Criteria 1- Curriculum Design and Development

School of Business and Management – BBA

CHRIST (Deemed to be University)

Pune Lavasa

Metric 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

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FEEDBACK ANALYSIS

ACADEMIC YEAR OF IMPLEMENTATION - 2024-25

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A. Feedback Process at the BBA Department

Introduction

Christ University has implemented a comprehensive 360-degree feedback system to ensure continuous quality enhancement in its academic and administrative processes. This system is coordinated by the Internal Quality Assurance Cell (IQAC) and gathers feedback from a diverse group of stakeholders, including students, faculty, alumni, parents, and employers.

The feedback process is structured and systematic, with standardized forms tailored for each stakeholder group. These forms are accessible through the university's IQAC portal, facilitating consistent data collection across various departments and campuses.

Feedback is collected biannually via an online platform, ensuring timely and efficient data gathering. Once collected, the feedback is analysed, and actionable insights are derived to inform improvements in curriculum design, teaching methodologies, infrastructure, and student support services. Departments are responsible for implementing changes based on this analysis, and detailed reports on feedback analysis and subsequent actions are published annually.

This 360-degree feedback mechanism underscores Christ University's commitment to fostering a culture of transparency, accountability, and continuous improvement, aligning with its mission to deliver excellence in education.

The Internal Quality Assurance Cell (IQAC) of the department has continuously been working on quality improvement and the betterment of student learning experiences. 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.

Sr. No.	Stakeholder	No. of Responses
1	Students	310
2	Teachers	19
3	Alumni	9
4	Parents	86
5	Employer	31

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

ANALYSIS OF STUDENT FEEDBACK

Has your time at the Department been intellectually enriching?
308 responses

Legend: ● Yes ● No ● Maybe

62.7% — 29.9%
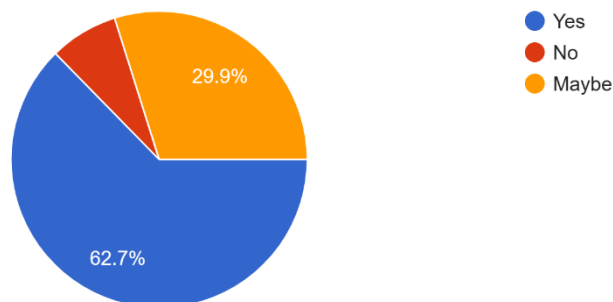
More than 60 % agrees that the curriculum helps them to enrich the subject knowledge.

The syllabus is capable of adding value to the students in terms of: (Least 1 | Most 5)

Legend: 1, 2, 3, 4, 5 — categories: Skills, Concepts, Knowledge, Analytical Abilities, Creative Thinking
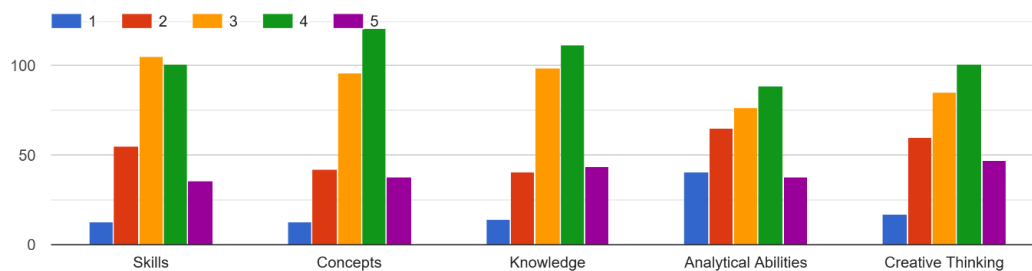
More than 80% of the students have the opinion that the concepts help them to increase their knowledge and creative thinking among the students.

The Syllabus takes care of the following requirements(1- Strongly Disagree; 5- Strongly Agree)
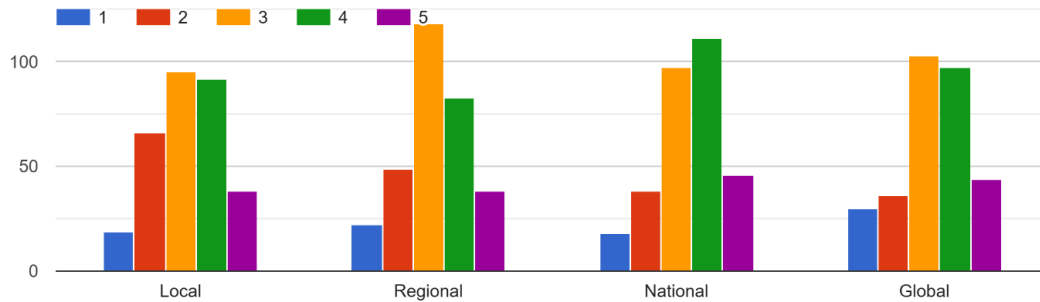
More than 85% of the students feel that the curriculum helps to increase the employability as the curriculum is focused more towards regional and national aspects.

Given Questions are to be rated on a scale of 1-5, where (1- Strongly Disagree | 2 - Disagree | 3 - Neutral | 4 - Agree | 5 - Strongly Agree)
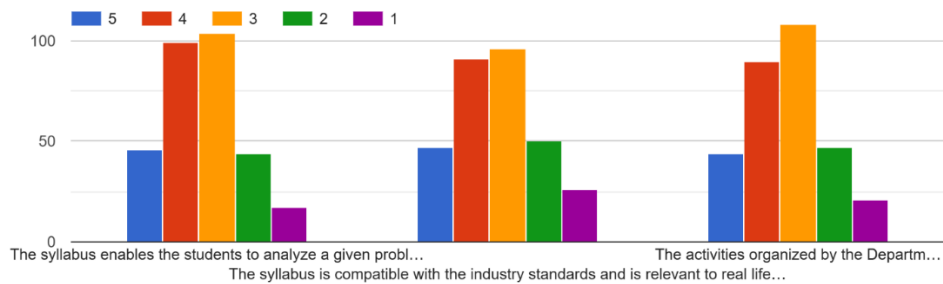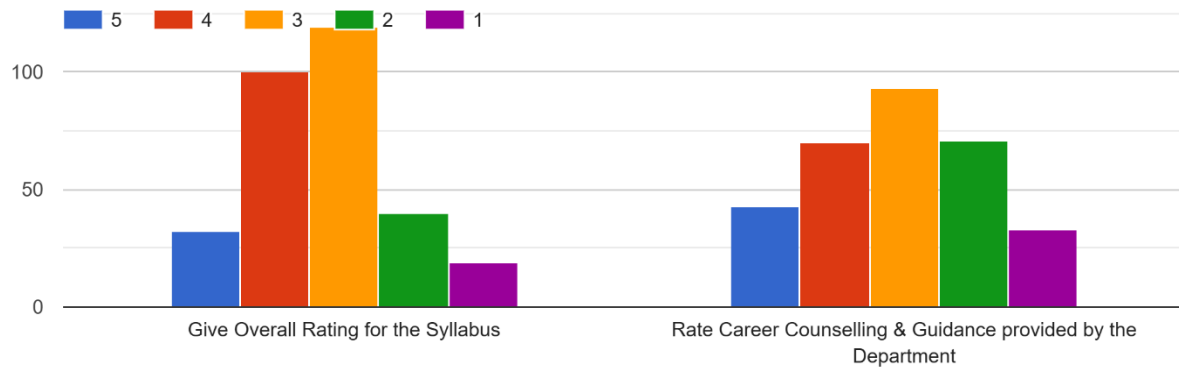

More than 90% of the students agrees that the curriculum meets the industry standards and helps to analyse the problem

Given Questions are to be rated on a scale of 1-5, where (1- Poor | 2 - Fair | 3 - Good | 4 - Very Good | 5 - Excellent)

As the curriculum is focused towards developing the analytical skills of the students, more than 85% of the students are of the opinion that the curriculum helps in holistic development of the students with good syllabus and proper mentoring.

SUGGESTIONS

Total Number of Students who have given Suggestions out of 310:191

COMMENTS / SUGGESTIONS GIVEN:

1. Foreign Languages such as German, French, Spanish and Mandrin to be offered to students

2. More analytics related coursed to be included into our curriculum (Such as Applications of artificial intelligence, Deep learning, SQL, Text analytics and Predictive analytics and Business performance analytics) to enhance our practical skills.

3. More focus needs to be given for analytics related subjects to enhance our employability skills.

4. Internship duration to be increased to 3 months
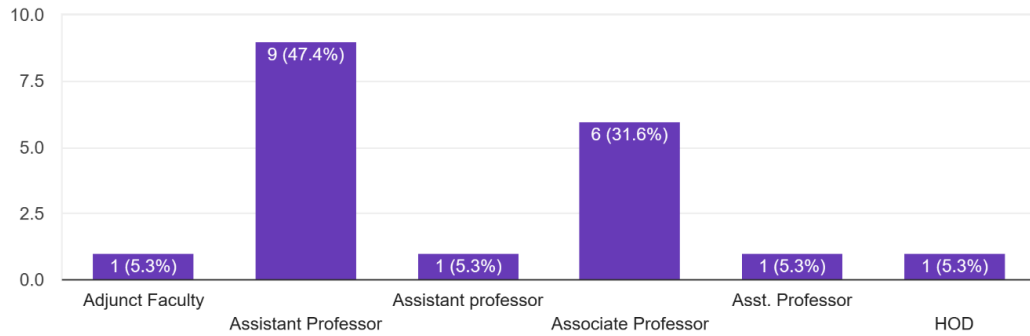
5. Increase number of guest lecturers from industry.
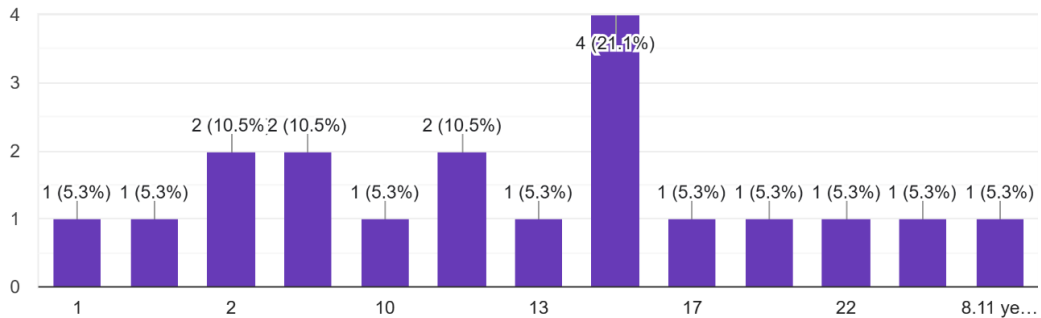
ANALYSIS OF THE FACULTY FEEDBACK

Designation
19 responses

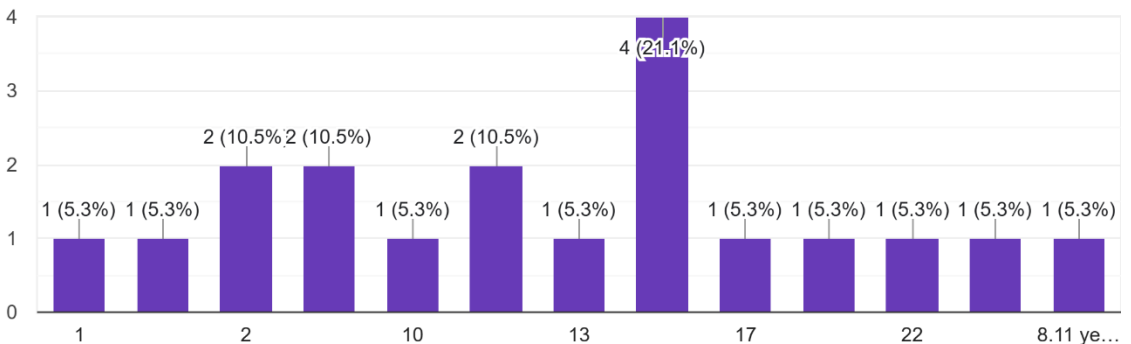| Category	Count
Adjunct Faculty	1 (5.3%)
Assistant Professor	9 (47.4%)
Assistant professor	1 (5.3%)
Associate Professor	6 (31.6%)
Asst. Professor	1 (5.3%)
HOD	1 (5.3%)

Experience in Teaching (No. of Years)
19 responses
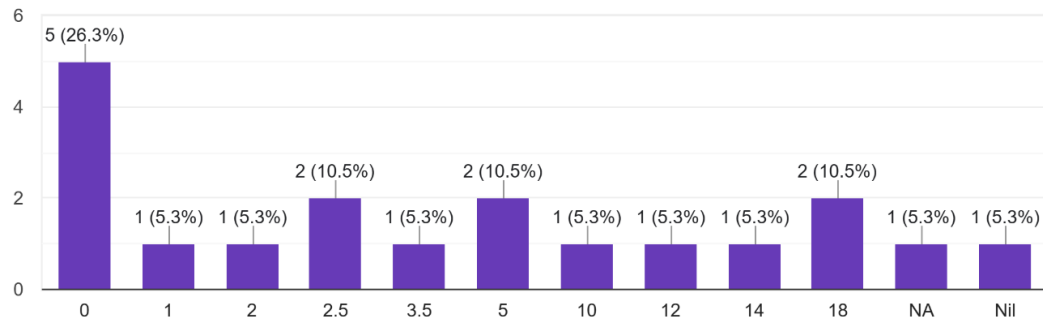

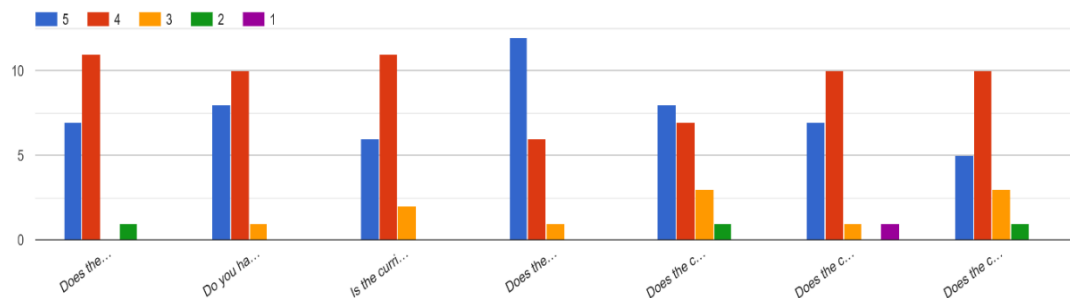### Experience in Teaching (No. of Years)
19 responses

Experience in Industry/R&D (No. of Years)

19 responses

Please tick the appropriate option as per the following rating scale: 5. Excellent | 4. Good | 3. Satisfactory | 2. Average | 1. Need to Improve

More than 90% of the faculty are in consensus that the curriculum is continuously modified and is effective in developing the individual thinking among the students which they can apply in real life situations.

COMMENTS / SUGGESTIONS GIVEN:

1. Inclusion of Workshops/Seminars in offline mode will be helpful

2. More autonomy required to make changes in core courses

3. The courses especially Analytics based courses need to be rigorous. Financial Management & CMA & FA need to be completely tailored to business application. Courses like ED should be CIA based instead of end exam

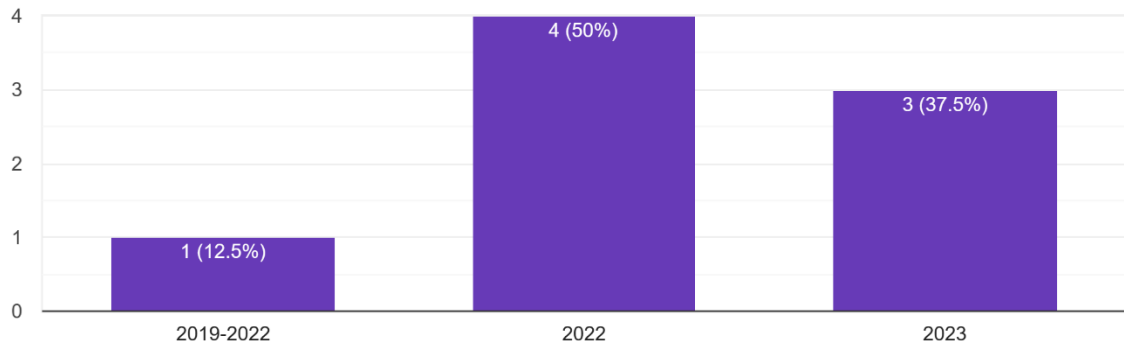4. Requirement for books and lab facilities

ANALYSIS OF THE ALUMNI FEEDBACK

Year of Graduation (Eg. 2019)

8 responses

PROVIDE A BRIEF DESCRIPTION OF YOUR CURRENT WORK PROFILE/AREAS OF RESPONSIBILITIES.

- I am Co-founder for a Marketing consulting firm based in Hyderabad
- I'm working as a Risk Analyst.
- Streamline the automation process of S&P Global's products Responsible for reporting, insights and analytics revolving around S&P products by using in-house methods
- Plant operations associate - Process Improvement and Management
- Human Resource executive
- Company: Reliance brands limited Department: Marketing & PR Designation: Marketing & PR executive (Luxury brands) Areas of responsibilities: CRM Specialist for 11 brands. Responsible for deployments of different campaigns and post analysis after send outs. Brand Portfolio: 1. Zegna 2. Versace 3. Balenciaga 4. Paul & Shark 5. Dune London 6. Valentino 7. Tory Burch 8. Bally 9. Paul smith 10. Michael Kors 11. Tiffany & Co Also, Helping hand of compiling and analysing monthly decks of Hamleys global
- Business Analyst
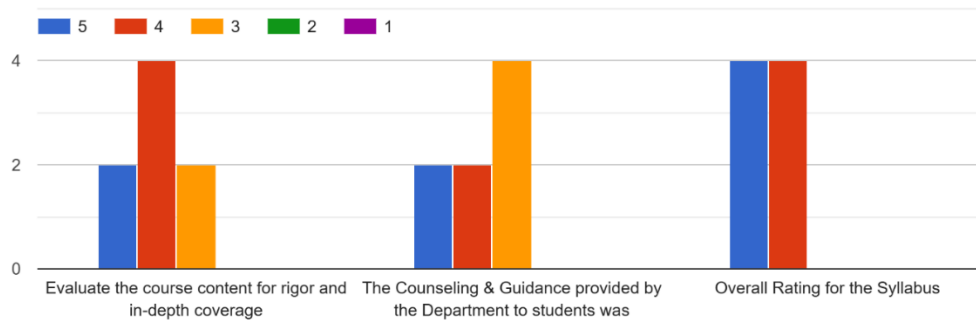- Application Development/Testing

Has your time at the Department been intellectually enriching?
8 responses


- Yes
- No
- Marginally

12.5%

87.5%
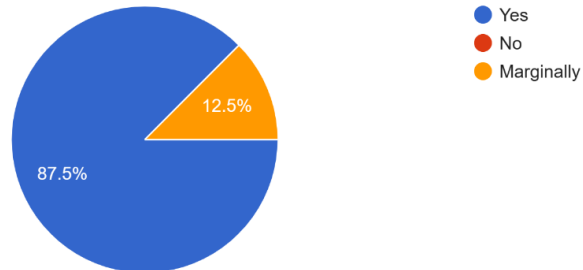
More than 85% of the alumni feel that the curriculum is enriching related to the current topics and the latest trends

Given Questions are to be rated on a scale of 1-5, where (1- Poor | 2 - Fair | 3 - Good | 4 - Very Good | 5 - Excellent)

More than 80% of the alumni agrees that the curriculum covers the in-depth knowledge and the mentoring done to the students is very effective.

The syllabus is capable of adding value to the students in terms of: (Least 1 | Most 5)
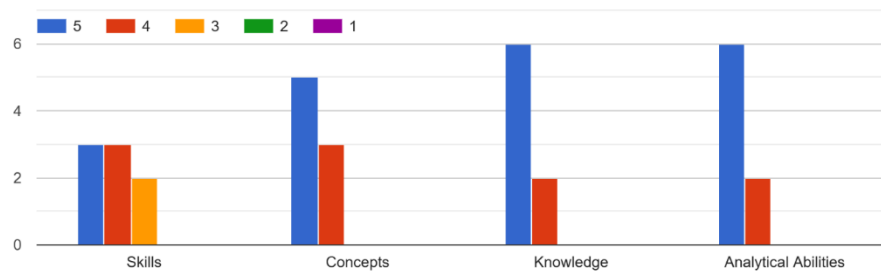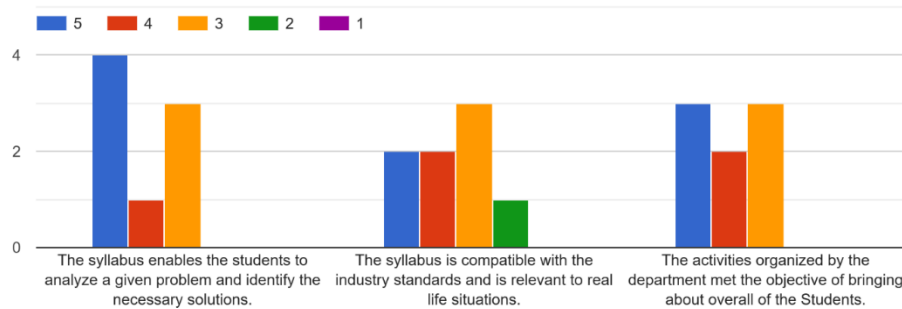
More than 90% of the alumni agree that deep knowledge and concepts are inculcated which contributes to the best development of the analytical abilities of the students in Christ University, Lavasa.

Given Questions are to be rated on a scale of 1-5, where (1- Strongly Disagree | 2 - Disagree | 3 - Neutral | 4 - Agree | 5 - Strongly Agree)

More than 70% of the alumni is in consensus that the development of the students is industry oriented and helps the students to learn the problem-solving skills of the students.

GENERAL COMMENT AND SUGGESTIONS - 3 RESPONSES

- Best decision to get a BBA analytics degree from Christ analytics even though there wasn't a batch prior to mine, except I believe students need to be able to enhance knowledge in domain specific analytics like in data analytics, marketing analytics, HR analytics and maybe more industry relevant courses like machine learning, AI
- I really found case studies and effective way to gain problem solving abilities. I would suggest including more of case studies (University includes case studies but I would suggest to just add more instead of monotonous assignments, engaging and creative assignments will help students to come out of their comfort zone and become ready for their future endeavours)
- In terms of current job profiles, few more things might be added to the curriculum

ACADEMIC PROGRESSION – 5 RESPONSES

- Best
- To be honest, academics should be more inclined towards analytics as the institute is analytical hub. In a current job market, analytics going to play a great role and only ~3% of Indians possess the skills. CU can prepare many students for industry and help match the demand and supply for analytics role in the market.
- Useful

- In my job I use Tableau & PowerBI tools majorly. So, I feel effectiveness on analytical tools are more important for the coming batch's
- Suitable

SOFT SKILL DEVELOPMENT - 6 RESPONSES

- Absolutely best, diversity amongst students, student led programs added a lot of value
- It's great. Just be more inclusive and Target especially those who does not want to come out of their comfort zone. Challenge them to be more expressive because that's what educational institutions ought to do.
- Somewhat useful
- Christ University offers you a wide range of exposure to improve your soft skill developments. I feel this specific skill is helping me out very much
- Very much inclusive
- Interaction with peers and regular discussions with faculties improved communication and soft skills to a great extent.

INDUSTRY READINESS - 6 RESPONSES

- I would say not much in my case, but I believe it helped a lot for people who chose analytics mainstream
- CU does make student confident enough to face interviews and ace the company's objectives.
- Theoretically Yes, practically lacks. Advance methods and regular training sessions weekly would have been very helpful.
- There still a lot of things which are required for a student to feel Industry ready
- In most aspects.
- Practical knowledge/projects were helpful

SUGGESTIONS

No. of Alumni responded = 8

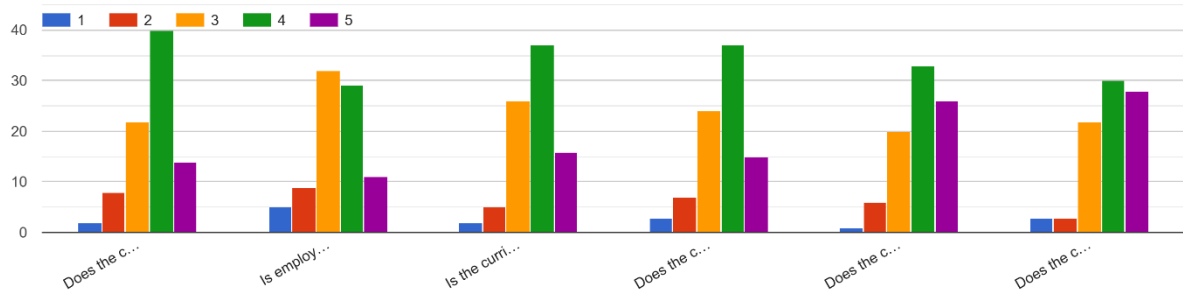## COMMENTS / SUGGESTIONS GIVEN:

1. More case studies to be incorporated in our curriculum

2. Additional training is required to enhance students' industry readiness, empowering them to approach interviews with confidence.

3. Consistent training sessions on weekly basis are necessary to develop employability skills.

ANALYSIS OF THE PARENTS FEEDBACK

Select any option. (1= Needs to improve, 2= Average 3= Satisfactory , 4= Good ,5= Excellent)

More than 60 % of the parents are comfortable with the curriculum which aims towards the holistic development and cater to enrich the skills with the desired skills for employability.

SUGGESTIONS

NO. OF PARENTS RESPONDED = 80

COMMENTS / SUGGESTIONS GIVEN:

1. Personal attention needs to be given for students, based on their learning abilities
2. Request to create WhatsApp group for parents and teachers
3. More practical exposure to be given
4. Training and support to be given for competitive exams and CAT
5. More student exchange programmes
6. Internship to be provided by college
7. Real time projects to be provided to students like industry
8. CIA and assignments to be reduced and more skill development activities to be conducted
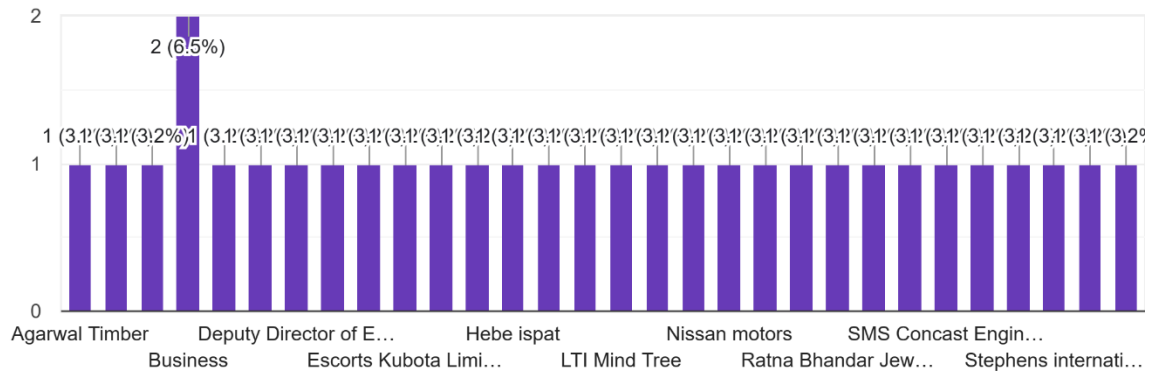
ANALYSIS OF THE EMPLOYER'S FEEDBACK

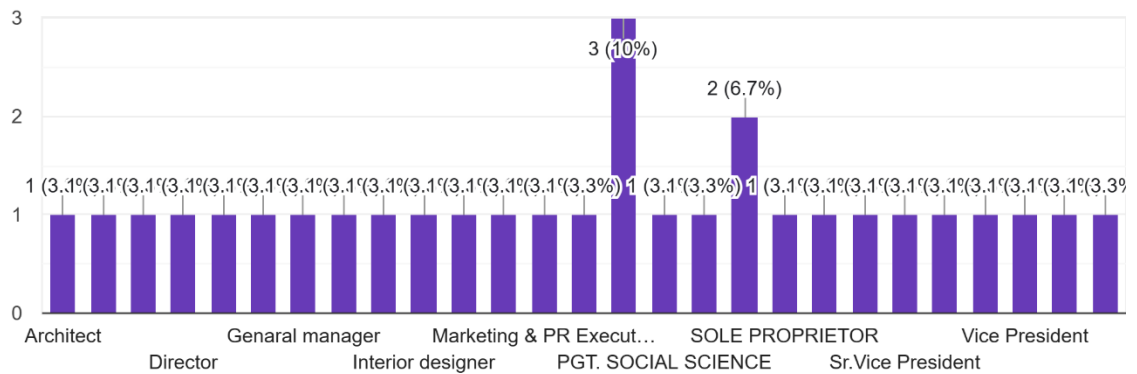## Name of the Organization
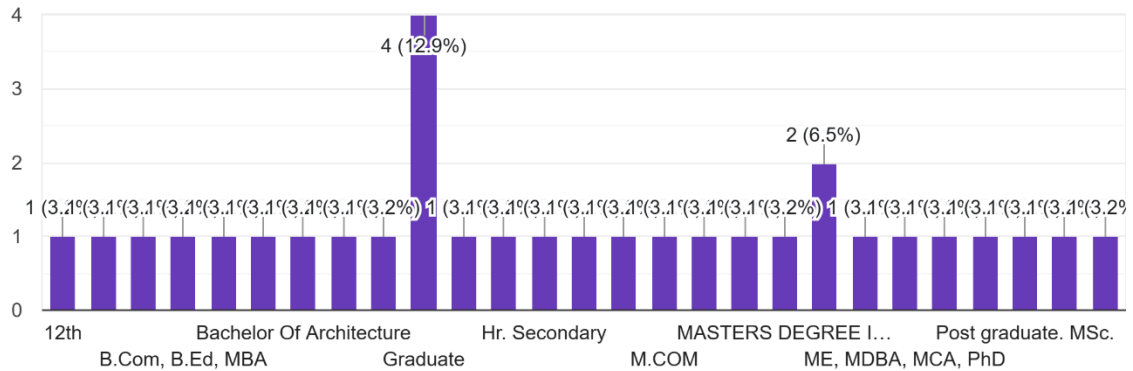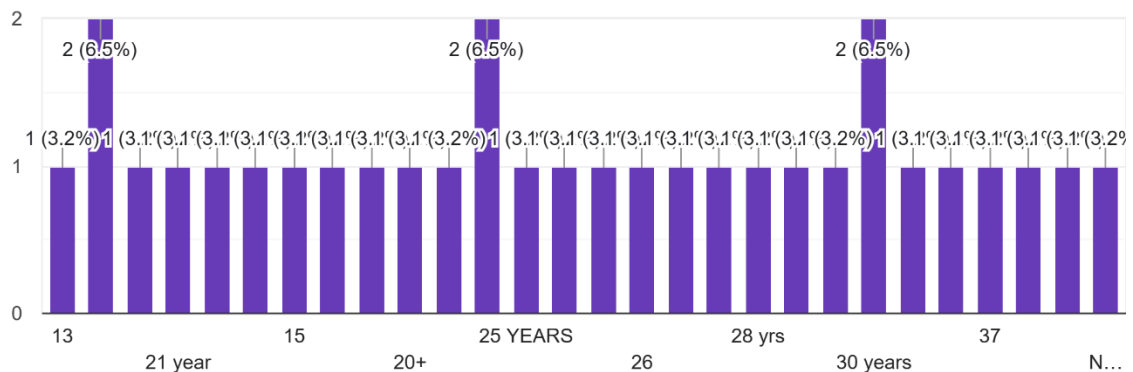31 responses

Designation
30 responses

Educational Qualification

31 responses

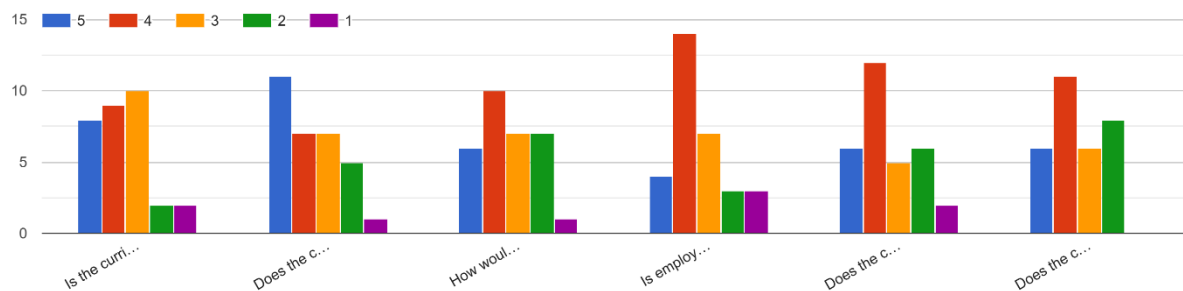## Experience in Industry (No. of Years)

31 responses

Please tick the appropriate option as per the following rating scale:5. Excellent | 4. Good | 3. Satisfactory | 2. Average | 1. Need to Improve

More than 50% of the employees agree that the curriculum is aligned with the latest trends and cover the advanced topics which is required from the employability aspect.

SUGGESTIONS

No. of response from Industry Practitioners: 28

COMMENTS / SUGGESTIONS GIVEN:

1. More emphasis should be given for Artificial Intelligence and data analysis using Advanced Excel
2. Create opportunity for students to connect with Industry experts
3. Integrate more practical aspects into curriculum

SUMMARY OF THE FEEDBACK ANALYSIS

Based on the feedback received from all the stakeholders, the following observations have been made about the BBA program

- More analytics related coursed to be included into our curriculum (Such as Applications of artificial intelligence, Deep learning, SQL, Text analytics and Predictive analytics and Business performance analytics)
- More focus needs to be given for analytics related subjects to enhance our employability skills
- More autonomy required to make changes in core courses
- Additional training is required to enhance students' industry readiness, empowering them to approach interviews with confidence.
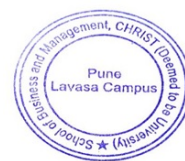- More student exchange programmes

SUMMARY OF ACTION TAKEN REPORT – (2024-25)

1. More business analytics-based courses are incorporated in curriculum for next academic year onwards to enhance our practical skills.

2. The training sessions plan for students to enhance employability skills of students.

3. As per the UGC guidelines maximum internship duration is 8 weeks. However, we may initiate the talk with industry and check the possibility of 3 months internship program.

4. Every faculty member is afforded an equal opportunity to voice their opinions during campus-level cohort meetings concerning curriculum changes or specific courses. Active participation in cohort discussions is strongly encouraged among faculty members. It is part of AACSB requirements.

5. When designing the curriculum and syllabus for any course, it is imperative that both the cohort and respective faculty members to ensure that we need to understand our stake-holder requirements. Also, the syllabi should undergo thorough review by Industry experts, senior academicians and by our Alumni. This procedure is already in practice.

6. Faculty members are encouraged to utilize the wealth of resources available in our knowledge centre including physical texts books, e-library materials, and research databases. If they encounter any shortages in resources, they are asked to communicate their recommendations to the librarian or relevant authorities through the Head of Department.

7. Curriculum has been enhanced by integrating more case studies to enrich student learning experiences. The same has been addressed in the cohort meeting.

8. The department conducted numerous training programs aimed at enhancing students' employability skills, and moving forward, these will be conducted at regular intervals to better cater to students' needs. The same has been also included in the regular class timetable.

9. Acknowledging the diversity of students' learning abilities our staff members are committed to provide special and remedial classes to support the needs of slow learners.

10. A WhatsApp group will be created for better communication between parents and teachers.

11. We're expanding student exchange programs to enrich learning through global connections, with necessary actions underway.

12. The department is currently supporting student internships, with intentions to enhance this initiative in the future

13. The department is currently working to help students and faculty to collaborate on obtaining patents. Already 10 patents have been published in the current academic year jointly by the students as well as faculty members

14. In response to earlier feedback, we've updated our CIA's and assignments, integrating more skill development activities to enrich experiential and practical learning for students

15. In response to the demand for more focus on Artificial Intelligence and advanced data analysis with Excel, the department continues to offer relevant courses. The courses "Data Visualisation", Business Intelligence, Dashboarding, Reporting using PowerBI has been introduced in the current academic year 2024-25

16. The department is actively creating opportunities for students to connect with industry experts, and this initiative will continue in the future. Department is planning to conduct "Industry connect" programs for next academic year.

17. The industry certification course has been planned for all students in this academic year.

18. In the current academic year foreign language course has been incorporated in second year syllabus and the students are learning French, German and Spanish