

Action Taken Report on Feedback of Stakeholders

Session (2022-23)

Program Name: Bachelor of Business Administration (BBA)




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

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 stakeholders)

Action Taken Report			
Department Name: Department of Business Administration			
Feedback Session: 2022-23			
Curriculum Design			
Code	Subjects	Recommendation by Sub Specialty Groups of the Department	Action taken during the designing of the syllabus for 2023-26
BB3101	Business Communication -1	R-1 : To maintain the rigour of the course and to make students managers employable, it was suggested to modify the syllabus as per the existing industry demand. It was also recommended by the sub-specialty group to incorporate the contents in a manner to help students adopting new concepts/technologies useful for industry/job challenges/research & innovation.	The given inputs have been incorporated in the syllabus of 2023-26 Batch
BB3204	Organizational Behavior	R-1 :The Sub-specialty group recommended adding case studies and tutorials in the subject which can help students engage with the material, develop practical skills, and prepare for future challenges in their field	The case-studies will be made as an inherent part of the courses from 2023-24
BB3310	E. Business	R-1 :The subject has to be eliminated as the contents of the subject have been found duplicacy with Digital Marketing specialization subjects	Eliminated from 2023-26 syllabus
BB3502	Project Management	R-1 : To make the subject more relevant and comprehensive it was suggested to provide opportunities for students to engage in hands-on learning experiences, such as field trips, internships, or project-based assignments.	Implemented in the form of Projects based assignments to the students in VIth semester
BB3602	Entrepreneurship Development	R-4 : With the motto to make the content more practical oriented it was suggested to adopt project-based learning, creative assignments and Incorporating real-life examples in the teaching pedagogy. Further, it help students apply their skills in a practical setting, and mimic the types of assignments they'll encounter in the workplace and build up the confidence needed to succeed in their chosen field.	Implemented in the form of connecting students with the Quantum Start-up and Incubation cell for prototype development, pitching and preparing business plan.



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BB3406	Business Analytics	R-1: Considering similarity in the contents of Research methodology with the subject, it was proposed to eliminate the subject	Eliminated from the Batch 2023-26 Syllabus
BB3410	Performance Management	R-7: It was suggested to introduce HR analytics and HR accounting with the motive to enhance employability of the students and to equip them in adopting new concepts/technologies useful for industry/job challenges/research & innovation	HR analytics and HR Audit has been added in the syllabus of Batch 2023-26

Other Teaching Learning Aspects

	Recommendations by SSG based on Feedback given by the Students	Action Taken
Overall Teaching Learning Process	<p>R-2: It was suggested to introduce class tests and case-studies to ensure pace of course coverage Vis a Vis pace of understanding the concepts.</p> <p>R-3: It was recommended to ensure uploading hand notes (PPTs/video links) duly reviewed by the SSG</p> <p>R-11: It was recommended by the SSG to introduce labs in the practical oriented subjects. The SSG members asserted that labs are especially important in subjects that involve technical skills such as science, engineering, and computer programming. By providing an environment where students can practice and refine their skills and can build confidence and develop the proficiency needed to succeed in their future careers.</p>	<p>Incorporated in 2023-26 curriculum</p> <p>LTPC i.e., Lecture-Tutorial-Practical-Credit combination has been changed from 4-0-0-4 to 3-0-0 -1. Labs will compulsorily arranged for the practical oriented subjects</p>
Curriculum Enrichment	R 13: it was suggested to enrich the subjects basket by introducing industry oriented and skill based courses like AI, Machine Learning, HR analytics, HR Audit etc.	The given subjects have been added in the syllabus of Batch 2023-26
Peer Group Learning	<p>R 10: Board suggested incorporating mini-projects and flipped classes in regular curriculum. Moreover to bring effectivity in the curriculum and to complement theory classes' incorporation of Case Studies in each fundamental course has been emphasized.</p> <p>A2 assignments should be project based with a combination of fast and slow learners together</p>	Mini-projects will be compulsorily given to the students in the form of Assignment. Flip classes will also get scheduled for the students as and when required.
IT Enabled Literacy	R 11: The Board suggested ensuring smooth conduct of practical classes with reference to	Training to Access QLRC has been added in the orientation session of not

	<p>the consistency, quality of content and time devoted to make students understand the subject.</p> <p>R-5: It was advised to give training to the students on accessing e-learning and QLRC resources available to them.</p>	<p>only newly entered students but to the senior batches also. The motive is to get them accessing advance level contents available on QLRC</p>
Awareness on National & International issues	<p>R-12: 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.</p>	<p>Added in the Department Specific Core subjects like International HRM and International Business</p>
Communication Skills	<p>R-9: It was suggested to conduct in-house activities like New reading exercise, Debates, Extempore on regular basis to improve oral and written communication of the students. 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 effectivity in the curriculum.</p> <p>R-13: It was also suggested to add VACs and Minor/Open electives like Work ethics and Social responsibility of the Business in the curriculum are closely relevant to the industry requirements</p>	<p>Teaching pedagogy to be changed as recommended.</p> <p>Supervise compliance by the mentors for each of their mentees keeping in view their level of learning.</p>
Training for Placement	<p>R-7: Value added programs like aptitude reasoning, GD-PI etc. were strongly emphasized to make students equipped to meet job-specifications as desired by the organizations.</p> <p>R-7: The board suggested 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 bring in visible improvement in students behavior in terms of showcasing leadership skills at workplace and gets elevated to the higher job-positions.</p>	<p>Implemented in form of counseling session for the students for Choosing minor/open electives.</p> <p>Mentoring process/boot camps to be framed to address the given issues from the upcoming Semesters.</p>
Extra – Curriculum	<p>R-14: SSG suggested conducting in-house activities like New reading exercise, Debates, Extempore on regular basis to improve oral and written communication of the students.</p> <p>Outreach activities like industrial visits/workshops/internship etc. should</p>	<p>The activities have been incorporated in the activity calendar planned for 2023-24 ODD Semester</p>

	religiously be emphasized to enrich skills which in turn make students eligible to excel in the job- interviews and bring effectivity in the curriculum.	
Evaluation Pattern	R-6: The evaluation pattern should be transparent in terms of letting our students knew the marks bifurcation in mid and end sem exams. This in turn helps them out to analyze and evaluate their performances accordingly.	Implemented in proper letter and spirit by incorporating the scheme and evaluation pattern of examinations in the orientation modules.
NEP led addition in BBA Curriculum	<p>R-1: Subjects added to the Curriculum are-</p> <p>1st Semester: UNDP (United Nation Development Programme)</p> <p>2nd Semester: Indian Knowledge System</p> <p>4th Semester: Community Service(VAC)</p> <p>BBA Hons (CL6)& BBA Hons with Research</p> <p>7th Semester:</p> <ul style="list-style-type: none"> • Business Environment & Sustainability (DSC), Operation Research and Management(DSC), Intellectual Property Rights(DSC) • Commodity and Derivative Markets & Advance Corporate Accounting(DSE-Finance) • Customer Relationship Management & Marketing research and Information system(DSE-Marketing) • Human Resource Planning and Development & Industrial Relations and Labor Law(DSE-Human Resource) • Google Ad Words and Website Planning Process & Digital Entrepreneurship Development(DSE-Digital Marketing) • Values & Ethics in International Business &International strategic management(DSE-International Business) <p>8th Semester –BBA Hons(CL-6):</p> <ul style="list-style-type: none"> • Managing MSMEs(DSC) • Corporate Law (DSC) • Dissertation <p>8th Semester –BBA Hons with Research:</p>	<p>As per the requirements of National Education Policy 2020, BBA Hons and BBA Hons with Research have been introduced.</p> <p>Subjects have been added in alignment with NEP 2020 requirements.</p> <div style="text-align: right;">  Registrar Quantum University </div>

	<ul style="list-style-type: none"> • Advance Business Research for Managers(DSC) • Research and Publication Ethics(DSC) • Research Project 	
Orientation Program	R-8: Special Mentor sessions should be organized for providing necessary information regarding course objectives and their outcomes, generic information about class representatives, student representatives, mentors for newly admitted students	Implemented

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Faculty Incharge,
University Feedback System



Karan Babbar
Coordinator, IQAC

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Session (2022-23)

Program Name: Masters of Business Administration

(MBA)



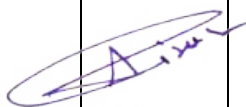
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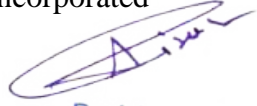
Action Taken Report of the Department

(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 Business Administration		
Feedback Session: 2022-23		
Curriculum Design		
Code	Recommendation by Sub Specialty Groups of the Department	Action taken for designing syllabus of 2023-25
MB4105	R-1: Marketing Management course need to be updated as per current corporate requirement	Changed have been made unit I and III and IV.
MB4109	R-1: Syllabus should be updated with new norms	Unit III and IV and V newly incorporated as per new policies in HRM.
MB4209	R-1: Entrepreneurship development is more advanced and latest problems in ED recommended to be introduced.	All the recommended changes have been made in syllabus.
MB4303	R-1: SSG Group members recommend to replace FMI subject with Banking and Indian financial system.	A new course is introduced named as Banking and Indian financial system.
MB4311	R-1: SSG Group members recommend to replace Brand Management subject with Customer relationship management.	A new course is introduced named as Customer relationship management.
MB4313	R-1: SSG Group members recommend to replace Industrial Psychology subject with Negotiation and conflict management.	A new course is introduced named as Negotiation and conflict management.
	R-1: SSG group members recommended to add one more subject i.e., Industrial marketing as it is required by today's corporate world.	New subjects named as Industrial Market has been introduced.
MB4414	R-1: Syllabus should be updated with new norms	Unit II and III and V newly incorporated in Training and development.
	R-1: New Subjects introduced which is based on industry, Job and research	
	<ol style="list-style-type: none"> i. Organizational Development ii. IT Tools and Techniques for Global Managers iii. International accounting and corporate reporting iv. International Business Law and Arbitration 	The newly added subjects will let the students know how to plan, organize and allocate daily work activities, monitor outcomes, respond practically to problems in a manner that increases the team's productivity and performance in different sectors and


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	v. Applied GIS and Spatial data Analytics	segment of corporate mainly in banking and insurance, marketing, GST, capital market, Finance and project planning.
	R-1: New Bucket of specialization named as Agri-Business Management recommended to Introduced from this session. Subject Codes are as follows: MB4341, MB4342, MB4343, MB4344, MB4345, MB4441, MB4442, MB4443, MB4444, MB4445.	The newly added subjects will let the students know about the managerial practices about Agri business management.

Other Teaching Learning Aspects		
Overall Teaching Learning Process	R-9: It was suggested to introduce class tests and case-studies to ensure pace of course coverage Vis a Vis pace of understanding the concepts. AR-1: It was recommended to ensure uploading hand notes (PPT/Video Links) duly reviewed by the SSG R-2: It was recommended by the SSG to introduce labs in the practical oriented subjects. The SSG members asserted that labs are especially important in subjects that involve technical skills such as science, engineering, and computer programming. By providing an environment where students can practice and refine their skills and can build confidence and develop the proficiency needed to succeed in their future careers.	Incorporated in 2023-26 curriculum
Curriculum Enrichment	R-4: It was suggested to enrich the subject's basket by introducing industry oriented and skill-based courses like HR analytics, HR Audit etc.	Subjects added in 2023-26 Syllabus
Value Added Courses	AR-2: The BOS academic expert suggested to add one VAC titled 'Business Etiquettes'. In addition to it the industry expert asserted to add 'Liasoning' as one of the unit.	Incorporated
Peer Learning	R-9: 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	Incorporated  Registrar Quantum University

	each fundamental course has been emphasized. Assignments should be project based with a combination of fast and slow learners together	
IT Enabled Literacy	<p>R-2: 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.</p> <p>R-7: It was advised to give training to the students on accessing e. learning and QLRC resources available to them.</p>	Implemented during Orientation of Batch 2023-26
Awareness on National & International issues	<p>R-3: 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.</p>	Incorporated in the form of VAC V Sem
Communication Skills	<p>R-10: It was suggested to conduct in-house activities like New reading exercise, Debates, Extempore on regular basis to improve oral and written communication of the students. 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 affectivity in the curriculum.</p> <p>R-5: It was also suggested to add VACs and Minor/Open electives like Work ethics and social responsibility of the Business in the curriculum are closely relevant to the industry requirements</p>	Teaching pedagogy to be changed as recommended. Supervision/compliance by the mentors for each of their mentees keeping in view their level of learning.
Training for Placement	<p>R-4: Value added programs like aptitude reasoning, GD-PI etc. were strongly emphasized to make students equipped to meet job-specifications as desired by the organizations.</p> <p>R-4: 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 bring in visible improvement in students behavior in terms of showcasing leadership skills at workplace and gets elevated to the higher job-positions.</p>	<p>Implemented in form of counseling session for the students for Choosing minor/open electives.</p> <p>Mentoring process/boot camps to be framed for the pre-final and final year students to address the given issues.</p>

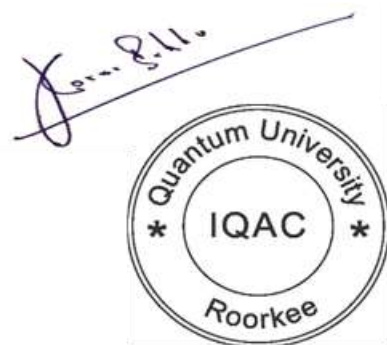


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Extra – Curriculum	<p>R-5: SSG suggested conducting:</p> <p>a. In-house activities: News Reading exercise, Analyzing News, Content Development, Debates, Extempore</p> <p>b. Outreach activities: Industrial visits/workshops/internship etc.</p> <p>c. SSG emphasized that the given activities should be conducted on regular basis to improve oral and written communication of the students and make students eligible to excel in the job- interviews and bring affectivity in the curriculum.</p>	Incorporated by means of Class Room & Outreach Activities
Evaluation Pattern	<p>R-8: The evaluation pattern should be transparent in terms of letting our students knew the marks bifurcation in mid and end sem exams. This in turn helps them out to analyze and evaluate their performances accordingly.</p>	Students sensitized during orientation program for 2023-26 Batch.

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