

## UTTARANCHAL INSTITUTE OF MANAGEMENT

### Feedback Analysis Report Academic Year:2021-22

#### MASTER OF BUSINESS ADMINISTRATION

Date: 25<sup>th</sup> April 2022

The department has collected feedback from the stakeholders (Faculty, Students, Employer and Alumni) on the curriculum in pursuit of continuous improvements to comply with industry, social and environmental requirements. The details of the feedback received are as follows.

The department proposed the following recommendations on the basis of feedback and suggestions received (Annexure-1):

S.NO.	Recommendations
1.	Courses which are not suitable as per the demands of industry should be removed.
2.	New Specialization Courses should be introduced.
3.	Some courses need to be revised.
4.	Open Elective courses should be introduced.
5.	Some Certification Courses should be introduced.
6.	Credit of few courses should be revised.
7.	New Value Added courses should be introduced.

Submitted to Dean/Director, for necessary action.

Encl: Feedback Analysis Report



Dr. Megha Aggarwal  
Head of Department

Department of Management  
UTTARANCHAL UNIVERSITY  
(Uttaranchal Institute of Management)  
Arcadia Grant, P.O. Chandanwari  
Premnagar, Dehradun - 248007

Copy to:

Director IQAC



# UTTARANCHAL UNIVERSITY

(Established vide Uttaranchal University Act, 2012, Uttarakhand Act No. 11 of 2013)  
Premnagar-248007, Dehradun, Uttarakhand, INDIA



## UTTARANCHAL INSTITUTE OF MANAGEMENT DEPARTMENT OF COMPUTER APPLICATIONS

### Action Taken Report

Academic Year: 2021-22

Master of Business Administration (MBA)

Date: 25<sup>th</sup> April 2022.

The points were discussed on the basis of the feedback received and the following actions were taken to resolve the recommendation of the stakeholders:

S. No.	Recommendations	Action Taken
1.	Courses which are not suitable as per the demands of industry should be removed.	The course, 1. MBA-304-HM2 Management Information System in Hospital, 2. MBA-304-HM3 Management of Medical and Health Services, 3. MBA-304-HM4 Health Economics 4. MBA-304-HM5 Epidemiology and Public Health Management, 5. MBA-404-HM1 Behavioral Science for Health Professionals, 6. MBA-404-HM2 Hospital Architecture Planning and Design, 7. MBA-404-HM3 Management of Community and National Health Programs are removed.
2.	New Specialization Courses should be introduced	New Specialization Courses Namely Business analytics, Digital Marketing, Logistics and supply chain management, Information technology and International Business are introduced.
3.	Some courses need to be revised.	Courses namely 1. MBA-102 Financial and Management Accounting, 2. MBA-103 Statistics for Managers, 3. MBA 201 Financial Management, 4. MBA-305 F2 Financial Market and Institutions 5. MBA-401 Operations Management, 6. MBA-402 H2 HR Analytics are revised.
4.	Open elective courses should be introduced.	Open electives are introduced.
7.	New Value-Added courses should be introduced.	Value added course is introduced.

Dr. Pradeep Suri  
Dean, UIM

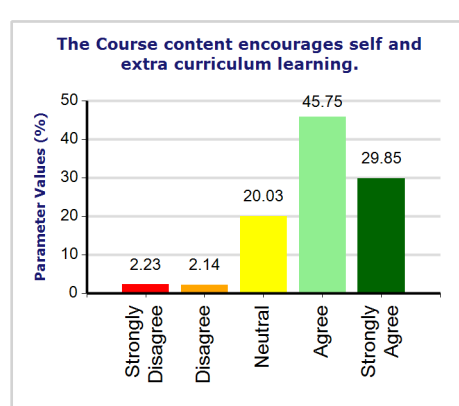
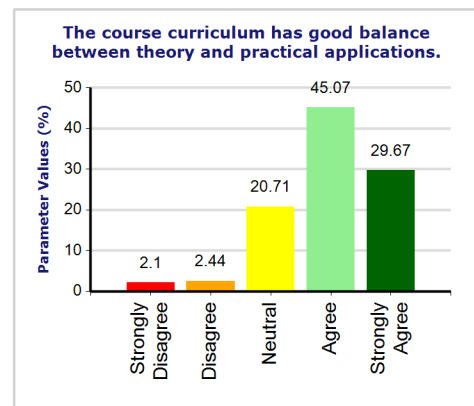
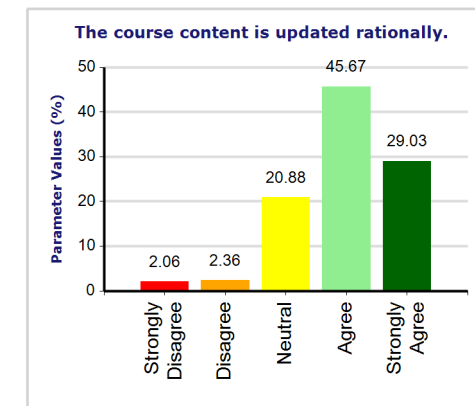
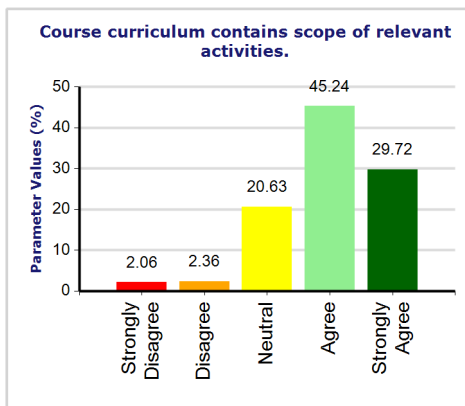
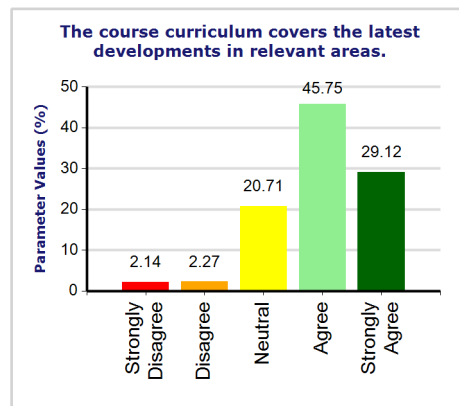
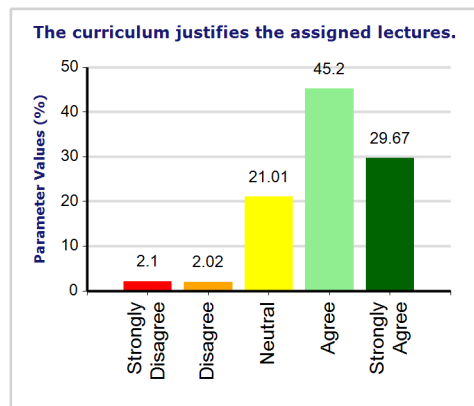
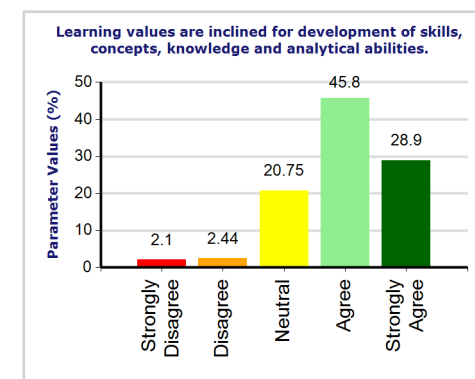
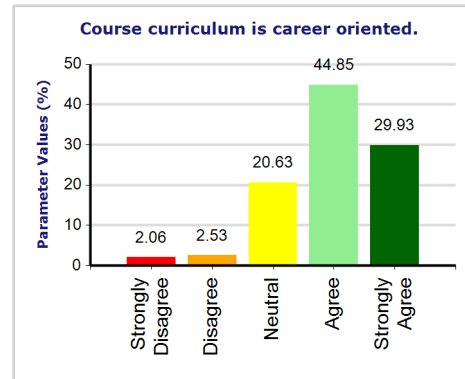
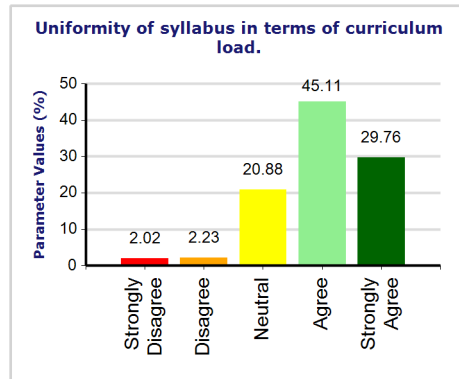
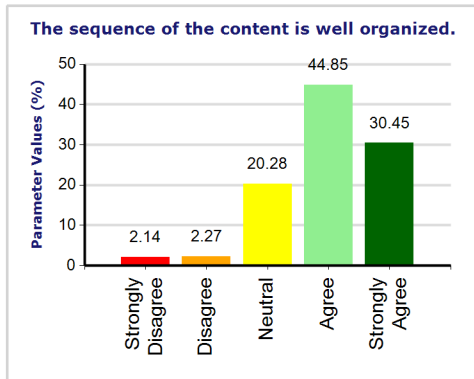
Uttaranchal Institute of Management  
(Uttaranchal University)  
Arcadia Grant, P.O.-Chandanwari  
Premnagar, Dehradun-248007

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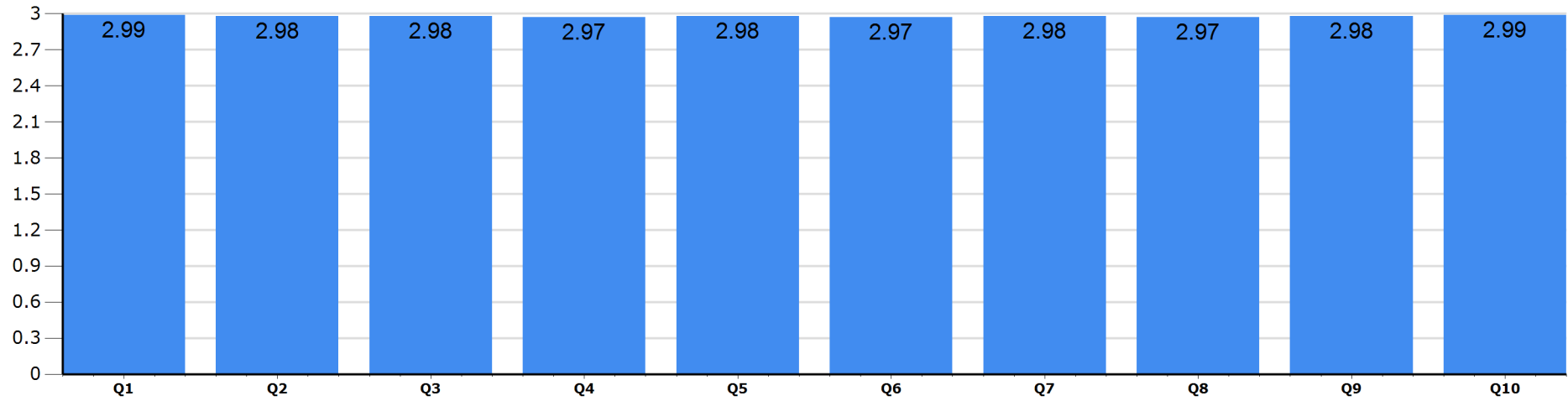
Director IQAC

**ANALYSIS OF STUDENT FEEDBACK ON CURRICULUM (Curriculum Feedback Analysis 2021-22)**

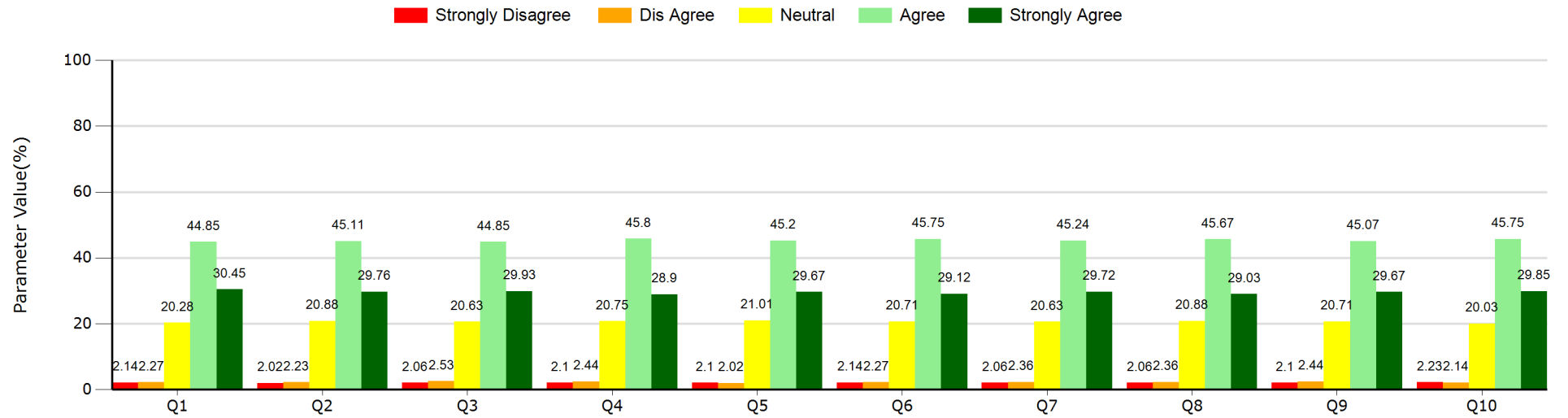
**Programme :** Master of Business Administration



### Average Rating

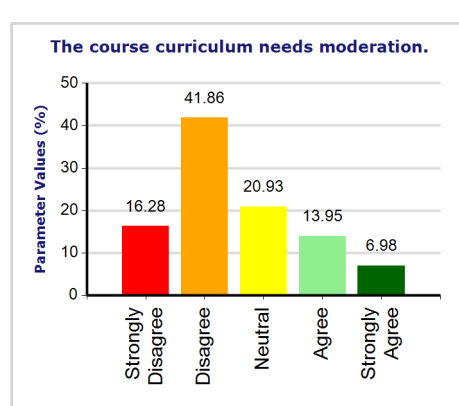
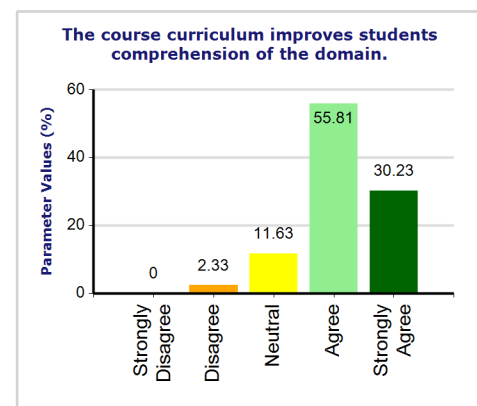
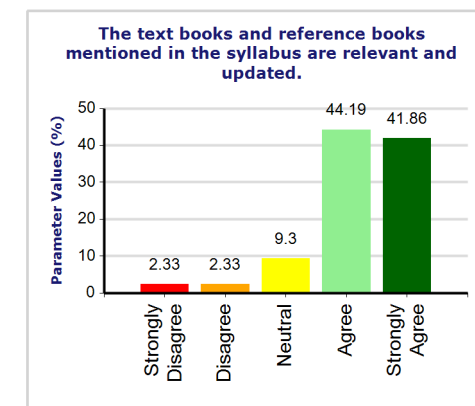
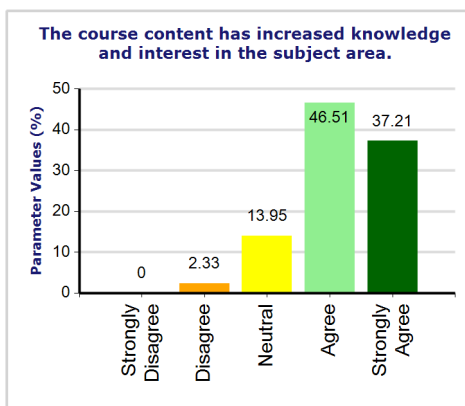
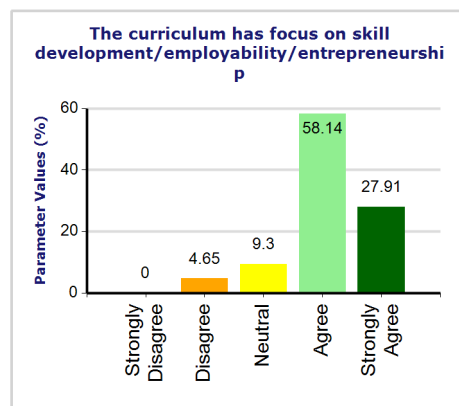
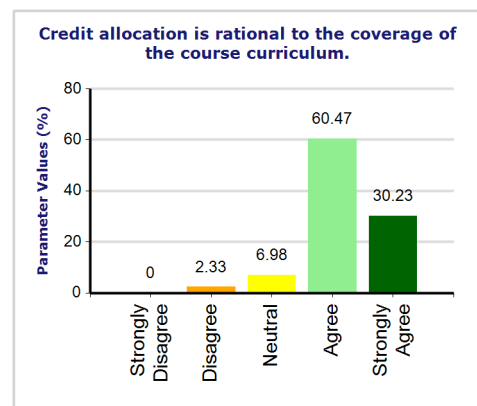
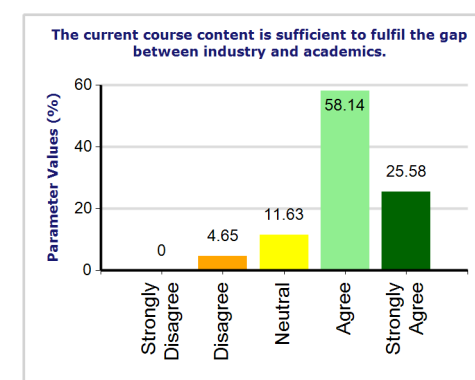
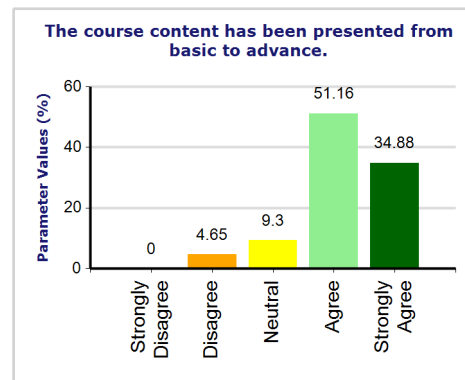
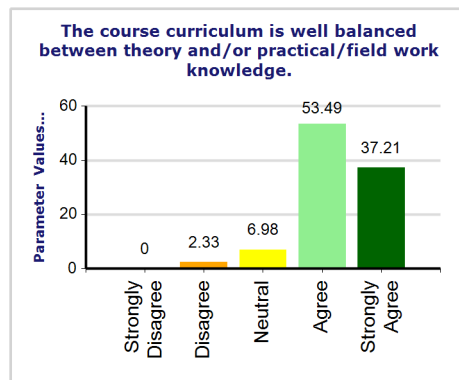
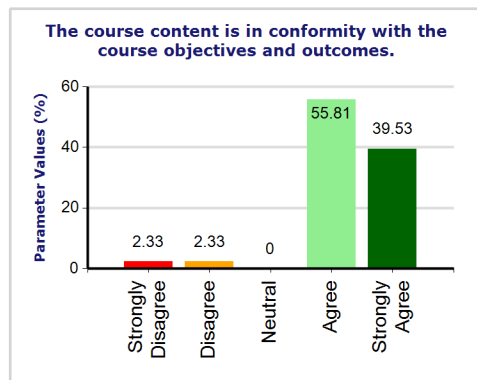


### Summary Chart

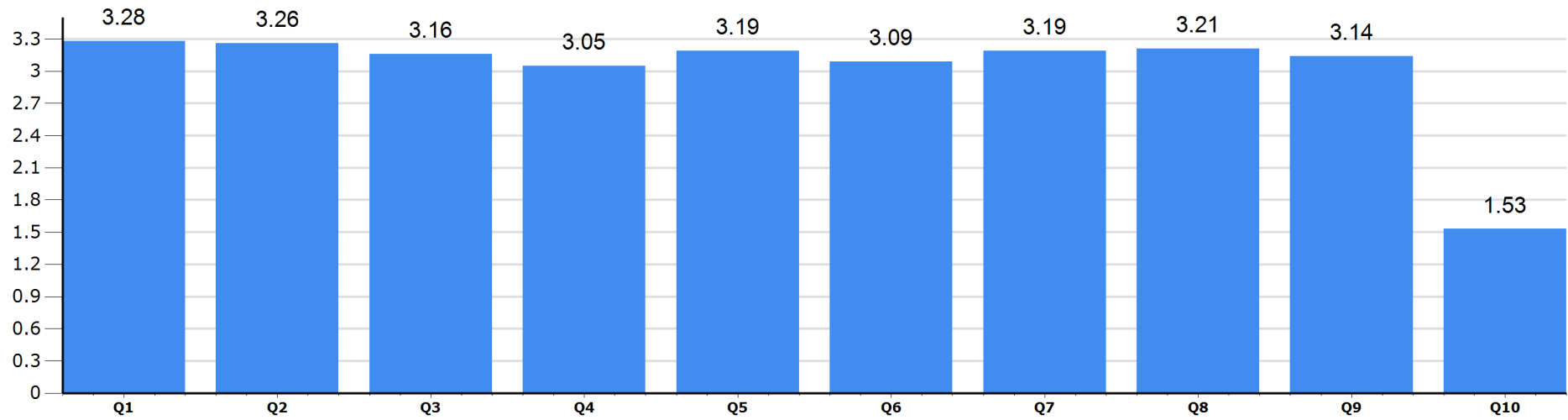


**ANALYSIS OF FACULTY FEEDBACK ON CURRICULUM (Curriculum Feedback Analysis 2021-22)**

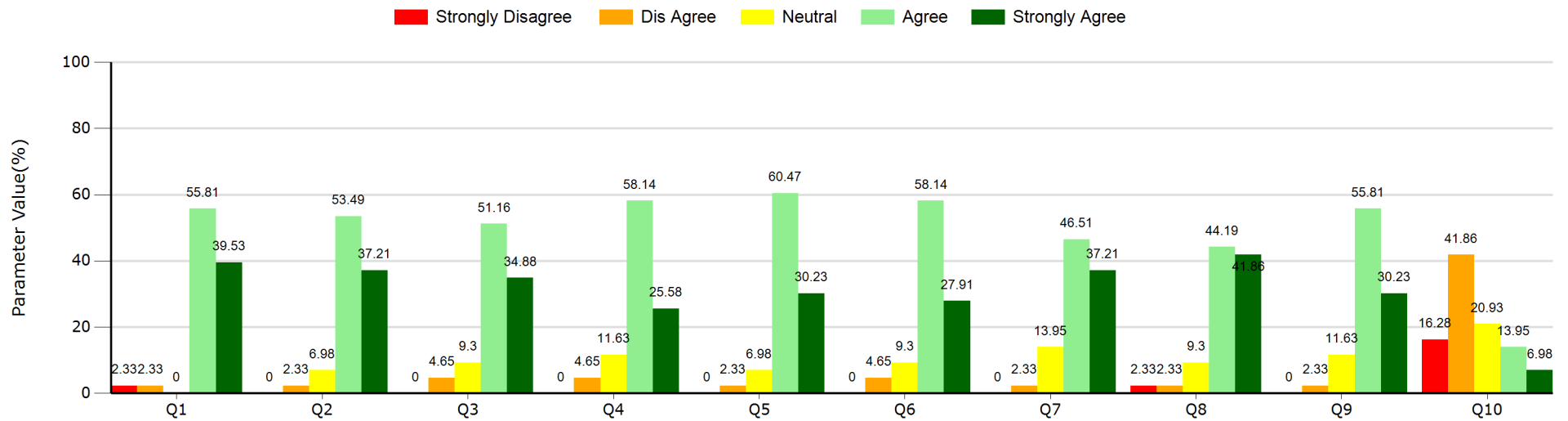
**Programme :** Master of Business Administration



### Average Rating

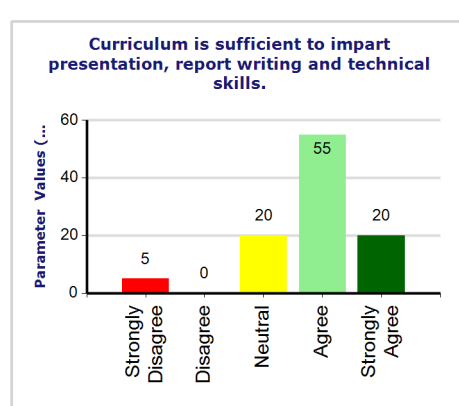
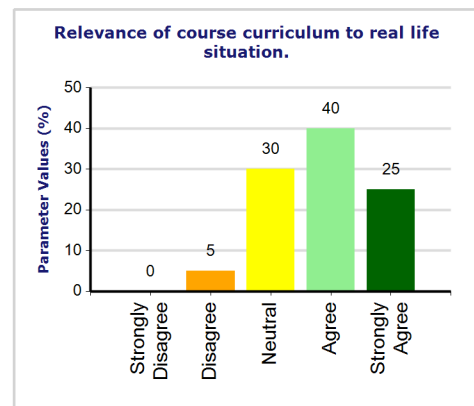
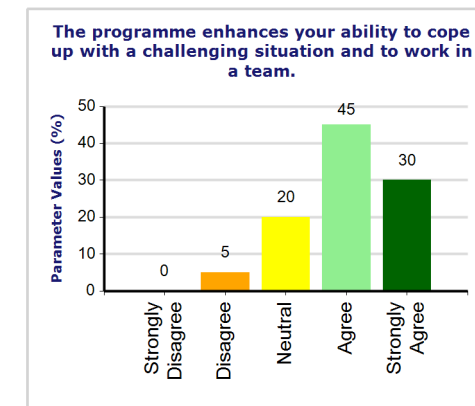
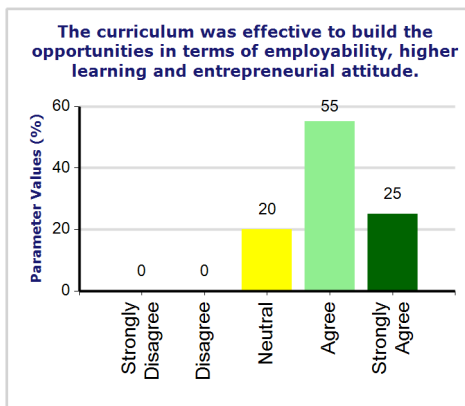
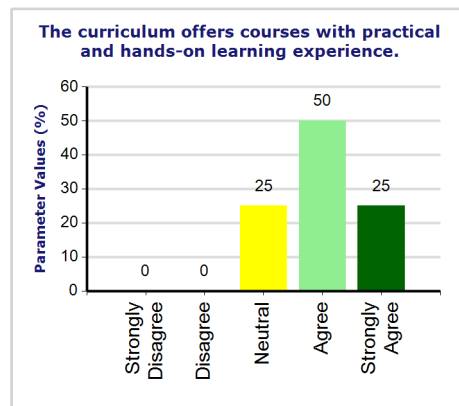
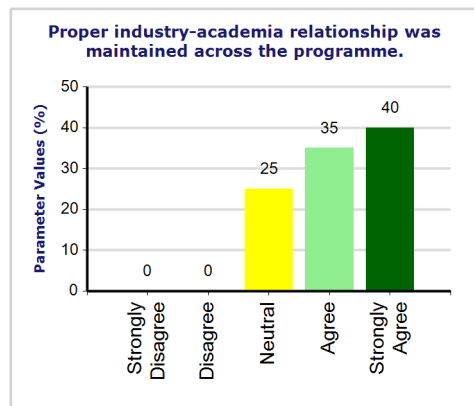
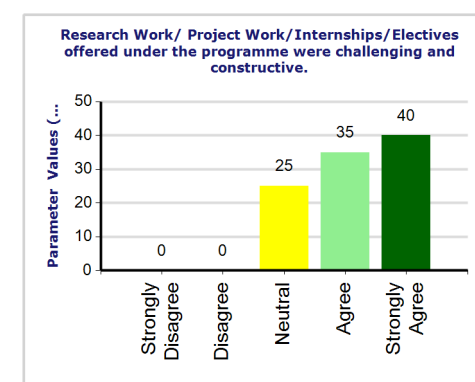
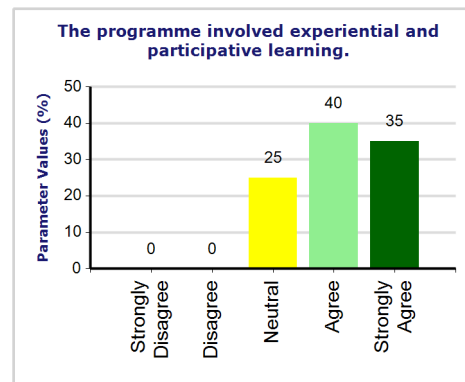
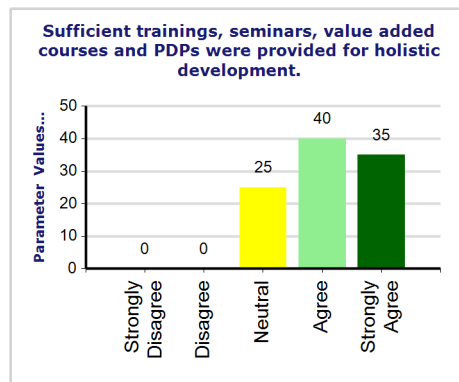
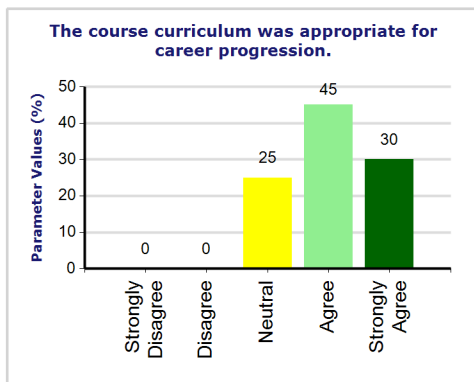


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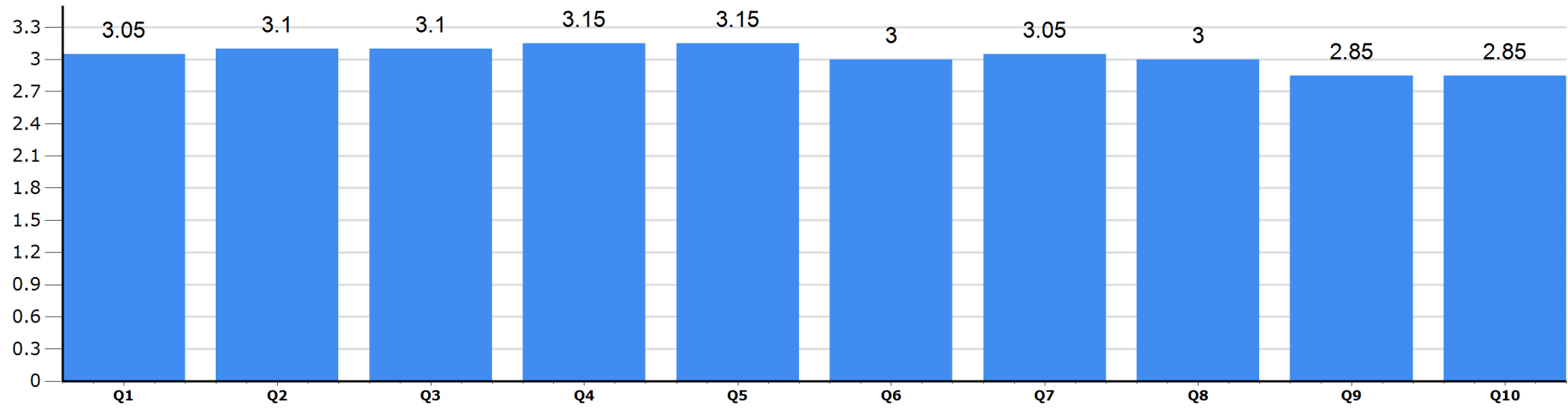


**ANALYSIS OF ALUMNI FEEDBACK ON CURRICULUM (Curriculum Feedback Analysis 2021-22)**

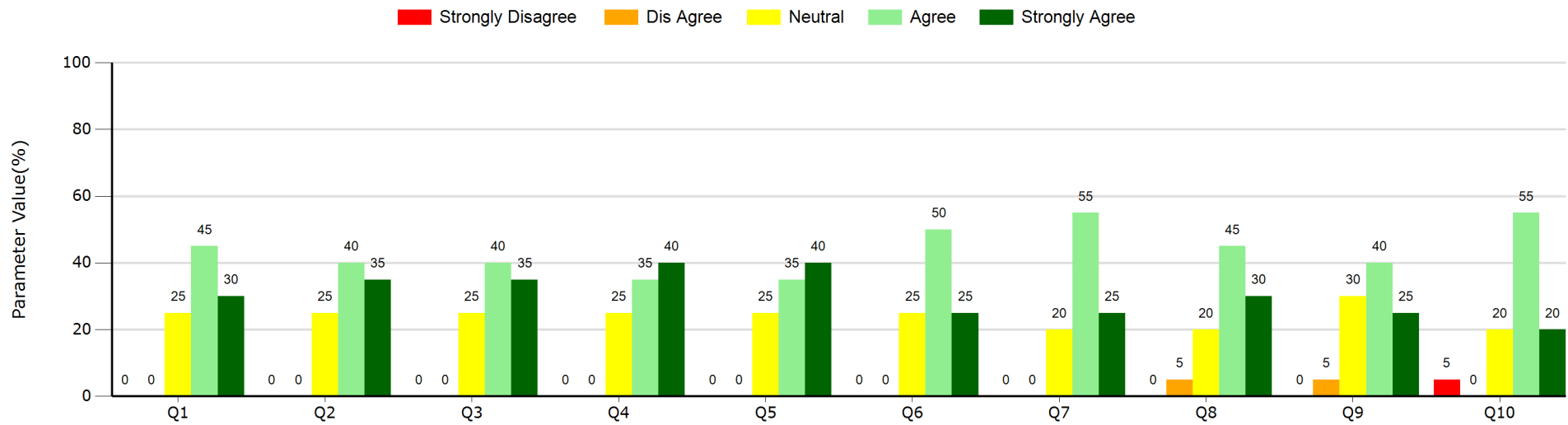
**Programme :** Master of Business Administration



### Average Rating



### Summary Chart







# UTTARANCHAL UNIVERSITY

(Established vide Uttaranchal University Act, 2012, Uttarakhand Act No. 11 of 2013)  
Premnagar-248007, Dehradun, Uttarakhand, INDIA



## ANALYSIS OF EMPLOYER FEEDBACK ON CURRICULUM (Curriculum Feedback Analysis 2021-22)

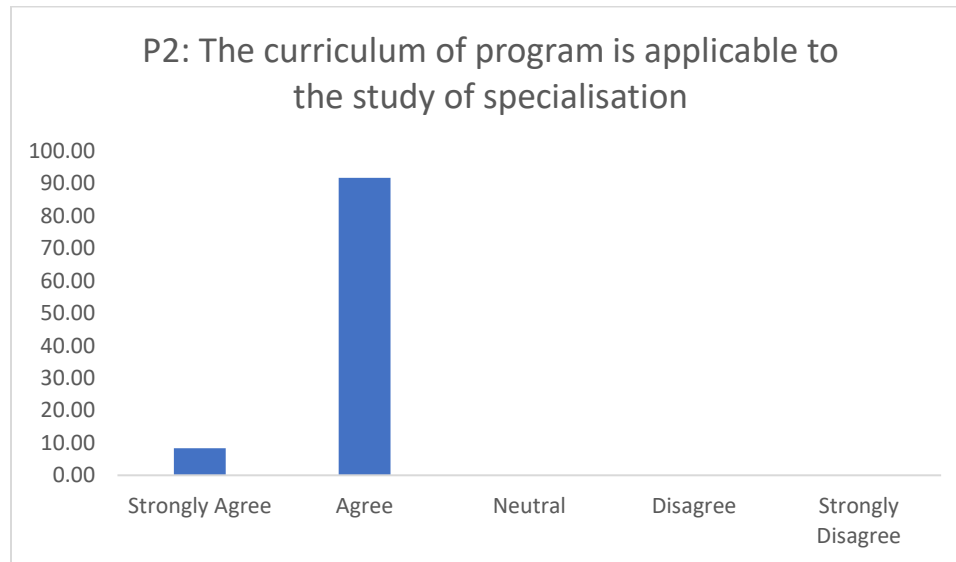
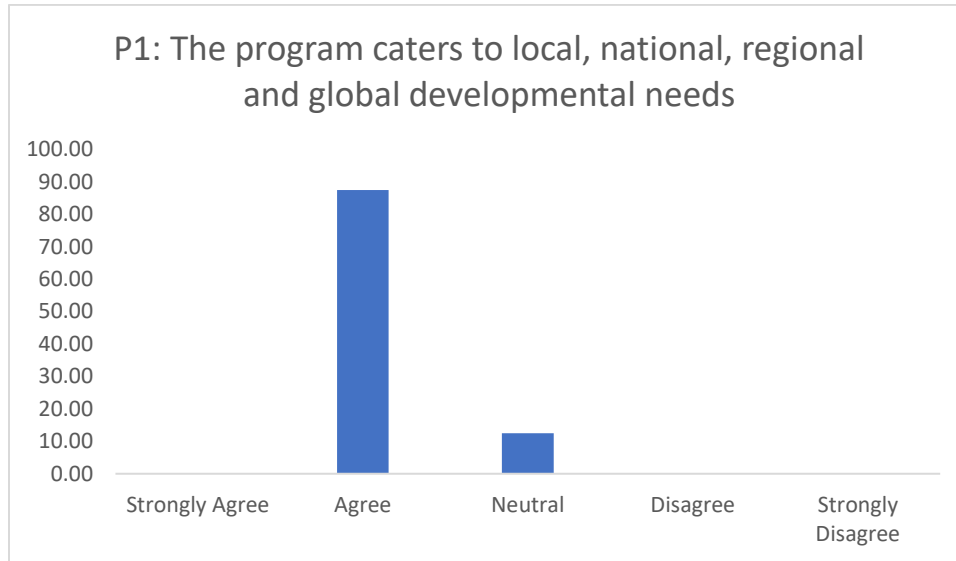
**Program: Master of Business Administration**

### LIST OF EMPLOYERS

1. Acadecraft Inc
2. Allied Analytics LLP
3. Anand Rathi Group
4. Aumson India
5. Benling India Energy & Technology Pvt. Ltd.
6. BIS Research
7. Ceasefire Industries Pvt Ltd
8. Edelweiss Retail Finance Ltd.
9. HDFC Asset Management Co Ltd.
10. ICICI Bank
11. iENERGIZER IT SERVICES PVT.LTD.
12. ImpactGuru
13. India Shelter Finance Corporation
14. Jaro Education
15. Jeevansathi.Com
16. Manzil Placement
17. Midas Consulting Services
18. MyFirstXP by ZoloStays
19. PB Financial Services IMF Pvt. Ltd.
20. PlanetSpark
21. PROTOUCHPRO SERVICES PRIVATE LIMITED
22. "PVH Arvind Fashion Pvt Ltd
23. Tommy Hilfiger India"
24. Pyramid IT Consulting
25. QuEST Global Engineering Services Private Limited
26. Schneider Electric India
27. Sopra Steria India Ltd
28. Swift Life Sciences Pvt Ltd
29. Trackon Courier Pvt. Ltd.
30. Triveni Almirah Pvt. Ltd.

## ANALYSIS OF EMPLOYER FEEDBACK ON CURRICULUM (Curriculum Feedback Analysis 2021-22)

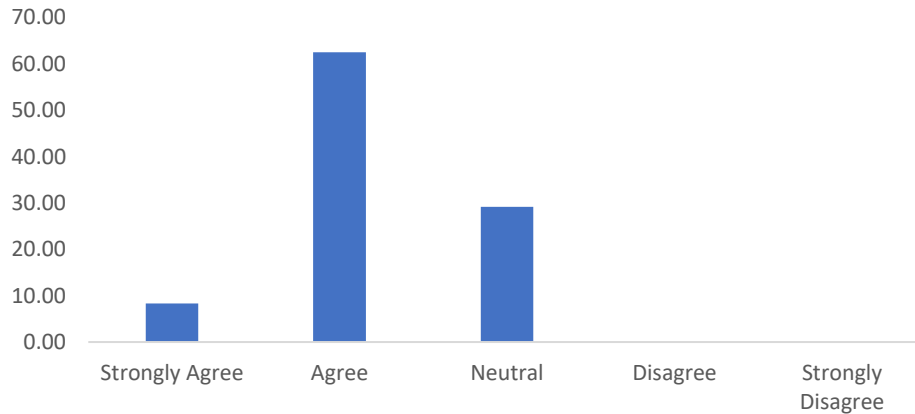
### Program: Master of Business Administration



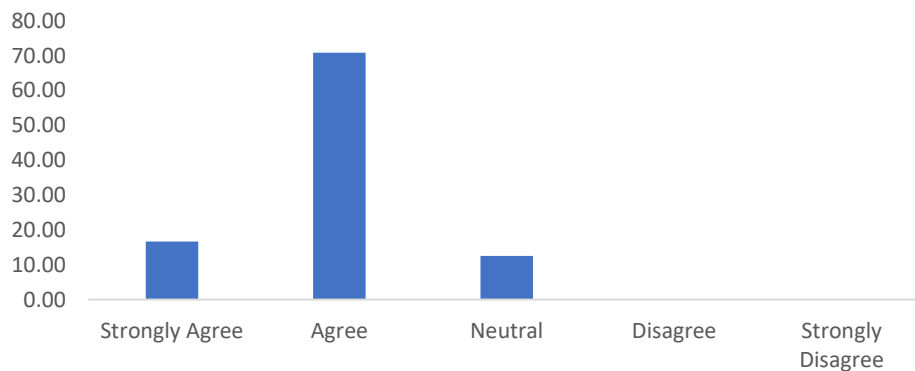
## ANALYSIS OF EMPLOYER FEEDBACK ON CURRICULUM (Curriculum Feedback Analysis 2021-22)

### Program: Master of Business Administration

P3: The curriculum of program provides technical knowledge as per the industry needs



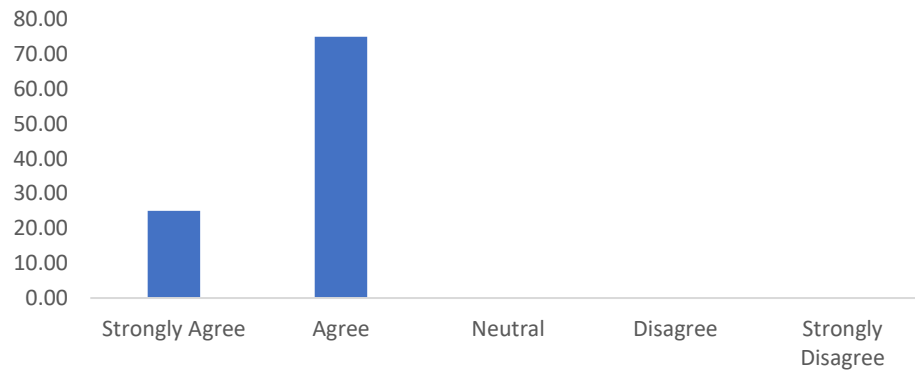
P4: The curriculum of program contains the courses which fulfils the required skills and leadership qualities



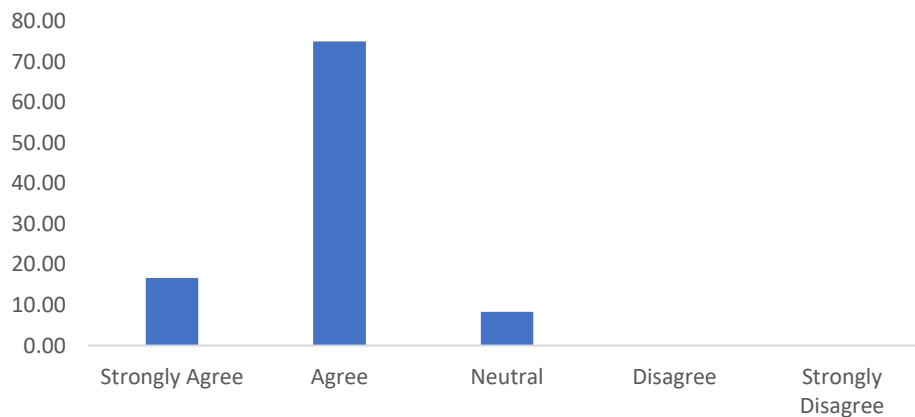
## ANALYSIS OF EMPLOYER FEEDBACK ON CURRICULUM (Curriculum Feedback Analysis 2021-22)

### Program: Master of Business Administration

P5: The curriculum of the program aims to achieve human and ethical values, gender equality and environmental sustainability

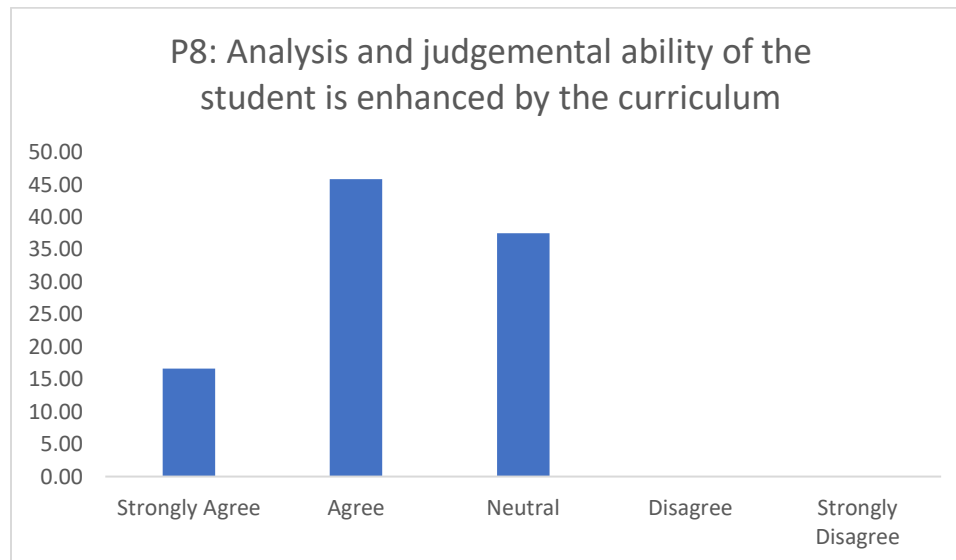
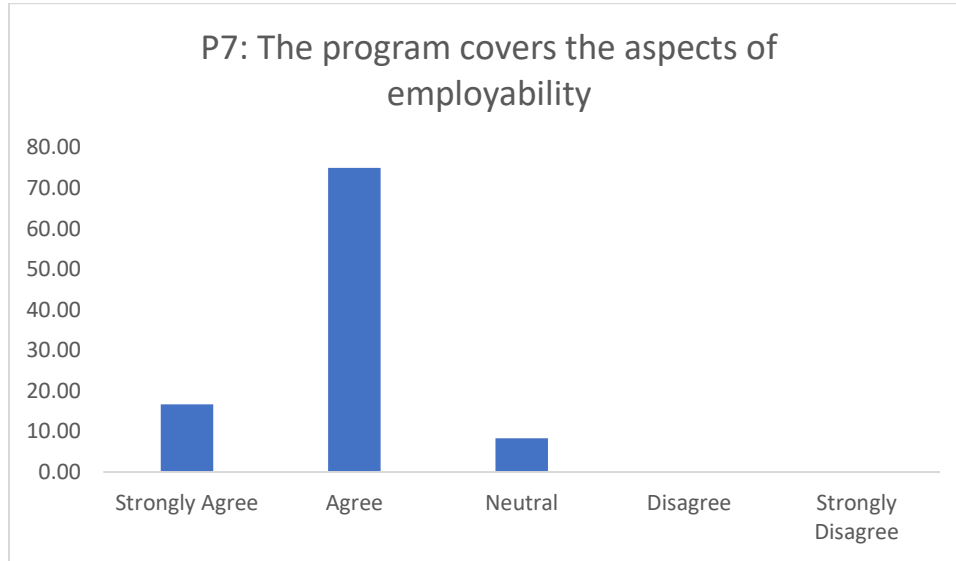


P6: Computer skills and soft skills are well incorporated in the curriculum



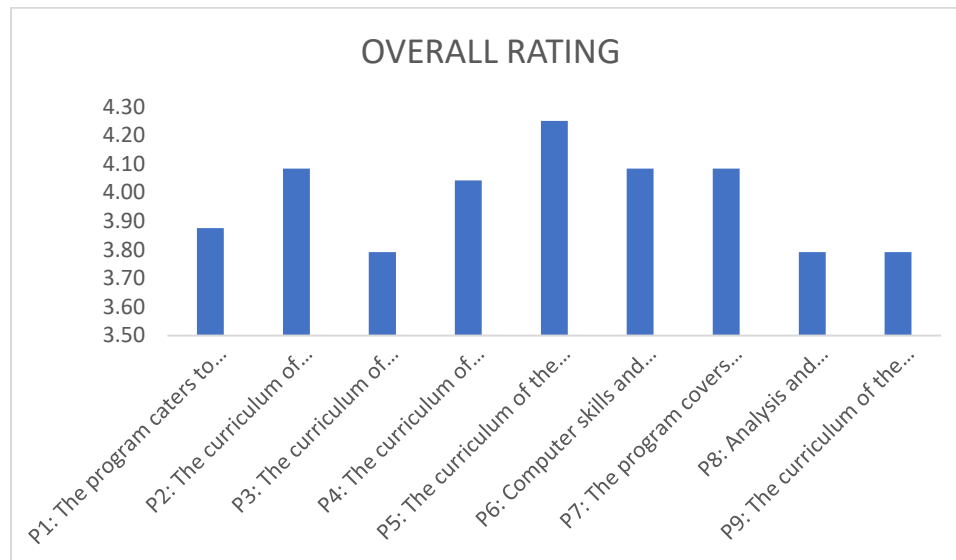
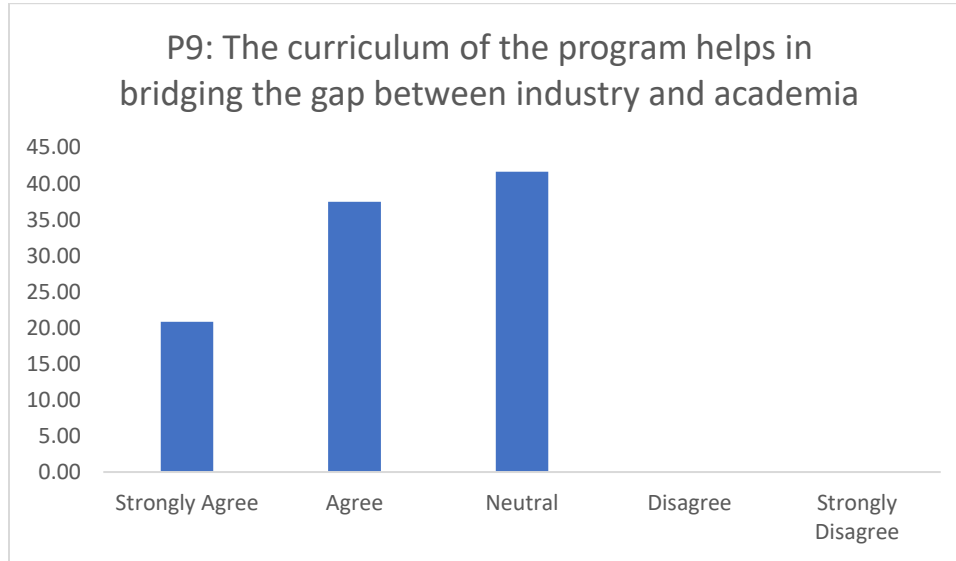
## ANALYSIS OF EMPLOYER FEEDBACK ON CURRICULUM (Curriculum Feedback Analysis 2021-22)

### Program: Master of Business Administration



## ANALYSIS OF EMPLOYER FEEDBACK ON CURRICULUM (Curriculum Feedback Analysis 2021-22)

### Program: Master of Business Administration





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(Established vide Uttaranchal University Act, 2012, Uttarakhand Act No. 11 of 2013)

Premnagar-248007, Dehradun, Uttarakhand, INDIA



## UTTARANCHAL INSTITUTE OF MANAGEMENT

### Feedback Analysis Report

Academic Year:2021-22

### BACHELOR OF BUSINESS ADMINISTRATION

Date: 25<sup>th</sup> April 2022

The department has collected feedback from the stakeholders (Faculty, Students, Employer and Alumni) on the curriculum in pursuit of continuous improvements to comply with industry, social and environmental requirements. The details of the feedback received are as follows.

The department proposed the following recommendations on the basis of feedback and suggestions received (Annexure-1):

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2.	New Specialization Courses should be introduced.
3.	Some courses need to be revised.
4.	Open Elective courses should be introduced.
5.	Some Certification Courses should be introduced.
6.	Credit of few courses should be revised.
7.	New Value Added courses should be introduced.

Submitted to Dean/Director, for necessary action.

Encl: Feedback Analysis Report

Dr. Megha Aggarwal  
Head of Department  
Department of Management  
UTTARANCHAL UNIVERSITY  
(Uttaranchal Institute of Management)  
Arcadia Grant, P.O. Chaudowari  
Premnagar, Dehradun - 248007

Director IQAC



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(Established vide Uttaranchal University Act, 2012, Uttarakhand Act No. 11 of 2013)

Premnagar-248007, Dehradun, Uttarakhand, INDIA



## UTTARANCHAL INSTITUTE OF MANAGEMENT DEPARTMENT OF COMPUTER APPLICATIONS

### Action Taken Report


Academic Year: 2021-22

### Bachelor of Business Administration (BBA)

Date: 25<sup>th</sup> April 2022.

The points were discussed on the basis of the feedback received and the following actions were taken to resolve the recommendation of the stakeholders:

S. No.	Recommendations	Action Taken
1.	Courses which are not suitable as per the demands of industry should be removed.	The course, Research Methodology (BBA-401) is removed.
2.	New Specialization Courses should be introduced	New Specialization Courses Namely Human Resource Management, Digital Marketing, Banking and Finance, Tourism and Event Management are introduced.
3.	Some courses need to be revised.	Courses namely Financial Accounting (BBA-103), Statistics for Management (BBA-301), Business Economics (BBA-104 G1), Ethics and Governance (BBA-304), Information Technology for Business (BBA-305 (SE1)), Marketing Management (BBA-201), Banking and Insurance (BBA-402), International Financial Management (BBA-606 F1), Marketing of Services (BBA-604-M1) are revised.
4.	Open elective courses should be introduced.	Open electives are introduced.
5.	Some Certification Courses should be introduced.	ACCA Certification Course and CMA Certification Course are introduced.
6.	Number of Credit of the programme should be revised.	Total Credits are decreased.
7.	New Value-Added courses should be introduced.	Value added course is introduced.

  
Dr. Pradeep Suri

Dean UIM  
Uttaranchal Institute of Management  
(Uttaranchal University)  
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Premnagar, Dehradun-248007

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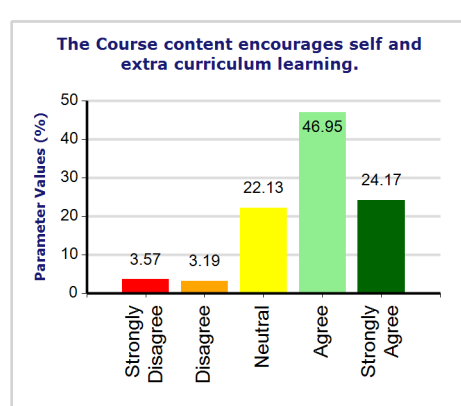
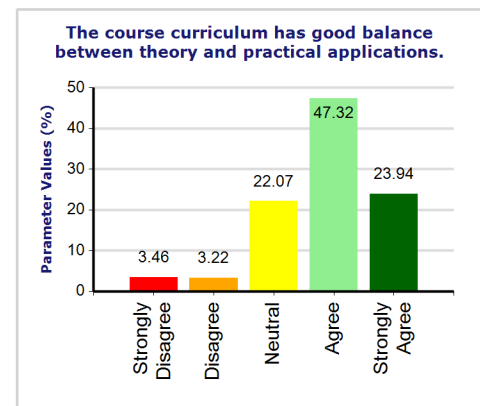
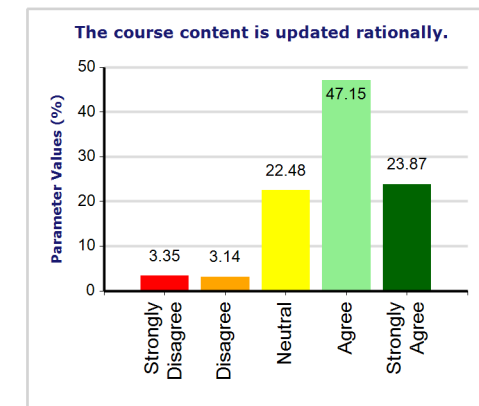
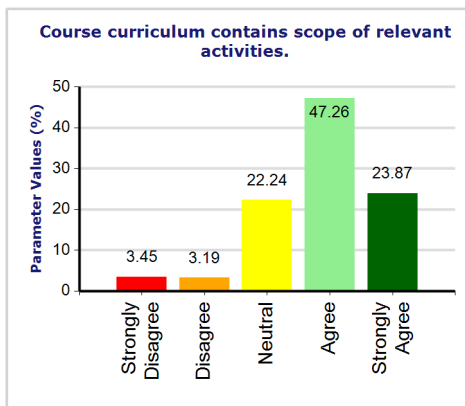
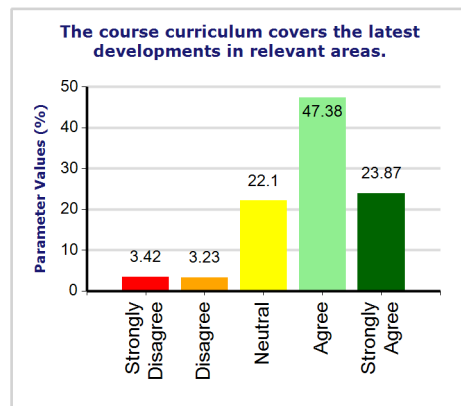
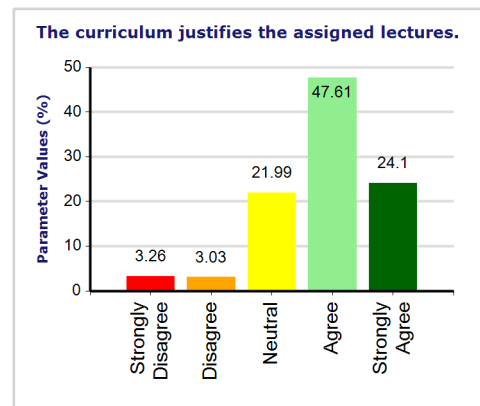
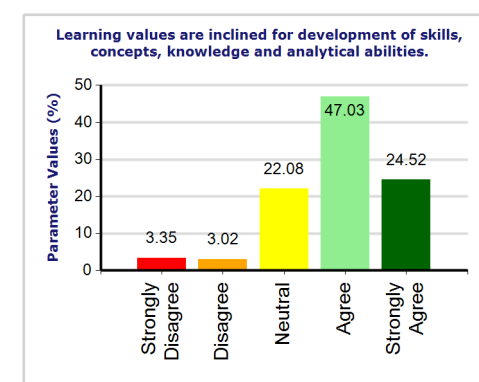
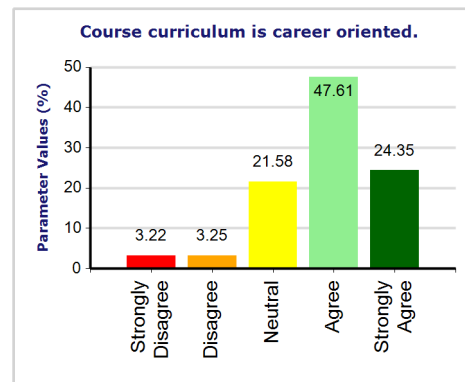
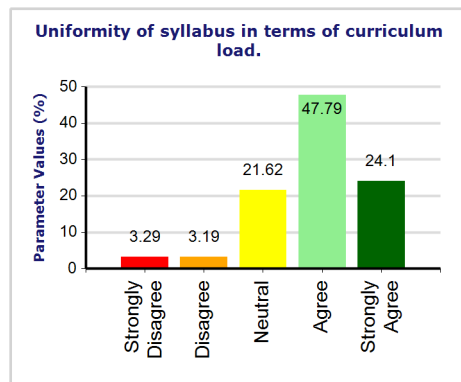
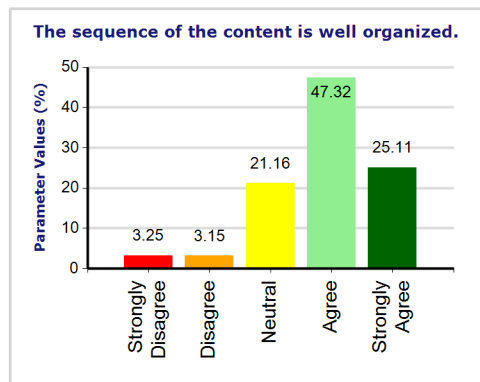
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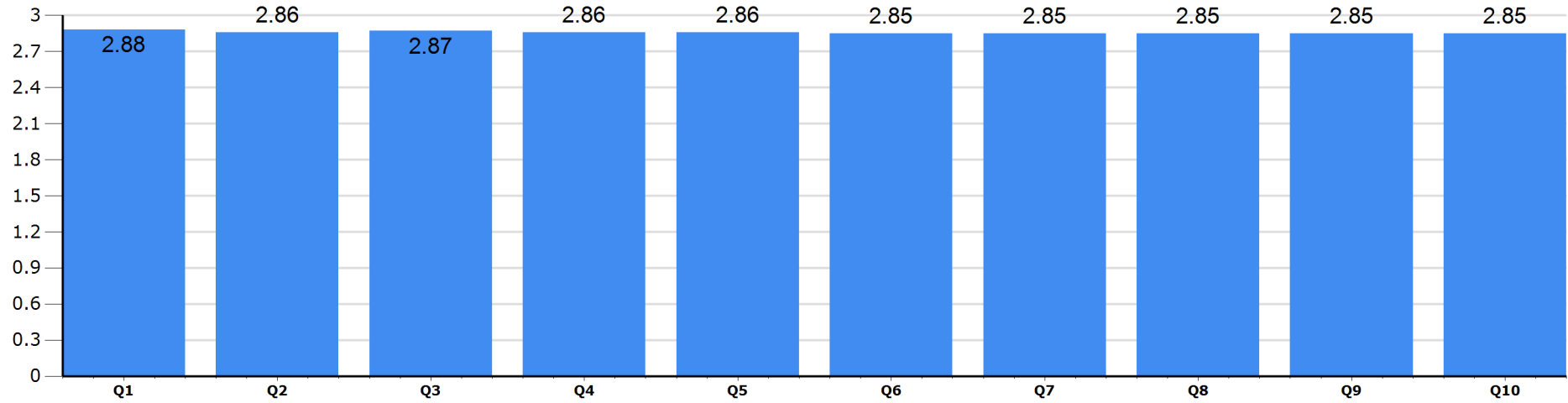


**ANALYSIS OF STUDENT FEEDBACK ON CURRICULUM (Curriculum Feedback Analysis 2021-22)**

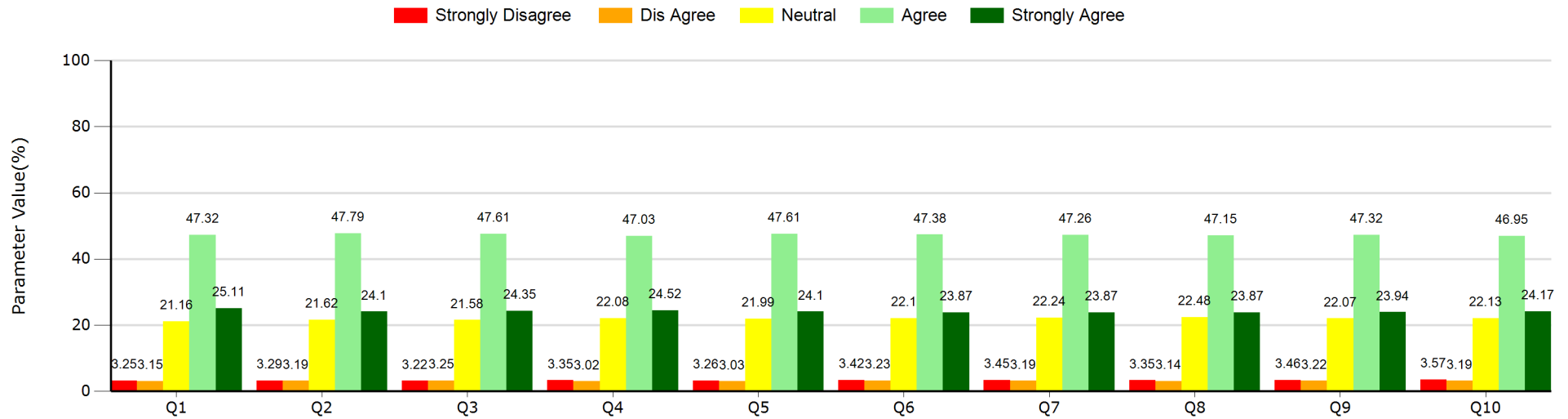
**Programme :** Bachelor of Business Administration



### Average Rating

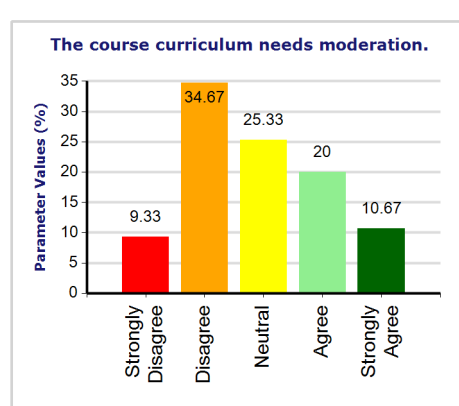
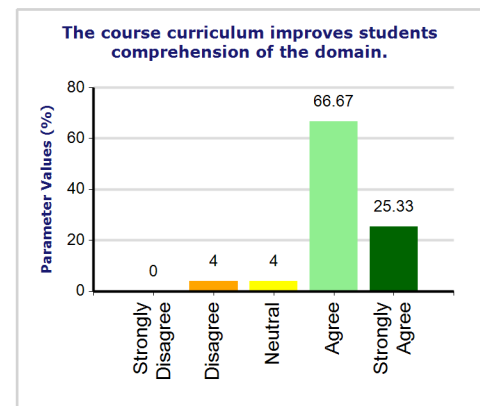
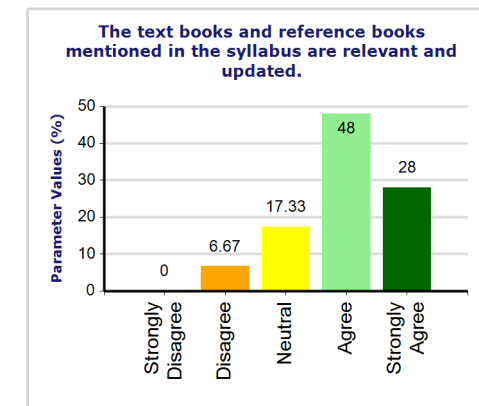
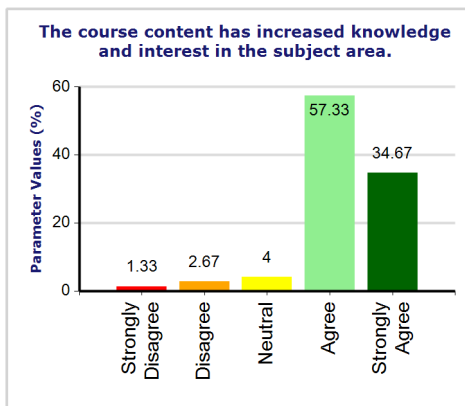
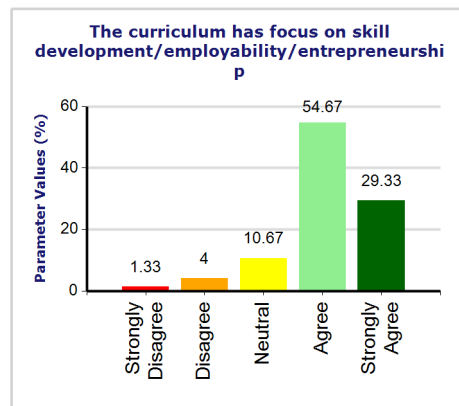
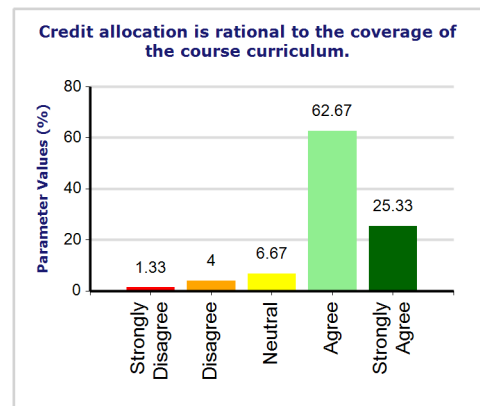
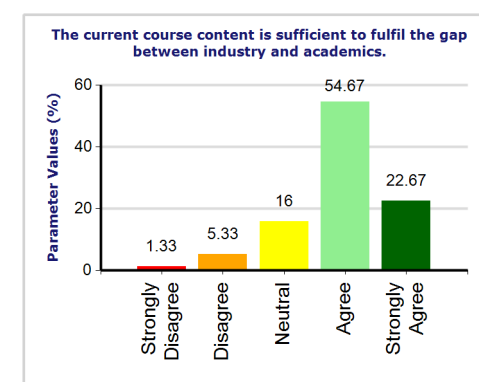
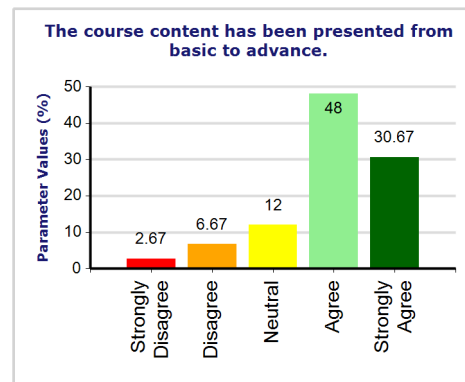
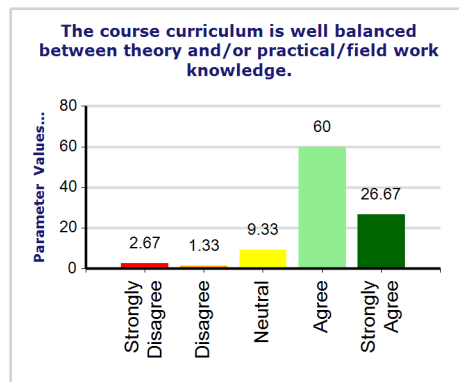
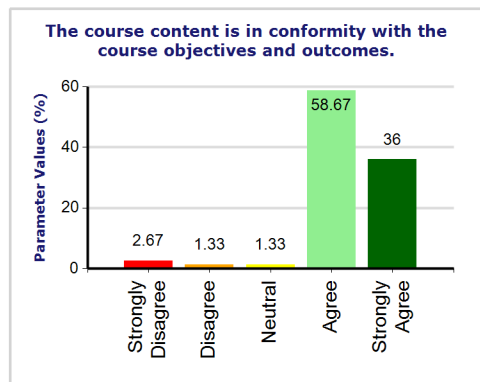


### Summary Chart

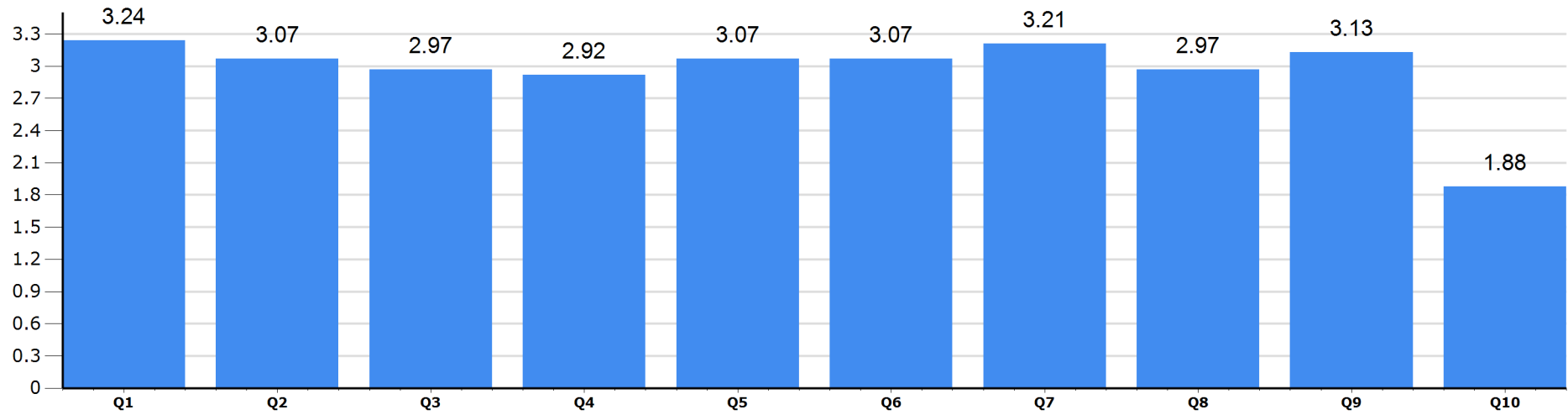


**ANALYSIS OF FACULTY FEEDBACK ON CURRICULUM (Curriculum Feedback Analysis 2021-22)**

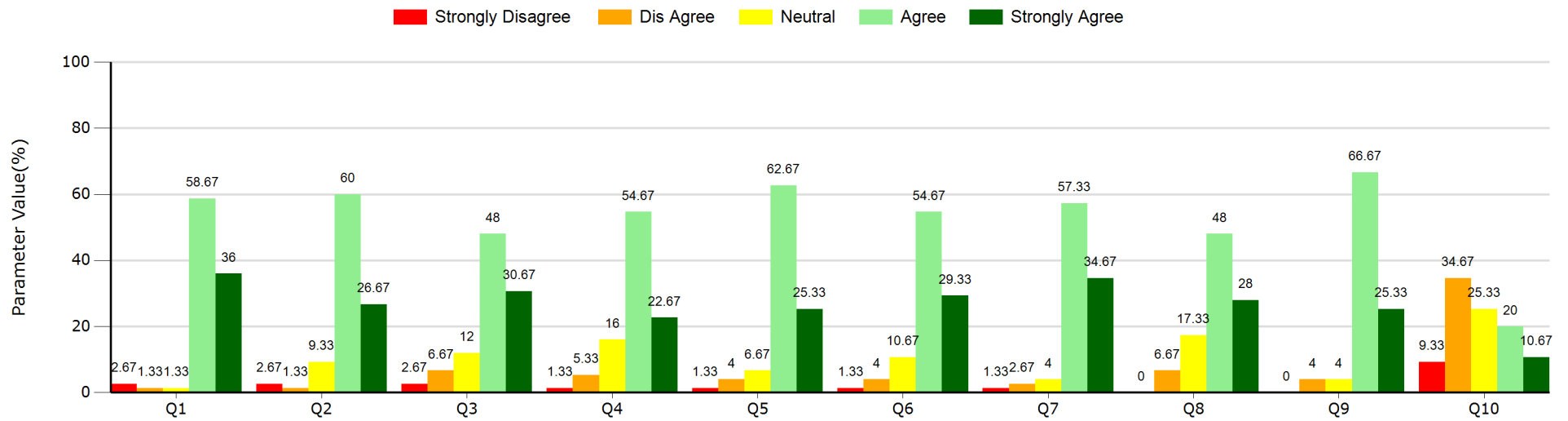
**Programme :** Bachelor of Business Administration



### Average Rating

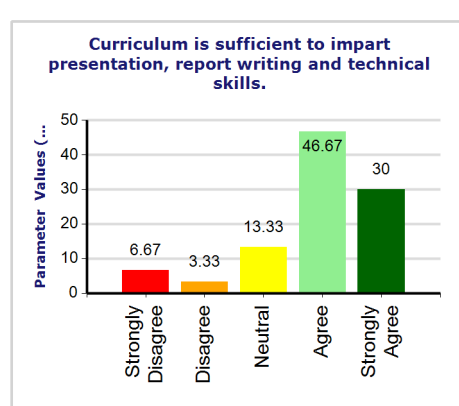
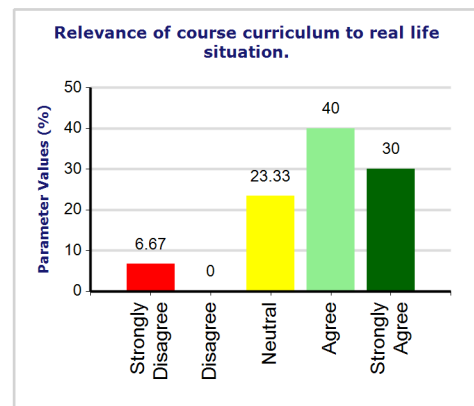
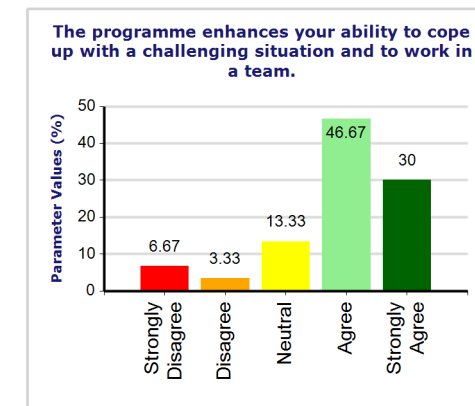
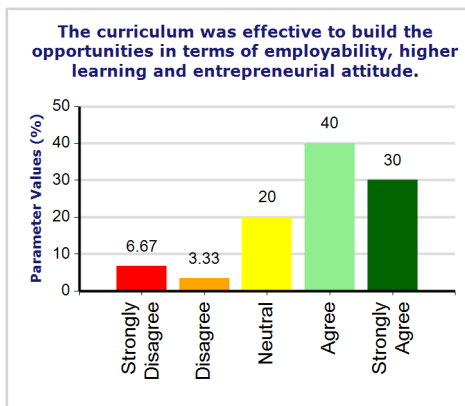
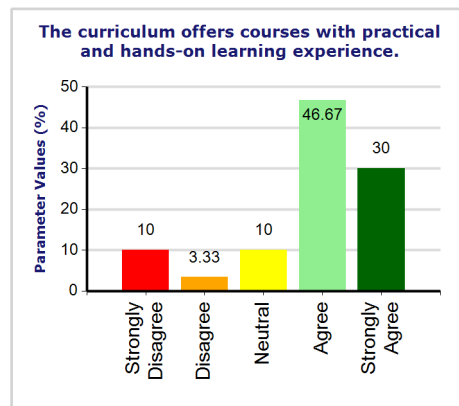
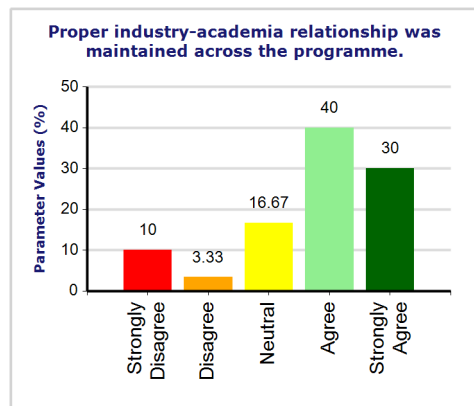
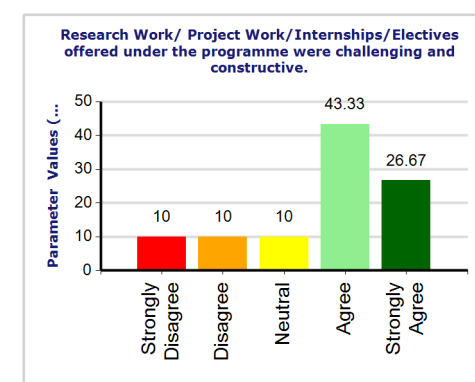
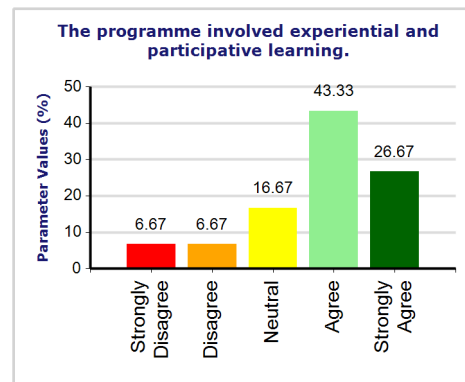
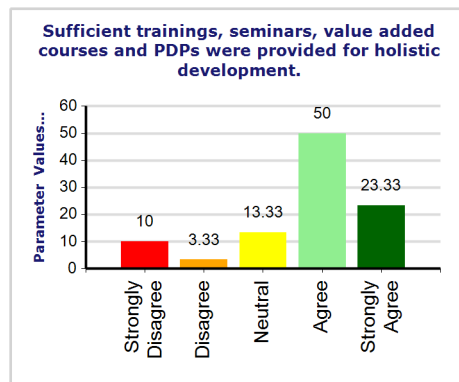
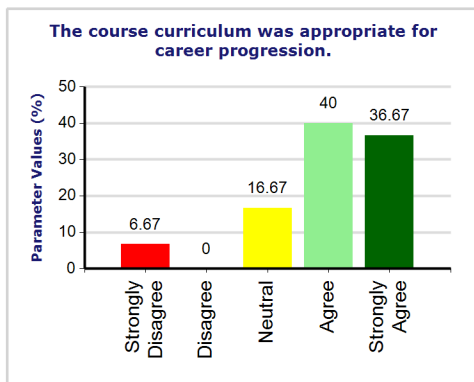


### Summary Chart

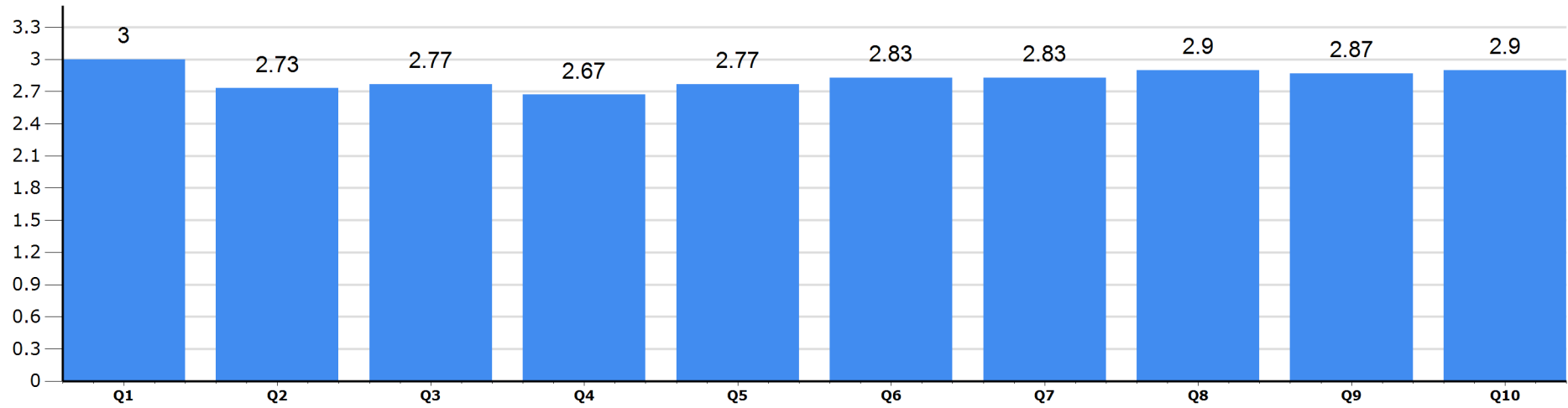


**ANALYSIS OF ALUMNI FEEDBACK ON CURRICULUM (Curriculum Feedback Analysis 2021-22)**

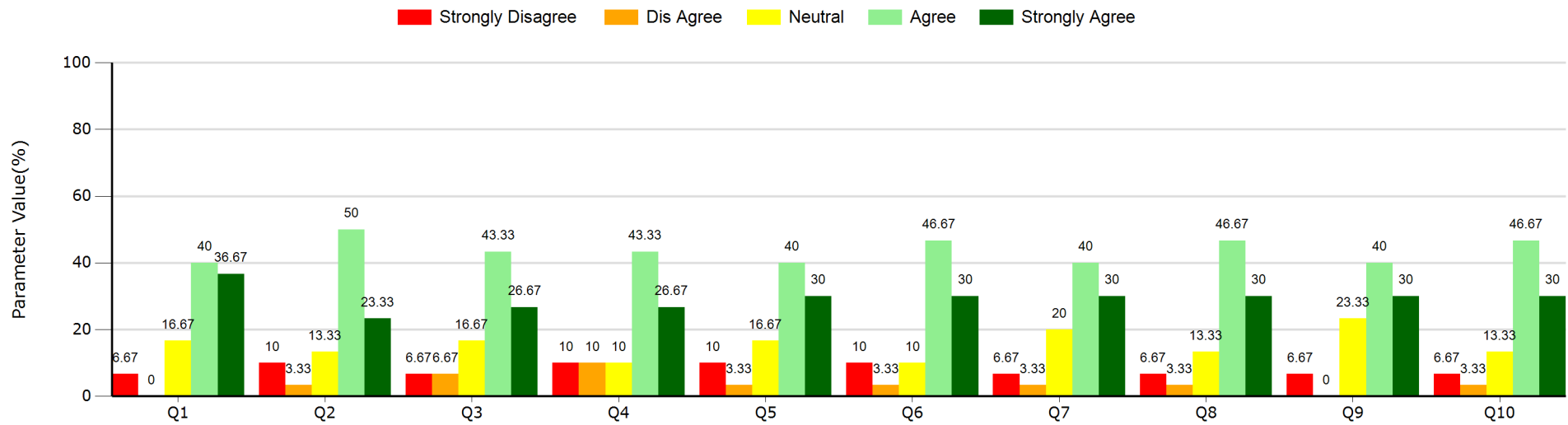
**Programme :** Bachelor of Business Administration



### Average Rating



### Summary Chart





# UTTARANCHAL UNIVERSITY

(Established vide Uttaranchal University Act, 2012, Uttarakhand Act No. 11 of 2013)  
Premnagar-248007, Dehradun, Uttarakhand, INDIA



## ANALYSIS OF EMPLOYER FEEDBACK ON CURRICULUM (Curriculum Feedback Analysis 2021-22)

**Program: Bachelor of Business Administration (BBA)**

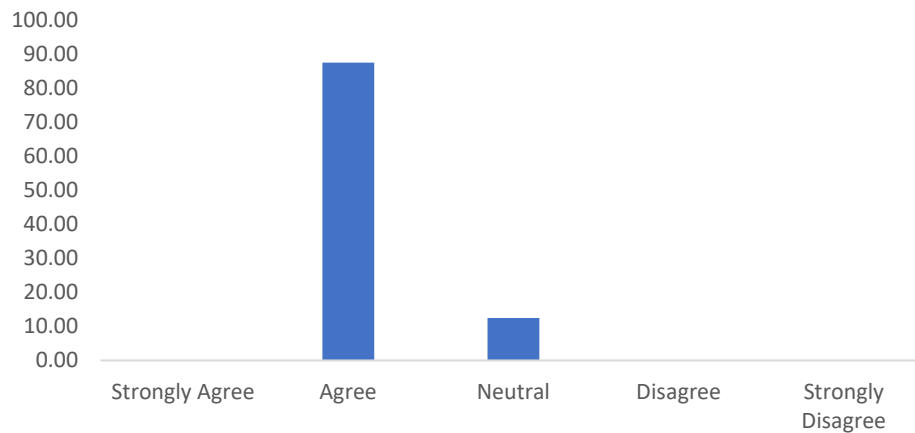
### LIST OF EMPLOYERS

1. AAIDEOLOGY
2. Accenture Solutions Private Ltd
3. Artech Infosystems
4. Baaromaas Trekking Company
5. Gente Consulting
6. iENERGIZER IT SERVICES PVT.LTD.
7. Laxmi Traders
8. Lido Learning
9. Midas Consulting Services
10. MWIDM Inc.
11. MyFirstXP by ZoloStays
12. Pearl Organisation
13. "PVH Arvind Fashion Pvt Ltd
14. Tommy Hilfiger India"
15. Pyramid IT Consulting
16. Splash Furnishing Pvt. Ltd.
17. Teleperformance
18. UpGrad

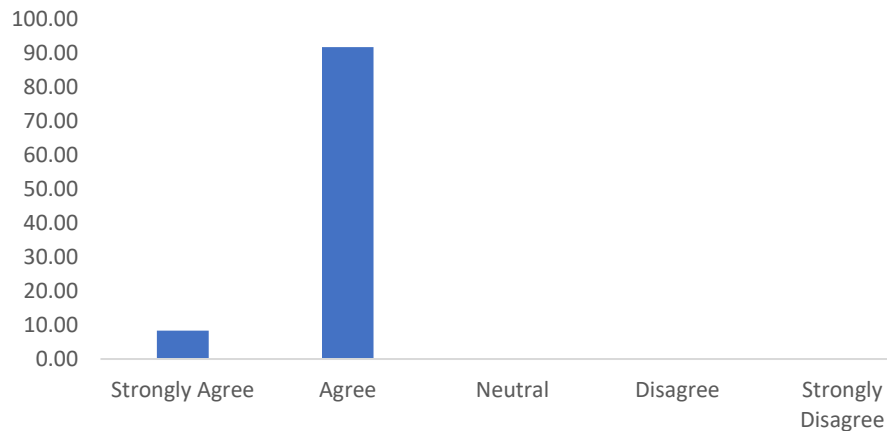
## ANALYSIS OF EMPLOYER FEEDBACK ON CURRICULUM (Curriculum Feedback Analysis 2021-22)

### Program: Bachelor of Business Administration (BBA)

P1: The program caters to local, national, regional and global developmental needs



P2: The curriculum of program is applicable to the study of specialisation

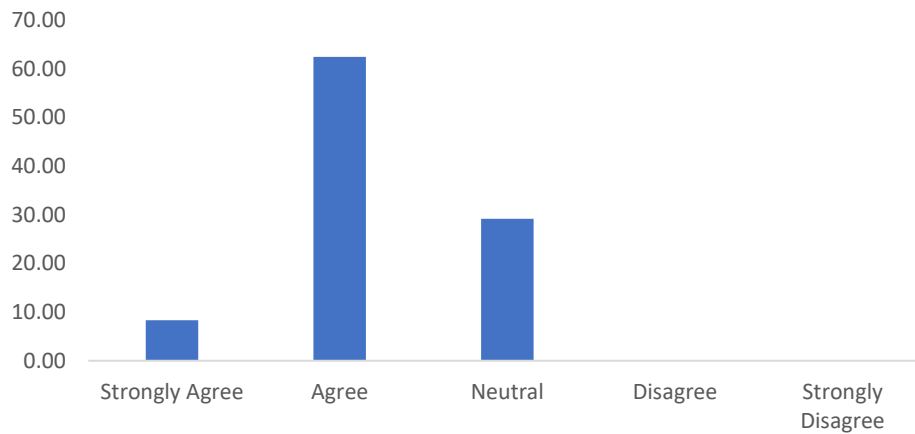




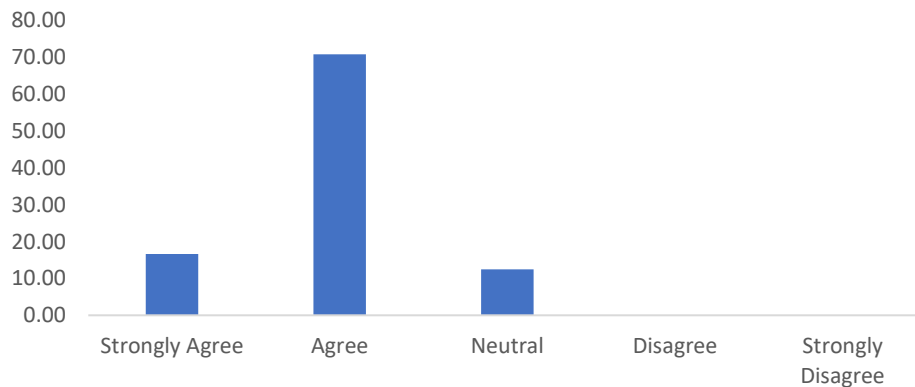
## ANALYSIS OF EMPLOYER FEEDBACK ON CURRICULUM (Curriculum Feedback Analysis 2021-22)

### Program: Bachelor of Business Administration (BBA)

P3: The curriculum of program provides technical knowledge as per the industry needs

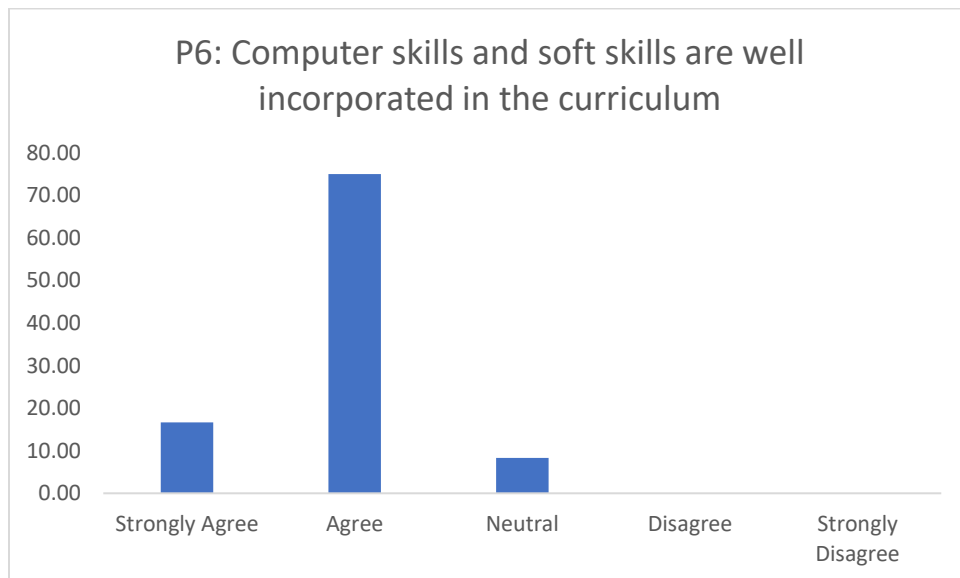
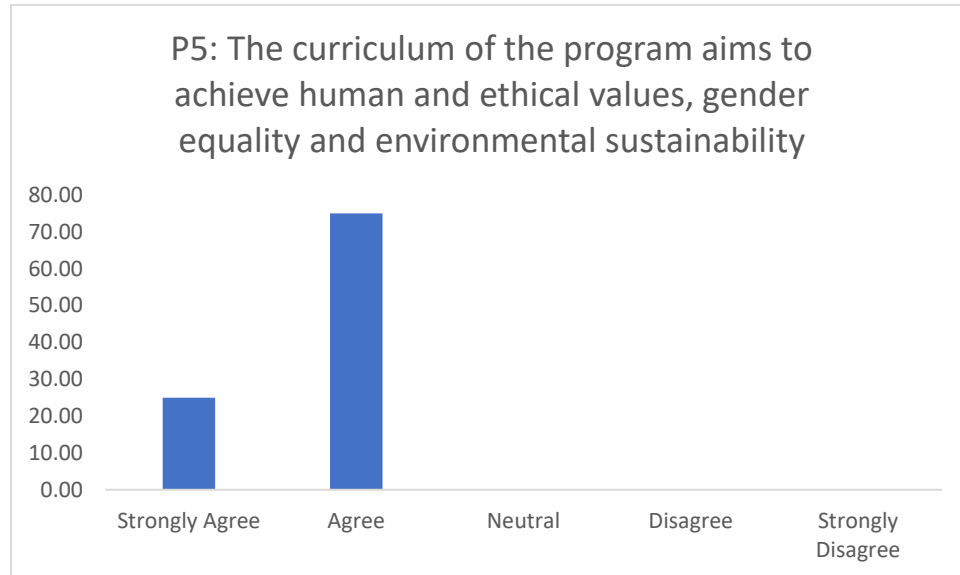


P4: The curriculum of program contains the courses which fulfils the required skills and leadership qualities



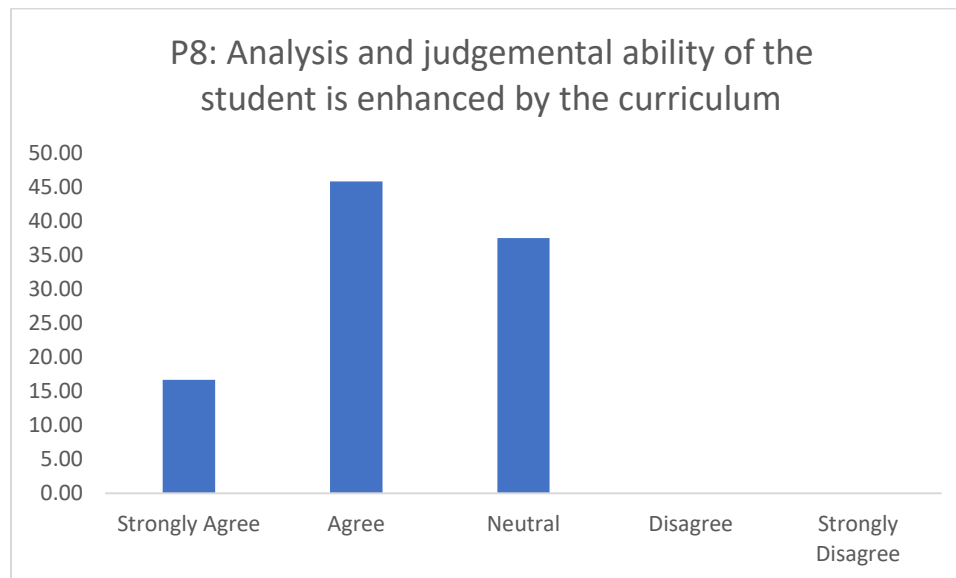
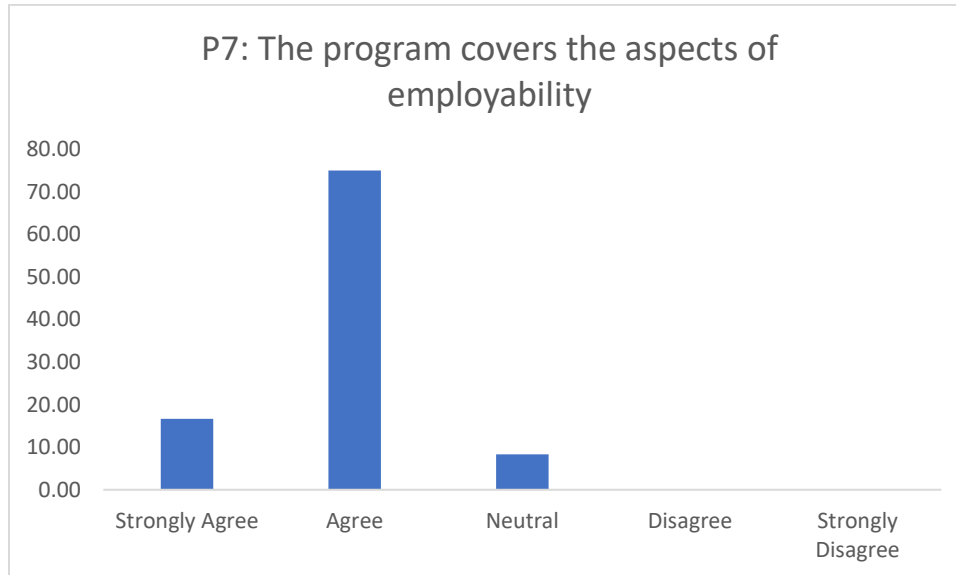
## ANALYSIS OF EMPLOYER FEEDBACK ON CURRICULUM (Curriculum Feedback Analysis 2021-22)

### Program: Bachelor of Business Administration (BBA)



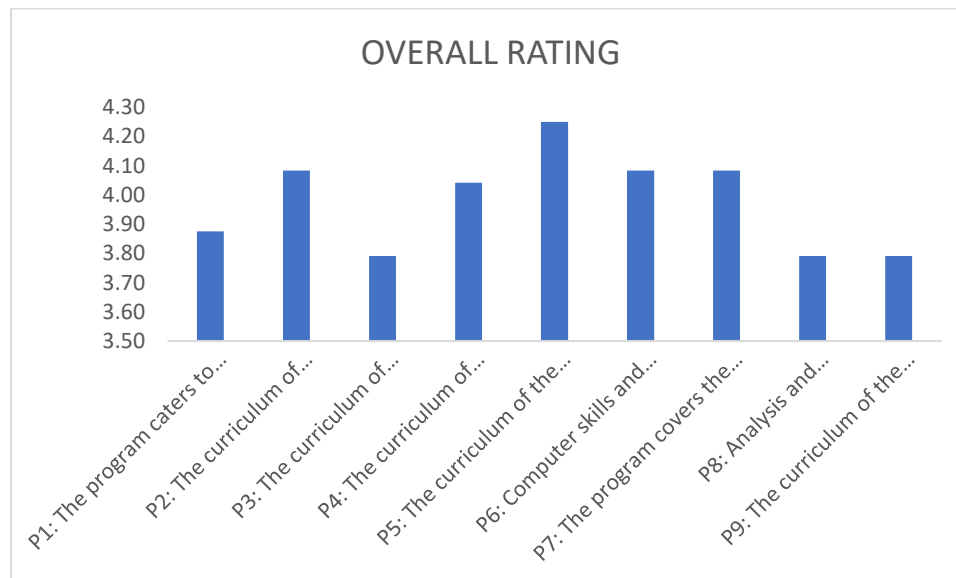
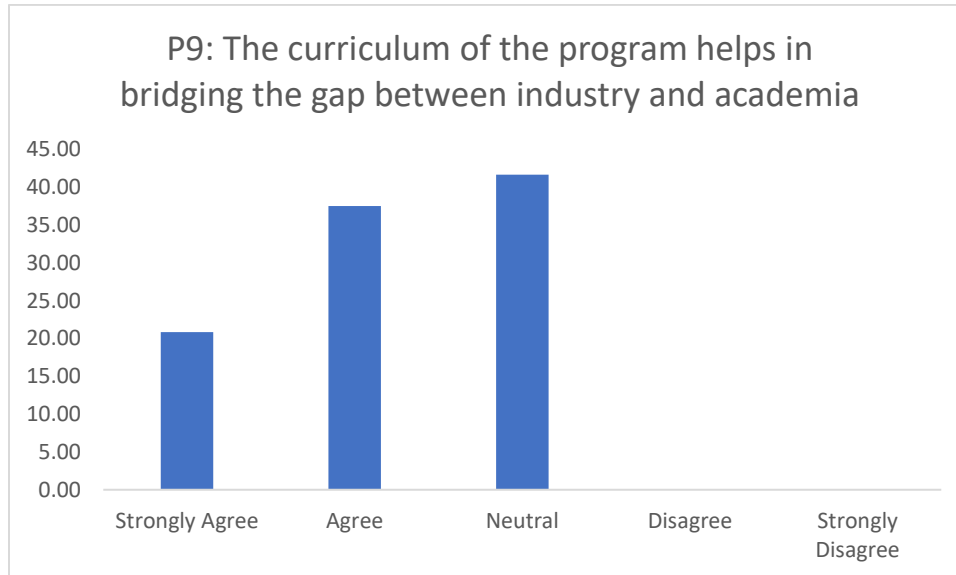
## ANALYSIS OF EMPLOYER FEEDBACK ON CURRICULUM (Curriculum Feedback Analysis 2021-22)

### Program: Bachelor of Business Administration (BBA)



## ANALYSIS OF EMPLOYER FEEDBACK ON CURRICULUM (Curriculum Feedback Analysis 2021-22)

**Program: Bachelor of Business Administration (BBA)**





# UTTARANCHAL UNIVERSITY

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Premnagar-248007, Dehradun, Uttarakhand, INDIA



**ANALYSIS OF EMPLOYER FEEDBACK ON CURRICULUM**  
**(Curriculum Feedback Analysis 2021-22)**  
**Program: Bachelor of Business Administration (BBA)**



# UTTARANCHAL UNIVERSITY

(Established vide Uttaranchal University Act, 2012, Uttarakhand Act No. 11 of 2013)  
Premnagar-248007, Dehradun, Uttarakhand, INDIA



## UTTARANCHAL INSTITUTE OF MANAGEMENT

### Feedback Analysis Report Academic Year: 2021-22

#### BACHELOR OF COMMERCE (Hons)

Date: 25/04/2022

The department has collected feedback from the stakeholders (Faculty, Students, Employer and Alumni) on the curriculum in pursuit of continuous improvements to comply with industry, social and environmental requirements. The details of the feedback received are as follows.

The department proposed the following recommendations on the basis of feedback and suggestions received (Annexure-1):

S.NO.	Recommendations
1.	M.Com Program is suggested by the employer and alumni to enhance the skills and knowledge of an individual on matters regarding commerce, finance, accounting, economics, management, and other related areas.
2.	More choices of Electives should be given.
3.	Some courses need to be revised.
4.	Courses that are not directly relevant to a position in commerce must have their credit decreased.
5.	Bachelor of Commerce (Honors) degree must be combined with Certified Management Accountant (US CMA) certification and ACCA (Association of Certified Chartered Accountants), as recommended by academia and industry professionals.
6.	More case studies are recommended to give a more in-depth investigation of business complexities into the curriculum in order to achieve excellence in program quality.

Submitted to Dean/Director, for necessary action.

Encl: Feedback Analysis Report

**Dr. Megha Aggrawal**  
**Head of Department**  
**Department of Management**  
UTTARANCHAL UNIVERSITY  
Uttaranchal Institute of Management  
Arcadia Grant, P.O. Chandanwala  
Premnagar, Dehradun - 248007

Copy to:

Director IQAC



# UTTARANCHAL UNIVERSITY

(Established vide Uttaranchal University Act, 2012, Uttarakhand Act No. 11 of 2013)  
Premnagar-248007, Dehradun, Uttarakhand, INDIA



## UTTARANCHAL INSTITUTE OF MANAGEMENT DEPARTMENT OF MANAGEMENT


### Action Taken Report Academic Year: 2021-22

### BACHELOR OF COMMERCE (Hons)

Date: 25/04/2022

The points were discussed on the basis of the feedback received and the following actions were taken to resolve the recommendation of the stakeholders:

S. No.	Recommendations	Action Taken
1.	M.Com Program is suggested by the employer and alumni to enhance the skills and knowledge of an individual on matters regarding commerce, finance, accounting, economics, management, and other related areas.	The program is added
2.	Some courses' credit must be decreased due to their lack of relevance to the employment and some courses required more credit.	In certain courses, credits are reduced, while in others, they are raised
3.	New Courses should be introduced like banking and Insurance Specialization.	New courses are Introduced Like Insurance and Risk management and International Finance
5.	More choice of electives should be given.	More electives are introduced in 5 <sup>th</sup> & 6 <sup>th</sup> semester.
6.	Some courses need to be revised.	The syllabus of BCH-201, BCH202, BCH403 SE1, BCH 404 BCH 102, BCH304 and BCH 504 (I) has been revised.
7.	Value Added Course to improve Communication Skills must be introduced.	Value Added Courses are introduced for 1 <sup>st</sup> semester.

  
Dr. Pradeep Suri  
Dean, UIM

Uttaranchal Institute of Management  
(Uttaranchal University)  
Arcadia Grant, P.O.-Chandanwari  
Premnagar, Dehradun-248007

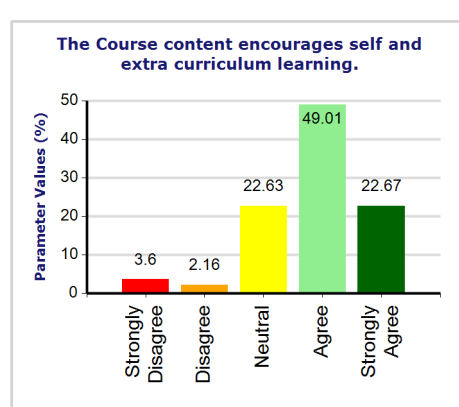
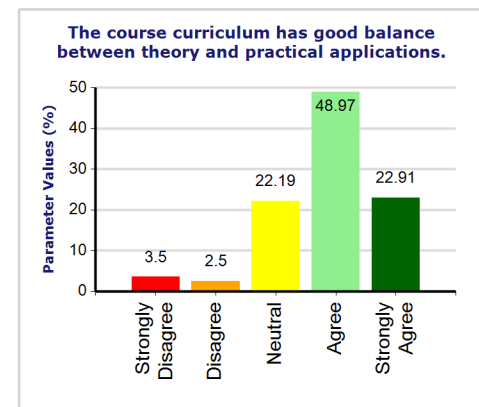
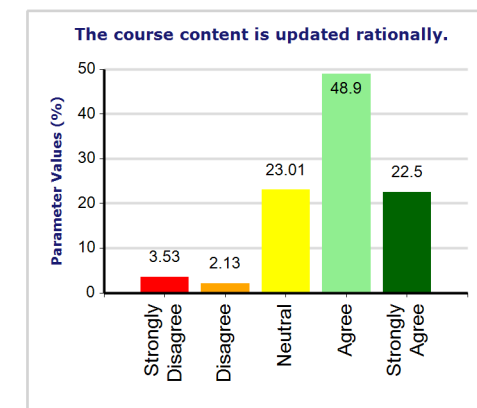
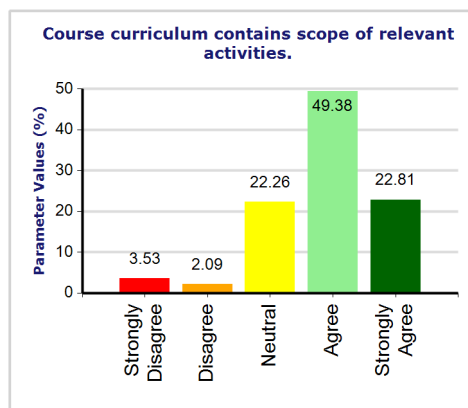
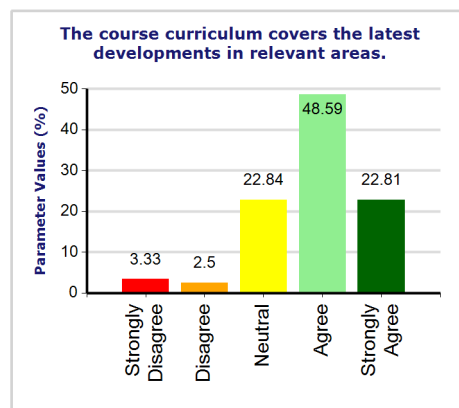
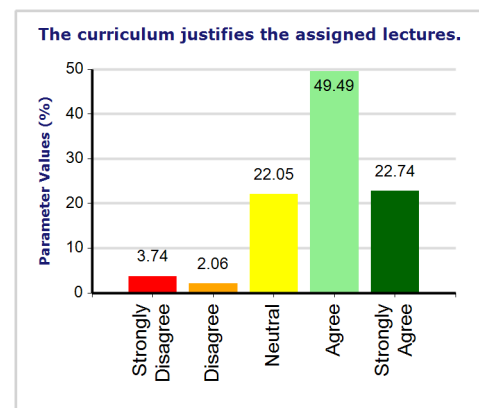
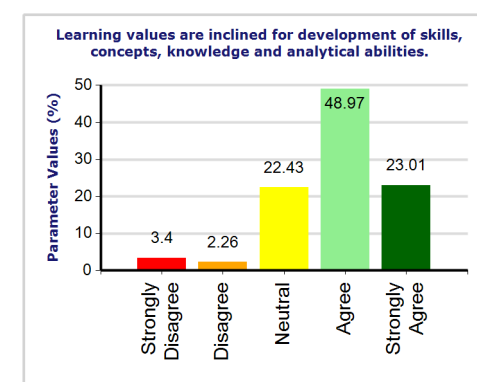
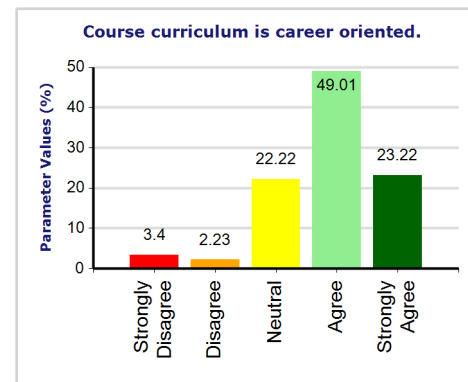
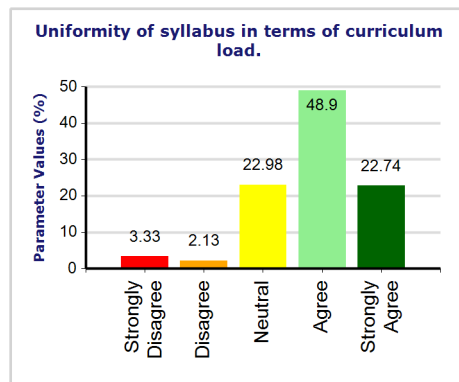
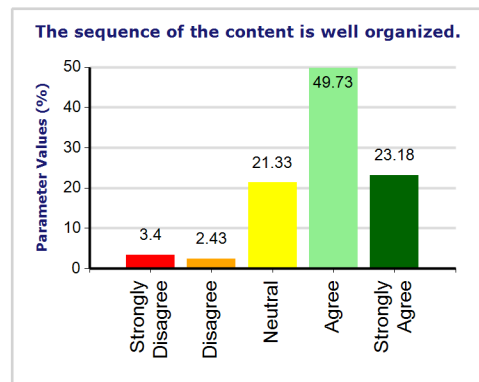
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PA to Vice-Chancellor: for his kind information please.

Director IQAC

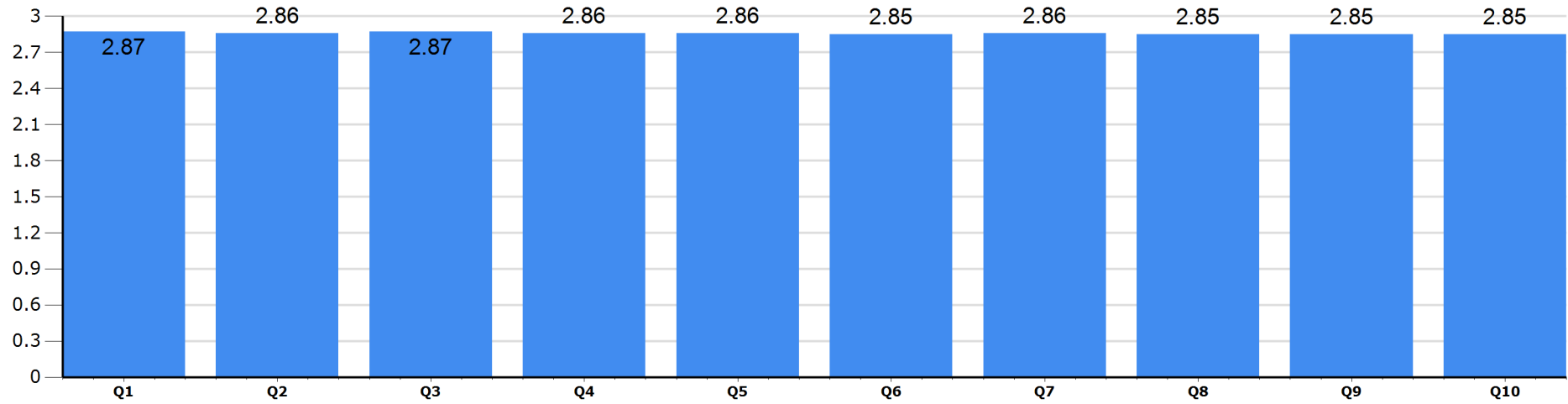
**ANALYSIS OF STUDENT FEEDBACK ON CURRICULUM (Curriculum Feedback Analysis 2021-22)**

**Programme :** Bachelor of Commerce (Hons.)

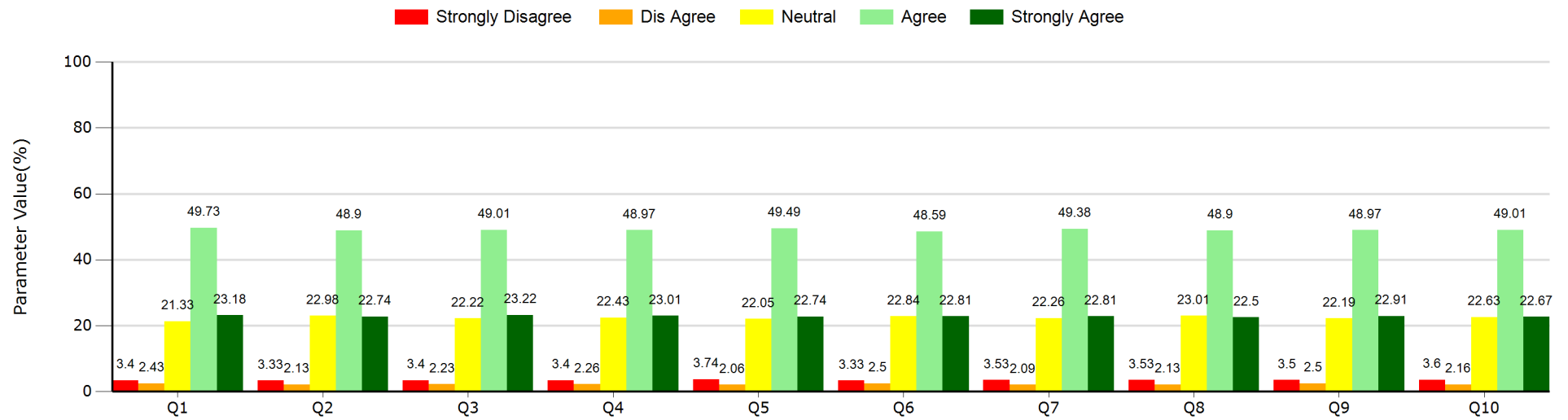




### Average Rating

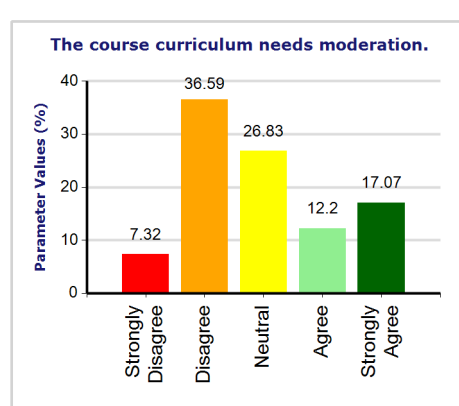
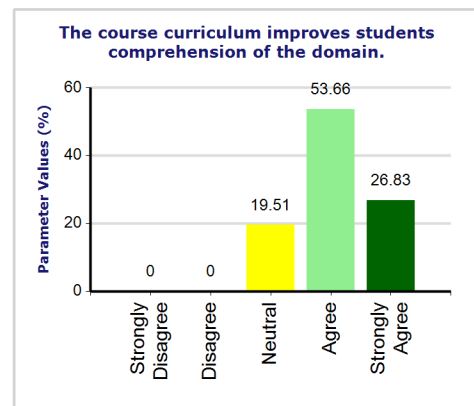
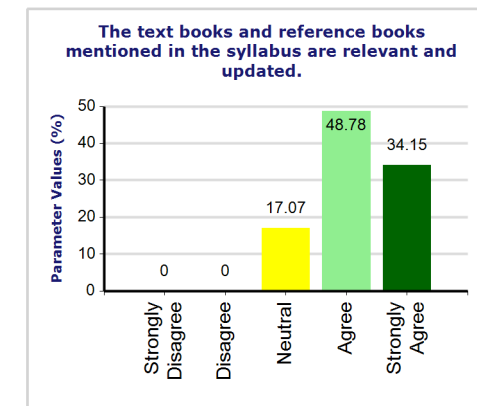
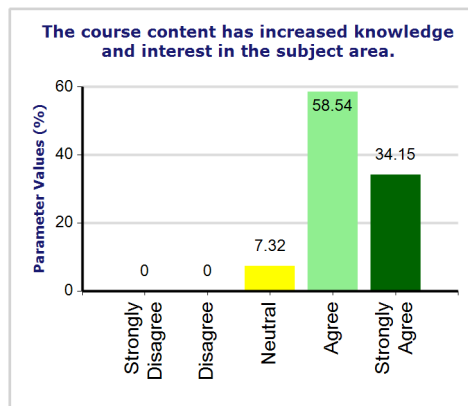
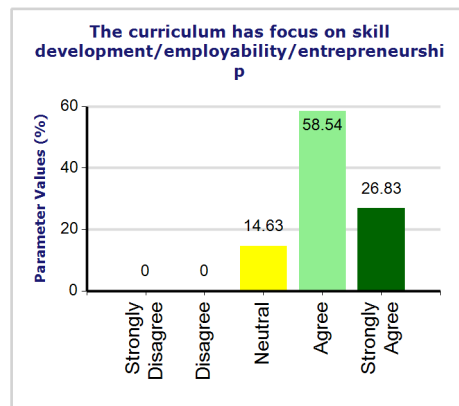
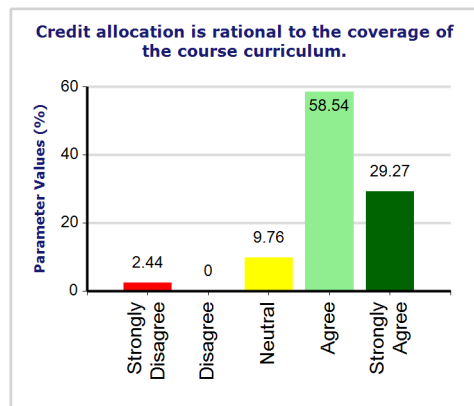
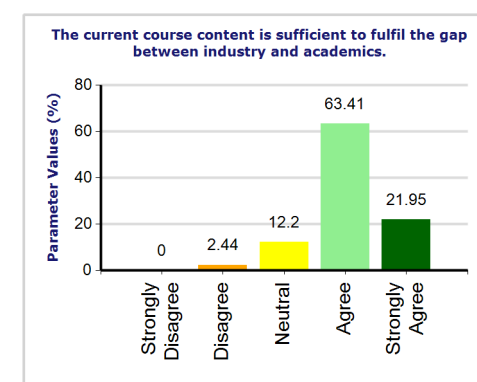
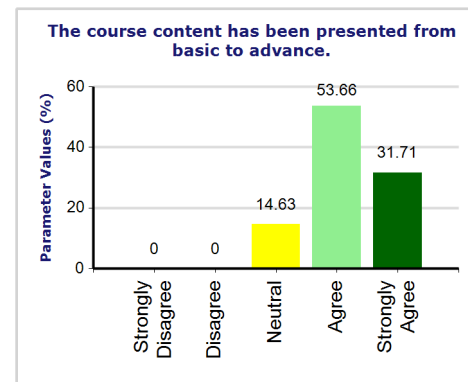
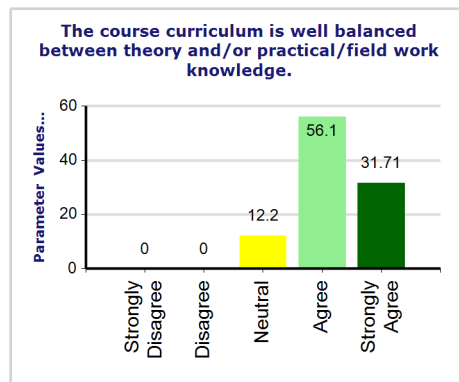
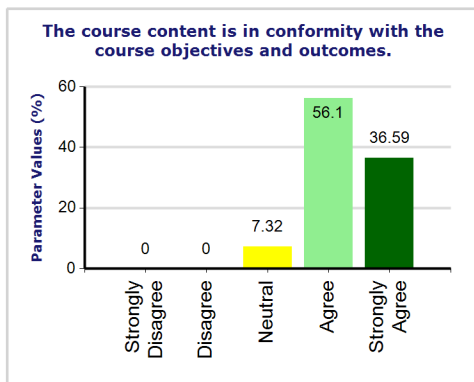


### Summary Chart

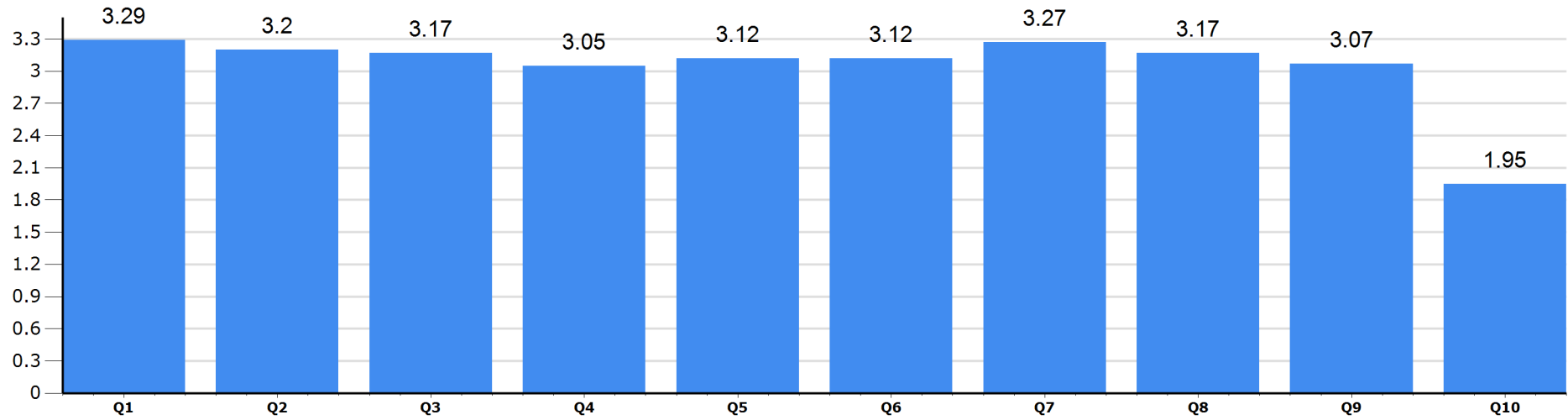


**ANALYSIS OF FACULTY FEEDBACK ON CURRICULUM (Curriculum Feedback Analysis 2021-22)**

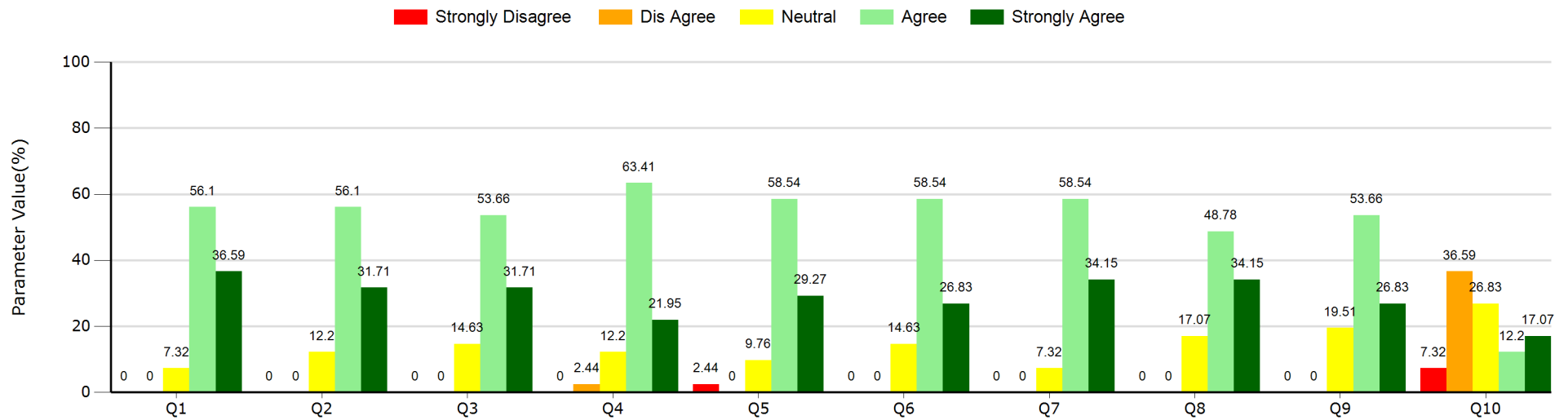
**Programme :** Bachelor of Commerce (Hons.)



### Average Rating

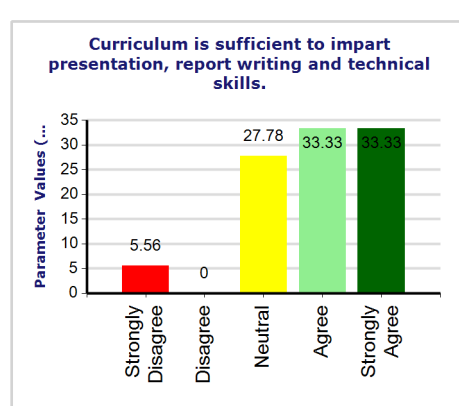
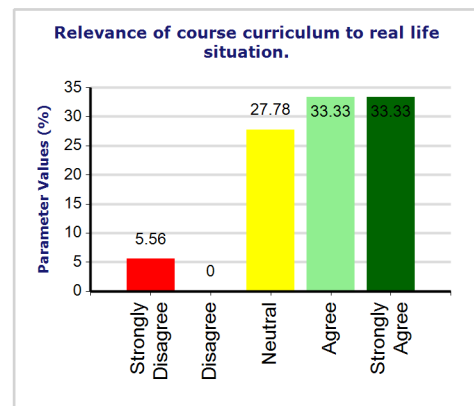
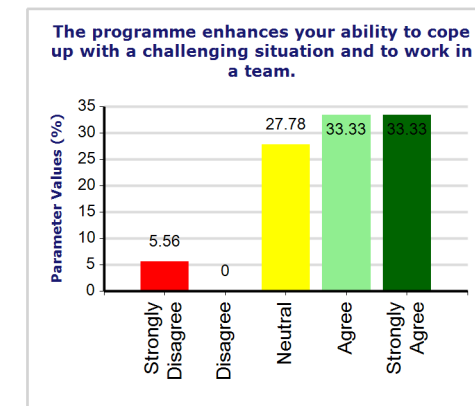
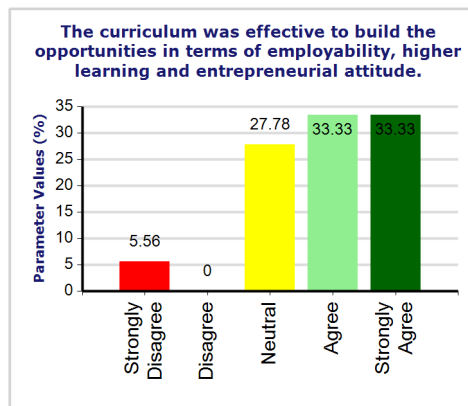
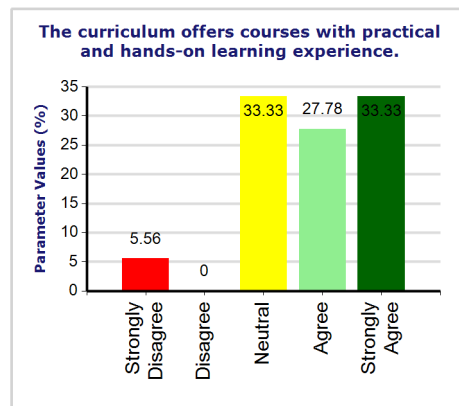
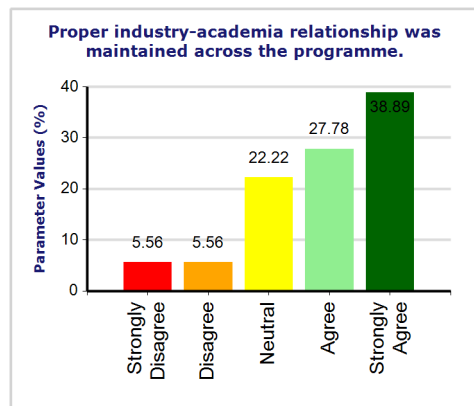
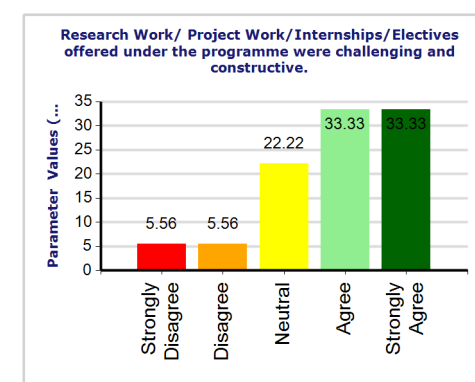
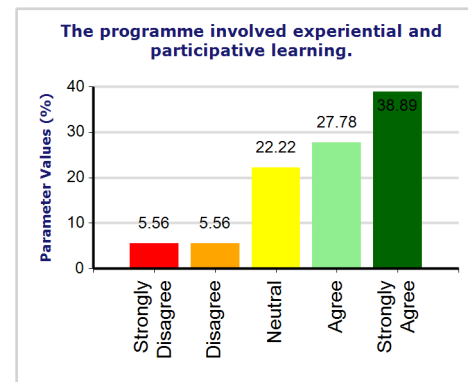
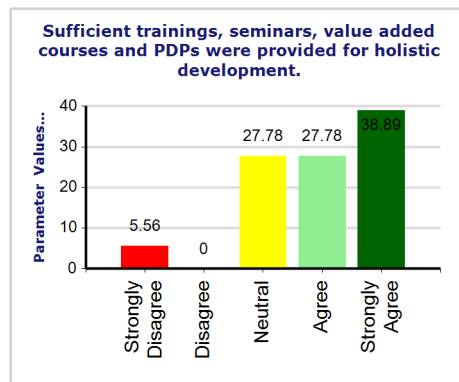
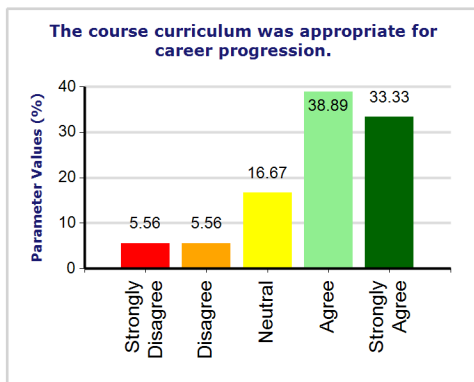


### Summary Chart

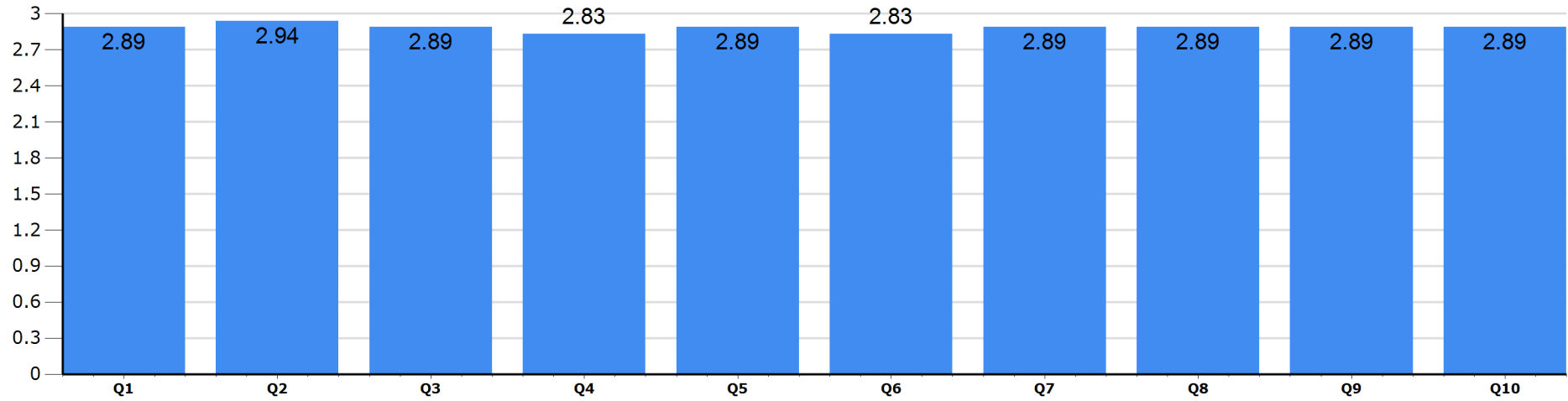


**ANALYSIS OF ALUMNI FEEDBACK ON CURRICULUM (Curriculum Feedback Analysis 2021-22)**

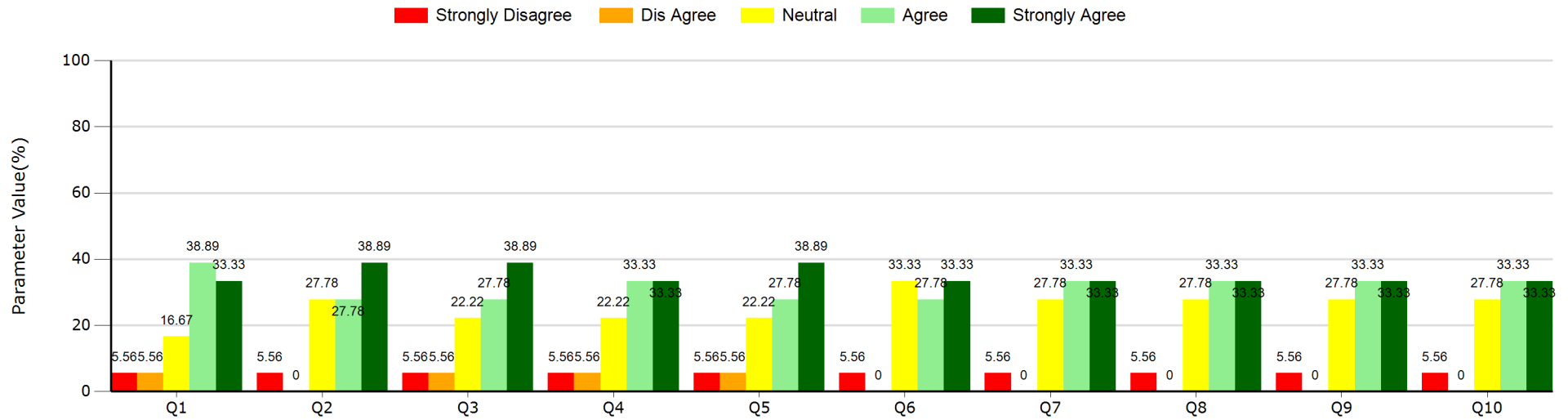
**Programme :** Bachelor of Commerce (Hons.)



### Average Rating



### Summary Chart





# UTTARANCHAL UNIVERSITY

(Established vide Uttaranchal University Act, 2012, Uttarakhand Act No. 11 of 2013)  
Premnagar-248007, Dehradun, Uttarakhand, INDIA

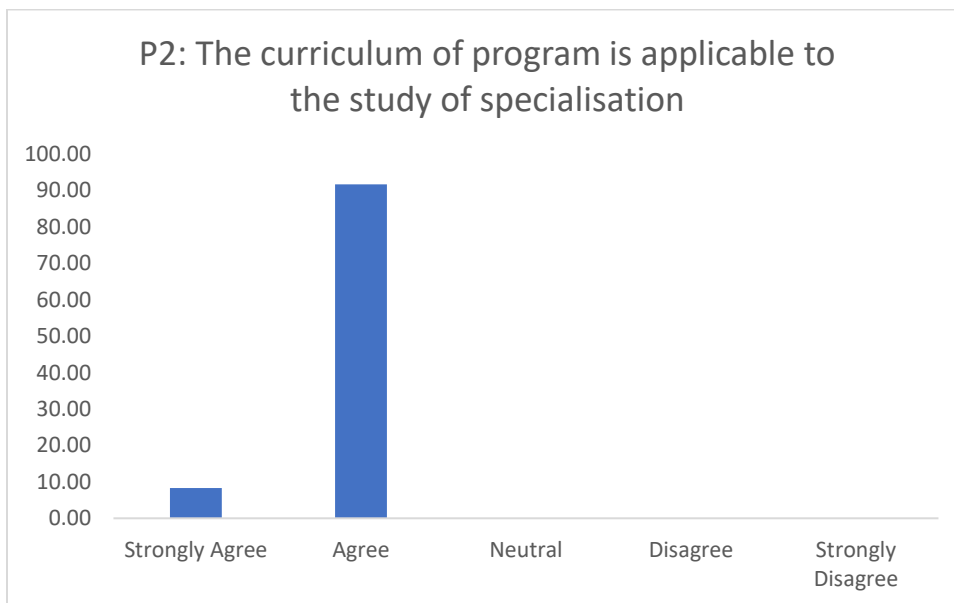
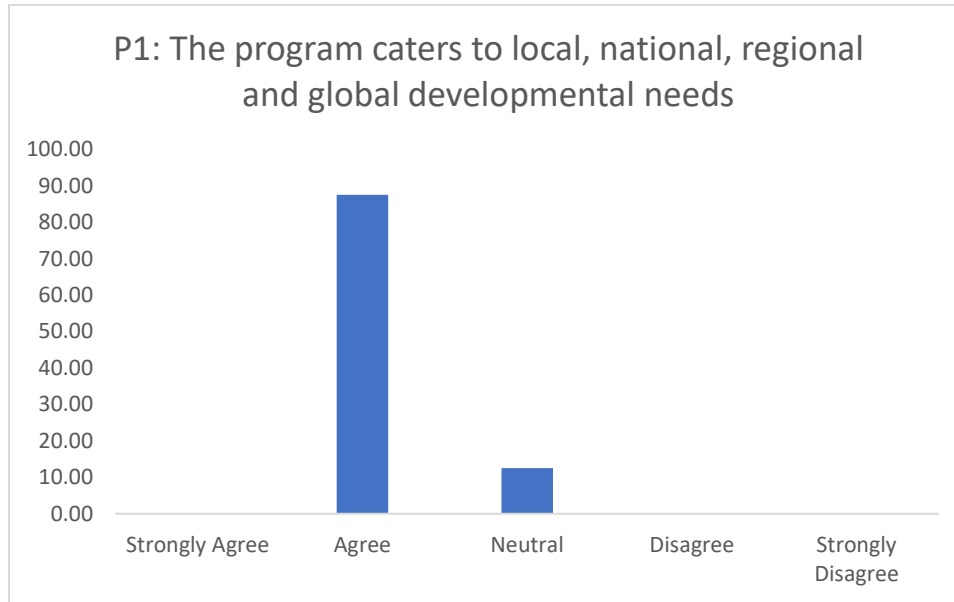


## **ANALYSIS OF EMPLOYER FEEDBACK ON CURRICULUM (Curriculum Feedback Analysis 2021-22) Program: Bachelor of Commerce (Hons.)**

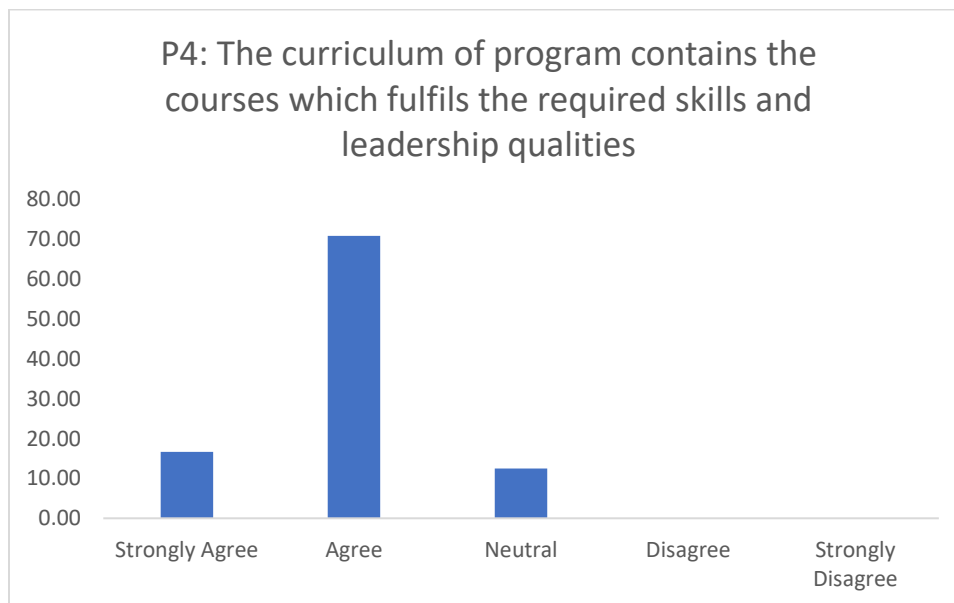
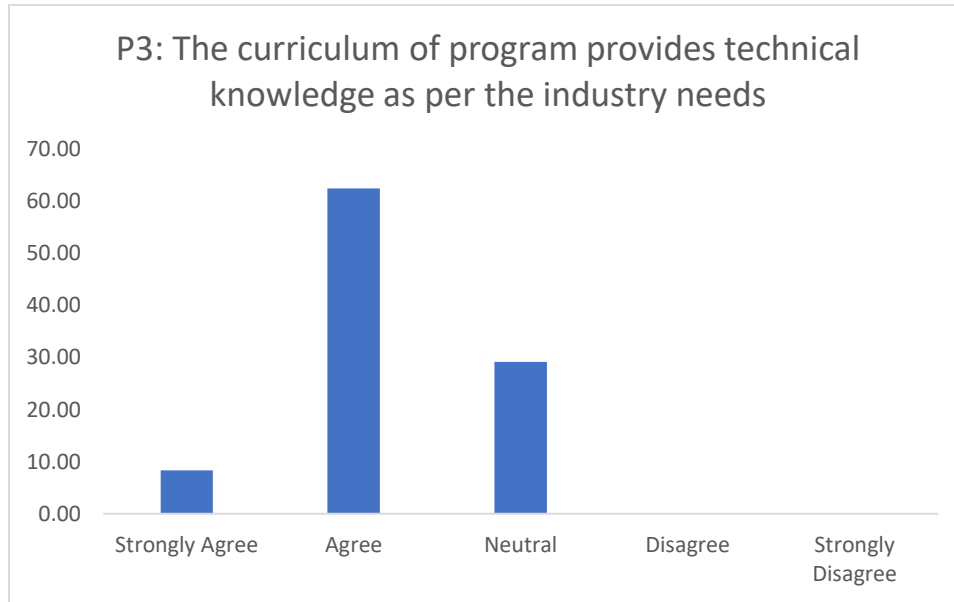
### **LIST OF EMPLOYERS**

1. Alcolabs
2. Anand Rathi Group
3. Arena Animation
4. Balaji Engineering Pvt Ltd
5. Global Logistics Courier and Cargi Services
6. ImpactGuru
7. Midas Consulting Services
8. MWIDM Inc.
9. MyFirstXP by ZoloStays
10. Onshar Public Private Industrial Training Institute
11. Pyramid IT Consulting
12. SV Agro Foods
13. The Eye Clinic
14. Ultimate Kronos Group
15. Unit Digit

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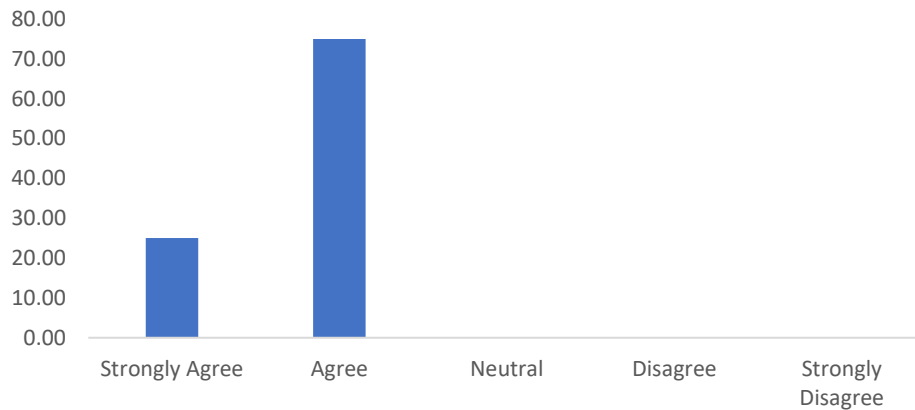
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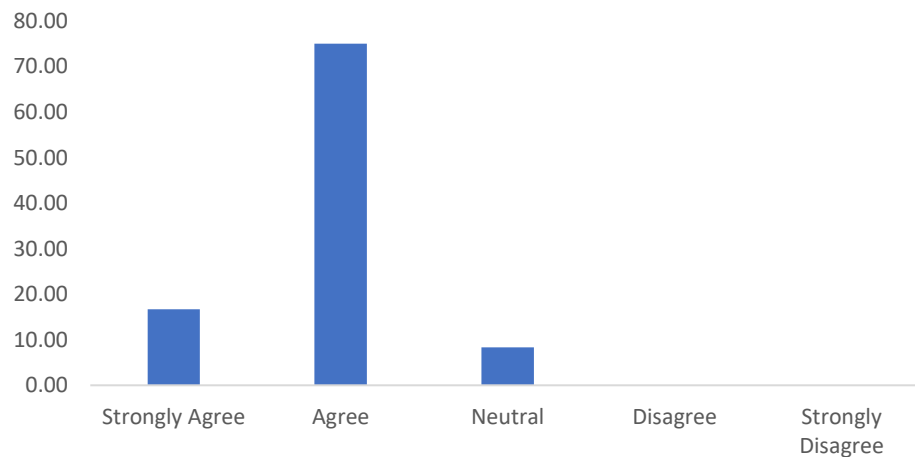


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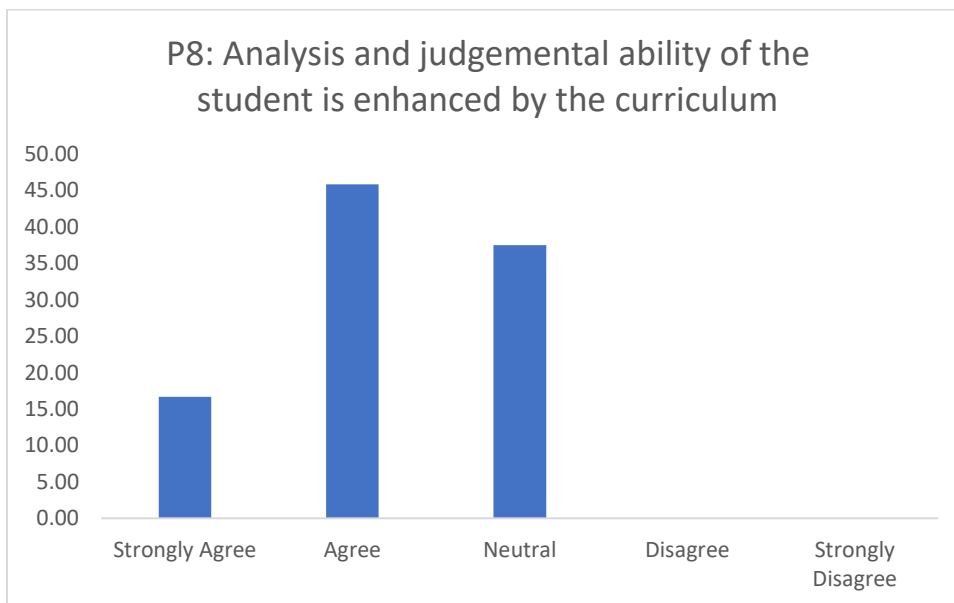
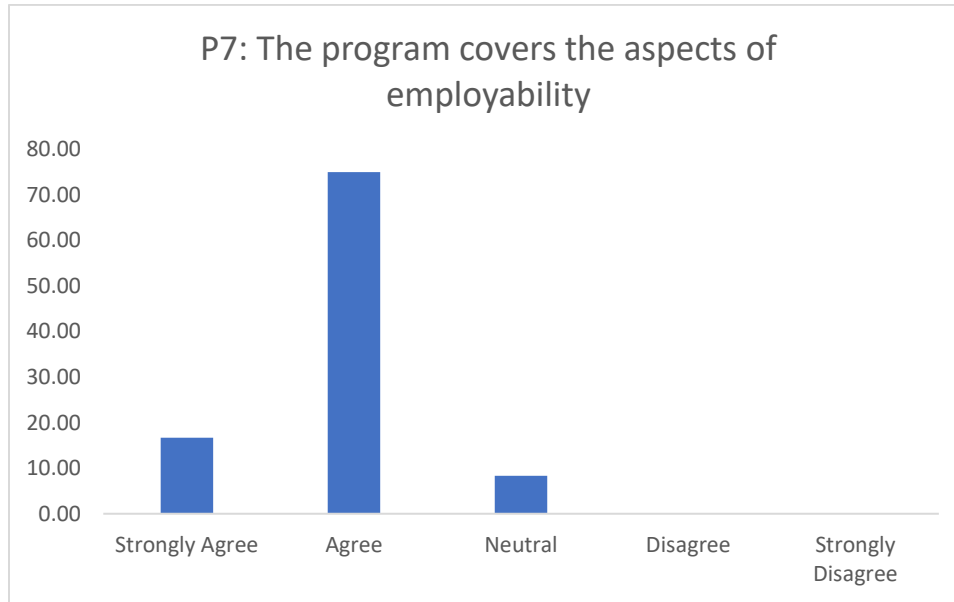
P5: The curriculum of the program aims to achieve human and ethical values, gender equality and environmental sustainability



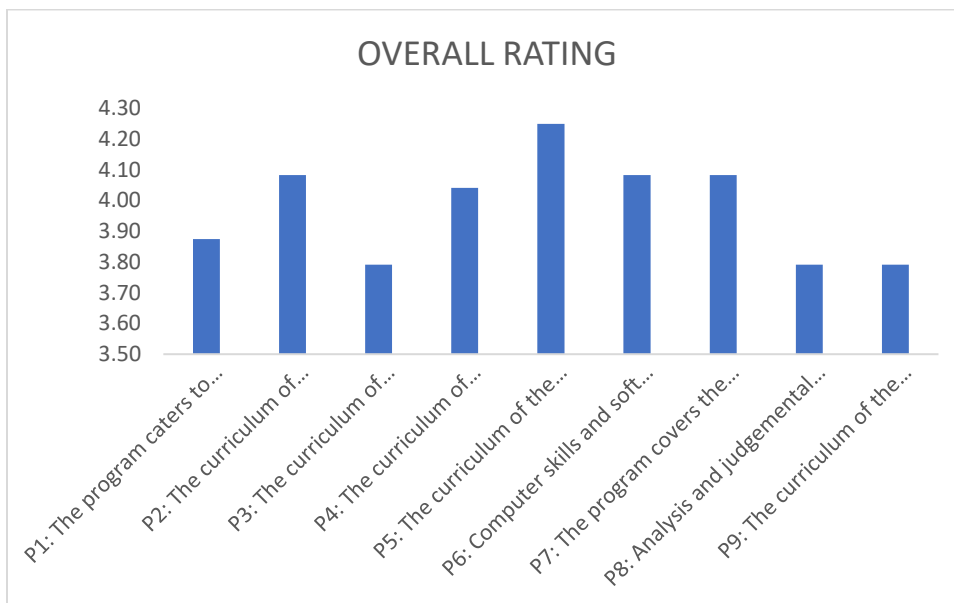
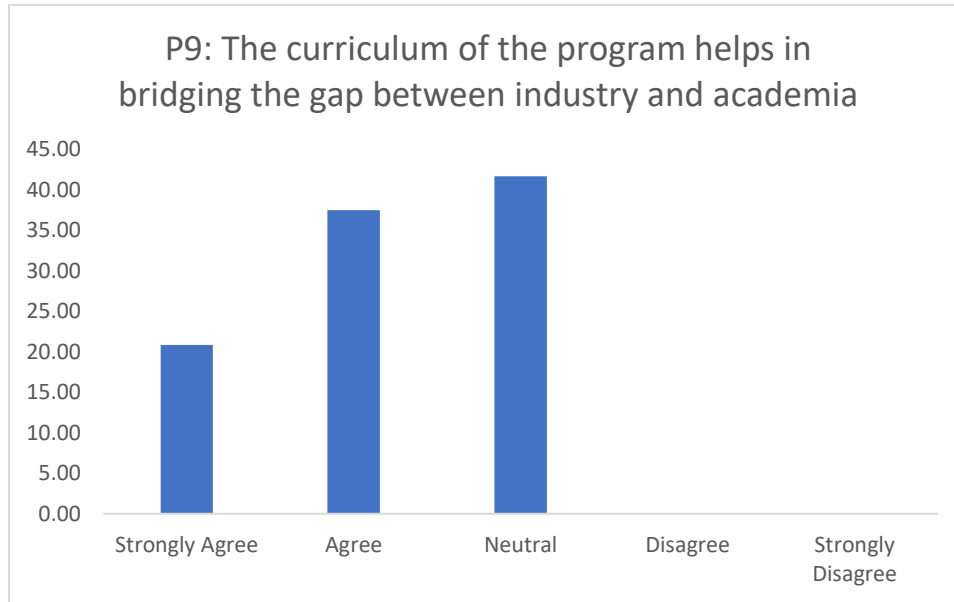
P6: Computer skills and soft skills are well incorporated in the curriculum



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# UTTARANCHAL UNIVERSITY

(Established vide Uttaranchal University Act, 2012, Uttarakhand Act No. 11 of 2013)  
Premnagar-248007, Dehradun, Uttarakhand, INDIA



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