

Criteria 1- Curriculum Design and Development

School of Business and Management – BBA

CHRIST (Deemed to be University)

Pune Lavasa

Matrix 1.4.1 Structured feedback for curriculum and its transactions is regularly obtained from stakeholders like 1) Students, 2) Teachers, 3) Employers, 4) Alumni, 5) Academic Peers etc., and feedback processes

A. Feedback Process at the BBA Department

The Internal Quality Assurance Cell (IQAC) of the department has continuously been working on quality improvement and the betterment of student learning experiences. In order to analyse the lag areas of the college and scope for further improvement, feedback from various stakeholders have been received.

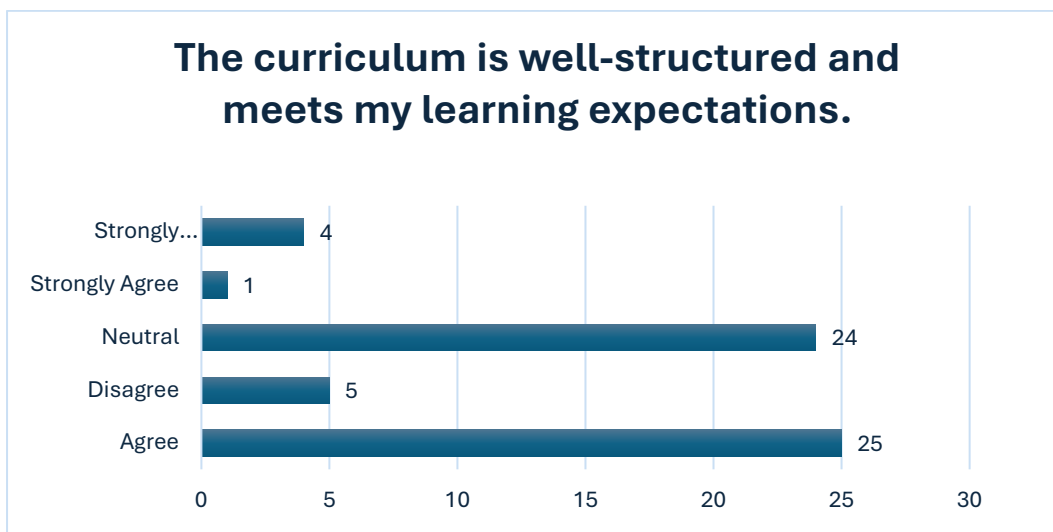
It is the prime responsibility of the CDC to collect the feedback from different stakeholder to bring revision and to do validation of the program curriculum. In this process google forms are created and circulated amongst students, alumni, parents, teachers and employers to shar their feedback.

The below is the summary of the feedback collected from different Stakeholders during the academic year **2024-25**.

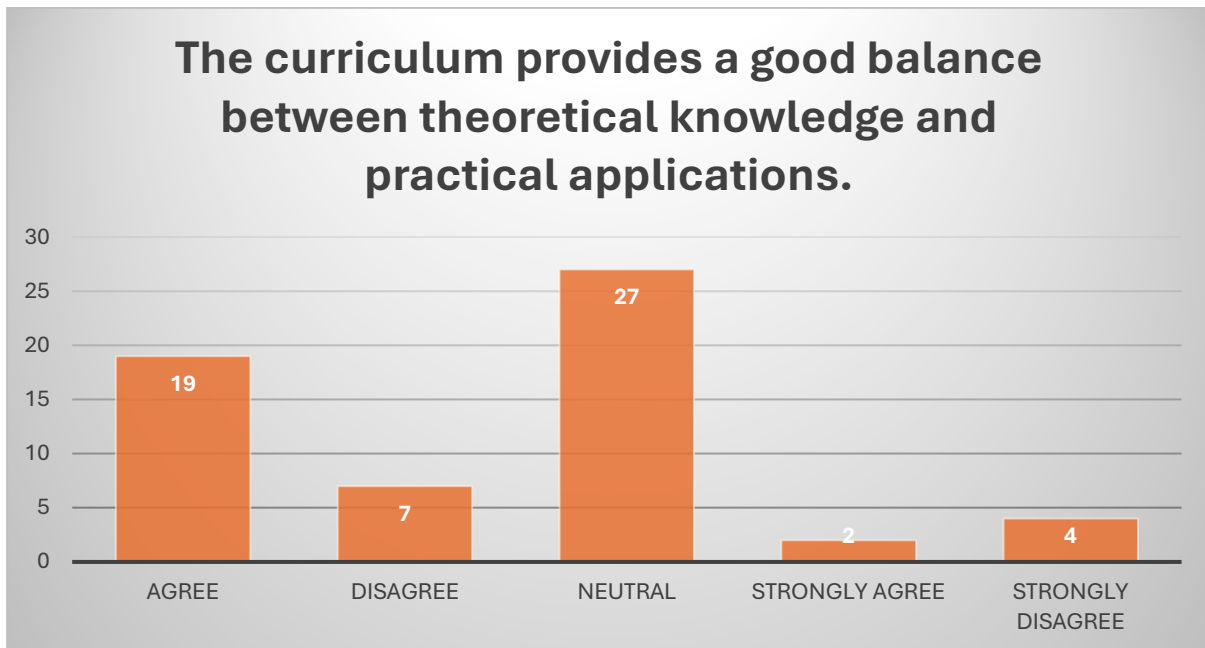
Sr. No.	Stakeholder	No. of Responses
1	Students	67
2	Teachers	14
3	Alumni	11
4	Parents	7
5	Employer	7

B. Summary of feedback, Analysis, Major Suggestion and Comments and Action Taken report

STUDENT FEEDBACK ANALYSIS

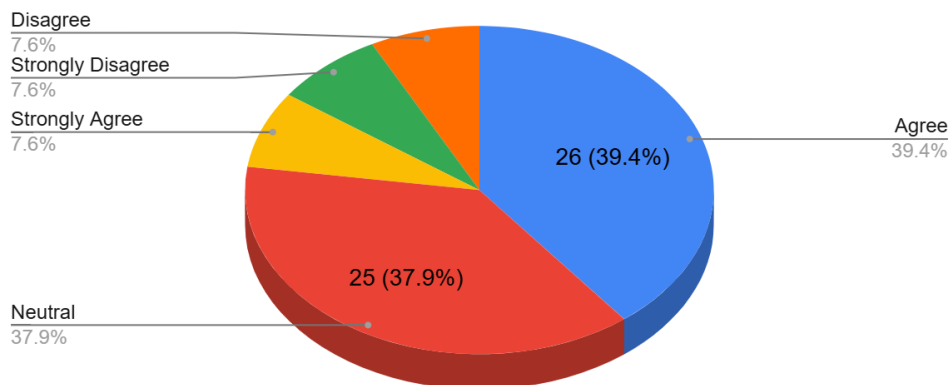


More than 60 percent of the students agree that the curriculum is well-structured and meets their learning expectations



More than 65 percent of the students agree that the curriculum provides a good balance between theoretical knowledge and practical applications

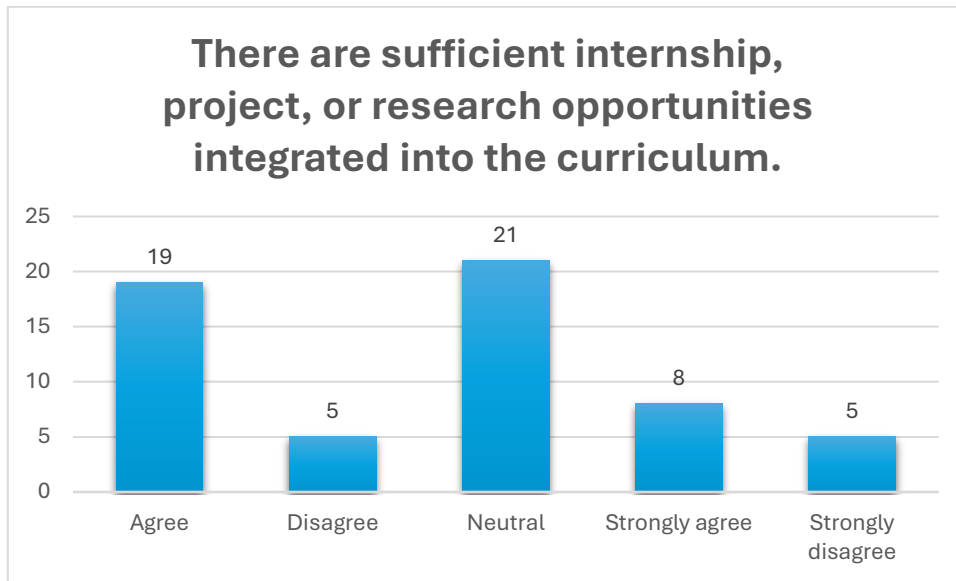
The courses offered are relevant to my career goals and industry trends.



Almost 47 percent of the students agree that the courses offered are relevant to their career goals and industry trends

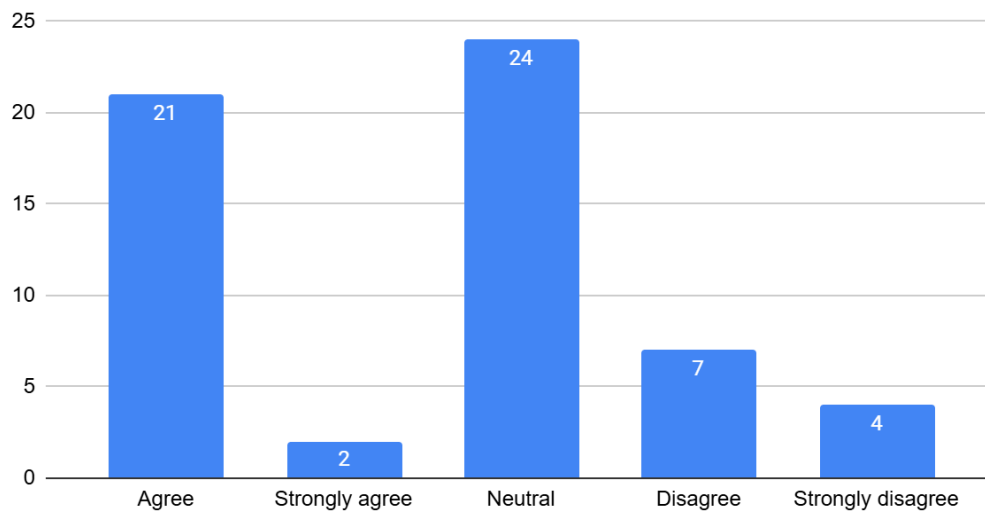


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More than 60 percent of the students agree that there is sufficient internship, project or research opportunities integrated into the curriculum

The curriculum is relevant, up-to-date, and aligned with industry trends. The learning outcomes of each course are clearly d...



Almost 68 percent of the students agree that the curriculum is relevant, up-to-date, and aligned with industry trends

Other Suggestions

1. The curriculum is well-structured and aligns with industry trends, offering a good mix of theory and practical applications. Faculty support is commendable, and assessment methods are fair. However, more internship and research opportunities would enhance



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learning. Regular course updates and interdisciplinary options are appreciated. Overall, a satisfying academic experience.

2. It's good but need to have Analytics based subject like Excel, Tableau or Power BI in every semester.
3. The program equips students with essential industry knowledge through a well-structured curriculum, practical applications, and relevant coursework. However, increasing hands-on exposure through internships, live projects, and industry collaborations would enhance real-world readiness. More focus on emerging trends and skill-based training can further bridge the gap between academics and industry expectations
4. The program effectively incorporates soft skill development through interactive learning, presentations, and group projects. It enhances communication, teamwork, and problem-solving abilities. However, more emphasis on real-world case studies, industry interactions, and leadership training would further improve practical application. Overall, it provides a solid foundation but could benefit from additional experiential learning opportunities.
5. The program provides a strong foundation for soft skill development through presentations, group discussions, and teamwork activities. It helps improve communication, leadership, and problem-solving abilities. However, incorporating more real-world simulations, industry mentorship, and negotiation training would enhance practical application. Overall, it effectively fosters essential professional skills but has room for further improvement.

ACTION TAKEN REPORT

Based on the feedback received from the students, the following action has been taken

1. To strike a balance in the curriculum between theoretical and practical applications, courses like Introduction to Python, Introduction to DBMS & Introduction to Big Data will be introduced from the next academic year. The same has been approved in the BoS
2. To further strengthen the students for research, higher education and industry roles, Internship with Project and Swayam Courses will be offered as 20 credit courses and the last semester will focus only on Research. The same again has been approved in the BoS



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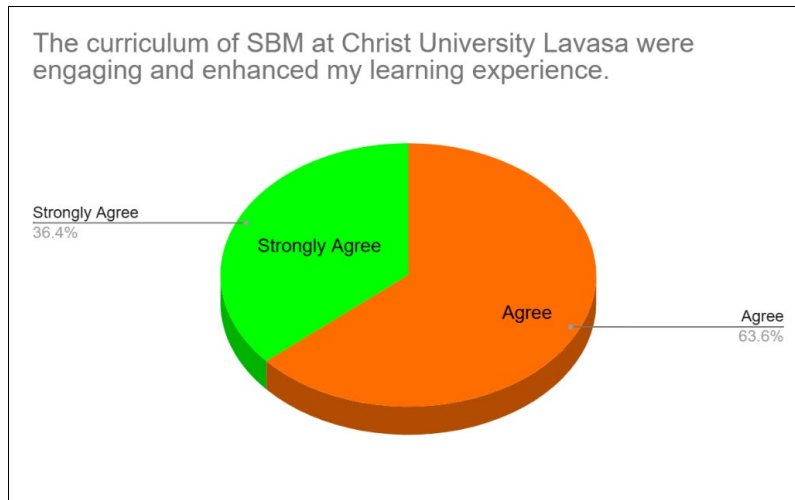
3. To develop sufficient critical thinking and problem-solving skills among the students, new courses like Introduction to Gen AI, Machine Learning with Python, Data driven decision making with Operations, Data visualisation using Python has been introduced.
4. To further keep the course aligned with the academic and industry standards, the following new course has been proposed in the upcoming academic year as a Department Specific Elective (DSE)
 - a. Neuro Finance
 - b. Services Marketing
 - c. Strategic Human Resource Management
 - d. Sustainability and Green Economy

The following course will be introduced in the 3rd year of the syllabus to bring more synergy with the industry standards

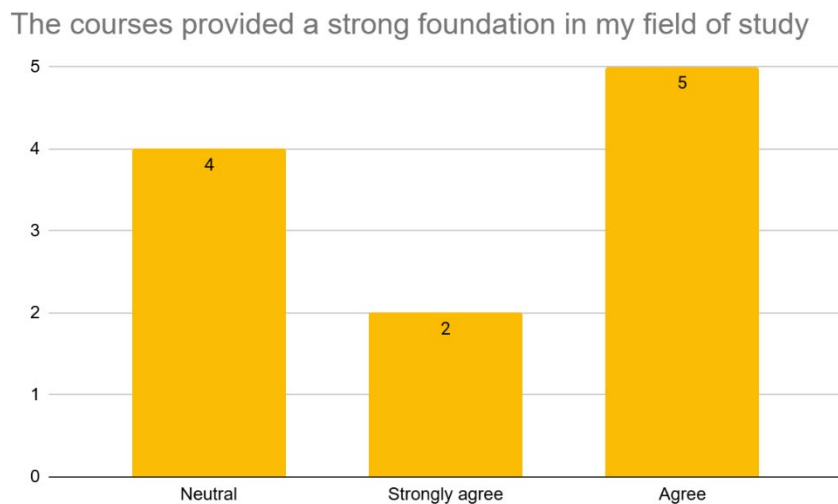


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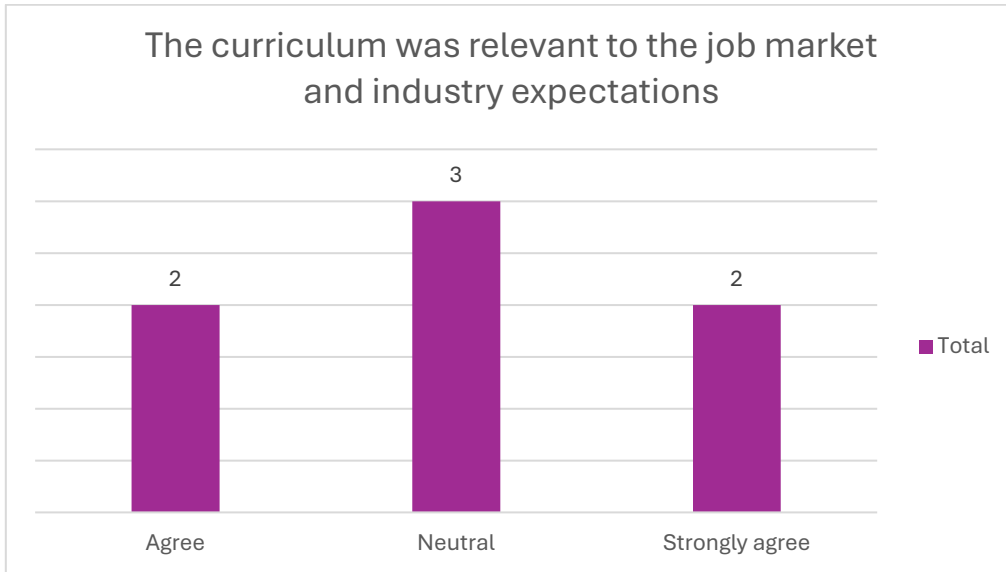
ALUMNI FEEDBACK ANALYSIS



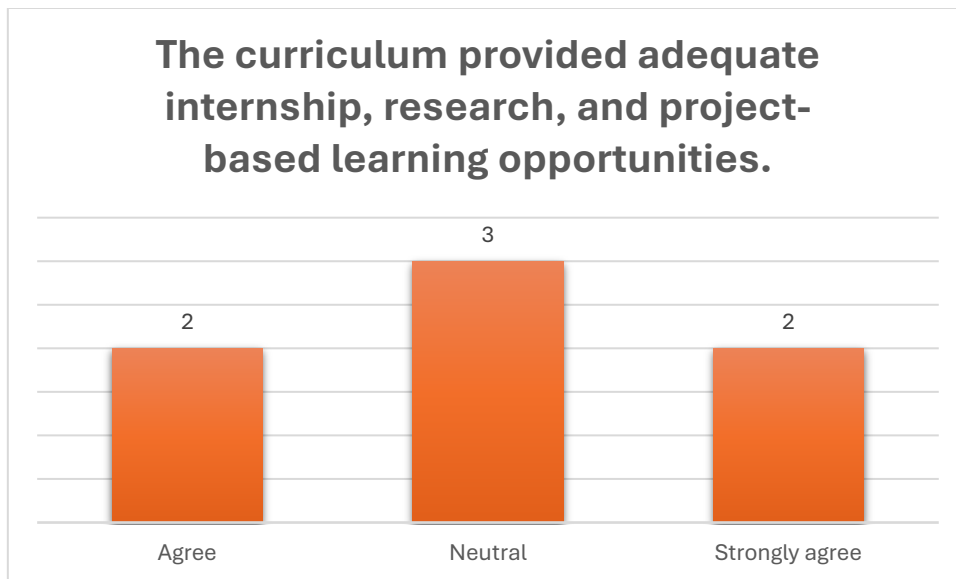
Almost 37 percent strongly agree while remaining 63 percent agree that the curriculum were engaging and enhanced their learning experiences



Almost 67 percent of the alumni agree that the courses provided a strong foundation in their field of study



More than 80 percent of the Alumni agrees that the curriculum was relevant to the job market and industry expectations



More than 90 percent of the Alumni agree that the curriculum provide adequate internship, research, and project-based learning opportunities

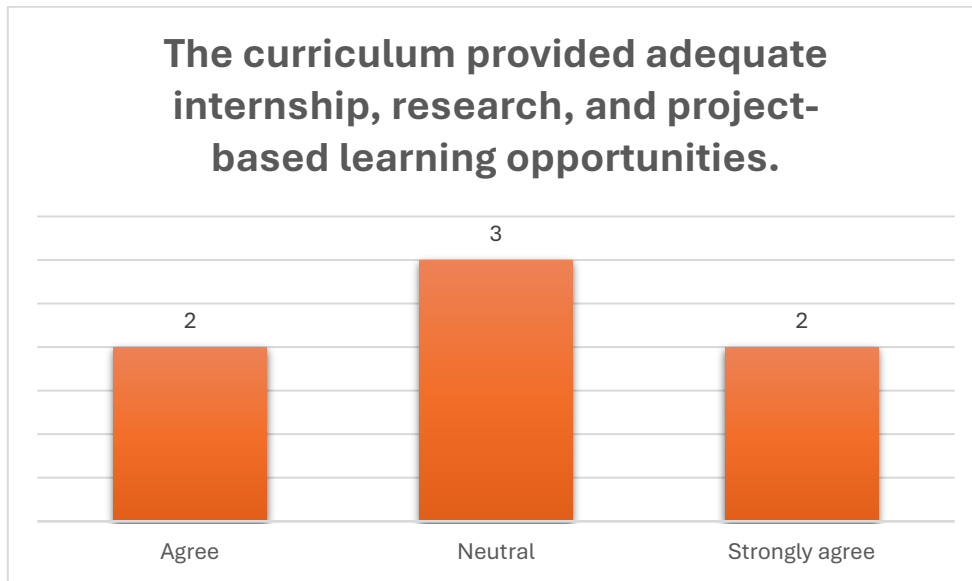


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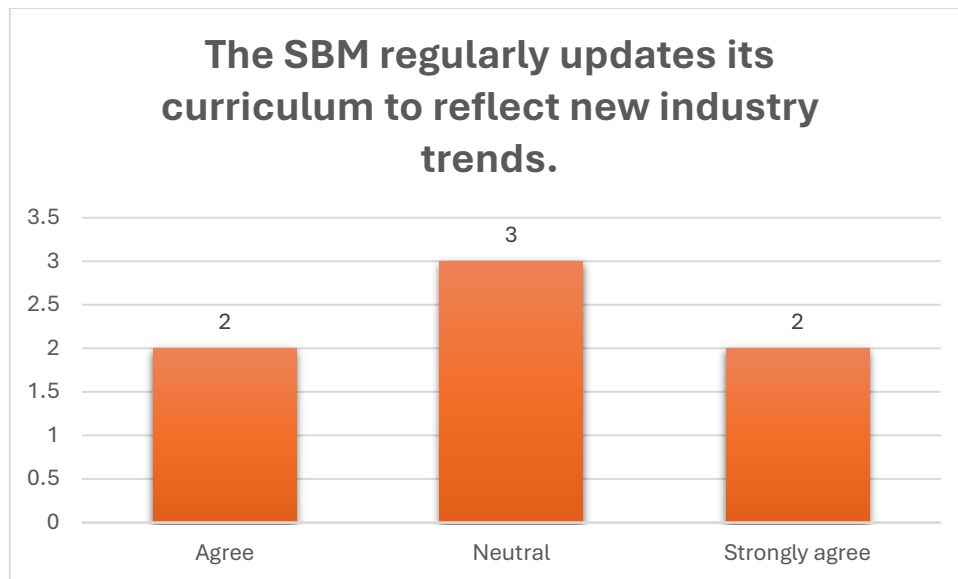


CHRIST

(DEEMED TO BE UNIVERSITY)
PUNE LAVASA CAMPUS
The Hub of Analytics



More than 80 percent of the Alumni agrees that the curriculum provided adequate internship, research, and project-based learning opportunities



More than 80 percent of the Alumni agree that school of business and management updates its curriculum to reflect new industry trends

Some General Suggestions

1. Working on several Analytical tools and projects helped to build confidence and familiarity in the subject



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2. More time required for students for internships - 1 month is not enough.
3. All the courses taught to us were great, but the practical life application was a bit missing during our batch and that's not a complain - more like feedback that we can improve on.
4. Also, going forward, it would be great if the placements team connected with interviewers to understand what skillsets are required from the students along with what's really to be prepped for the interview.
5. From what I know, most of us weren't well versed with how to really answer a case study or a guesstimate during an interview. That logical reasoning needs to be taught during our placement sessions.

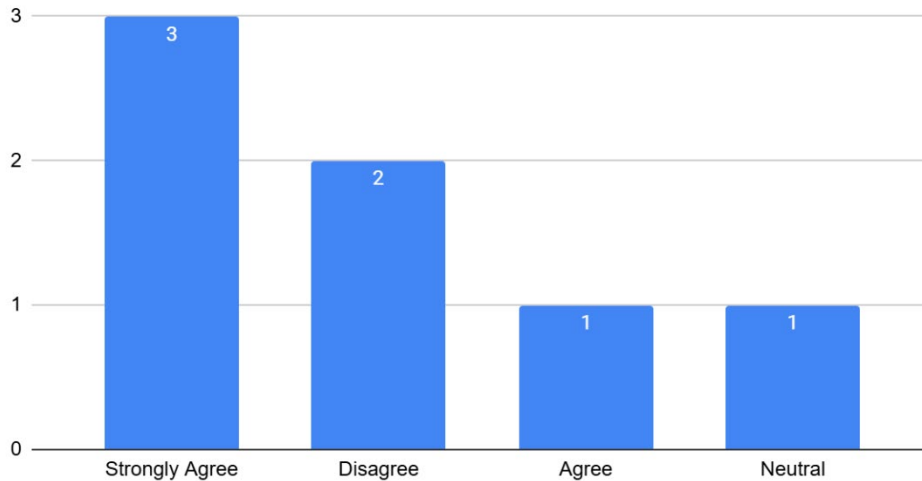
ACTION TAKEN REPORT

Based on the feedback received from the Alumni, the following action has been taken

1. To continue with the rigour of the course curriculum with respect to internship, research, and project-based learning, Internship with Project and Swayam Courses have been introduced with total of 20 credit courses and the last semester will focus exclusively only on Research.
2. The BoS which was held on 1st March 2025 for all the campuses, have accepted to introduce new subjects in the curriculum of BBA BA for the next academic year. Based on the feedback received from the Alumni's, course like Python Programming, Introduction to Gen AI, Quantum Computing has been introduced into the curriculum for the next academic year.

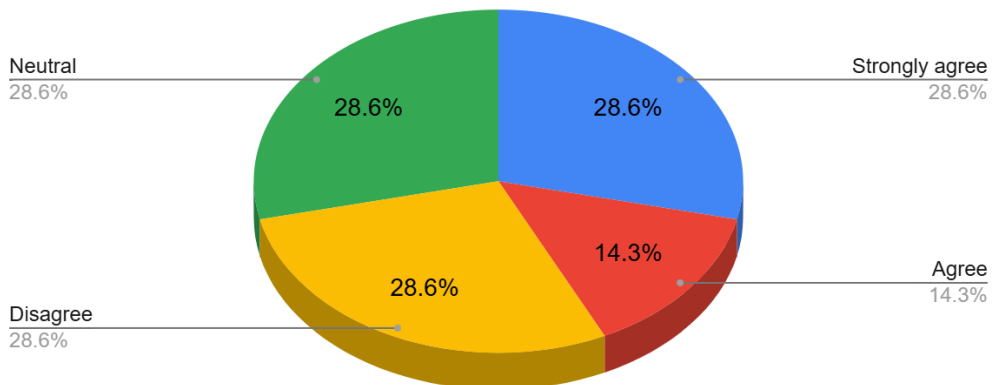
EMPLOYER’S FEEDBACK FORM ANALYSIS

The teaching methodologies at SBM Christ University Lavasa equip students with the necessary industry-relevant skills.

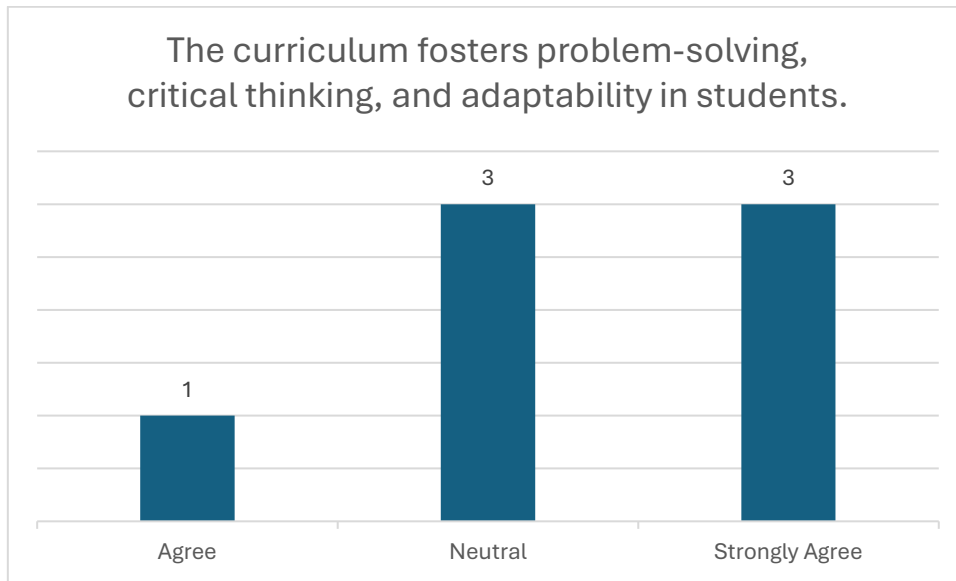


More than 65 percent of the Employers agree that the teaching methodologies equip students with necessary industry-relevant skills

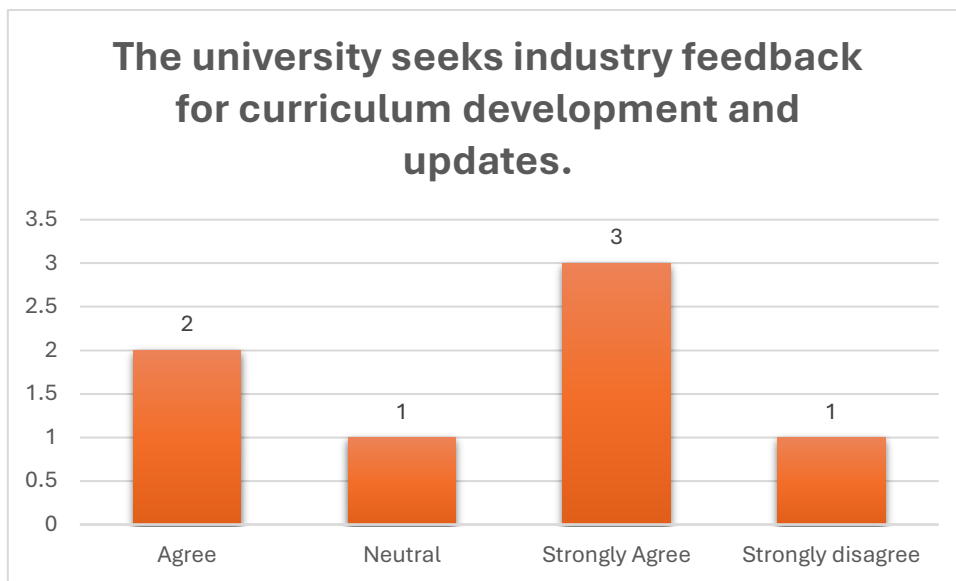
The depth and rigor of the curriculum adequately prepare students for professional roles.



Around 52 percent of the employers agree that the curriculum adequately prepare students for professional roles



50 percent of the employers agree that the curriculum fosters critical thinking and adaptability in students



Around 71 percent of the employers agree that the university seeks industry feedback for curriculum development and updates

Other Suggestions:

We can improve the program by introducing personal interviews training. This would really help the students to get through the technical rounds of MNCs/startups which have rigorous interview sessions. These trainings can include solving verbal guesstimates and understanding case studies to enhance logical reasoning which is something that is tested in most technical fields.



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ACTION TAKEN REPORT

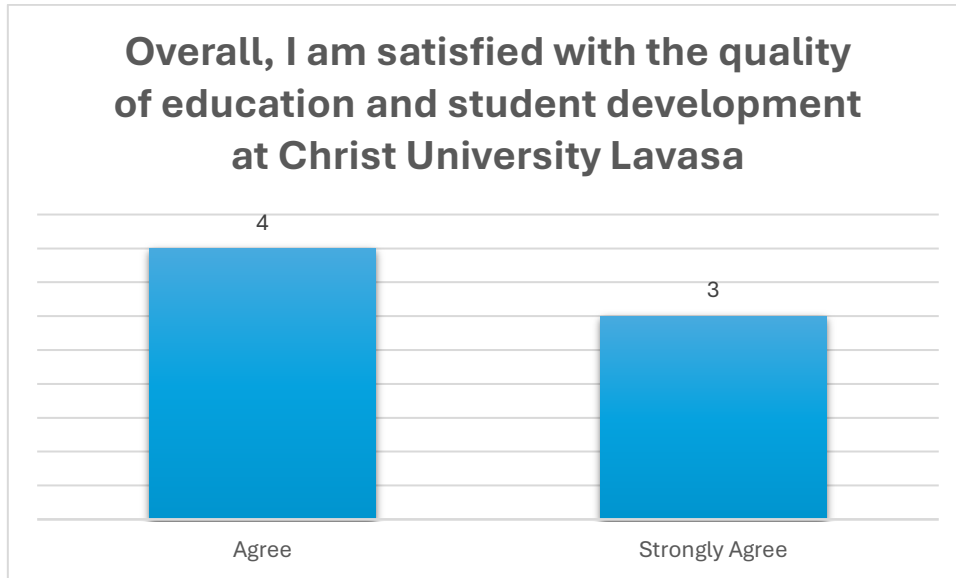
Based on the feedback received from the employers, the following actions have been taken

1. Regular placement training sessions have been conducted by both the internal faculty as well as by the experts from university's CPCG cell. The same is incorporated in the class timetable and the department strictly adhere to the same
2. To seek industry feedback for curriculum development, the department has implemented the following steps
 - a. Prof. Laxminarayan G is invited as the external industry expert for the CDC meeting
 - b. Based on his input, courses viz. Quantum Computing, Data Visualisation, Python Programming have been included in the syllabus from the next academic year
3. To foster better problem solving, critical thinking and adaptability in students, Prof. Laxminarayan also suggested to start Analytical Club and bring more activities through the club such as Case study-based competitions etc. to make students learn more about the real-life scenarios

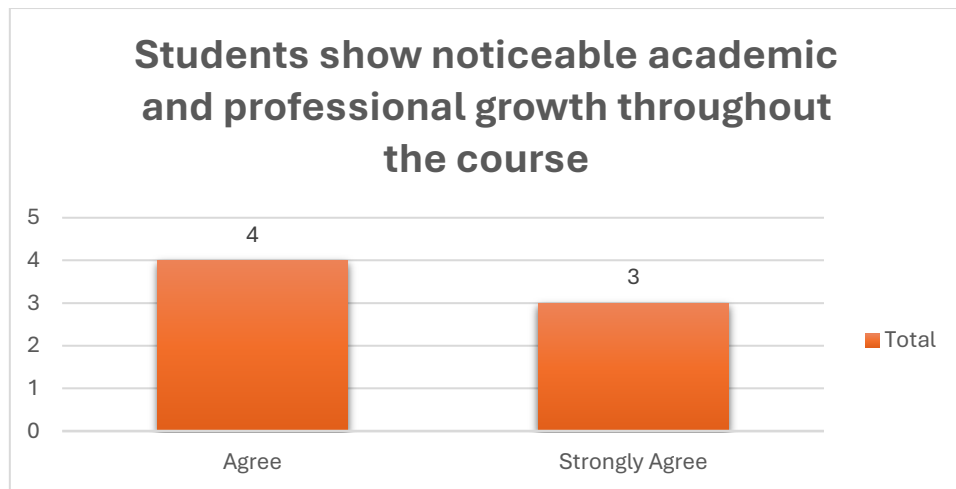




PARENTS FEEDBACK ANALYSIS



More than 80 percent of the parents are satisfied with the quality of education and student development at Christ University Lavasa



More than 90 percent of the parents agree that their ward have shown noticeable academic and professional growth throughout the course

ACTION REPORT TAKEN

Based on the feedback received from the parents, the following action have been taken

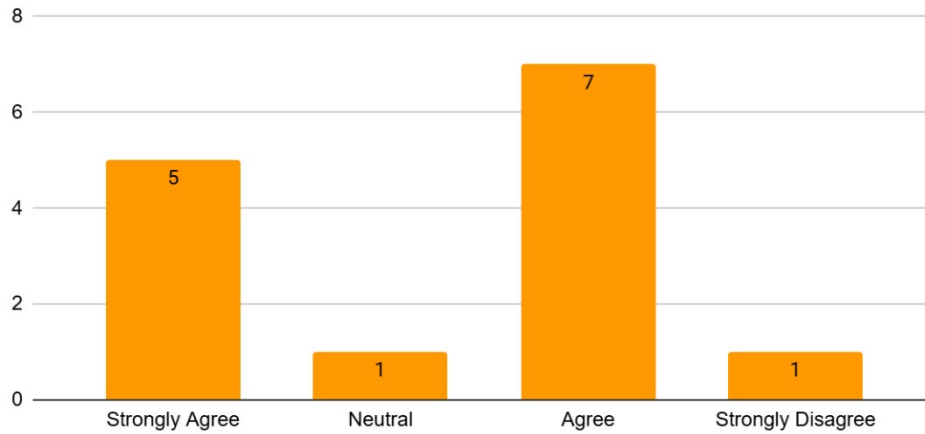
1. To continue with the academic rigour among the students, more new courses related to the field have been introduced into the curriculum
2. To ensure the quality of education and student development, the CDC members approved to start Analytical Club and bring more activities through the club such as Case study-based competitions etc. to make students learn more about the real-life scenarios



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FACULTY FEEDBACK FORM ANALYSIS

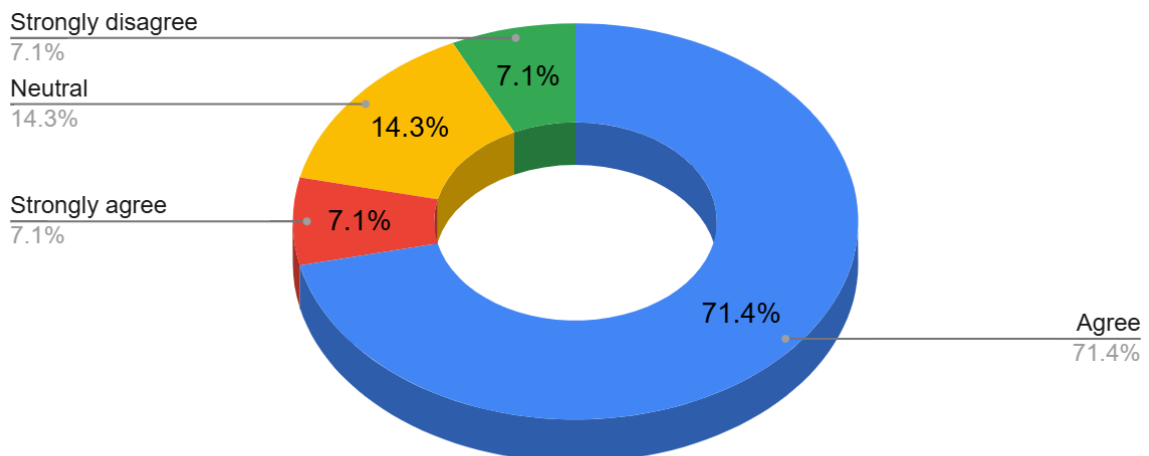
The curriculum is well-structured and aligns with academic and industry standards.



Count of 1. The curriculum is well-structured and aligns with academic and industry standards.

More than 90 percent of the faculties agree that the curriculum is well-structured and align with academic and industry standards

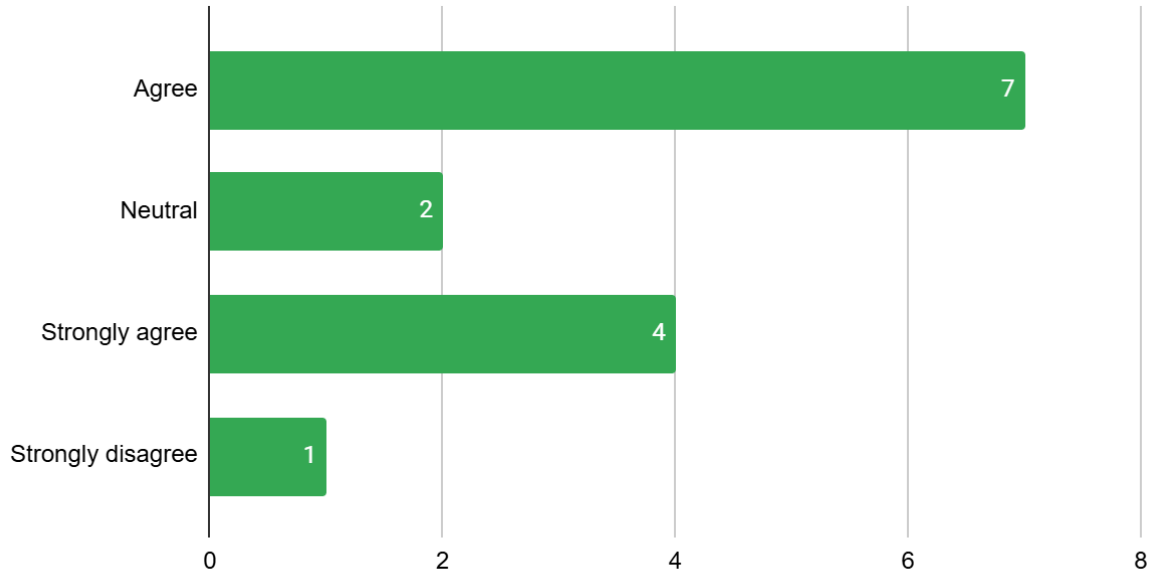
The learning outcomes for each course are clearly defined and achievable.



More than 70 percent of the faculties agree that learning outcomes for each course are clearly defined and achievable

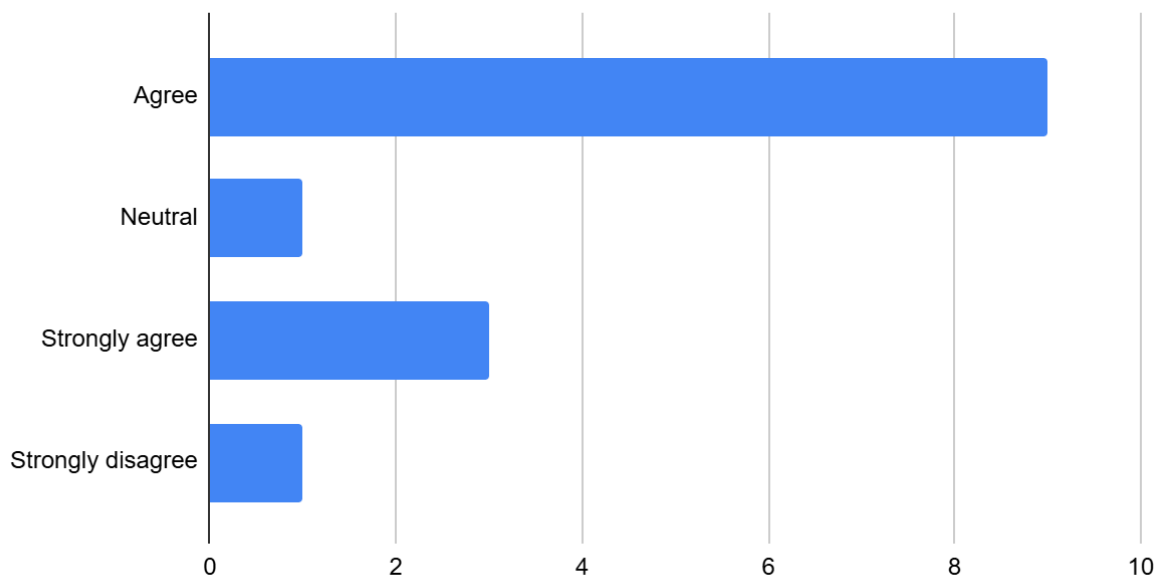


The curriculum offers a balanced mix of theoretical concepts and practical applications.



More than 65 percent of the faculties agree that curriculum offers a balance between theoretical and practical concepts

The courses effectively prepare students for research, higher education, or industry roles.

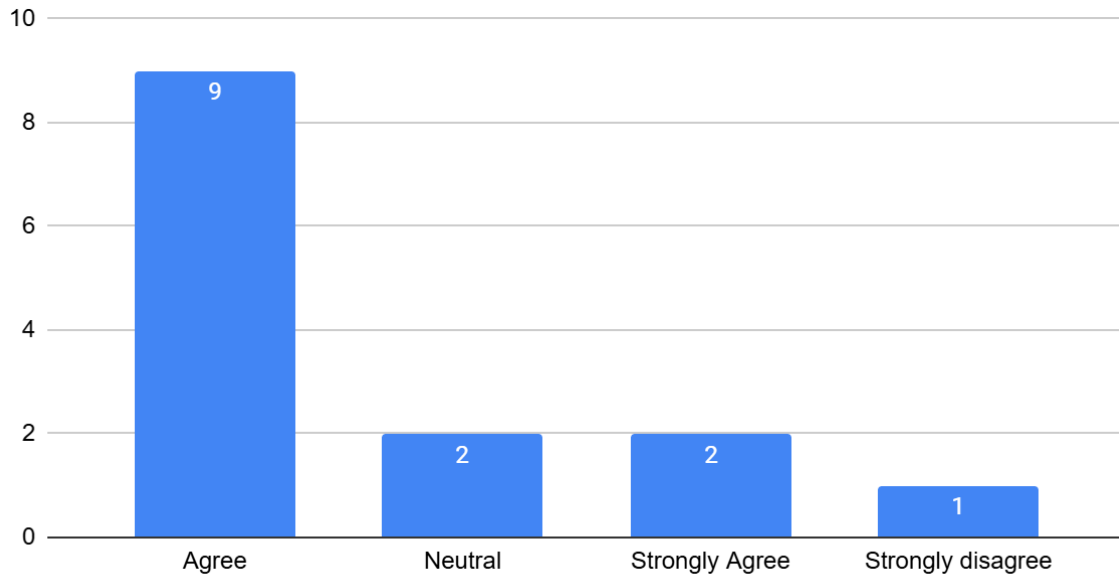


More than 80 percent of the faculties agree that the courses effectively prepare students for research, higher education or industry roles



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The current teaching methods are effective in enhancing student engagement and learning.



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2. To strike a balance in the curriculum between theoretical and practical applications,
 - a. The Curriculum Development Committee for syllabus revision realized the use of learning basics of analytics by the students should be in first year as there is a large

application of statistics in business decision making. With this thought process the course titled: **Introduction to Business Analytics** shifted to 1st Sem from 2nd Sem

- b. Similarly, Introduction to Python, Introduction to DBMS & Introduction to Big Data was proposed which was accepted by the board
3. To prepare the students effectively for research, higher education and industry roles, Internship with Project and Swayam Courses will be offered as 20 credit courses and the last semester will focus only on Research. This will be adopted across all campuses as proposed by the Central Campus
 4. To develop sufficient critical thinking and problem-solving skills among the students, new courses like Introduction to Gen AI, Machine Learning with Python, Data driven decision making with Operations, Data visualisation using Python has been introduced.



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SUMMARY OF ACTION TAKEN REPORT

Based on the feedback received from the various stakeholders viz. faculty, students, alumni, employers and parents, the following actions have been taken which will be implemented from the next academic year 2025 -26.

1. To further keep the course aligned with the academic and industry standards, the following new course has been proposed in the upcoming academic year as a Department Specific Elective (DSE)
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