

DEPARTMENT OF MANAGEMENT STUDIES

Action Taken Report on Curriculum Feedback

BBA programme was originally started as part of the Commerce department in 2016. However, it became an independent department in 2018. Commerce department is now all ready to take the structured feedback which all the other departments make use of to collect the feedback. The syllabus revision of BBA programme undertaken in 2019 was started in 2018. It was completely based on the feedback received from the stakeholders: students, teachers, employers and alumni. On the basis of the analysis of the feedback collected from these stakeholders, the department effected appropriate changes in the syllabus and policy decisions have been made to ensure continuous improvement in the curriculum. The feedback form is common to all the departments having a structured format with relevant questions regarding the syllabi and curriculum. The student format has 12 questions, alumni feedback has 9 questions, employer feedback has 8 questions and teachers' format has 12 questions. The questions pertain to different aspects of curriculum like its relevance, its ability to meet industry requirement, develop leadership qualities, communication skills, professional ethics, extra-learning, gender equity and care for nature and environment.

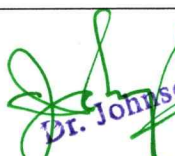
The Department has also been depending on other avenues to collect feedback from its stakeholders. The department collects teacher evaluation feedback from the students after every semester, before the issue of hall tickets. This is a mandatory requirement for every student to download the hall ticket. This is a comprehensive evaluation about the teaching learning process in the department. The department collects exit evaluation where the students express their genuine feeling about the programme and the way the department conducts the programme. The exit survey includes questions about the curriculum, teaching-learning, infrastructure, employability, skill development, conduct of examination, grievance redressal mechanism and service learning programme in the college. The department and the college have been making use of the feedback system to provide the students an opportunity to record their appreciations as well as to suggest improvements. May of the changes in the curriculum and syllabi have been the result of the creative suggestions of the stakeholders, particularly, students and employers.

Programme: BBA

Year of Curriculum Revision: 2018-19


Year of Curriculum Implementation: 2019-20

Sl. No.	Feedback	Action taken
1	The curriculum designed for the programme encourages extra learning /self-Learning.	Assignment on the application part of the topics studied, Group discussions and case studies definitely encourage extra learning. Industrial interaction, Entrepreneur Development related activities, Projects, Field trips and internships play an important role in extra learning.
2	The syllabus is not appropriate for the programme and does not include the recent advancements in the subject.	BBA Integrated Marketing and New Media is a well advanced course. It includes the recent advancement in almost all the subject. The subject like IMC, Digital marketing, Ad creative, Event management, Engagement planning in New media and other media papers are examples for the latest advancements.
3	The curriculum develops self-confidence and self-reliance to face various competitive and other professional examinations	Subjects like English, Business mathematics, Business statistics, Business accounting, Managerial Economics, Financial Accounting are very helpful in developing self confidence among students to face various competitive exams like MAT,CAT,CMAT,KMAT,CA Prelims, CMA, UGC NET, Civil service prelims etc..
4	The curriculum sufficiently motivates for further study and research	Subjects like Financial Management, Human Resource Management, Public Relations, Market Research, Entrepreneurship Development help the students to develop Research and help them to understand the scope of Research in every discipline. As per the curriculum there is a compulsory company project during the 6 th semester and this


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		will encourage the research skills of the students.
5	The curriculum introduces students to issue such as gender equality, environment and sustainability, ethics and other values	The assignments and activities given are tuned to encourage the environment friendly attributes and each course, like media, marketing, Human Resource management, Public Relation; Business Law related courses are covering the ethical and legal aspects. The programmes like service learning and clubs like Literary clubs are also contributing towards this.
6	The academic flexibility of the curriculum promotes internships/field trips and the time and credits allotted to projects/ field trips are sufficient.	As per the curriculum, students have to undergo 2 internships and One company project during the course. It carries 4 credits. The academic flexibility of the curriculum promotes internships/field trips and the time and credits.
7	The Learning objectives of each course in the syllabus are well defined and clear.	AS per the new curriculum Courses outcomes and Programme outcomes are clearly stated. In the course plan even the outcomes of each sessions are clearly stated with mode of teaching.
8	The electives offered are relevant to the core subject and are useful for the specialisation of a subject domain.	As per the syllabus, there are complementary papers related to media field and integrated marketing that is very much relevant to the core courses and useful for the entire program E.g. Subjects like: Introduction to photography, Journalism and print media, multimedia, radio production etc.
9	The curriculum is designed to develop ability to analyse real life issues.	Case studies, Role play, Debate, the project and internship and service learning in the curriculum cover these aspects. The project topics are taken upon real life issues. The clubs like Entrepreneurship Development club are working out for solving real life problems with innovative solutions.


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