

Feedback on Curriculum-Analysis (2022-23)

Action taken report of the department on feedback report as minutes of the department Faculty meeting

Based on the analysis and feedback given by all the stakeholders, the course structure was improved in order to meet the current demand and industry requirements. Based on the feedback from students' courses such as Data science for marketing analytics, Search Engine Optimization and Global business finance will be introduced as a value-added course in 2022-23. The faculty members have decided to add more case studies and real-life examples to make the courses more engaging and practical. The faculty members agreed to adopt more interactive teaching methodologies to promote active learning and student engagement. They also decided to use technology-enabled tools and platforms to enhance the learning experience. On the parents' feedback, the subject teachers in their CDC meeting (Finance, HR, Marketing, General Management, ED) discussed the course content of all the programs in comparison with partnership global universities like Western Michigan University, Miami University, University of Cincinnati and Han University will be carried out similar modification to meet the needs of internationalization of the curriculum. Based on the inputs from Alumni more Out Bound Training and industrial visits will be organized for the year 2022-2023. The faculty members agreed to strengthen the placement cell and provide more opportunities for the students to interact with the industry. They also decided to offer more skill development programs and internships to prepare the students for the job market. Based on the feedback from faculties, mental health-related courses will be created in the upcoming year. Big data analytics and advanced software for research will be introduced as per the feedback of the industry.

Action Taken:

Based on the feedback given by the stakeholders, the following changes are implemented:

1. Value-added courses are introduced
2. Standardization of the number of units to 7 to cater to industry and current trends in market.
3. More internships and industrial visits are arranged for the students since the reopening of the industry after the pandemic
4. E-books and web references are added to the syllabus to cater to the learning need of students.
5. More software tools are introduced in the subjects



*Head
Business and Management
Bangalore Bannerghatta Road Campus
CHRIST (Deemed to be University)
Bangalore - 560 076*