

Action taken report on Stakeholder Feedback 2023-24

Department of Business Administration

Summary of Stakeholder Feedback and Action Taken - MBA

Programme	Stakeholder	Summary of Feedback Received	Action Recommended	Action Taken
MBA	Students	<ul style="list-style-type: none"> - Need for more interactive and real-world application-based learning in academic programs. - Better alignment of program emphasis with career expectations and global trends. 	<ul style="list-style-type: none"> - Introduce more simulations, case studies, and real-world problem-solving in curriculum. - Strengthen pre-placement training with a focus on case study evaluation and analytical skills. 	<ul style="list-style-type: none"> - Added simulations and case studies in course plans. - Enhanced pre-placement training sessions with a focus on case study-based assessments and global business insights.
MBA	Alumni	<ul style="list-style-type: none"> - Suggestions to include more data analytics and emerging management topics. - Improved industry-specific skill training like advanced Excel, presentation skills, and career counselling. 	<ul style="list-style-type: none"> - Provide courses on emerging areas like data analytics. - Conduct workshops on advanced tools and professional skills development. 	<ul style="list-style-type: none"> - Encourage students for taking micro-credentials in analytics area. - Organized workshops on advanced Excel, presentation skills, and career counselling.
MBA	Faculty	<ul style="list-style-type: none"> - Request for clearer performance expectations and equitable workload distribution. - Need for training on advanced teaching methodologies. 	<ul style="list-style-type: none"> - Clarify performance and promotion policies. - Provide training on simulations and interactive teaching methods. 	<ul style="list-style-type: none"> - Conducted workshops for faculty on simulations and multimedia teaching tools. - Communicated clear performance expectations and workload guidelines during induction.
MBA	Recruiters	<ul style="list-style-type: none"> - Require graduates with stronger leadership, analytical, and global business skills. - Feedback on improving resume preparation and interview readiness. 	<ul style="list-style-type: none"> - Integrate leadership and global outlook modules. - Revamp placement training to include mock interviews and resume clinics. 	<ul style="list-style-type: none"> - Training programs on leadership to be conducted. - Conducted resume workshops, mock interviews, and GD sessions.

Summary of Stakeholder Feedback and Action Taken - BBA

Programme	Stakeholder	Summary of Feedback Received	Action Recommended	Action Taken
BBA	Students	Include more projects focusing on sustainability and social responsibility.	Add project-based coursework on sustainability initiatives.	Introduced a sustainability-focused project in the first year curriculum.
	Alumni	More focus on digital marketing tools and practices.	Provide workshops and certifications on tools like Google Analytics and Meta Ads.	Organized program on Digital Marketing Tools, including Google Analytics and SEO.
	Teachers	Need for faculty collaboration on developing interdisciplinary courses.	Form interdisciplinary teams to design and implement new courses.	Proposed an interdisciplinary elective, "Technology and Innovation in Business," designed collaboratively by faculty from Management and other eminent institutes.
	Employers	Greater focus on data interpretation and visualization skills.	Add training sessions on tools like Tableau and Power BI.	Conducted mandatory hands-on training sessions on Tableau and Power BI for all final-year students.



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