar, Dehradun, Uttarakhand

UTTARANCHAL INSTITUTE OF MANAGEMENT DEPARTMENT OF MANAGEMENT

Action Taken Report Academic Year: 2020-21

Bachelor of Business Administration (BBA)

Date: 10th June 2021

Some points were discussed on the basis of the feedback received and the following actions were taken to resolve the recommendation of the stakeholders:

S.No.	Recommendations	Action Taken
1.	Some courses need to be revised.	Business Communication (Language), Environmental Studies, Marketing Communication and Advertising, Financial Institutions and Markets, Corporate Tax Planning and Management are revised as per the industrial need.

Dr. Pradeep Suri
Dean, UIM

Dean
Uttaranchal Institute of Management
(Uttaranchal University)
Arcadia Grant, P.O.-Chandanwari
Premnagar, Dehradun-248007

Copy to:

PA to Vice-Chancellor: for his kind information please,

Director IQAC





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Arcadia Grant, P.O. Chandanwari, Premnagar, Dehradun, Uttarakhand

UTTARANCHAL INSTITUTE OF MANAGEMENT

Feedback Analysis Report

Academic Year: 2020-21

Department of Management Bachelor of Business Administration

Date: 3rd June 2021

The department has collected feedback from the stakeholders (Faculty, Students, Employer and Alumni) on the curriculum in pursuit of continuous improvements to comply with industry, social and environmental requirements. The details of the feedback received are as follows.

The department proposed the following recommendations on the basis of feedback and suggestions received (Annexure-1):

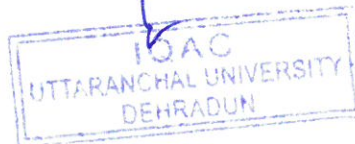
S.No.	Recommendations
1.	Some courses need to be revised.

Submitted to Dean, for necessary action.

Encl: Feedback Analysis Report

Copy to:

Director IQAC



AS
Head
Department of Management
Uttaranchal Institute of Management
(Uttaranchal University)
Arcadia Grant, P.O. Chandanwari
Premnagar, Dehradun-248007
Dr. Amitabh Bhargava
Head of Department
Department of Management



ANNEXURE-I

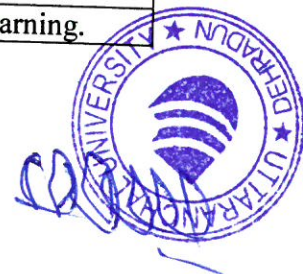
DEPARTMENT OF MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

CONSOLIDATED STUDENT FEEDBACK ON CURRICULUM

Table I: Parameters used for Data Collection from Students

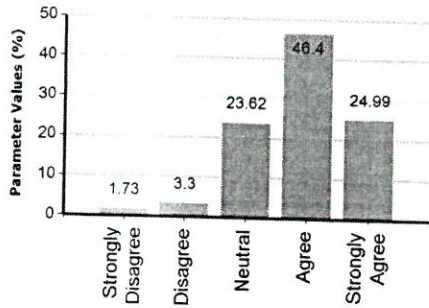
Parameter No.	Description
P1	The sequence of the content is well organized.
P2	Uniformity of syllabus in terms of curriculum load.
P3	Course curriculum is career oriented.
P4	Learning values are inclined for development of skills, concepts, knowledge and analytical abilities.
P5	The curriculum justifies the assigned lectures.
P6	The course curriculum covers the latest developments in relevant areas.
P7	Course curriculum contains scope of relevant activities.
P8	The course content is updated rationally.
P9	The course curriculum has good balance between theory and practical applications.
P10	The Course content encourages self and extra curriculum learning.



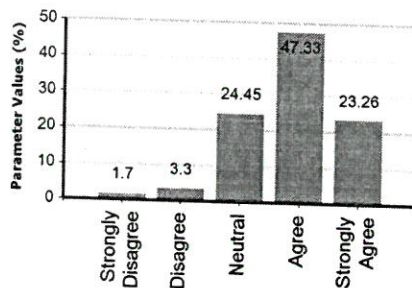
ANALYSIS OF STUDENT FEEDBACK ON CURRICULUM (Curriculum Feedback Analysis 2020-21)

Programme : Bachelor of Business Administration

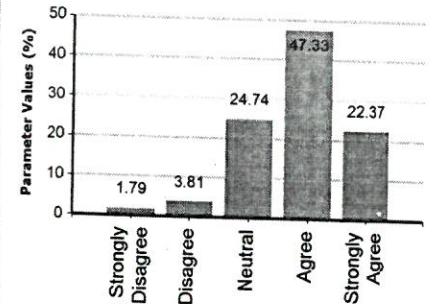
The sequence of the content is well organized.



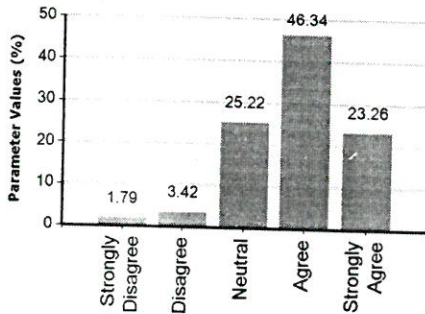
Uniformity of syllabus in terms of curriculum load.



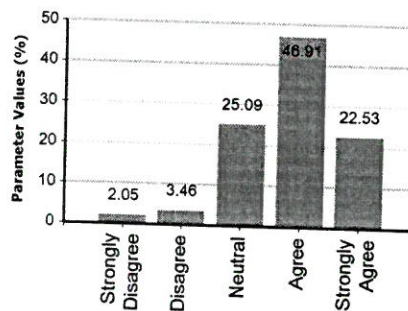
Course curriculum is career oriented.



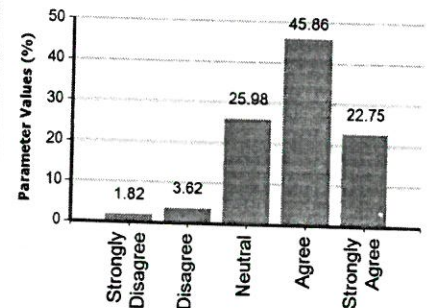
Learning values are inclined for development of skills, concepts, knowledge and analytical abilities.



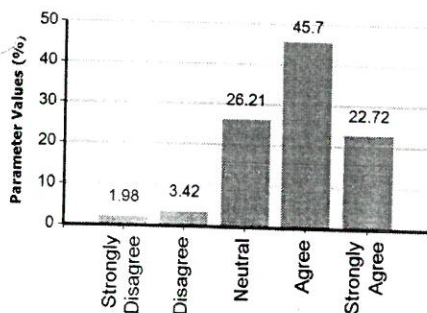
The curriculum justifies the assigned lectures.



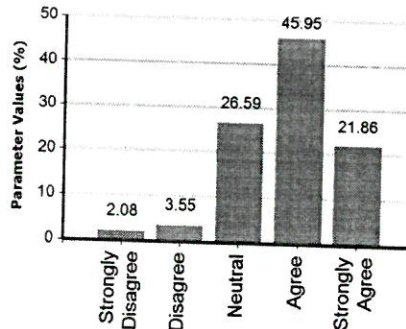
The course curriculum covers the latest developments in relevant areas.



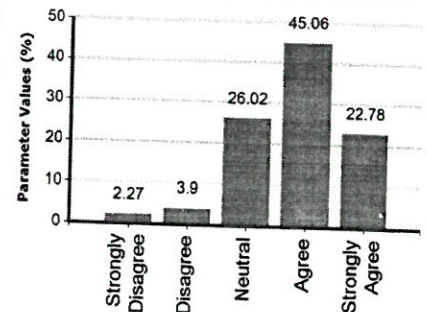
Course curriculum contains scope of relevant activities.



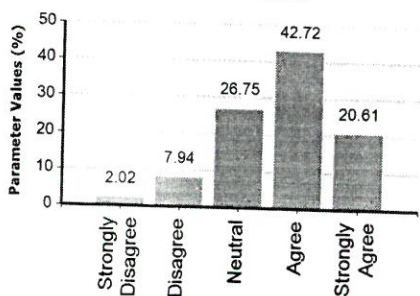
The course content is updated rationally.



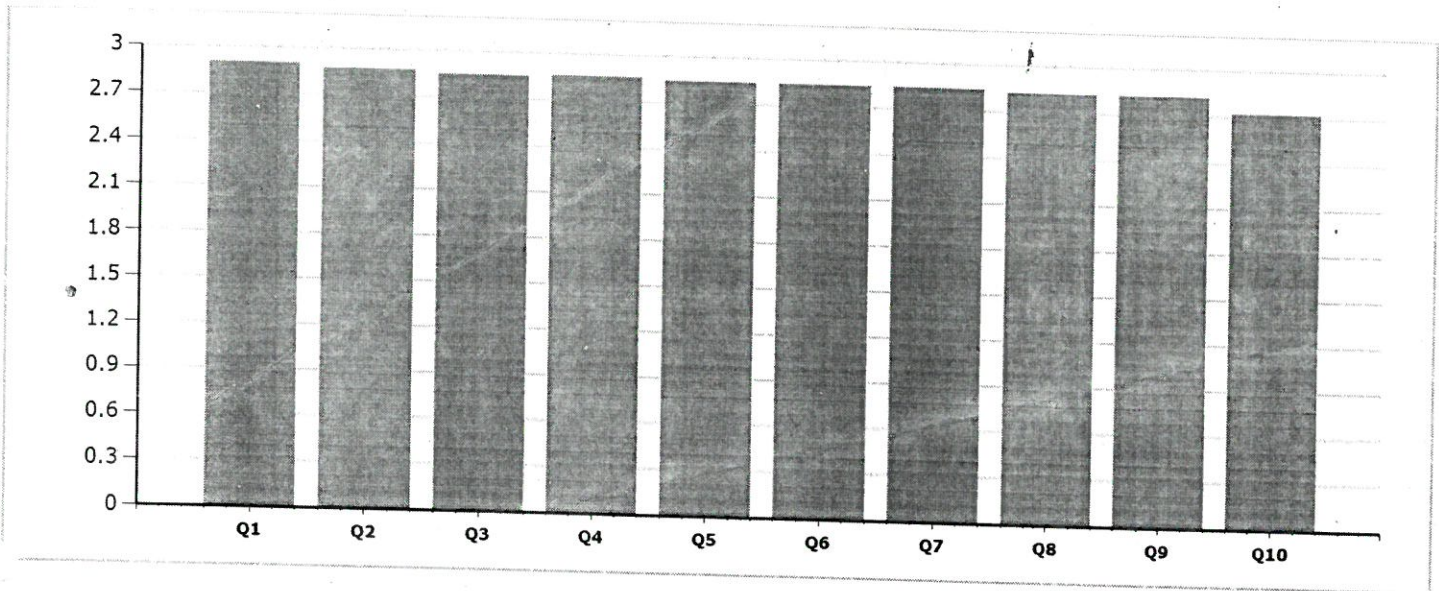
The course curriculum has good balance between theory and practical applications.



The Course content encourages self and extra curriculum learning.



Average Rating



From the above graph (P1 to P10 & overall rating), it has been observed that majority of students are satisfied with the course curriculum of Bachelor of Business Administration (BBA) programme .



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DEPARTMENT OF MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

CONSOLIDATED FACULTY MEMBER FEEDBACK ON CURRICULUM

Table II: Parameters used for Data Collection from Faculty Members

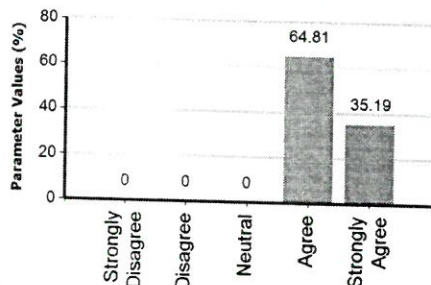
Parameter No.	Description
P1	The course content is in conformity with the course objectives and outcomes.
P2	The course curriculum is well balanced between theory and/or practical/field work knowledge.
P3	The course content has been presented from basic to advance.
P4	The current course content is sufficient to fulfil the gap between industry and academics.
P5	Credit allocation is rational to the coverage of the course curriculum.
P6	The curriculum has focus on skill development/employability/entrepreneurship
P7	The course content has increased knowledge and interest in the subject area.
P8	The text books and reference books mentioned in the syllabus are relevant and updated.
P9	The course curriculum improves student's comprehension of the domain.
P10	The course curriculum needs moderation.



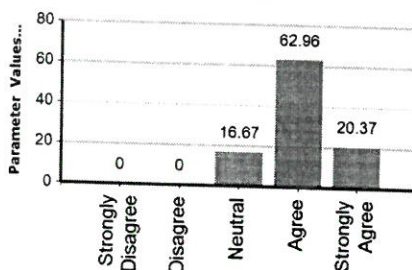
ANALYSIS OF FACULTY FEEDBACK ON CURRICULUM (Curriculum Feedback Analysis 2020-21)

Programme : Bachelor of Business Administration

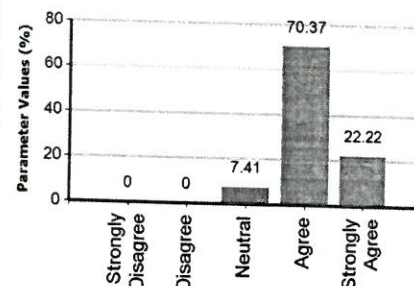
The course content is in conformity with the course objectives and outcomes.



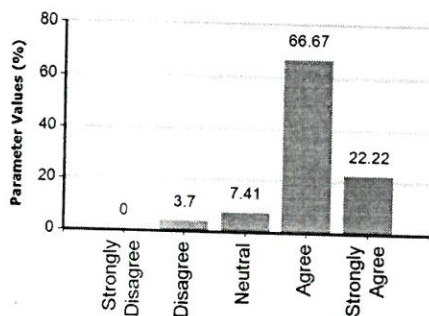
The course curriculum is well balanced between theory and/or practical/field work knowledge.



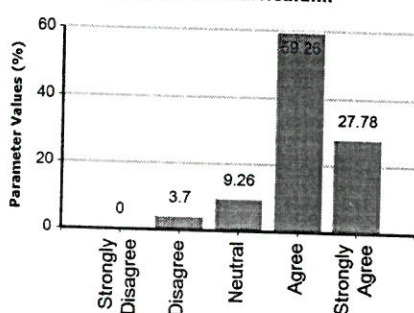
The course content has been presented from basic to advance.



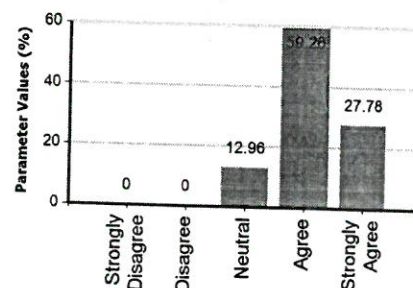
The current course content is sufficient to fulfil the gap between industry and academics.



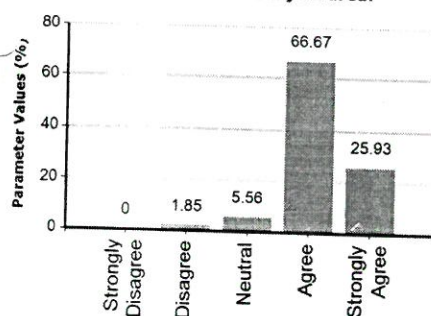
Credit allocation is rational to the coverage of the course curriculum.



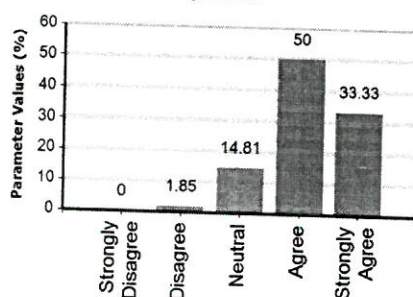
The curriculum has focus on skill development/employability/entrepreneurship



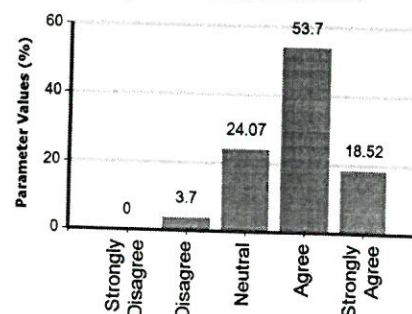
The course content has increased knowledge and interest in the subject area.



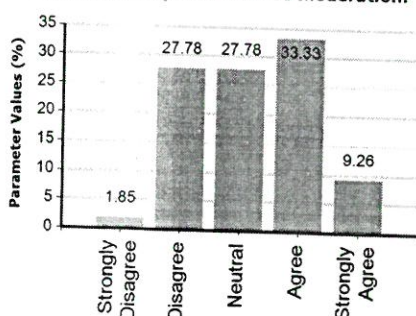
The text books and reference books mentioned in the syllabus are relevant and updated.



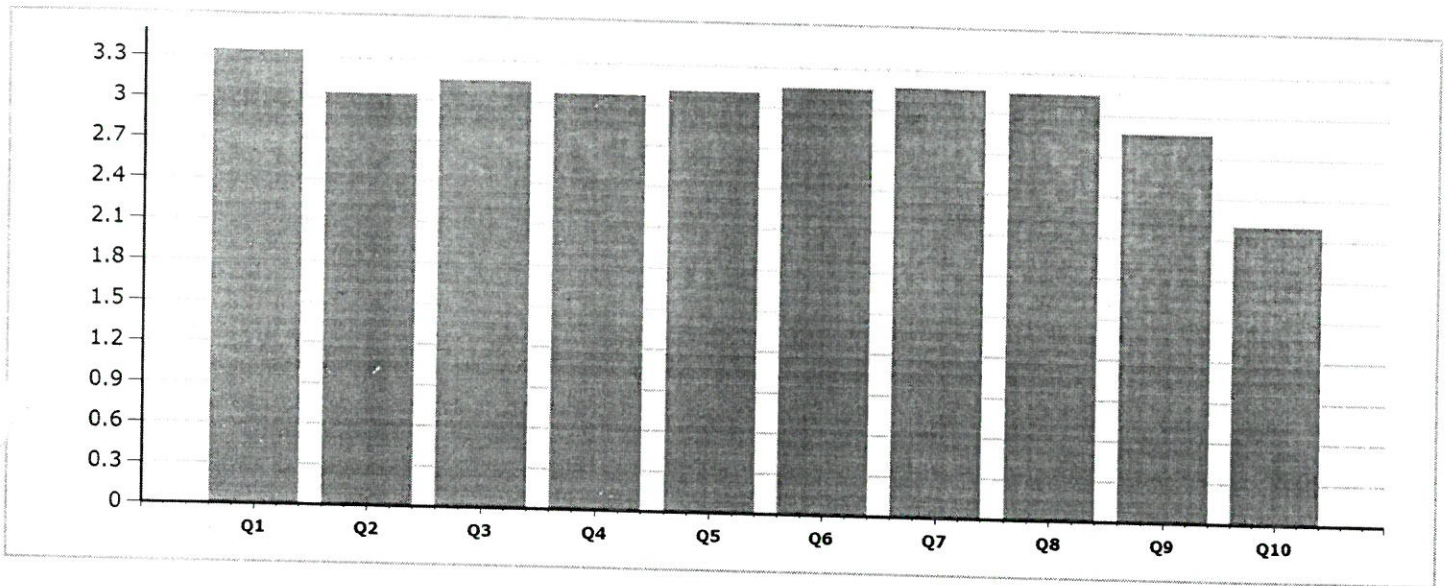
The course curriculum improves students comprehension of the domain.



The course curriculum needs moderation.



Average Rating



From the above graph (P1 to P10 & overall rating), it has been observed that majority of faculty believed that course curriculum of Bachelor of Business Administration (BBA) programme needs moderation.



DEPARTMENT OF MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
CONSOLIDATED ALUMNI FEEDBACK ON CURRICULUM

Table III: Parameters used for Data Collection from Alumni

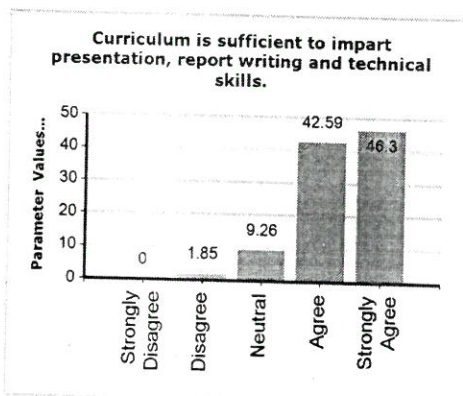
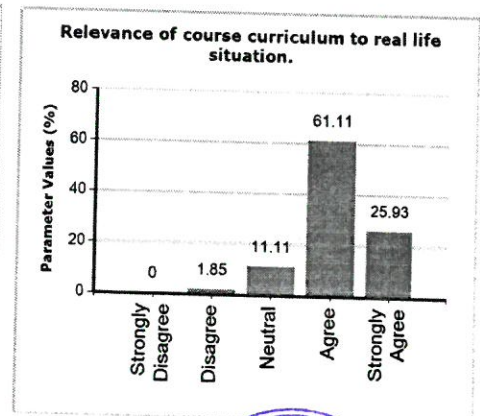
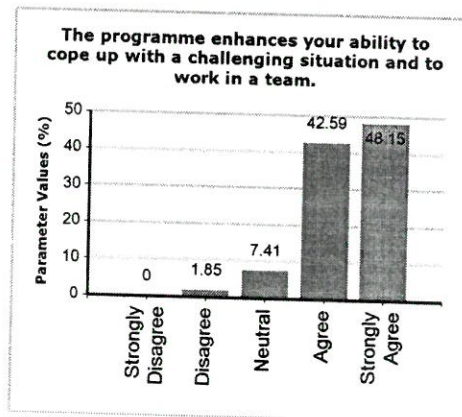
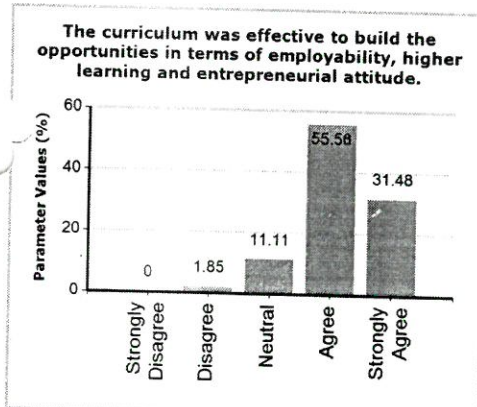
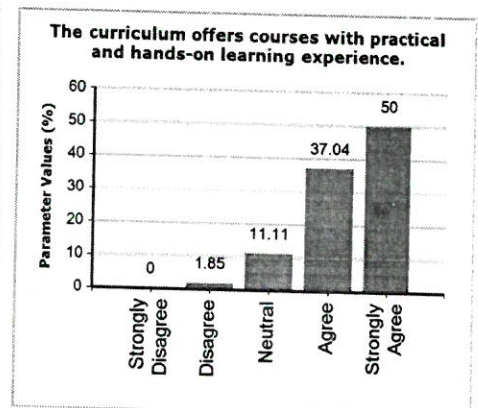
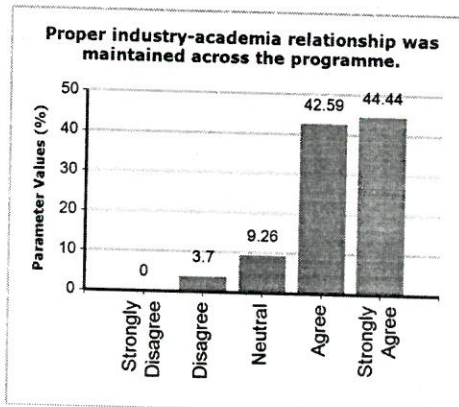
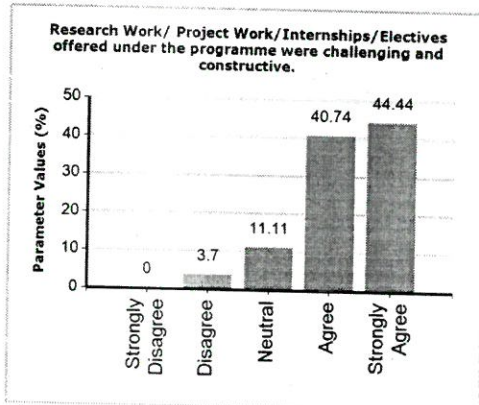
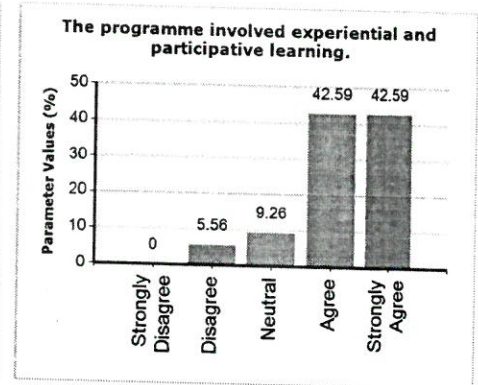
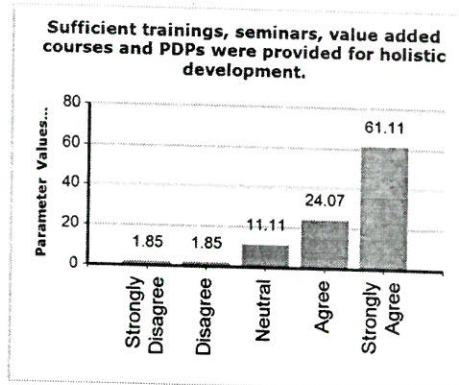
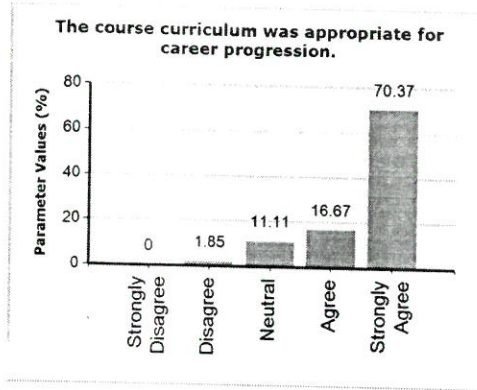
Parameter No.	Description
P1	The course curriculum was appropriate for career progression.
P2	Sufficient trainings, seminars, value added courses and PDPs were provided for holistic development.
P3	The programme involved experiential and participative learning.
P4	Research Work/ Project Work/Internships/Electives offered under the programme were challenging and constructive.
P5	Proper industry-academia relationship was maintained across the programme.
P6	The curriculum offers courses with practical and hands-on learning experience.
P7	The curriculum was effective to build the opportunities in terms of employability, higher learning and entrepreneurial attitude.
P8	The programme enhances your ability to cope up with a challenging situation and to work in a team.
P9	Relevance of course curriculum to real life situation.
P10	Curriculum is sufficient to impart presentation, report writing and technical skills.



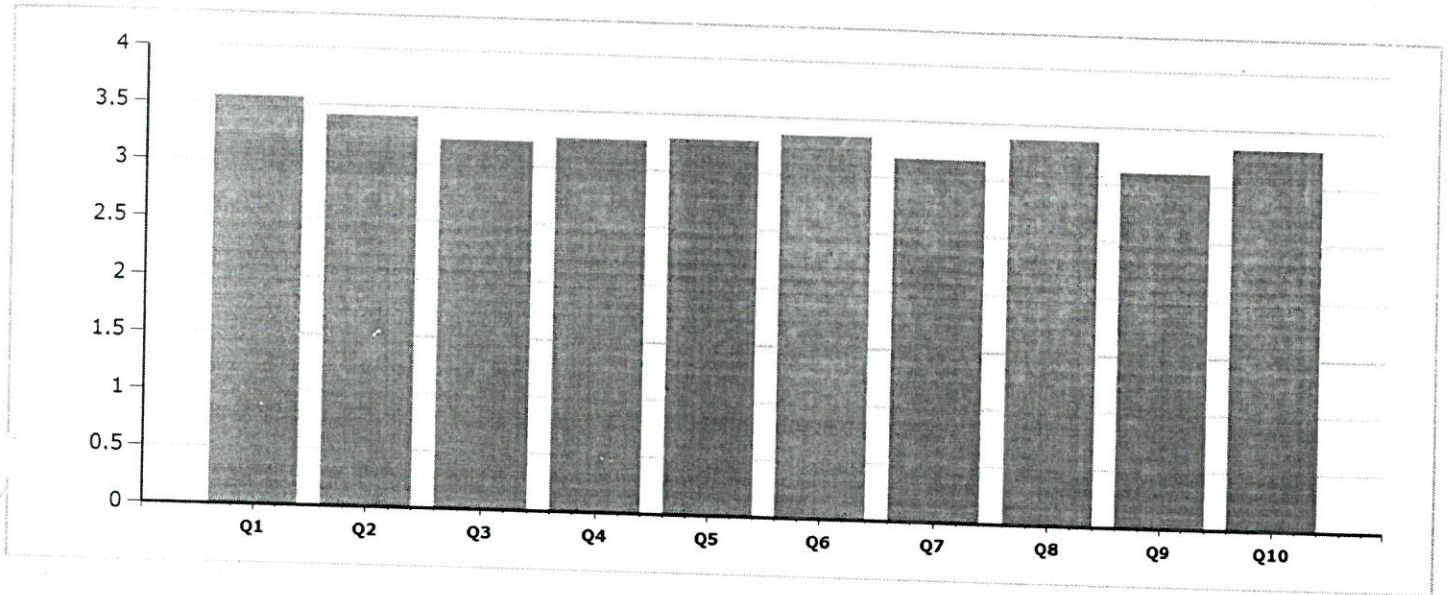
The image shows a circular official seal of the university, partially obscured by a blue ink signature. The signature is written in a cursive style over the seal.

ANALYSIS OF ALUMNI FEEDBACK ON CURRICULUM (Curriculum Feedback Analysis 2020-21)

Programme : Bachelor of Business Administration



Average Rating



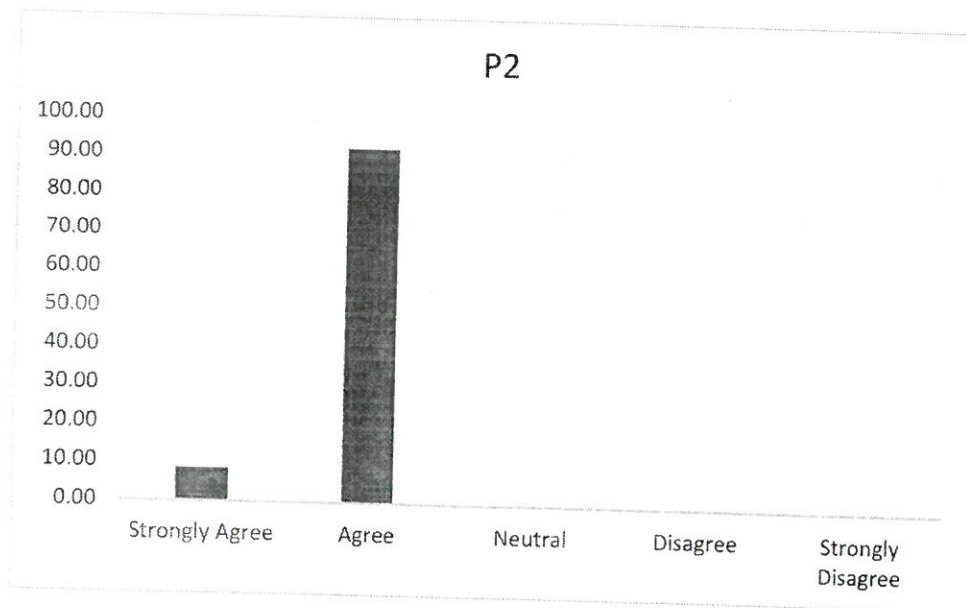
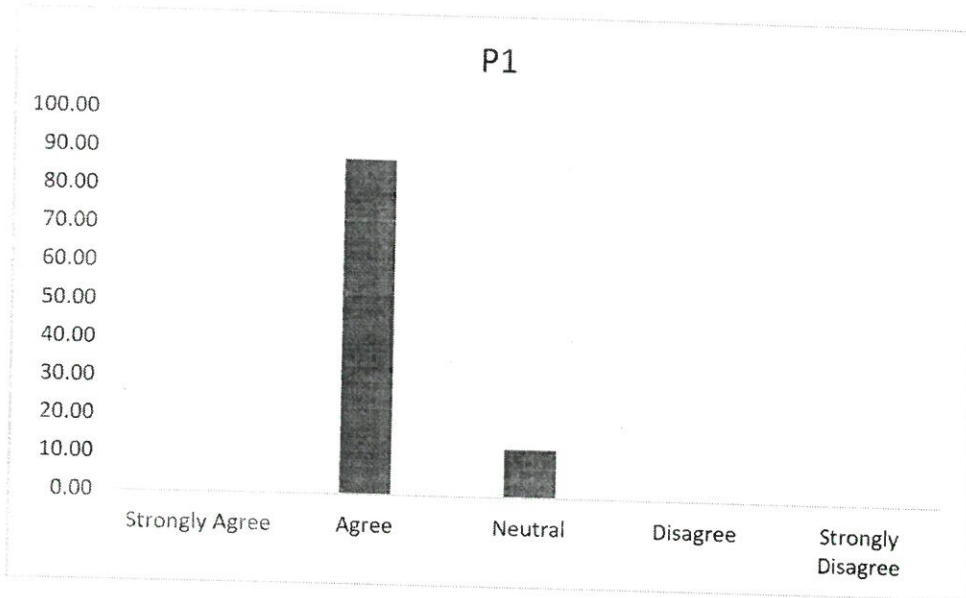
From the above graph (P1 to P10 & overall rating), it has been observed that majority of alumni are satisfied with the course curriculum of Bachelor of Business Administration (BBA) programme.





ANALYSIS OF EMPLOYER FEEDBACK ON CURRICULUM (Curriculum Feedback Analysis 2020-21)

Programme: Bachelor of Business Administration





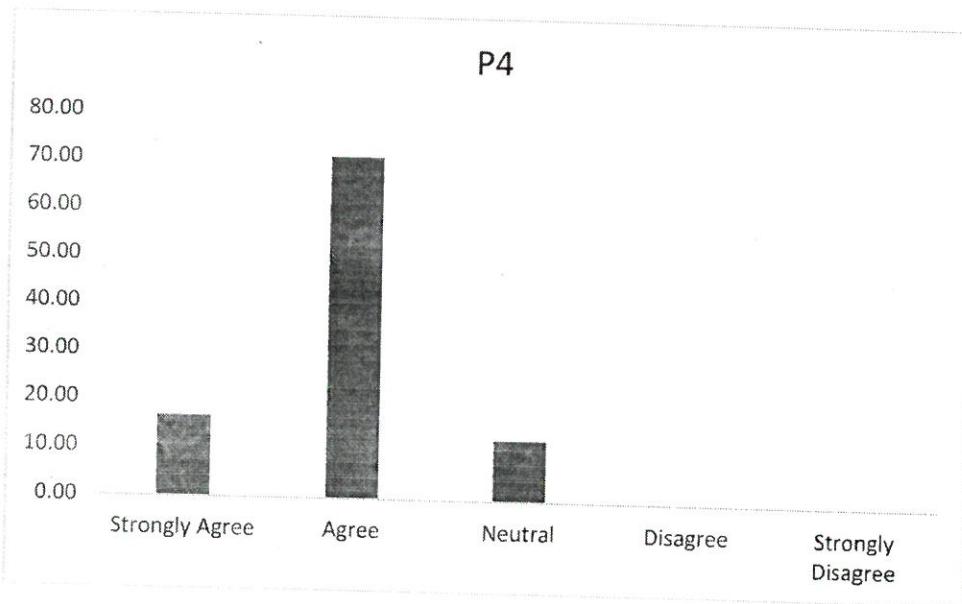
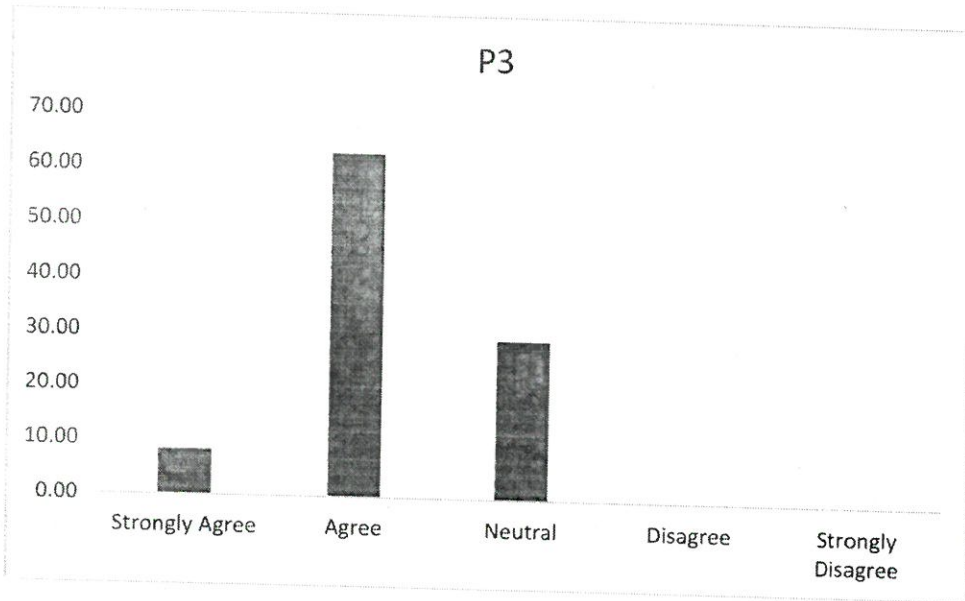
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Arcadia Grant, P.O. Chandanwari, Premnagar, Dehradun, Uttarakhand



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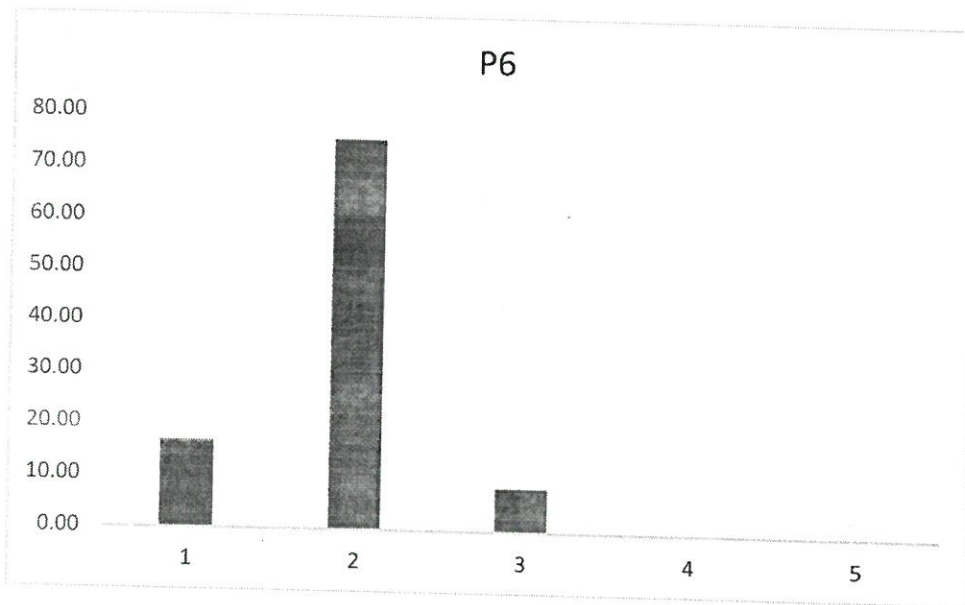
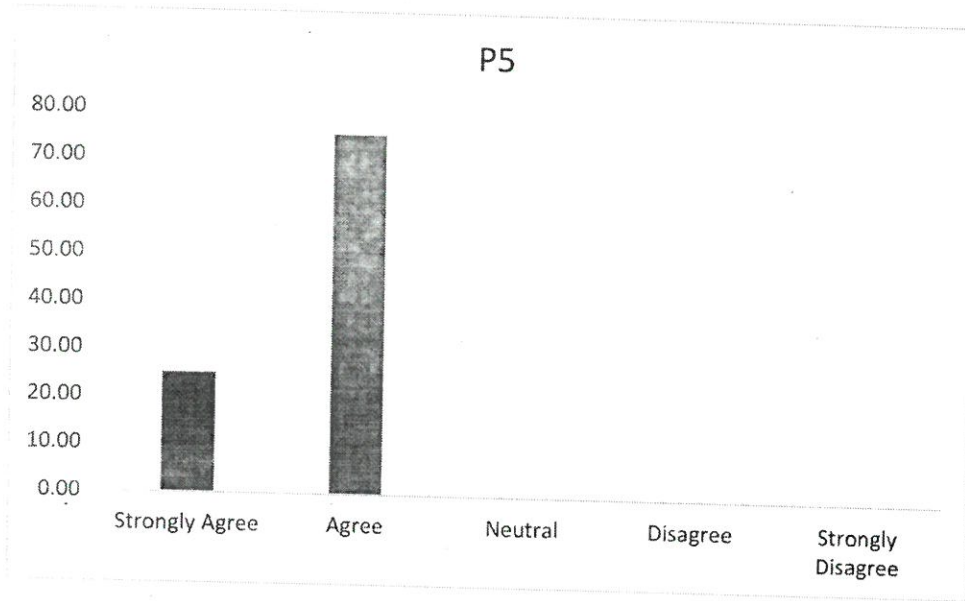
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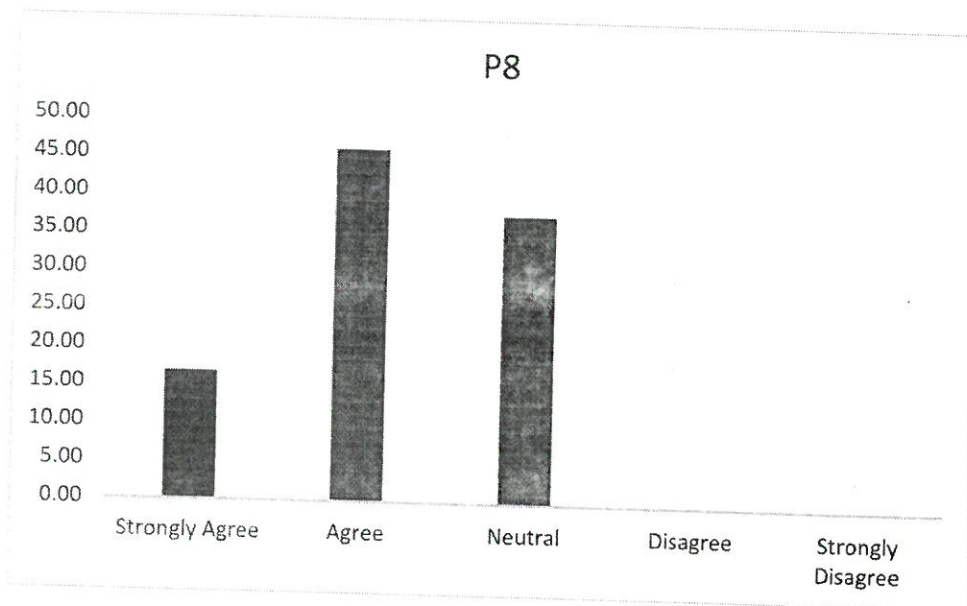
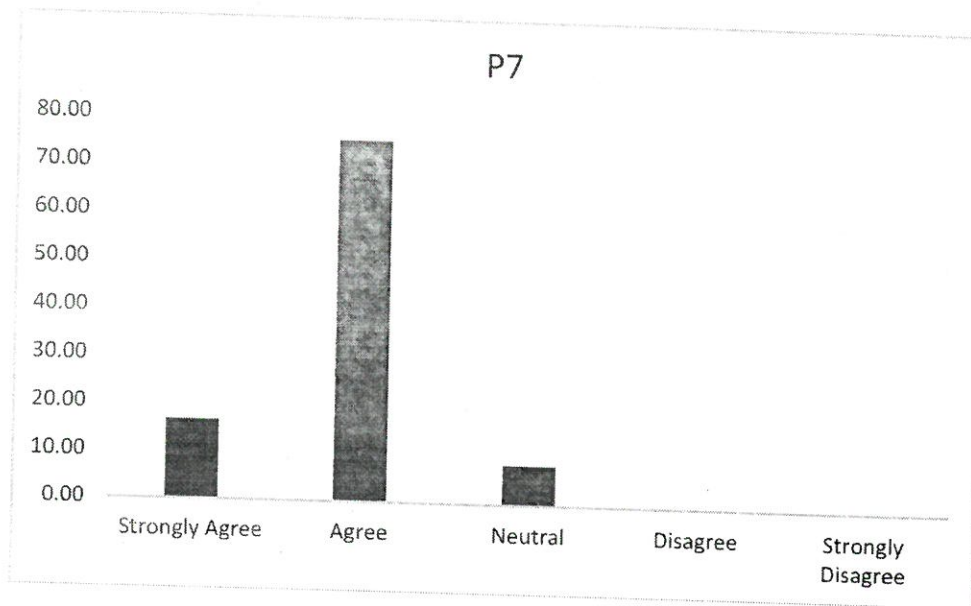
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