

STAKEHOLDERS FEEDBACK REPORT

Chitkara School of Business Studies

2019-2020

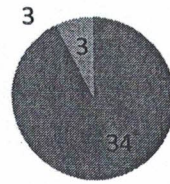
Ref. No: CUHP/CSBS/2019-20/SFR- 01

Date: 17 June, 2020

FEEDBACK REPORT 2019-2020

A meeting was held on 17th June, 2020 regarding discussion on Curriculum related feedback received from the stake holders (Students: 34, Faculty: 3 and Industry: 3).

Stakeholders



■ Students ■ Faculty ■ Industry

Points /concern raised by the stake holders are summarized below.

S. NO	Key Suggestions	Source	Recommendations
1	To conduct guest sessions/expert talks of the course subjects in order to get valuable insight of the subject.	Employer and Student Feedback	The suggestion can be put on table for discussion.
2	It is suggested to add value added courses for the students to enhance their employability skills in the retail landscape.	Student Feedback	Value added courses such as Technical Writing could be added
3	To conduct more sessions/workshops on business communications.	Employer and Student Feedback	Workshops on effective communication/resume writing could be organized.
4	Official Industry partner should introduce skill based course certifications during OJT.	Employer Feedback	The suggestion can be put on table for discussion.

5	It is suggested to have revision in the contents of some subject (addition/deletion of topics).	Teacher Feedback	Addition/Deletion and minor revisions in Sales and Customer Relationship Management-1, Sales and Customer Relationship Management-2, Sales Management, Distribution Management, Team Management-1, Team Management-2 course are suggested.
6	New elective courses to be introduced in the curriculum.	Teacher Feedback	Elective courses such as International Retailing could be added
7	Timely planning of the RASCI skill assessment and OJT Training was suggested by the industry partners and teachers, considering the pandemic situation	Teacher and Industry Feedback	The suggestion can be put on table for discussion

Aditi Chandel

Dr. Aditi Chandel

Assistant Professor

CSBS Department

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Parul

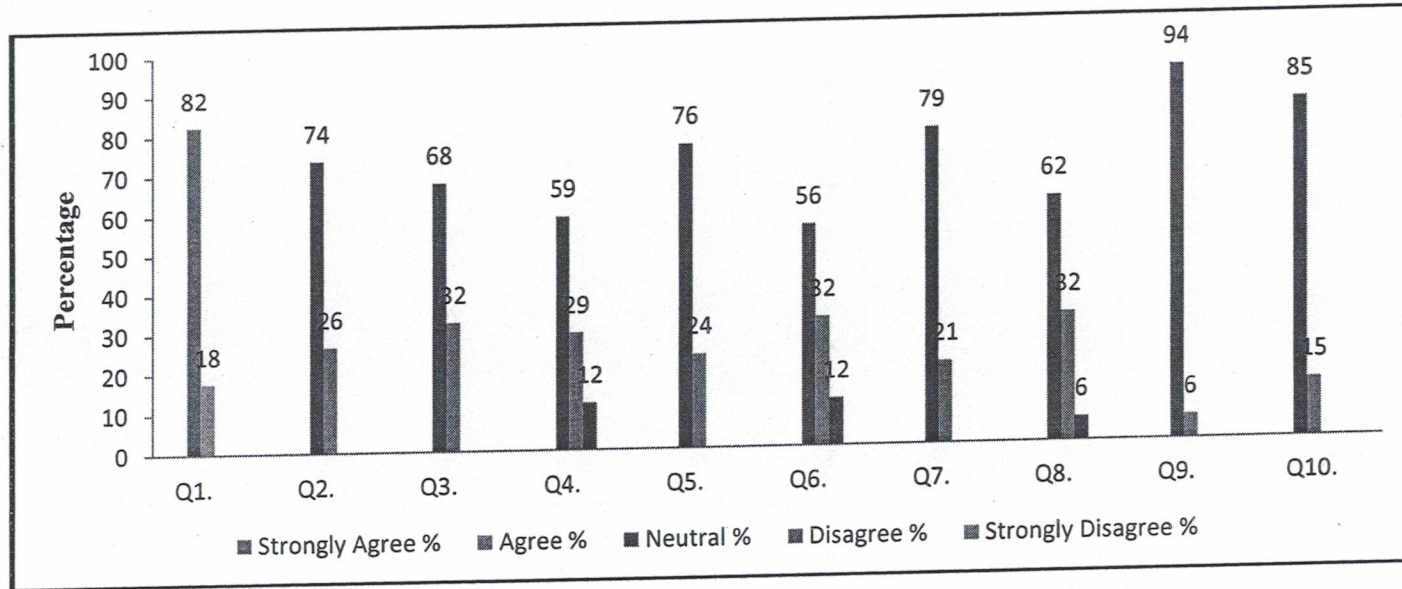
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HoD

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**STUDENT FEEDBACK ANALYSIS
(2019-2020)**

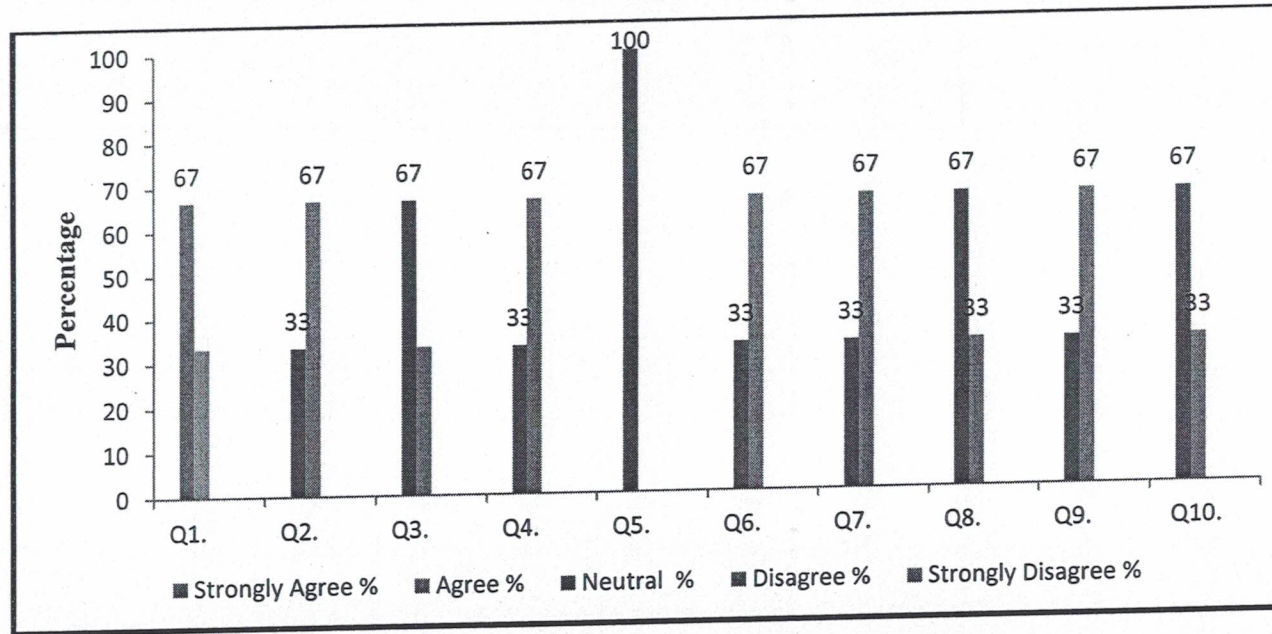


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- Q1: The program curriculum caters to the current industry requirements.
- Q2: The current curriculum helps me improve practical knowledge.
- Q3: The delivery of curriculum helps me develop soft skills, managerial skills and technical skills.
- Q4: The program curriculum focuses on problem-based learning.
- Q5: The faculty incorporates the latest teaching pedagogies in the classroom.
- Q6: The minor / major projects given by the department during the academic year are aligned with real life business scenarios.
- Q7: The faculty guides me / contribute during the execution of my minor / major project.
- Q8: The guest lecturers organized by the department add value to my subject knowledge.
- Q9: The industrial visits / Internships organized during the academic year helps me gain industrial experience.
- Q10: The curriculum taught to me is progressive and meets my requirements.

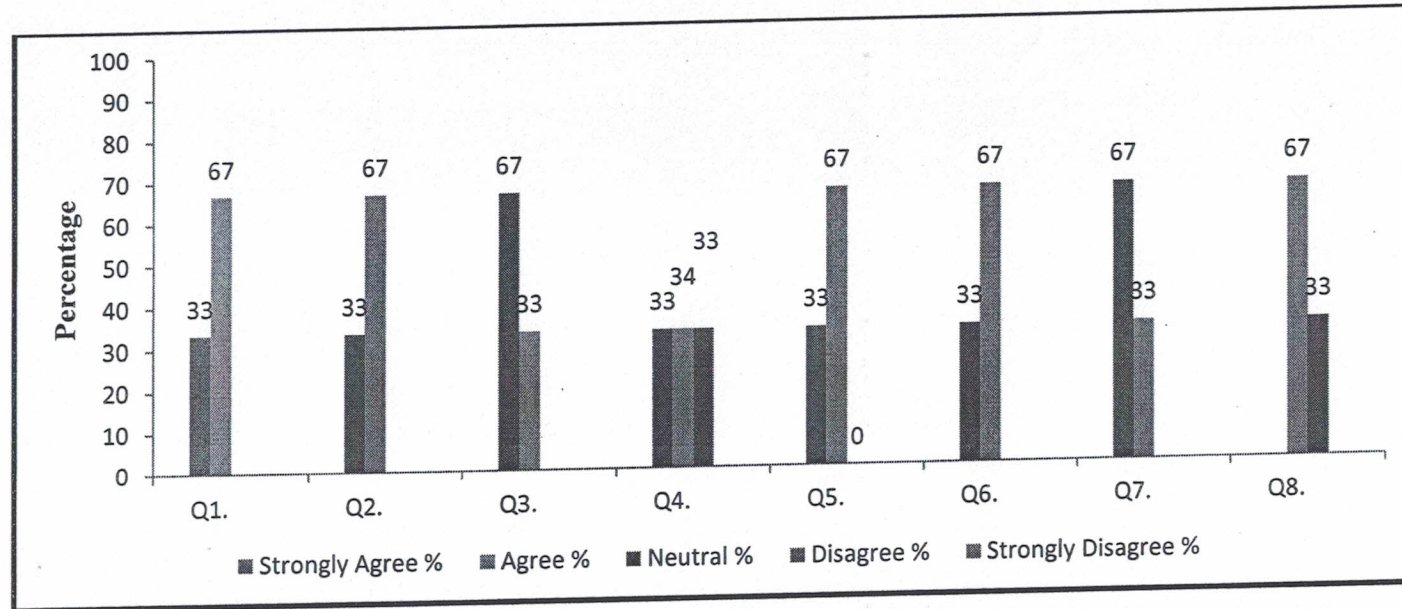
**FACULTY FEEDBACK ANALYSIS
(2019-2020)**



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- Q1:** The curriculum topics are very much relevant with the current needs of the industry.
Q2: The electives being offered in the curriculum are relevant to the technological advancements happening in business world.
Q3: The practical exposure provided under the curriculum covers modern technological tools.
Q4: The curriculum is capable of improving ethical values in students.
Q5: The curriculum encourages Industry – Academic Interactions.
Q6: There is good academic flexibility available in the curriculum with respect to regular addition of advance topics.
Q7: The curriculum is very much effective in improving innovative thinking among students.
Q8: The curriculum plays a great role in improving teamwork abilities among students.
Q9: The syllabus provides an effective path for the development of entrepreneurship among students.
Q10: The current curriculum helps me contribute towards student's learning as well as my own skill enhancement.

INDUSTRY FEEDBACK ANALYSIS
(2019-2020)



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- Q1:** The students have basic knowledge and skill set relevant to our organization.
Q2: The students think innovatively to analyze and solve the problem posed.
Q3: The students use ethical practices to handle conflicting issues of society, government and the organization.
Q4: The students are able to present and express themselves orally and in writing for the task they handle.
Q5: The students are able to work in team and lead the team effectively to manage the project.
Q6: The students adopt the changes and willing to learn new technologies.
Q7: The experience of working with past batches indicates that course curriculum being taught to students of Chitkara University is contemporary.
Q8: The students are aware of the terms, standards, government rules and regulations commonly used in an organization.