

**CHRIST (Deemed to be University), Delhi NCR**

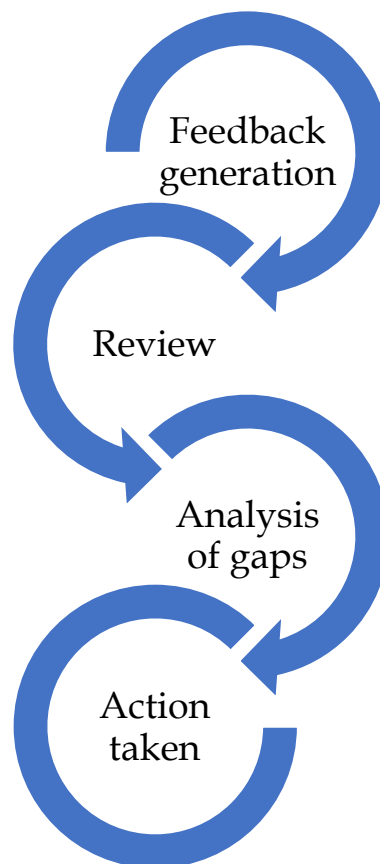
**School of Business & Management**

**Programme Name: MBA**

**Structure feedback for curriculum and its transactions obtained from stakeholders:**

**Process at a glance:** We at the school of Business & Management effectively implement a robust feedback process to continuously improve its curriculum and teaching methodologies. Here's a breakdown of the process and actions taken:

**Feedback Process:** Feedback is solicited from various stakeholders, including students, teachers, employers, alumni, and academic peers. The feedback is used to update and improve the curriculum's teaching, learning, assessment, and capacity-building aspects. A cyclical process is followed, starting from feedback generation, review, analysis of gaps, and action taken based on the feedback.



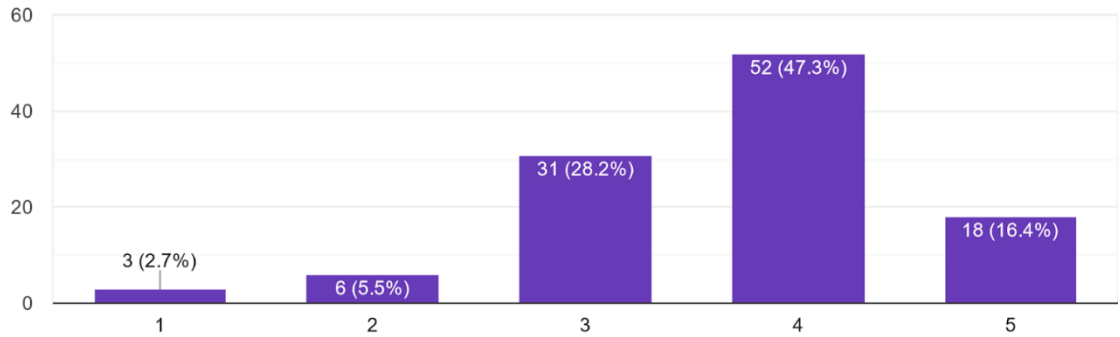
### **Stage 01: Feedback Generation from various stakeholders**

**1.1 Feedback from Students:** students who were enrolled in the MBA offered by the School of Business and Management were asked for their input. The feedback obtained was based on several aspects, such as whether the curriculum aligns with the stated objectives and learning

outcomes, if it covers advanced topics, and if it effectively enhances knowledge and skills in the relevant field etc.

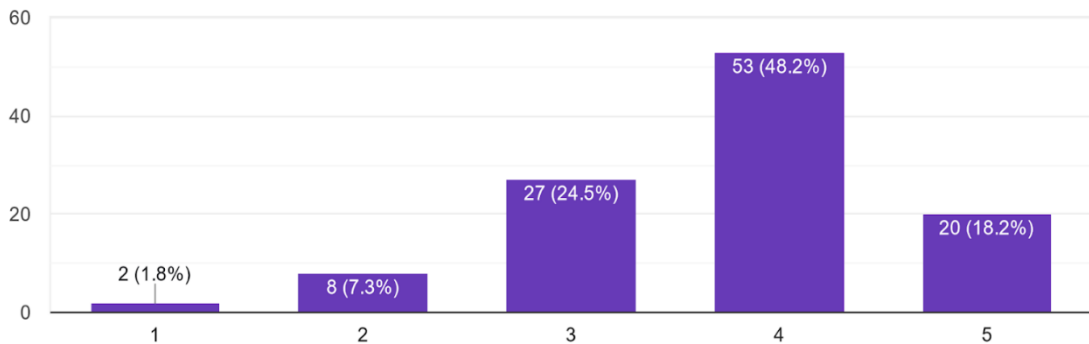
Does the content of the curriculum satisfy the stated objectives and learning outcomes?

110 responses



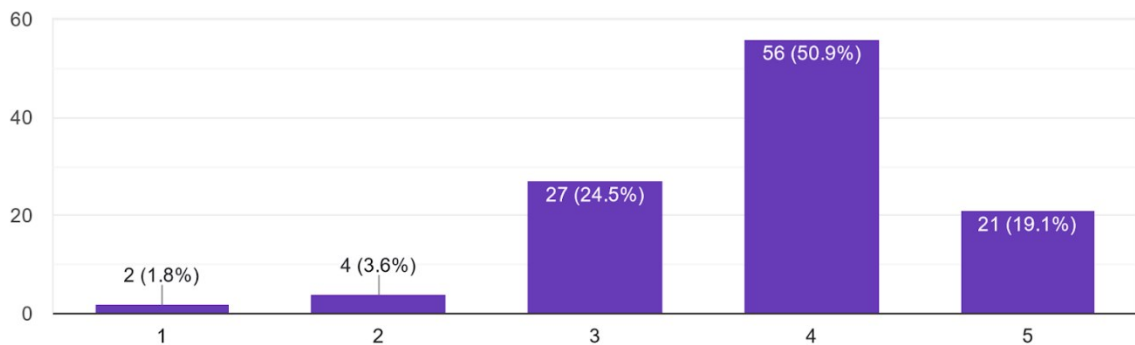
Does the curriculum cover advanced topics?

110 responses



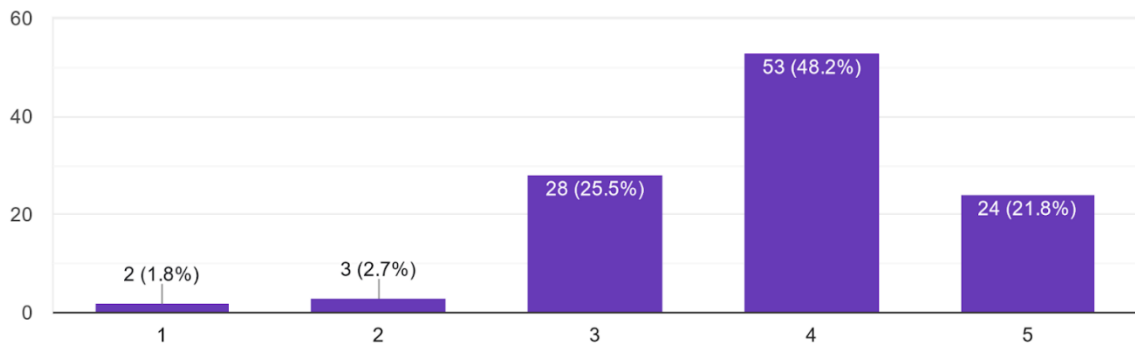
Whether the curriculum enhances your knowledge and skills in the relevant domain?

110 responses



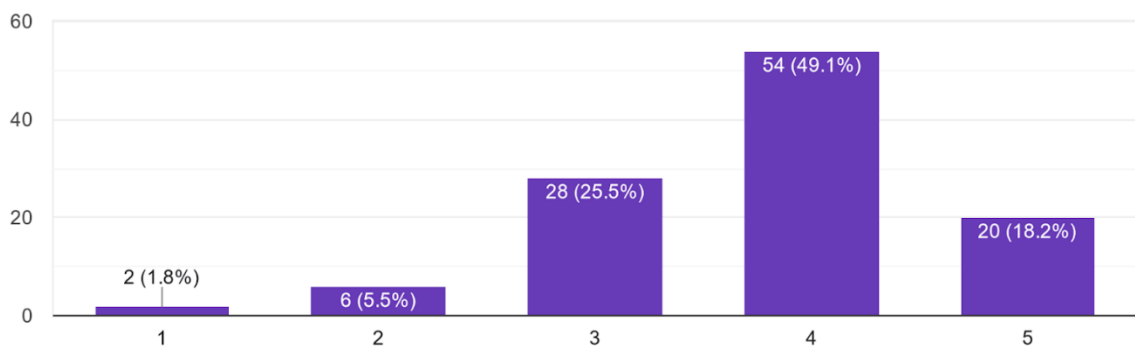
### Is the curriculum effective in developing critical/ analytical thinking?

110 responses



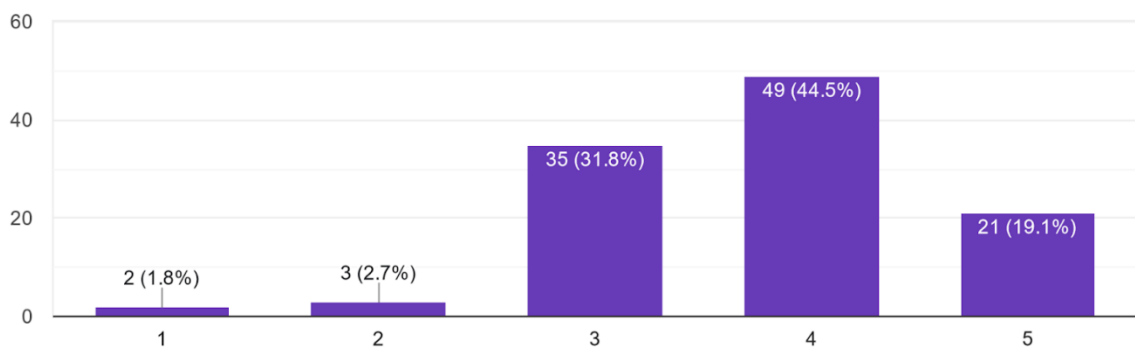
### Are the text books and reference materials relevant to the content of the curriculum?

110 responses



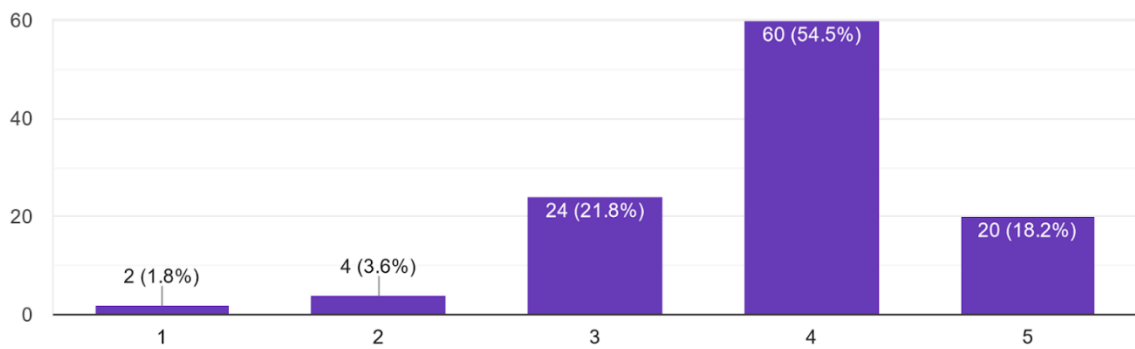
### Does the curriculum orient towards higher education?

110 responses



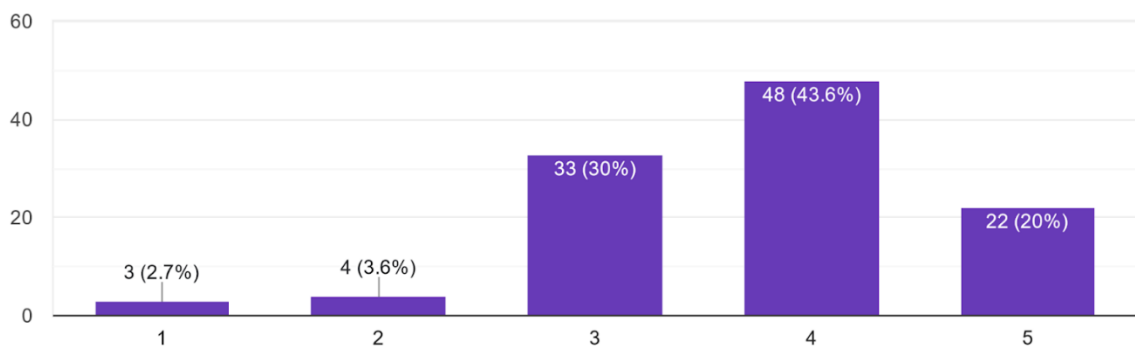
Does the curriculum enable the students to apply their knowledge in real life situations?

110 responses



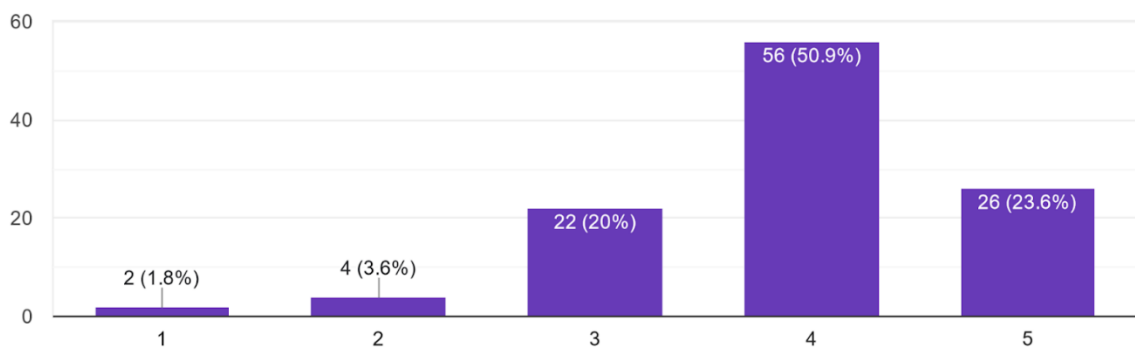
Is employability given weightage in the design and development of curriculum?

110 responses



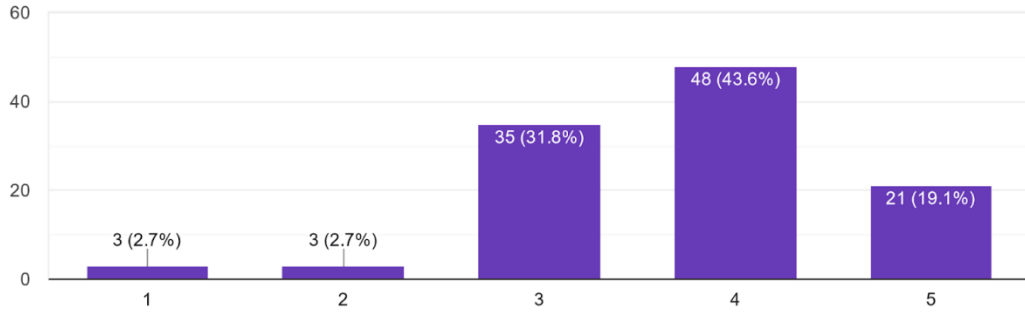
Does the curriculum promote self-study and attitude of research?

110 responses



Does the curriculum meet your overall expectations?

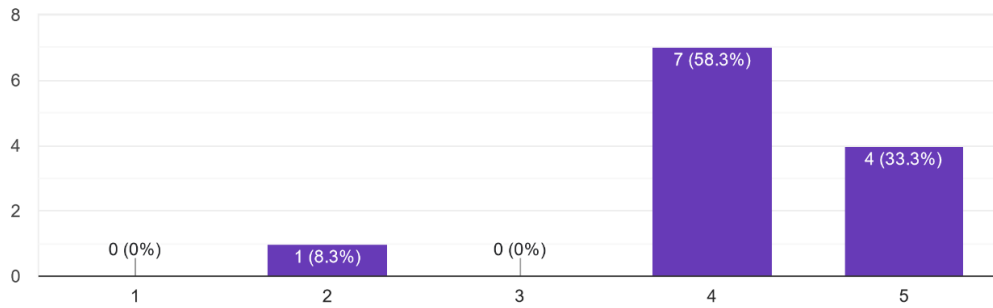
110 responses



**1.2 Feedback from Teachers:** Feedback was solicited from 12 teaching faculties to develop the curriculum. Overall, the teachers expressed satisfaction with the curriculum, but some provided specific suggestions for improvement.

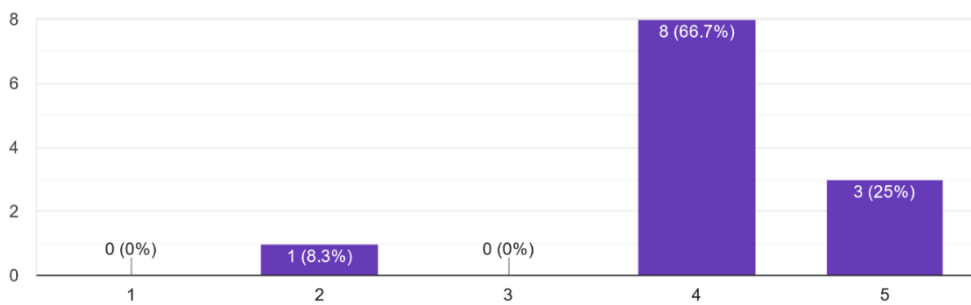
Do you have continuous processes to propose, modify, suggest and incorporate new topics in the curriculum?

12 responses



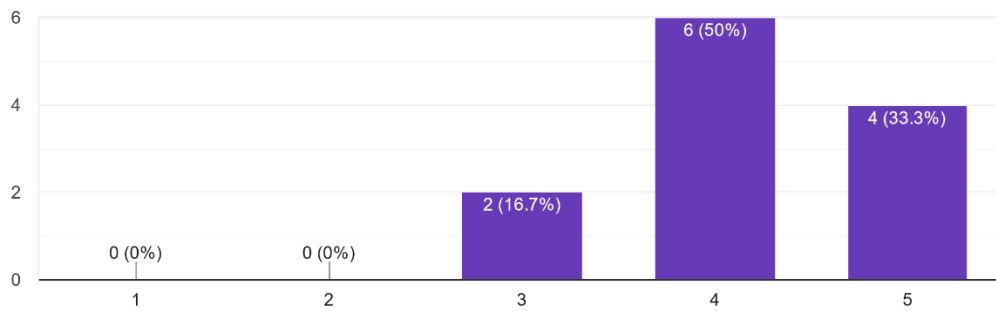
Does the curriculum satisfy the stated objectives and learning outcomes?

12 responses



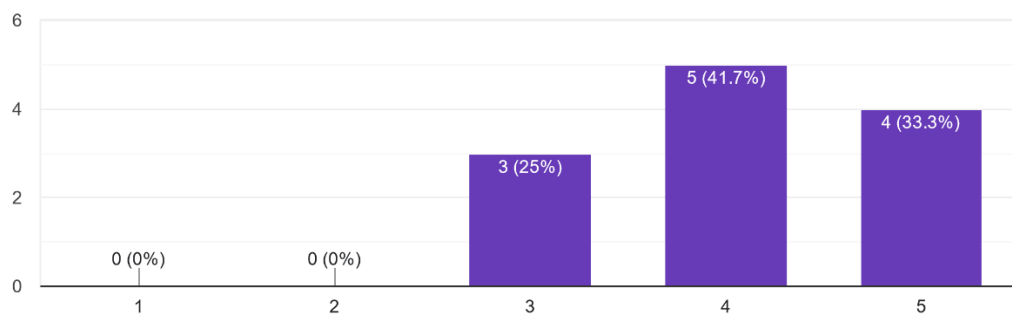
Is the curriculum effective in developing independent thinking?

12 responses



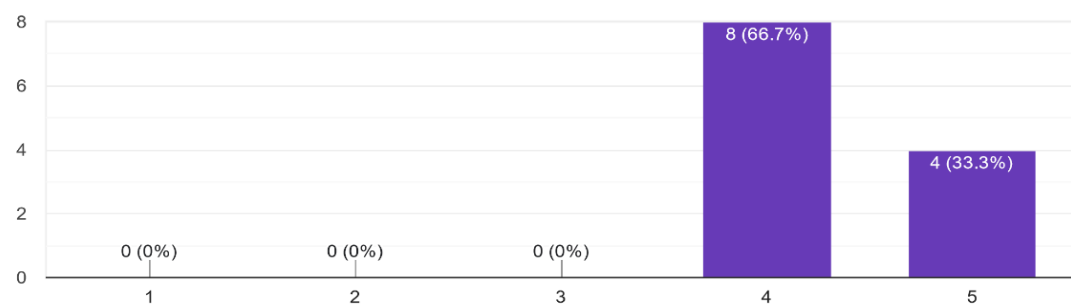
Does the departmental level expert committee meet to review the curriculum?

12 responses



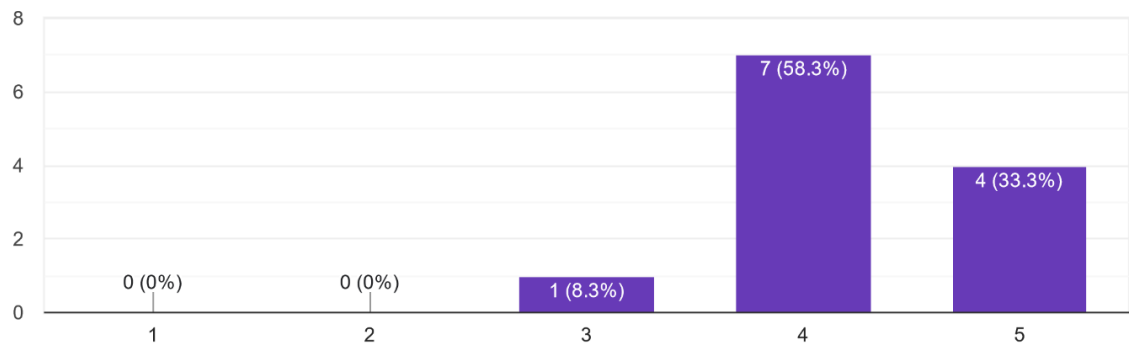
Does the curriculum enhance your knowledge in the subject area?

12 responses



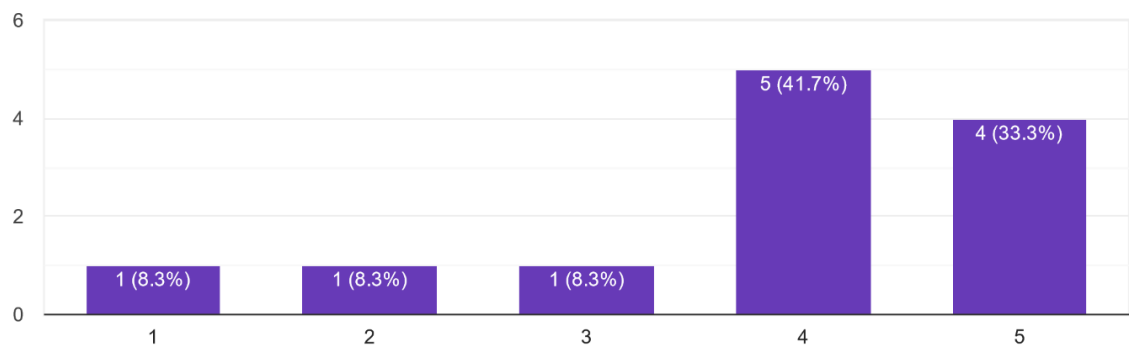
Does the curriculum enable the students to apply their knowledge in real life?

12 responses



Does the curriculum demand the teachers for research inclusive teaching?

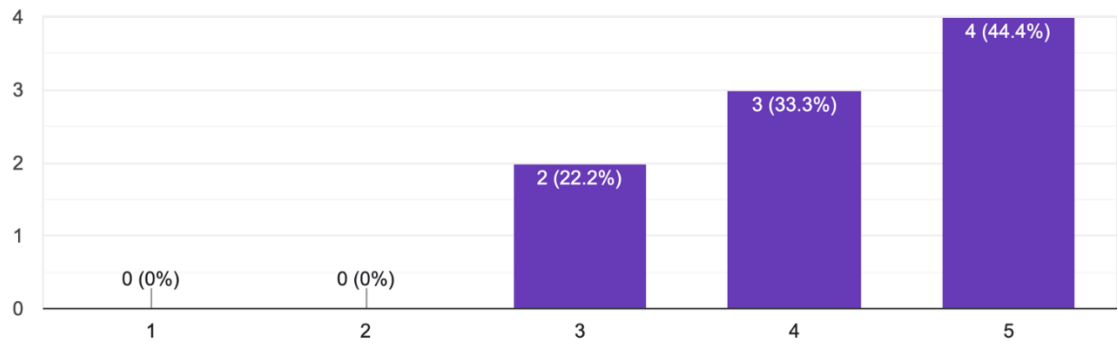
12 responses



**1.3 Feedback from Employers:** Taking feedback from employers ensures that the curriculum aligns with industry demands, enhancing graduates' employability. It provides insights into industry needs, enabling curriculum adjustments to produce job-ready graduates and foster stronger academia-industry partnerships, thus bridging the gap between education and employment. A glimpse of the same is attached here for reference.

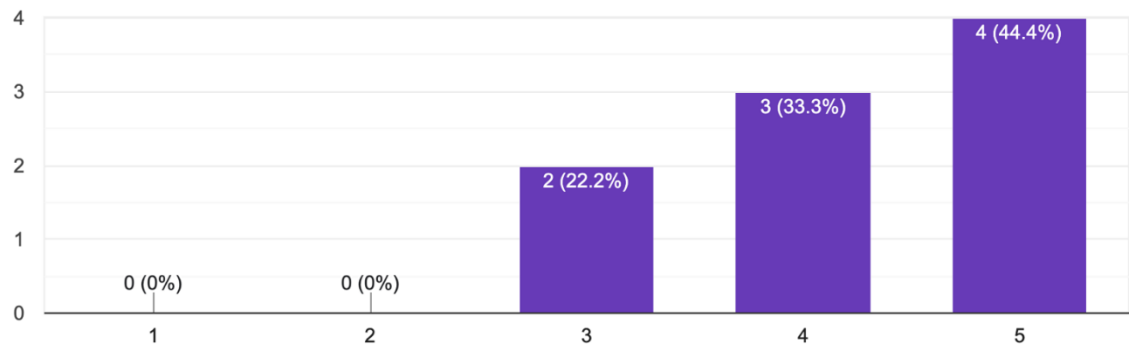
### Is the curriculum aligned with the objectives of the programme?

9 responses



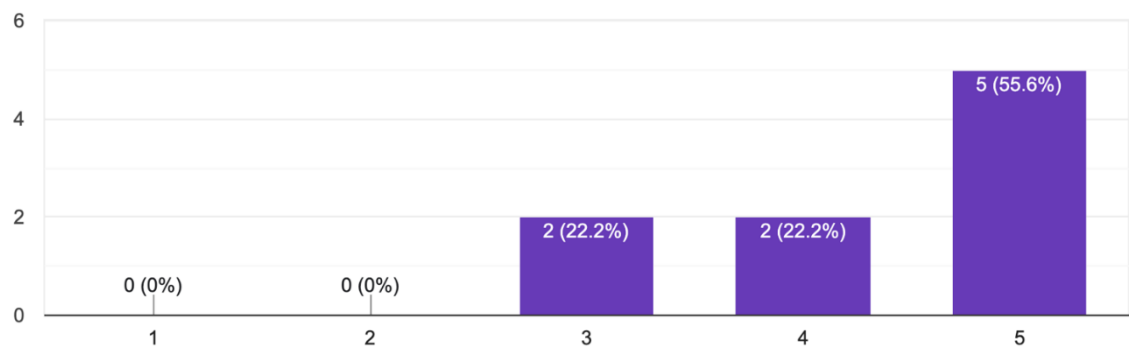
### Does the curriculum cover advanced topics and current trends?

9 responses



### How would you rate the relevance of the electives offered in the curriculum?

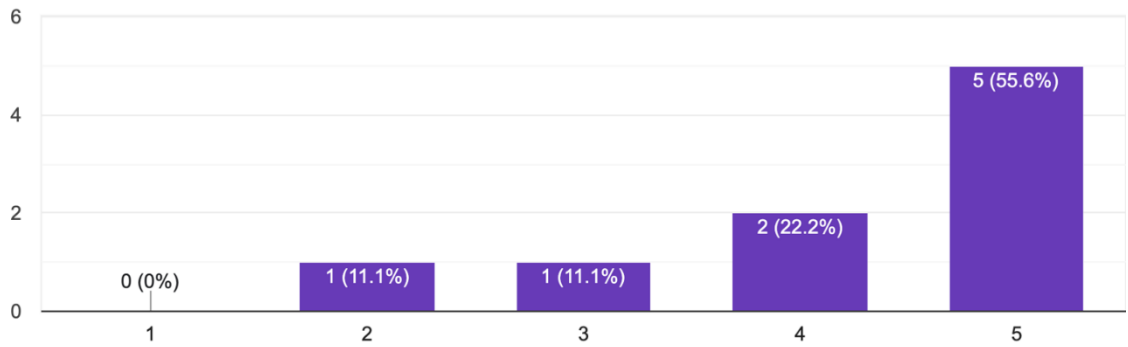
9 responses





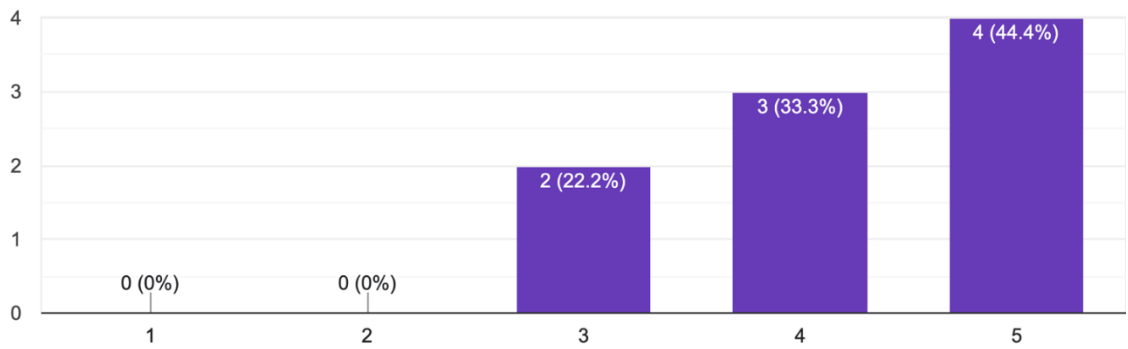
Is employability given weightage in the design and development of curriculum?

9 responses



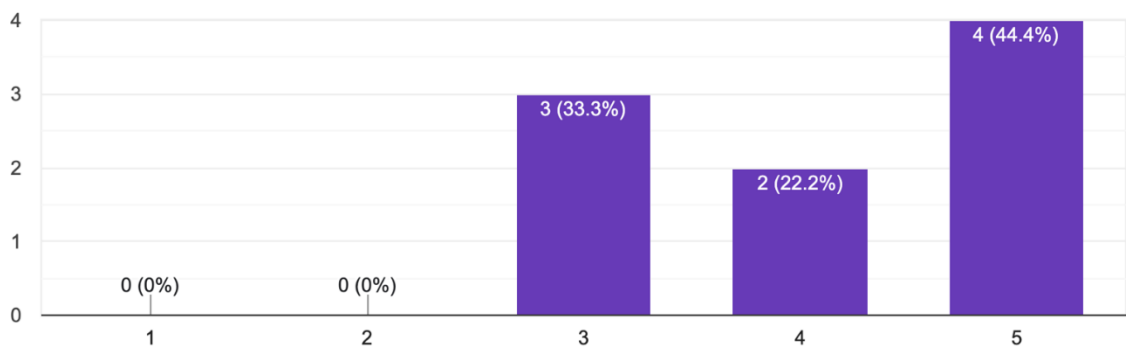
Does the curriculum meet the expectations of the industry?

9 responses



Does the curriculum cater to the enhancement of skills of the students with respect to the industry needs?

9 responses



## General Comments and Suggestions:

3 responses

students backed out.

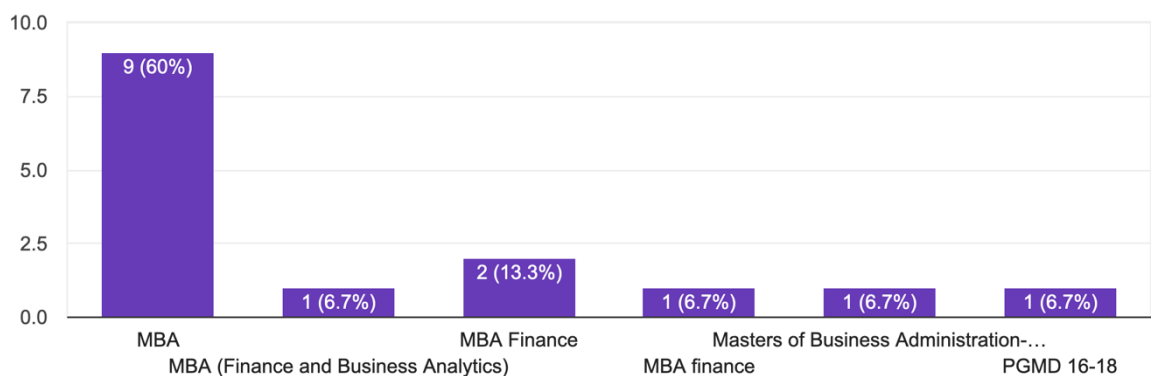
CHRIST is highly focused on building career of its students diligently

Overall the courses are contemporary, however there would be more focus on live case studies while reviewing the performance of the students at institutes.

**1.4 Feedback from Alumni:** Feedback from alumni offers valuable insights into the effectiveness of the curriculum in real-world contexts, aiding in curriculum refinement. Alumni perspectives highlight strengths and areas for improvement, guiding adjustments to meet evolving industry standards and ensuring graduates' career success, fostering a culture of lifelong learning and alumni engagement.

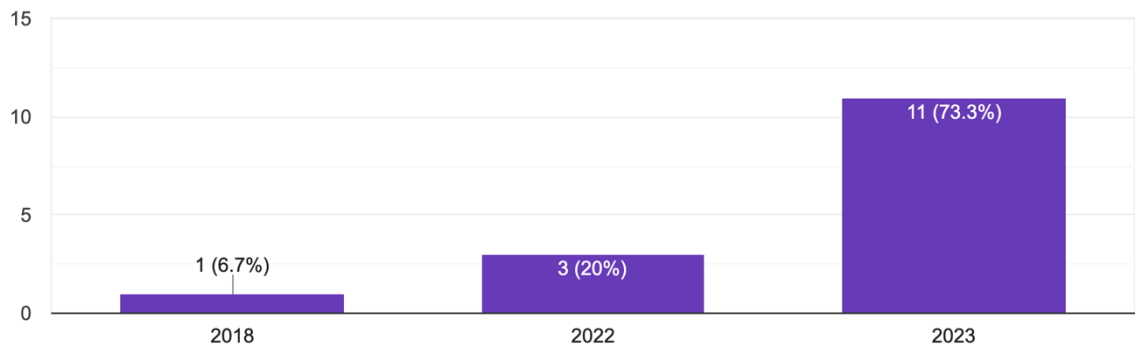
### Name of the Programme Completed

15 responses



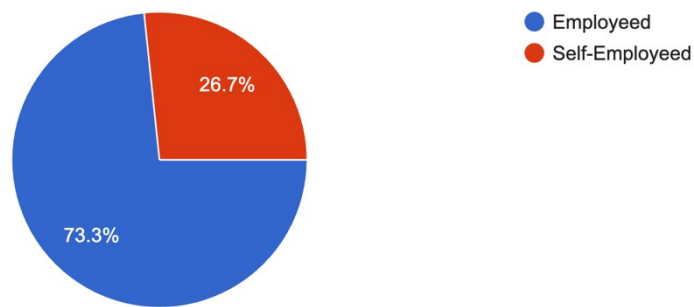
### Year of Passing Out:

15 responses



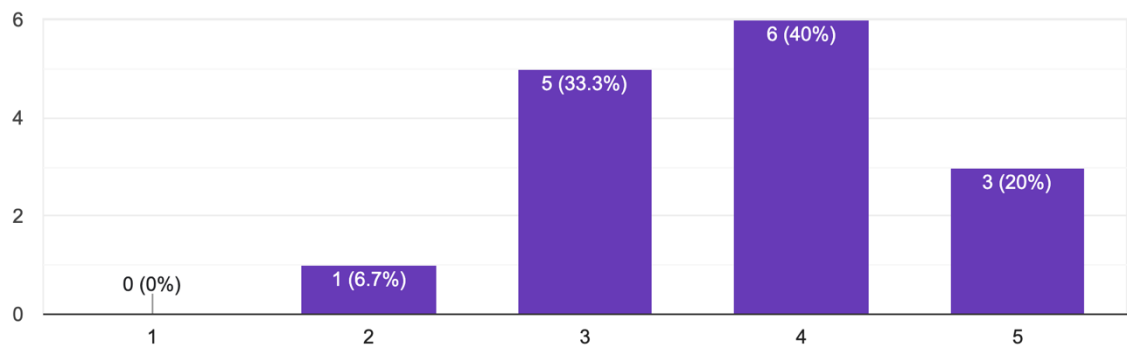
### Employment type

15 responses



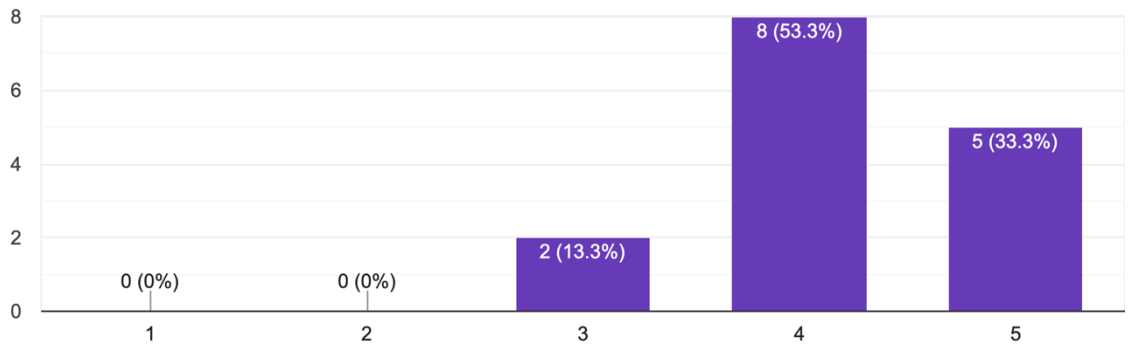
### Is the curriculum updated on a regular basis depending on the current trends and advanced topics?

15 responses



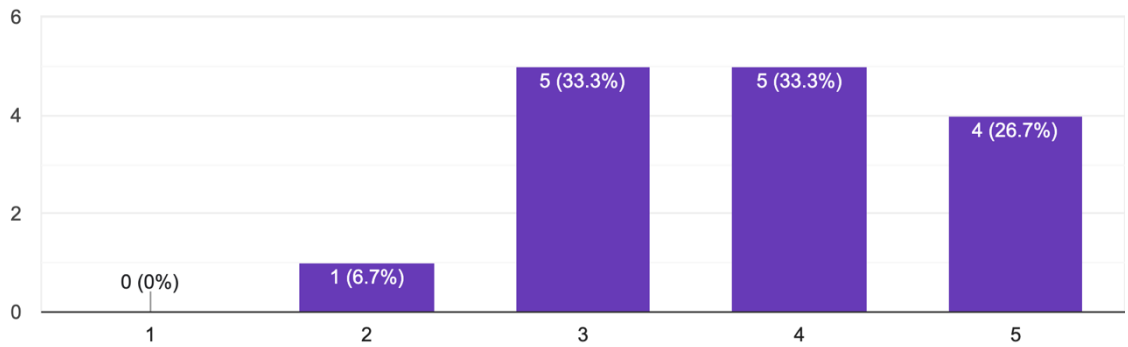
### Does the curriculum orient the students towards higher education?

15 responses



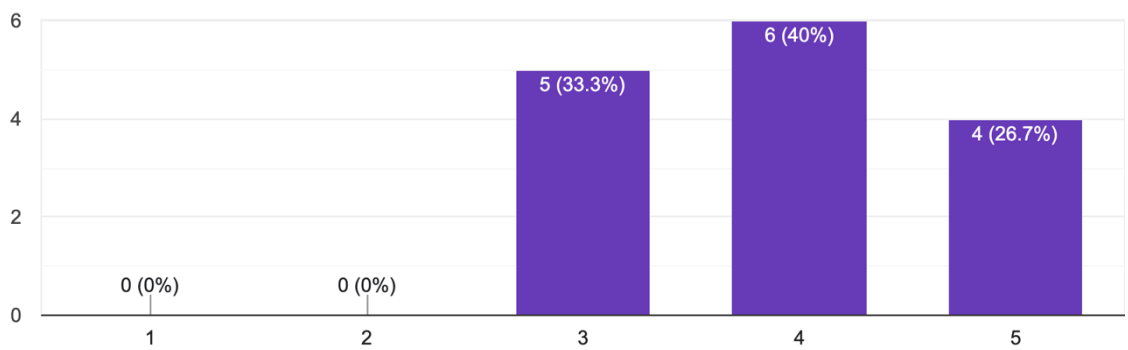
### Does the curriculum provide employability weightage?

15 responses



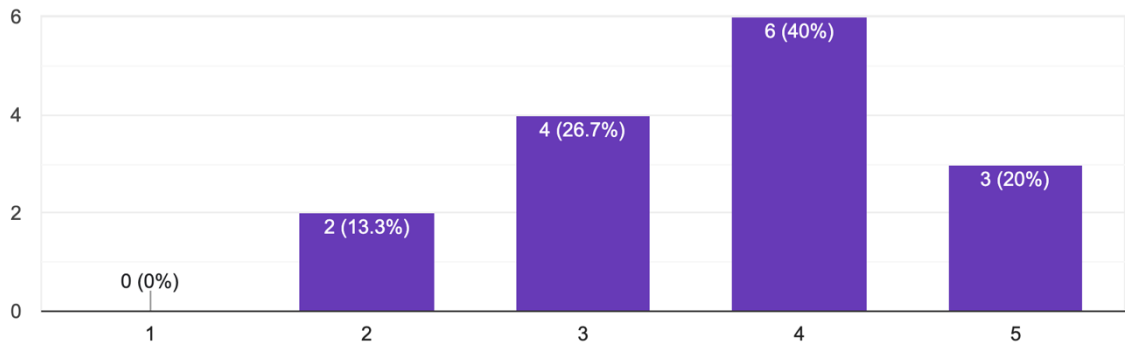
### Does the curriculum meet the expectations of the industry?

15 responses



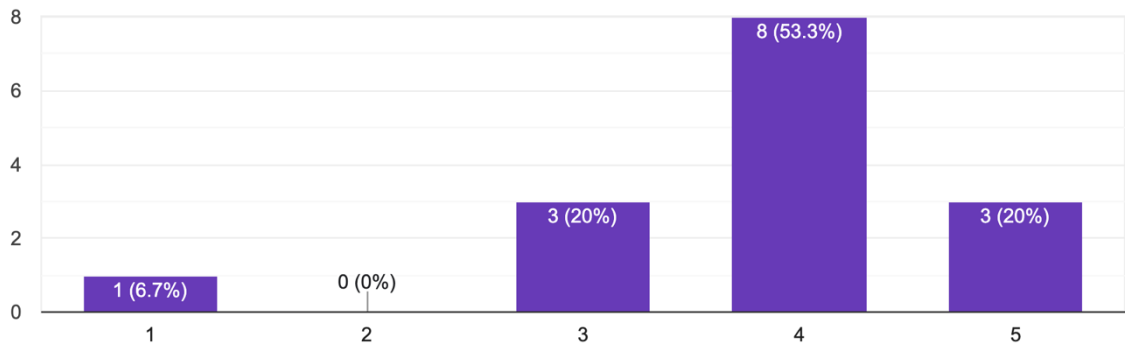
Does the curriculum enable the student to connect the knowledge to real life application?

15 responses



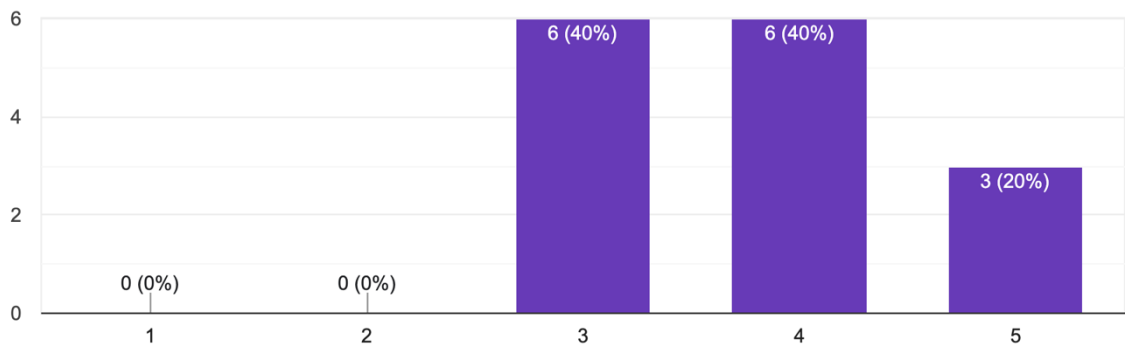
Does the curriculum encourage entrepreneurship?

15 responses



Do you think that the curriculum motivates the students for research and development?

15 responses



## General Comments and Suggestions

6 responses

Keep up the good work , Christ as an institution has alot to offer.

The curriculum at the institute is good in terms of academics, but there is a lot of scope for improvement especially in aligning academics with the industry requirements to boost the employability of the students in today's competitive market.

In my journey through the MBA program at Chirst University, I found myself immersed in a curriculum that was undeniably focused on the industry. It's a common belief that the heart of any academic program lies within its alignment with industry standards, and this certainly held true for my experience.

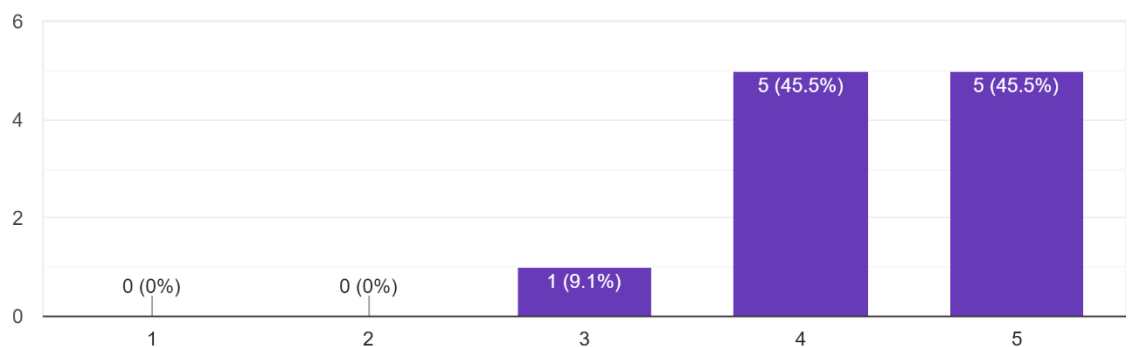
Now, it's important to tread carefully when discussing the shortcomings of any educational system, especially one as complex and dynamic as the field of business education. While it's tempting to critique, it's essential to acknowledge that every institution strives to provide the best possible education within the parameters of industry demands.

However, as I ventured beyond the confines of academia and into the real world of business, I encountered a stark realization. The pursuit of perfection, while admirable in theory, often falls

**1.5 Feedback from Academic Peers:** Feedback from academic peers provides external validation and critical assessment of the curriculum's quality and relevance. Peers offer expertise and diverse perspectives, identifying strengths and areas for enhancement. Their input ensures alignment with disciplinary standards and best practices, fostering continuous improvement and credibility within the academic community. A glimpse of the response received is attached herewith.

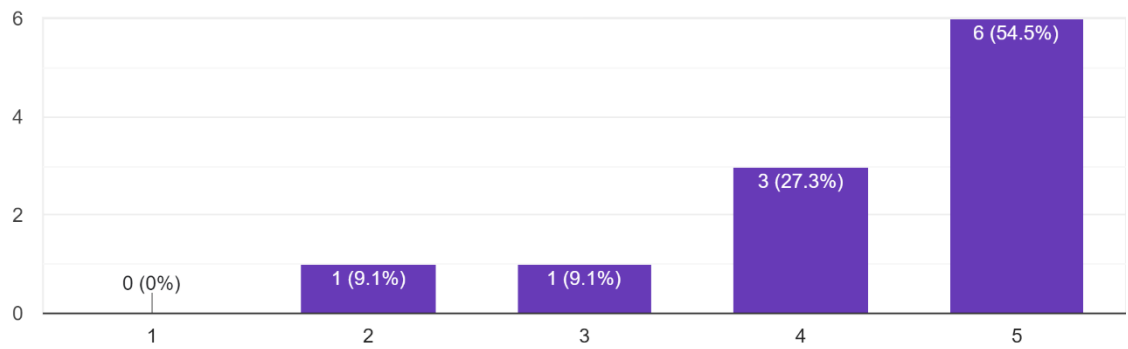
Does the curriculum satisfy the stated objectives and learning outcomes?

11 responses



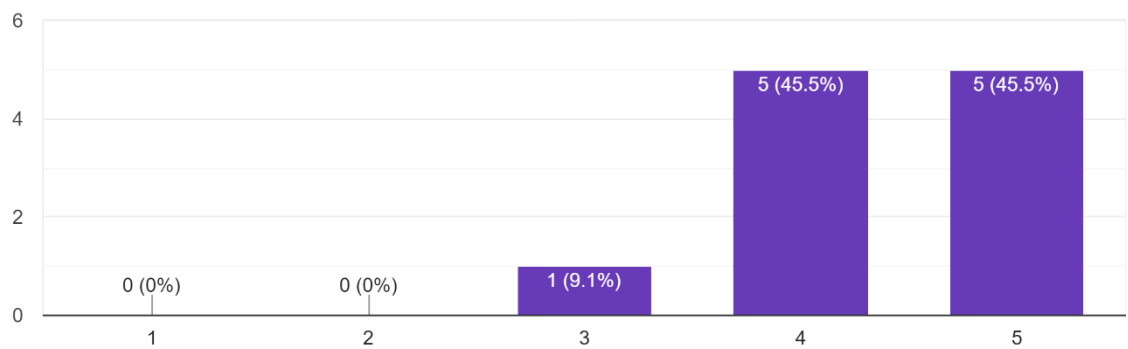
Is the curriculum effective in developing independent thinking?

11 responses



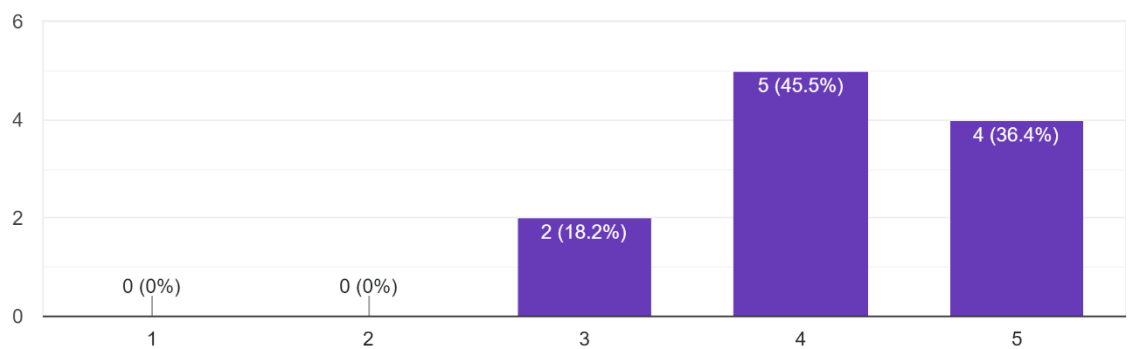
Does the curriculum enhance the knowledge in the subject area?

11 responses



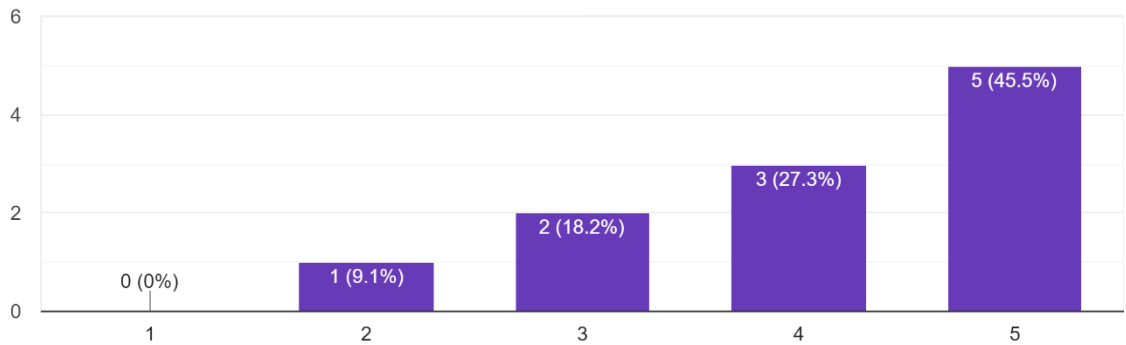
Does the curriculum enable the students to apply their knowledge in real life?

11 responses



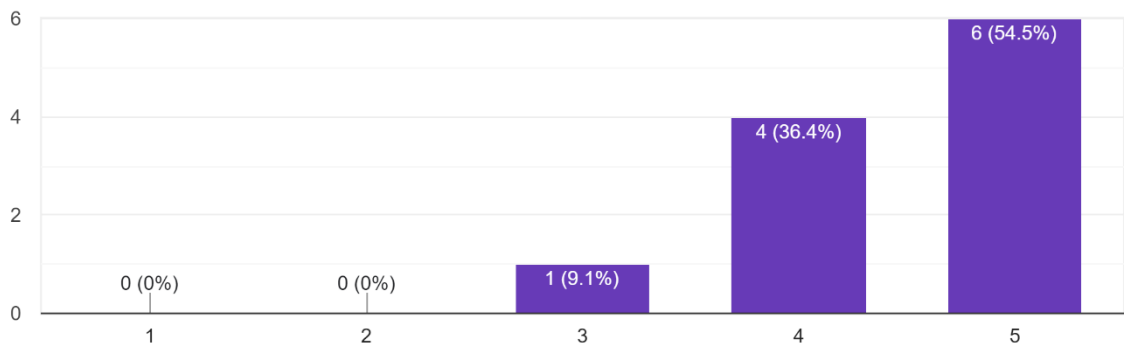
Does the curriculum demand the teachers for research inclusive teaching?

11 responses



Does the curriculum meet the benchmark of the academic standards for the mentioned program?

11 responses



### Stage 02 & 03: Review & Analysis of Gap Stage

After having a review and gap analysis, we gained valuable insights into various aspects of the program. The feedback was gathered based on criteria such as curriculum alignment, coverage of advanced topics, and enhancement of knowledge and skills in the relevant field.

1. **Curriculum Alignment:** Most stakeholders expressed satisfaction with the alignment of the curriculum with the stated objectives and learning outcomes. They appreciated how the courses were structured to effectively meet the program's goals.
2. **Coverage of Advanced Topics:** Stakeholders acknowledged the program's comprehensive coverage of advanced topics. They found including these topics beneficial in expanding their understanding and preparing them for the complexities of the business



world.

3. **Enhancement of Knowledge and Skills:** Feedback indicated that the MBA program effectively enhanced students' knowledge and skills in the relevant field. Students felt that the coursework, assignments, and practical experiences contributed significantly to their professional development.
4. During the analysis of the teacher's feedback, it was realized that more subjects could be included in Analytics as electives for students, such as Blockchain, Cybersecurity, etc. The students have limited choices. Analytics is a field that has to be taught very closely to the industry."
5. It was summarised through analysis that the curriculum needs to be more industry-relevant, and the repetitiveness of topics shall be avoided, to be kept in mind while designing the curriculum. Recall of the issues shall be incorporated with precision to improve the accuracy of learning outcomes."

Overall, the feedback from various stakeholders highlights the strengths of the MBA program, and the positive responses indicate that the program meets the expectations of students and equips them with the necessary tools for success in their careers. Additionally, the curriculum encourages research-inclusive teaching, allowing teachers to continually improve their knowledge and stay up-to-date with the latest advancements in their subject area. The range of responses suggests that the current curriculum adequately supports student learning and teacher professional development. However, certain improvisation is also introduced during the same.

#### **Stage 04: Action taken report**

In response to feedback from various stakeholders, including employers, alumni, and academic peers, we have implemented several strategic actions to enhance the quality and relevance of our business management curriculum. The following summarizes the key actions taken:

- Implemented new engagement strategies, including mentorship programs and student advisory services, to address student attrition concerns.
- Regularly updating course content to include the latest trends and innovations to ensure relevance and currency.
- Increased use of live case studies in the curriculum to bridge the gap between theoretical knowledge and real-world applications.
- Integrated new components regularly updated to reflect the latest trends and advancements in the field, ensuring the curriculum remains at the forefront of educational and professional requirements.
- Added practical, application-based activities to improve student employability outcomes, directly aligning skills development with market demands.
- Introduced additional courses and workshops focusing on entrepreneurship to equip students with tools and knowledge for new ventures.
- Shifted Management Science (MBA532) to the Third Trimester for better sequencing.

- Enhanced the Continuous Internal Assessments (CIAs) pattern to align more with questions asked during placements.
- Incorporated student engagement in live projects into the MBA program.
- Enhanced the practical/software-oriented course contents in non-special Elective Courses (SEC) to improve student skills.
- Ensured a well-structured curriculum that bridges the gap between industry and academia by extensively benchmarking industry outlook with academic standards.
- Continue to seek feedback from stakeholders and adjust the curriculum accordingly.
- Explore opportunities for further integration of practical exposure and industry-relevant content.
- Consider additional enhancements based on emerging industry trends and academic best practices.

We believe these actions will contribute to the ongoing enhancement of our curriculum and ensure that our graduates are well-prepared for success in their careers. By stating this point in this report, we wish to communicate the same to respective course coordinators and other members like CDC, Bos, and Academic Council members for their further action and consideration.