Action Taken Report on Feedback of Stakeholders

Session (2021-22)

Program Name: Bachelor of Business Administration (BBA)

Department of Business Administration
Faculty of Business & Management
Quantum University, Roorkee

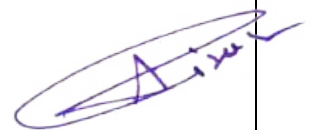Registrar
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Action Taken Report of the Department

(*On the basis of the suggestions made by the IQAC and Sub Specialty Groups of the Departments on the Feedback of all stakeholder*)

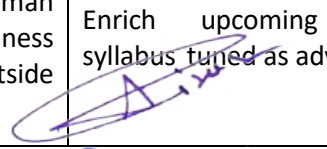|		Action Taken Report Department Name: Department of Business Administration	
		Feedback Session: 2021-22	
	Curriculum Design		
Code	Subjects	Recommendation by Sub Specialty Groups of the Department	Action taken during the designing of the syllabus for 2022-23
BB3102	Principles of Management	**R-1:** To maintain the rigour of the course and to make students managers employable, and handle entrepreneurial task effectively and efficiently, it was suggested to add basic concepts like selection process, selection tests & career planning	
BB3106	Business Economics	**R-1:** Some essential concepts of economics like revenue, market structure and their relationship has to be added so that the students will be able to handle the real life problems comes during their jobs.	
BB3202	Marketing Management	**R-1:** New concepts as per the market requirements have to be added, and few which are repeated in other subjects like consumerism etc has to be eliminated. It helps students with a more rigorous and relevant academic experience that will enable them to succeed in the professional workforce of the 21st century.	
BB3205	Business Law	**R-1:** Add small Caselets in every unit so that the students will be able to address the issues related to establishing and managing the business activities.	The small Caselets will be added in every unit of Business Law 2022-23 syllabus
BB3305	HRM	**R-2:** For achieving the objective of managing the scarce resources wisely real business cases have to be incorporated in the syllabus.	Implemented from the existing semester only.
BB3308	Marketing of Services	**R-1:** The subject needs to be updated as per the current industry requirements and new emerging trends so as to cope up the industries ever evolving job requirements.	Modifications to be done in unit 1,4 &5 for 2022-23 syllabus

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BB3309	Training Development	**R-2:** Add case studies and workshop sessions based on on-job trainings in the subject as it helps in development of effective management and decision-making skills enhance team spirit, better communication, and interpersonal skills, and strengthen the analytical skills of the students.	Implemented from the existing semester only.
BB3312	Financial Market & Institution	**R-1:** There is a need of introducing reforms in financial system, recent financial policies, and investor education in the syllabus to equip students for the future business establishments.	To be incorporated in Unit 1,3,4 & 5 while revising 2022-23 syllabus
BB3403	Research Methodology	**R-1:** Data analytic, data interpretation and modern research tools are required to be added. Moreover, there should be doubt session conducted after every unit, and solutions of every assignment should be discussed in class after checking.	Modifications to be done in unit 4 & Unit 5. Moreover, a doubt clearing session to be made compulsory in the form of slow learners and advance learners' class from 2022-23 session
BB3405	Company Law	**R-1:** Latest amendments in companies act 2013 has to be added moreover concepts like E.MOA AND AOA also need to be introduced	Implemented in 2022-23 syllabus
BB3410	Performance Management	**R-1:** Name of subject has to be changed from Performance Appraisal to Performance Management	Name change will be applicable from 2022-23
BB3409	Consumer Behavior	**R-1:** Most of the topics need to be modified as per the current market requirements and class room study should be made more interesting using model-based teaching specifically in theories of motivation and learning	
BB3501	Business Ethics	**R-1:** Challenges of ethical values in Indian industries and CSR have to be added. One topic of TQM has to be eliminated from unit 4	
BB3505	Social Media Marketing and Analytics	**R-1:** Social media platforms and blogs has to be added so that students apply their knowhow in creating websites and blogs	
BB3601	Business Policy & Strategy	**R-1:** Concept of synergy, BCG Matrix and global strategic alliances has to be added	
BB3603	Banking Insurance	**R-1:** Syllabus need to be updated as per recent regulatory developments e-operations and basel norms	

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BB3604	International Financial Management	**R-1:** Adequacy of contents and syllabus should be done as per new norms of International Financial Management	All the Units have to be updated as per the new norms
BB3608	Sales & Distribution Management	**R-1:** New sales formats has to be added	To be added in Unit 5 under management of sales force in year 2022-23 syllabus

	Recommendations by SSG based on Feedback given by the Students	Action Taken
Overall Teaching Learning Process	**R-9**: it was Suggested to make students aware of outcome of the course, standard operating process of passion program, mentoring process, choosing minor/electives etc, which further helps them out clarifying students doubts pertaining to the same.	Recommended to incorporate the given inputs in 2022-23 students' orientation program
Peer Group Learning	**R-4**: Considering inputs given by the students for the parameter incorporating mini-projects and flipped classes was advised. Moreover to bring effectivity in the curriculum and to complement theory classes' incorporation of Case Studies in each fundamental course has been emphasized. A2 assignments should be project based with a combination of fast and slow learners together	Recommended to add the given inputs in 2022-23 session. Faculty members were instructed to incorporate project-based assignments for the fast and slow learners
IT Enabled Literacy	**R-5**: Based on students inputs on, it was suggested to ensure smooth conduct of practical classes with reference to the consistency , quality of content and time devoted to make students understand the subject. It was advised to give training to the students on accessing e-learning and QLRC resources available to them.	Recommended to add tutorials in the practical subjects wherever it is required. Incorporate in the orientation schedule and ensure compliance via mentors.
Awareness on National & International issues	**R-6**: Based on Students inputs on it was suggested to ensure inclusion of topics like gender equality, environment, human values and wellness etc. as the given topics create awareness amongst students for the incidents occurring within and outside boundaries of the nation.	Enrich upcoming batch syllabus tuned as advised.

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Communication Skills	**R-7**: Keeping in view the students' inputs, it was suggested to conduct in-house activities like News reading exercise, Debates, Extempore on regular basis. Outreach activities like industrial visits/workshops/internship etc should religiously be emphasized to enrich skills which in turn make students eligible to excel in the job- interviews and bring effectively in the curriculum.	Teaching pedagogy to be changed as recommended. Supervise compliance by the mentors for each of their mentees keeping in view
Training for Placement	❖ **R-9**: it was strongly recommended to train students for selection of minor and open electives, passion programs based on their capabilities, interests, accumulated know how viz a viz availability of jobs in the market. ❖ **R-8**: Value added programs like aptitude reasoning, GD-PI etc were strongly emphasized to make students equipped to met job-specifications as desired by the organizations. ❖ **R-3**: SSG recommended for incorporating certified training and workshops for enhancing employability and industry readiness, it was strongly recommended by the board members to involve students in Industrial Mentorship and placement trainings (boot camps). Such trainings and workshops brings in visible improvement in students behavior in terms of showcasing leadership skills at workplace and gets elevated to the higher job-positions.	Implemented in form of counseling session for the students for choosing minor/open elective Mentoring process/boot camps to be framed to address the given issues from the upcoming semesters.

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Session (2021-22)

Program Name: Master of Business Administration

(MBA)

Department of Business Administration
Faculty of Business & Management
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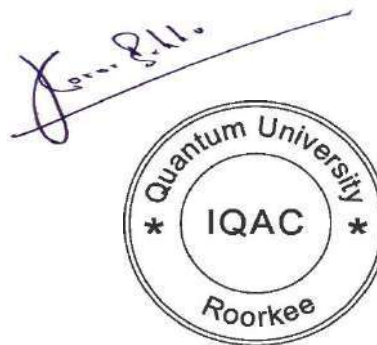
Action Taken Report of the Department

(*On the basis of the suggestions made by the IQAC and Sub Specialty Groups of the Departments on the Feedback of all stakeholder*)

Action Taken Report		
Department Name: Department of Business Administration		
Feedback Session: 2021-22		
Curriculum Design		
Code	**Recommendation by Sub Specialty Groups of the Department**	**Action taken for designing syllabus of 2022-25**
Other Teaching Learning Aspects		
Virtual Internship and Employment	**R-9:** Students need to get acquainted with Virtual Internship Platforms and Employment areas for the expansion of their Career Development Horizon.	Sessions, Guest and Expert Lectures were conducted for students to make them Acquainted with New areas related to Virtual Employability and Learning.
Overall Teaching Learning Process	**R-12**: Incorporation of MOOC Courses, Extensive use of QLRC and Incorporation of Case Studies in each fundamental courses are required to be implemented, Teachers must post videos in Hindi at QLRC	Implemented
Student Feedback inclusion	**R-13:** Student feedback needs to be devised for assessing mid-term progress and its efficacy.	Student Feedback form is provided to the Student through MIS through ERP Protocol.
Formative Assessment and Summative Assessment Measures Revision	**R-13:** Formative Assessment (Internal assessment) & participation &evaluation during the classes need to be modified as per online protocol.	Relative Parameter for Online Formative Evaluation of Students has been disclosed to Faculties to make the Evaluation Process more Effective and Authenticated.
Peer Group Learning	**R-4:** A2 assignments should be project based with a combination of fast and slow learners together	Implemented
Problem Solving Learning intervention	**R-5**: Introduction of more Problem Solving learning in place of theoretical Assignments in online mode have to be done.	Problem Solving Measures were being introduced by the respective faculty in their respective subjects.
Emotional Wellbeing measures in this Virtual	**R-8**: Emotional Wellbeing measures in this Virtual Mode of Learning id to be deployed for Students.	Emotional Wellbeing measures in this Virtual Mode of Learning are to be deployed for Students Holistic Development towards a Mindful

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Mode of Learning.		Professional Life.
IT Enabled Literacy	**R-7**: IT based Assignments should be given in fundamental courses	Implemented
Online Internships	**R-9:** Online Internships were to be emphasized more in this digitalized Business Environment.	Internships from the various virtual platforms were introduced to the students in the new dimension to learning.
Professional Communication Skills	**R-6:** More students presentations are required to be implemented	Incorporated in Assignment, flip classes, mini projects supervised by teachers
Entrepreneurial Dimension of Learning	**R-11:** Organizing of Entrepreneurship camps to explore Entrepreneurial Dimension of Learning.	Camps and Sessions were executed to inculcate the Spirit of Entrepreneurship amongst the Students.
Blooms Taxonomy Assessment	**R-2**: Blooms Taxonomy's exhaustive implementations have to ensure at the end of Faculties to monitor the Students Learning Stages.	Blooms Taxonomy's significant measures were communicated to Faculties by the HOD and Director in this regard.
Training for Placements	**R-10**: New array of VACs need to be added, Drive among students for joining VACs, Industrial Mentorship and placement trainings for special drives through boot camps	New VACs are introduced, Duties of mentors to educate about Interdisciplinary VACs
Orientation Program	**R-3:** A full flagged orientation workshop should be conducted for students informing them about their subjects, teachers, mentors, proposed activities and workshop to be conducted in upcoming semester	Implemented

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