

UTTARANCHAL INSTITUTE OF MANAGEMENT
DEPARTMENT OF MANAGEMENT

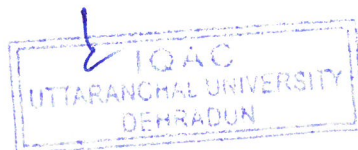
Action Taken Report
Academic Year: 2020-21

Master of Business Administration (MBA)

Date: 10/06/21

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

S.No.	Recommendation	Action Taken
1.	To update contents of some courses to encourage self and extracurricular learning among students.	Contents of the courses viz. Human Resource Management (MBA-203), Strategic Management (MBA-301) are updated.
2.	To moderate the contents of some courses.	Contents of the courses Financial Markets and Institutions (MBA-305-F2) and Financial Services (MBA-405-F1) are moderated. Further, these courses are merged to form a new course named 'Financial Markets, Institutions, & Services'.
3.	To make contents of some courses sufficient to fill up the gap between industry and academics.	Contents of the courses viz. Management of Medical and Health Services (MBA-304-HM3) Risk Management & Insurance (MBA-305-F5), and Media Sales and Buying (MBA-308-MM1) are revised.
4.	To introduce new courses based on contemporary developments.	A new course on Behavioural Finance is introduced.



Copy to:

1. PA to Vice-Chancellor: for his kind information please,
2. Director IQAC



Dr. Pradeep Suri
Dean, UIM

Dean

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



UTTARANCHAL INSTITUTE OF MANAGEMENT

Feedback Analysis Report Academic Year: 2020-21

Department of Management Master of Business Administration

Date: June 03, 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.	To update contents of some courses to encourage self and extracurricular learning among students.
2.	To moderate the contents of some courses.
3.	To make contents of some courses sufficient to fill up the gap between industry and academics.
4.	To introduce new courses based on contemporary developments.

Submitted to Dean: For necessary action.

Encl: Feedback Analysis

Copy to:

Director IQAC




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

MASTER OF BUSINESS ADMINISTRATION (MBA)

CONSOLIDATED STUDENT FEEDBACK ON CURRICULUM

Table I: Parameters used for Data Collection from Students

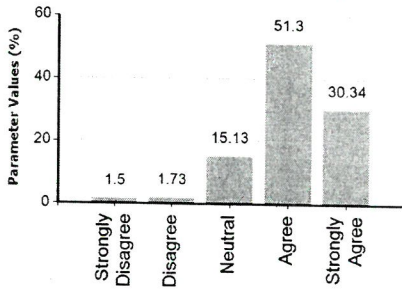
Parameter No.	Description
P1	The sequence of the content is well organized.
P2	Uniformity of syllabus in terms of curriculum load.
P3	Course curriculum is career oriented.
P4	Learning values are inclined for development of skills, concepts, knowledge and analytical abilities.
P5	The curriculum justifies 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.



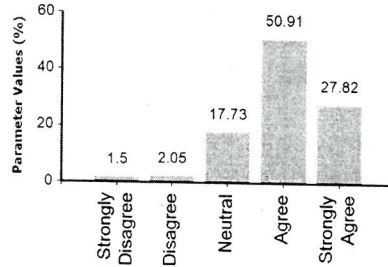
ANALYSIS OF STUDENT FEEDBACK ON CURRICULUM (Curriculum Feedback Analysis 2020-21)

Programme : Master of Business Administration

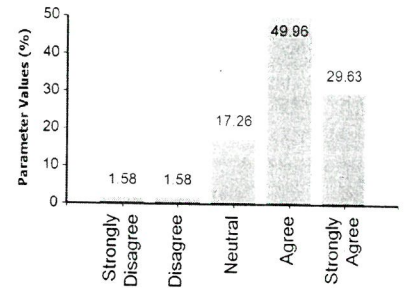
The sequence of the content is well organized.



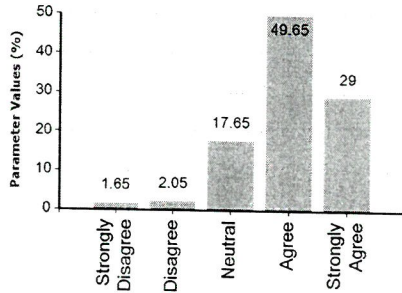
Uniformity of syllabus in terms of curriculum load.



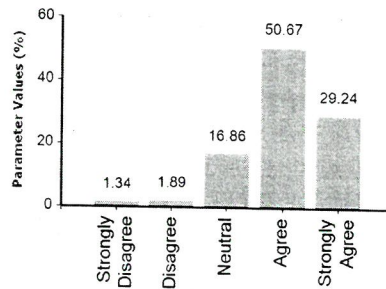
Course curriculum is career oriented.



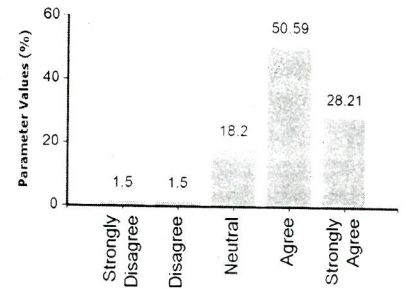
Learning values are inclined for development of skills, concepts, knowledge and analytical abilities.



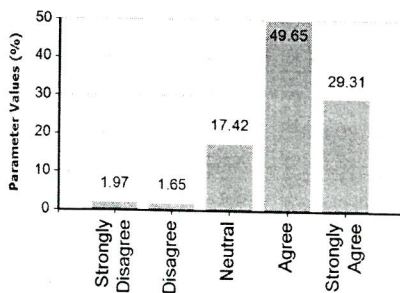
The curriculum justifies the assigned lectures.



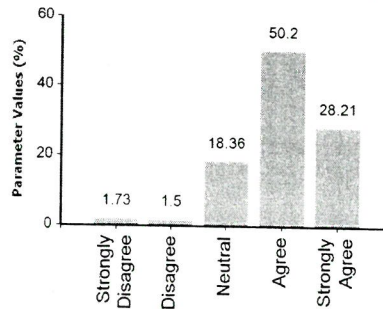
The course curriculum covers the latest developments in relevant areas.



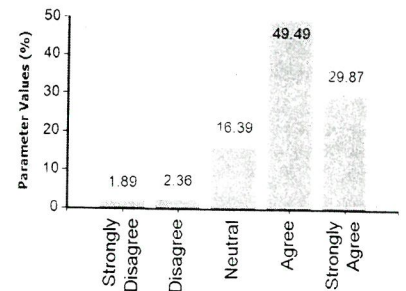
Course curriculum contains scope of relevant activities.



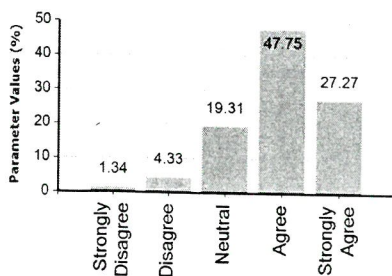
The course content is updated rationally.



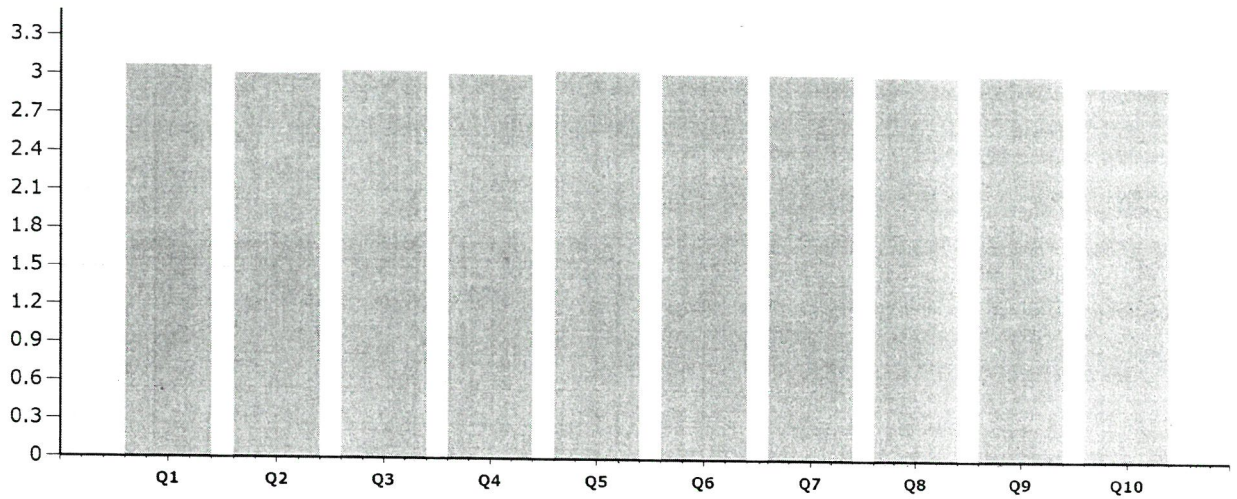
The course curriculum has good balance between theory and practical applications.



The Course content encourages self and extra curriculum learning.



Average Rating



According to students' feedback, the average rating on Likert's Scale for the positive statement related to the 10th parameter is less than 3. This suggests that the contents of some courses should be revised so that they can encourage self and extracurricular learning among students.



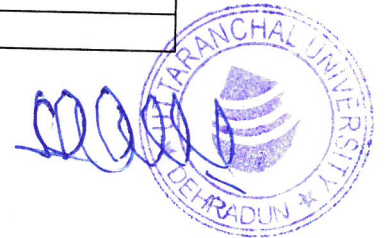
DEPARTMENT OF MANAGEMENT

MASTER OF BUSINESS ADMINISTRATION (MBA)

CONSOLIDATED FACULTY MEMBER FEEDBACK ON CURRICULUM

Table II: Parameters used for Data Collection from Faculty Members

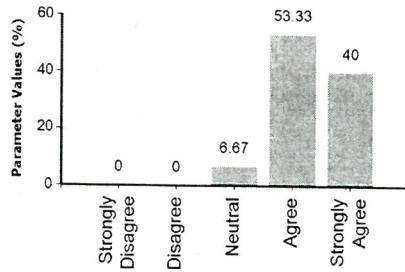
Parameter No.	Description
P1	The course content is in conformity with the course objectives and outcomes.
P2	The course curriculum is well balanced between theory and/or practical/field work knowledge.
P3	The course content has been presented from basic to advance.
P4	The current course content is sufficient 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.



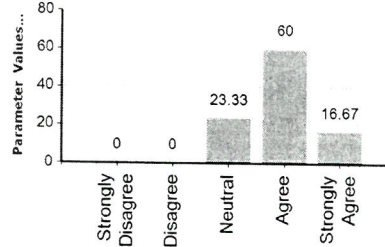
ANALYSIS OF FACULTY FEEDBACK ON CURRICULUM (Curriculum Feedback Analysis 2020-21)

Programme : Master of Business Administration

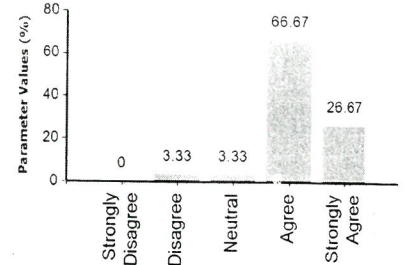
The course content is in conformity with the course objectives and outcomes.



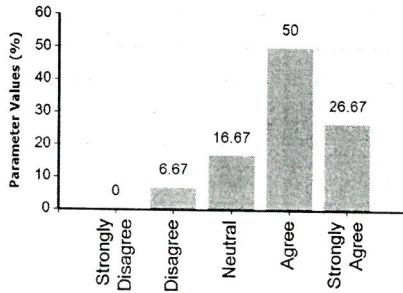
The course curriculum is well balanced between theory and/or practical/field work knowledge.



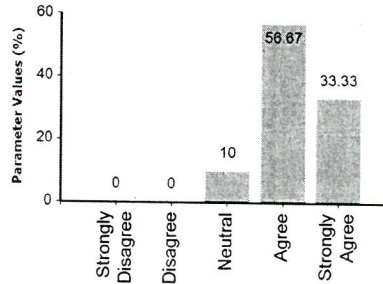
The course content has been presented from basic to advance.



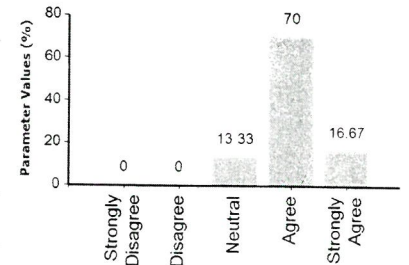
The current course content is sufficient to fulfil the gap between industry and academics.



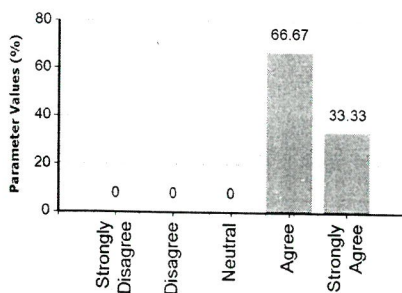
Credit allocation is rational to the coverage of the course curriculum.



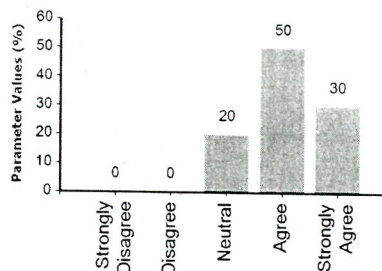
The curriculum has focus on skill development/employability/entrepreneurship



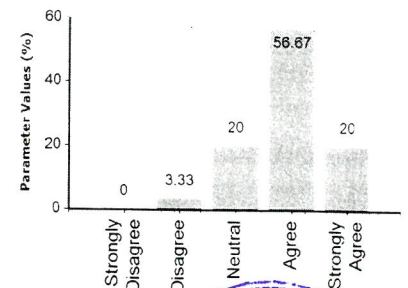
The course content has increased knowledge and interest in the subject area.



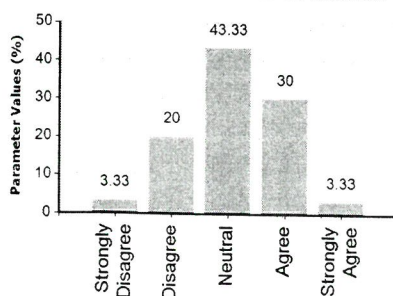
The text books and reference books mentioned in the syllabus are relevant and updated.



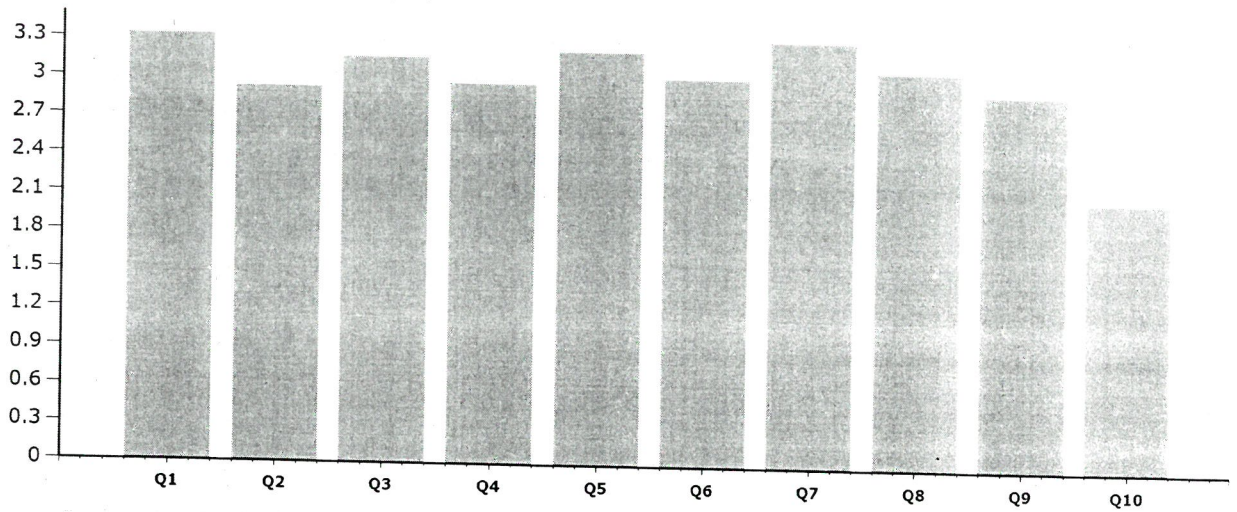
The course curriculum improves students comprehension of the domain.



The course curriculum needs moderation.



Average Rating



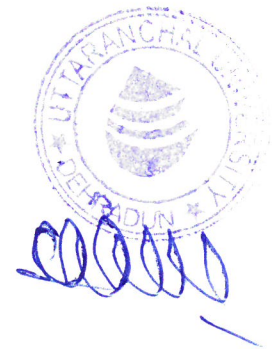
According to faculty feedback, the average rating on Likert's Scale for the positive statements related to the 2nd, 4th, 9th, & 10th parameters is less than 3. This suggests that the contents of some courses should be made sufficient to fill up the gap between industry and academics. The course curriculum should be revised to improve students' comprehension in the domain and the contents of some courses should be moderated.



DEPARTMENT OF MANAGEMENT
MASTER OF BUSINESS ADMINISTRATION (MBA)
CONSOLIDATED ALUMNI FEEDBACK ON CURRICULUM

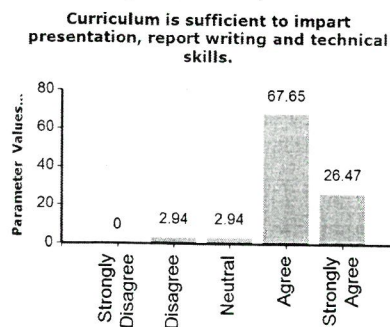
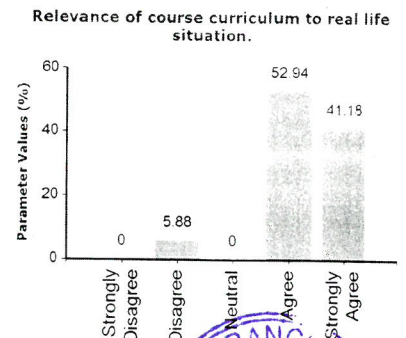
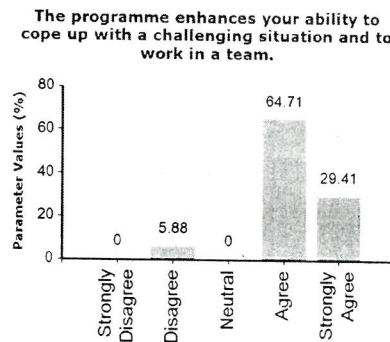
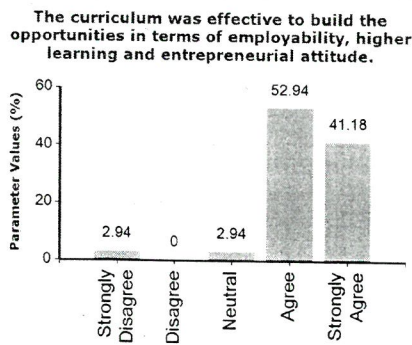
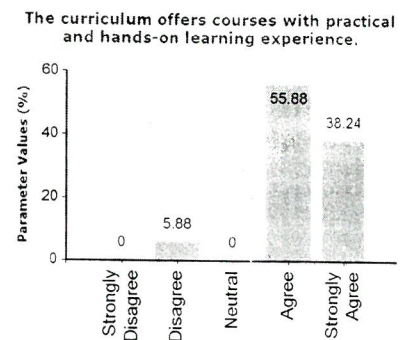
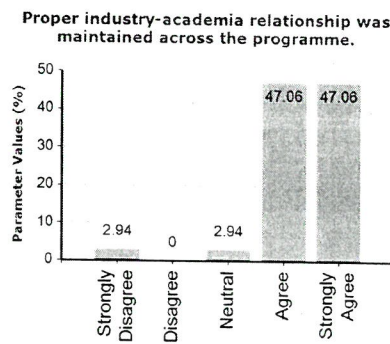
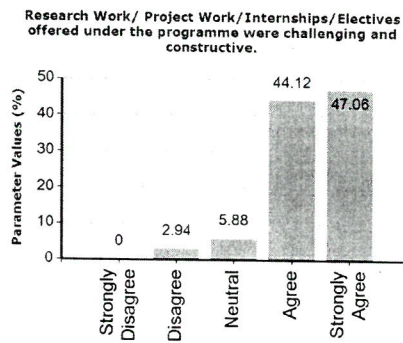
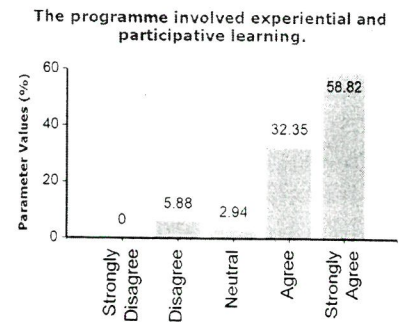
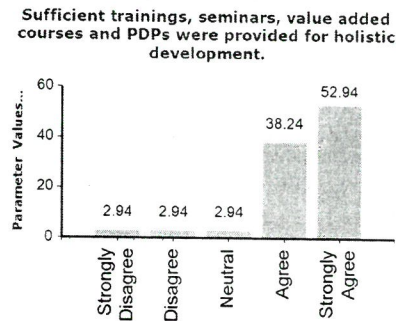
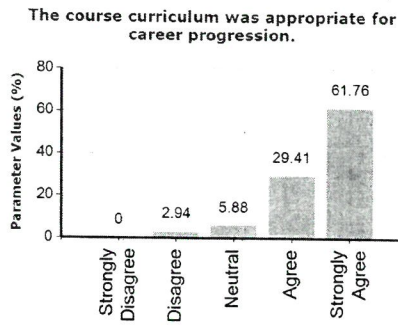
Table III: Parameters used for Data Collection from Alumni

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.

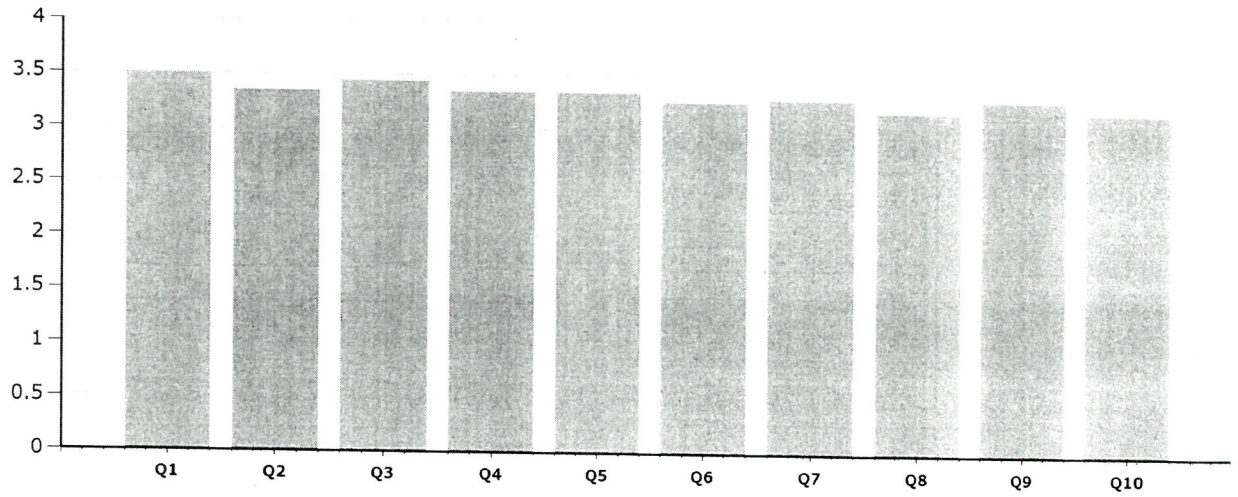


ANALYSIS OF ALUMNI FEEDBACK ON CURRICULUM (Curriculum Feedback Analysis 2020-21)

Programme : Master of Business Administration



Average Rating



According to alumni's feedback, the average rating on Likert's Scale for the positive statement related to all the 10 parameter is more than 3. This suggests that the course curriculum of MBA program is exquisite and requires no modification.



DEPARTMENT OF MANAGEMENT
MASTER OF BUSINESS ADMINISTRATION (MBA)
CONSOLIDATED EMPLOYER FEEDBACK ON CURRICULUM

Table IV: Parameters used for Data Collection from Employers

Parameter No.	Description
P1	The program caters to local, national, regional and global developmental needs
P2	The curriculum of program is applicable to the study of specialization
P3	The curriculum of program provides technical knowledge as per the industry needs
P4	The curriculum of program contains the courses which fulfils the required skills and leadership qualities
P5	The curriculum of the program aims to achieve human and ethical values, gender equality and environmental sustainability
P6	Computer skills and soft skills are well incorporated in the curriculum
P7	The program covers the aspects of employability
P8	Analysis and judgmental ability of the student is enhanced by the curriculum
P9	The curriculum of the program helps in bridging the gap between industry and academia



The image shows a circular official seal of Uttaranchal University with a signature in blue ink over it.

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

Programme: Master of Business Administration

