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DEPARTMENT OF MANAGEMENT STUDIES
FEEDBACK FROM STAKEHOLDERS AND ACTION TAKEN
(2018-19)

The Department has formal and informal mechanisms to obtain feedback from stakeholders through various committees, associations, and organizations, etc. The report for 2018-19 is presented herewith.

1. a. Employers Feedback

- Communication in GD and PI has to be improved to a greater extent and Communication Skills should be offered as a free elective.
- Students need to be updated on current business knowledge

1. b. Parents Feedback

- Enough time to be provided for Fee payment by the administration
- Women students' parents requested reprographic facilities within the campus

1. c. Students Feedback

- Requested for full semester projects as it will help them in getting absorbed in companies where they are doing projects;

1. d. Alumnus Feedback

- Business Analytics specialization needs to be upgraded to include TABLEAU, R' Big Data, etc.

Feedback from Employers was collected based on the following criteria.

Employer Feedback Analysis

	Criteria for Analysis
C1	Infrastructure and Placement
C2	Resumes and Etiquette
C3	Competency and skill sets
C4	Communication skills
C5	Subject basic and business knowledge
C6	Performance during GD and PI
C7	Awareness about the company profile and job requirements

Sample Feedback for Employer-Enclosed



Karunya SCHOOL OF MANAGEMENT
Fostering Values and Excellence



Recruiter Feedback Form

We express our heartfelt thanks for exploring placement opportunities to Karunya School of Management, Karunya University. May we hope that your efforts have been fruitful?

In this context, we request you to share the feedback for improvement.

Please TICK your considered opinion:

Infrastructure and Placement Process at our Campus	:Excellent/	Good	Average
Student's Resumes and Etiquette	:Excellent	Good/	Average
Students' Competency and Skill sets	:Excellent	Good	Average
Student's Communication skills	:Excellent	Good	Average
Student's Subject Basic and Business Knowledge	:Excellent	Good	Average
Student's Performance during GD and PI	:Excellent/	Good	Average
Student's awareness about the company profile and Job requirements	:Excellent	Good	Average
Overall preparedness of the students	:Excellent	Good	Average

Any suggestions for improvement

More improvement on soft skills needed

Name: HR Team Designation: HR Manager

Organization: Wildcraft Email: _____

Mobile: _____ Date: _____ Sign: Jay. wildcraft@wildcraft.in

Jay

Employer's
feedback
(2-18)



No of Respondents: 15

Cumulative Score 67

Course of Action taken:

Communication in GD and PI has to be improved to a greater extent and Students need to be updated on current business knowledge. In tune with this suggestion, the Placement officer and concerned course teacher were asked to give adequate importance to it. Enough content for communication had been added in Soft Skills introduced in 2019.

19MS2005	SOFT SKILLS	L	T	P	C
		1	0	0	1

Course Objectives:

- To help the students develop their competencies and capabilities
- To enable the students to understand the industry expectations
- To create self-confident individuals by mastering the common soft skills.

Course Outcome:

Students will

- understand the importance of soft skills needed for their profession
- become self-confident and self-motivated individuals to face the competitive world.
- become more self-disciplined and competent individuals to face the industry.
- demonstrate necessary employability skills.
- apply interview skills and face the interview confidently.
- understand the expectations of the industry and start preparing accordingly.

Module -I - Introduction to soft skills, the significance of soft skills, soft skills vs hard skills, attitude, self-confidence, and self-motivation, performance evaluation.

Module -II - Communication skills, verbal communication skills, oral, telephonic, and social media communication, non-verbal communication skills, body language, personal application/action taken.

Module -III- industry expectations, universal hiring rule, attire and etiquettes teamwork, adaptability, personal application/action taken.

Module -IV - Problem-solving skills, making the right choice, never give up, begin to grow, critical thinking, personal application/action taken.

Module -V - Planning, prioritization, delegation, conflict management, presentation skills, personal application/action taken

Module - VI - group discussion, preparing a professional resume, interview skills, do's and don'ts, answering the common questions of the interview, mock interview, performance evaluation,

Reference Books:

1. Frederick H. Wentz Soft Skills Training: A Workbook to Develop Skills for Employment, Create Space Independent Publishing Platform; Large edition, 2012.
2. [T. KalyanaChakravarthi](#), [T. LathaChakravarthi](#) Soft Skills for Managers, Wiley, 2011.
3. Geetu bharwaney, Increase your emotional Intelligence, Jaico publishing house, Delhi 2009.
4. R.C.Bhatia, Personality Development, Ane books private ltd, Delhi, 2013.
5. Jayant Neogy Sure Success in Interviews: The most comprehensive one-source guide for succeeding in interviews Kindle Edition, Unicorn Books (10 March 2014).

Alumni Feedback Analysis

Feedback from alumni was collected based on the following criteria.

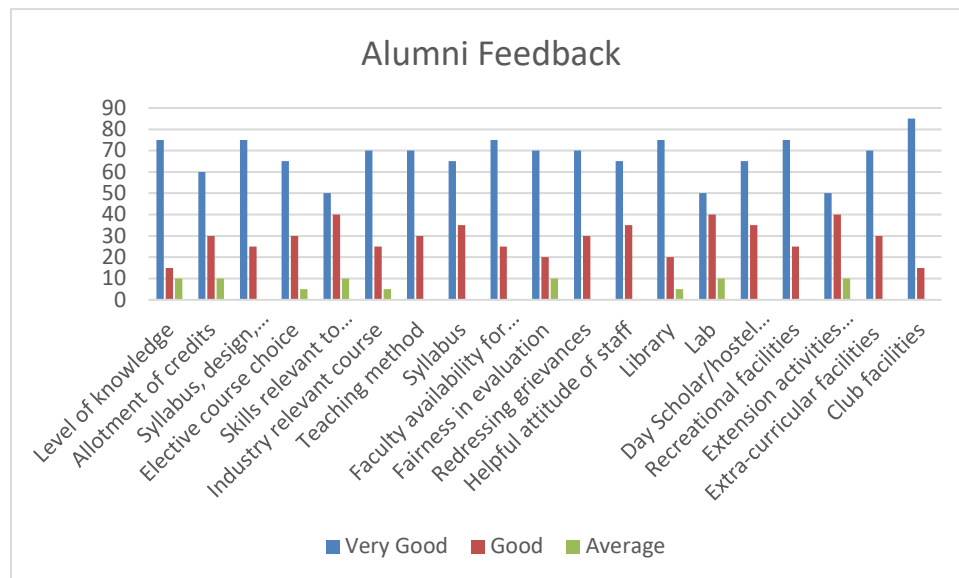
	Criteria for Analysis
C1	Level of knowledge
C2	Allotment of credits
C3	Syllabus, design, resource
C4	Elective course choice
C5	Skills relevant to the placement
C6	Industry relevant course
C7	Teaching method
C8	Syllabus
C9	Faculty availability for interaction
C10	Fairness in evaluation
C11	Redressing grievances
C12	Helpful attitude of staff
C13	Library
C14	Lab
C15	Day Scholar/hostel facilities
C16	Recreational facilities

Sample Feedback for Alumni

Internal Quality Assurance Cell (IQAC)
Karunya Institute of Technology and Sciences
Coimbatore – 641 114

IQAC – Alumni Feedback

#	Criteria	Very Good	Good	Average	Poor	Very Poor
A) Course Content of Program Attended						
1	The level of knowledge enrichment achieved through the course content	✓				
2	Allotment of credits for each course and teaching hours per week	✓				
3	The syllabus, design, resource and outcome of each course	✓				
4	Choice provided to select elective courses and inter departmental courses	✓				
5	The course content enabled acquiring of skills relevant to placement opportunities	✓				
B) Industry Relevance of Course Content						
6	Courses give more importance to ethical practices so as to mould the personality traits of learners		✓			
7	Courses taught link the knowledge they gain with the real world situations		✓			
8	Courses impart more practical knowledge than theory					
9	Course design narrows the gap between Industry and academia	✓				
C) Teaching and Evaluation						
10	Teaching method followed by teachers	✓				
11	Syllabus portions for each course given for self-study and learning in forms of assignments, seminars, etc.	✓				
12	Preparation, communication, and helpful attitude of teachers in assisting the learners	✓				
13	Weightage given to different components of continuous internal assessment and the way in which they are implemented	✓				
14	Fairness of evaluation method followed for continuous internal assessment and semester exam	✓				
15	Availability of faculty for interaction and guidance	✓				
16	Mechanisms available to redress academic grievances	✓				
17	Helpful attitude of administrators, staff and non-teaching staff to provide suitable campus culture and atmosphere	✓				
D) Facilities						
18	Library facilities		✓			
19	Lab / ICT facilities		✓			
20	Day Scholar facilities / Hostel facilities		✓			



No Respondents: 45

Average Score: 52

Course of Action:

As per the suggestions given by Alumnus of MBA, Well Placed Alumni incorporate has to be engaged frequently to expose them to the realities of the world. In view of it, Alumni Interaction Program has been regularly conducted in the Management Studies department. A sample of it is attached below:



Karunya
INSTITUTE OF TECHNOLOGY AND SCIENCES
(Deemed to be University)

DEPARTMENT OF MANAGEMENT STUDIES
organizes a Faculty Development Programme on

SIMULATIONS AND GAMIFICATION AS TOOLS OF HYBRID LEARNING IN MANAGEMENT EDUCATION

handled by



Dr.S.Rukomia Kangaru
INTERNATIONAL TRAINER IN HR & SKILLS DEVELOPMENT



Dr. Salini Rosaline
FACULTY
VIT AP SCHOOL OF BUSINESS (VSB)



Prof. Samuel Johnson K
DIGITAL LEARNING COACH
VIT AP SCHOOL OF BUSINESS (VSB)
KARUNYA MBA ALUMNI (2002 - 04)



SCAN QR CODE TO REGISTER

OR

REGISTRATION LINK
<https://qr.go.page.link/EktBg>

AUGUST 28 | FRIDAY | 4PM - 7PM IST

MEETING ID: 933 1874 5845 PASSCODE: 834439

E-CERTIFICATE WILL BE PROVIDED

FREE REGISTRATION

Analysis of Students Feedback

Feedback from students was collected based on the following criteria.

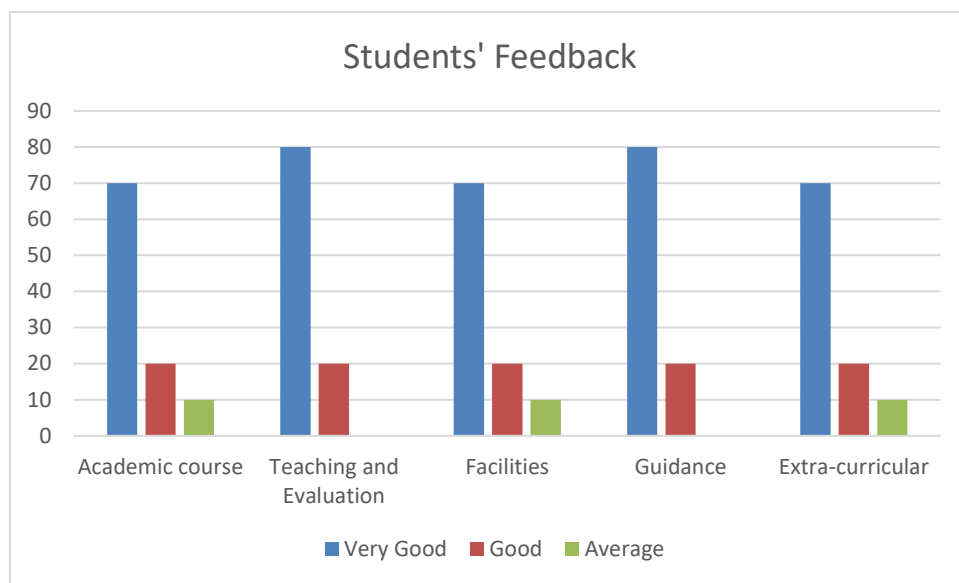
	Criteria for Analysis
C1	Academic course
C2	Teaching and Evaluation
C3	Facilities
C4	Guidance
C5	Extra-curricular

IQAC - Student Feedback on Academic Quality

Department: MBA

Reg. No. of Student: PRI 18MS 1057

		1. Very Good	2. Good	3. Average	4. Poor	5. Very Poor
#	Criteria	1	2	3	4	5
A) Academic Course						
1	Choice Based Credit System and Course Design	✓				
2	Choice of course content to meet placement requirement	✓				
3	Knowledge and intellectual enhancement through course content	✓				
4	Teaching hours per week and credits allotted for each course	✓				
5	Syllabus and suggestion of resources for further reading	✓				
6	Freedom in selecting elective and inter-departmental courses	✓				
B) Teaching and Evaluation						
7	Teaching method followed by teachers	✓				
8	Focus on practical knowledge, assignments and activities	✓				
9	Preparation, communication and attitude of teachers	✓				
10	Weightage given to different components of continuous internal assessment and its implementation	✓				
11	Fairness of evaluation method followed for continuous assessment and semester exam	✓				
12	Availability of faculty for interaction and guidance	✓				
13	Mechanisms available to redress academic grievances	✓				
14	Helpful attitude of administrators and non-teaching staff to provide conducive atmosphere for learning	✓				
C) Facilities						
15	Library facilities	✓				
16	Lab / ICT facilities	✓				
17	Residence facilities	✓				
18	Recreational and student counselling facilities	✓				
D) Guidance						
19	Procedure followed in extension activities	✓				
E) Extension						
20	Extracurricular activities available and student participation	✓				
21	scope offered for enhancing knowledge and skills through various clubs	✓				
F) Overall						
22	Overall rating of the program and other facilities provided	✓				



No of Students: 80

Cumulative Score: 74

Course of Action

Annexure-1-:

- Request from the students' side stated that crash course is required to clear the arrear subjects. Arrear Coaching Classes were conducted by the concerned course faculty with the support of the Administration.

Annexure-2:

- Domain-specific cases studies may be extensively used by the subject teachers. It was ensured with all teachers to implement the same and the faculty members were asked to use the case study as a sub-content of his or her elective subject in the BOS Meeting held on 25th June 2019

**KARUNYA INSTITUTE OF TECHNOLOGY & SCIENCES
DEPARTMENT OF MANAGEMENT STUDIES
KRIMS CAMPUS**

**BoS meeting Minutes of DMS held on 25th June, 2019
At 3.00pm in the Conference Hall, KITS**

Internal Members Present

1	Dr. JOSEPH KENNADY	Dean, SSAMM, DMS <i>Joseph Kennedy</i>
2	Dr. J. CLEMENT SUDHAGAR	Professor & Head, DMS <i>J. Clement</i>
3	Dr. C. SAMUEL JOSEPH	Professor & Head, DOC <i>Samuel Joseph</i>
4	Dr. CHANDRASEKAR	Professor, DMS <i>Chandrasekar</i>
5	Dr. R. AMUDHA	Associate Professor, DMS <i>Amudha</i>
6	Dr. F. J. PETER KUMAR	Associate Professor, DMS <i>F. J. Peter Kumar</i>
7	Dr. ANTONY RAJ	Associate Professor, DMS <i>Antony Raj</i>
8	Dr. THIRU AROORAN	Assistant Professor, DMS <i>Thiru Arooran</i>
9	Mrs. PRAISING LINIJAH	Assistant Professor, DMS <i>Praising Linijah</i>
10	Dr. SENITH	Assistant Professor, DMS <i>Senith</i>

External members:(Concurrence Approved by Circulation)

1. Dr. ThamaraiSelvan, Associate Professor, NIT, Trichy , Academic Expert
2. Mr. Balasubramanian, Executive Director, Auto Prints, Coimbatore – Industry Expert
3. Dr. George, Dean, FISAT Business School, Cochin – Alumni Representative

Points of Discussion

- I. As decided and passed in the CDC meeting for revision of the credits of I MBA curriculum for the new batch 2019-20, with the equivalent revision in the syllabus content, with subsequent changes of the subject codes, as the practical inputs are embedded in the syllabus content and will be covered through course delivery. The revised subject codes and syllabus has been given in Table 1.1

Department of Management Studies – TIME TABLE Section A – I MBA									
Day	Assembly	Hour 1	Hour 2	Tea Break(10.40 – 10.55)	Hour 3	Hour 4	Lunch (12.30 – 1.20)	Hour 5	Hour 6
	8.30 - 8.50	9.00 – 9.50	9.50 – 10.40		10.55-11.45	11.45-12.30		1.20 - 2.10	2.10 – 3.00
Mon	MORNING ASSEMBLY	OB	OB		VE	VE			
Tue		MM	MM		MM	LAB		Arear Coaching Class	
Wed		QT	EM		EM	AM			
Thurs		LAB	EM		AM	AM			
Fri		QT	QT		LAB	OB			

Feedback Analysis for Parents

	Criteria for Analysis
C1	Overall Education
C2	Overall Facilities
C3	Placement Training
C4	Internet
C5	Library
C6	Sanitation
C7	Residence Facilities
C8	Co-curricular activities
C9	Mentoring and Counselling
C10	Bridge courses
C11	Training Program – Life-skills
C12	Fee structure

1. PARENT'S DETAIL

	Name		Age	Qualification	Occupation
Father					
Mother	J. Angeline Jebra		48	M.COM	Accountant
Communication	House Address		Office Address		
	Mobile No.: 9840397315 Email ID:		Mobile No.: Email ID:		
Alumni	Yes	No ☒	Year of Study	2018-2020	Department 

2. YOUR WARD'S DETAIL

Name		Department	Reg. No.	Day Scholar/ Campus Hostel/ Outside Hostel
Erangeline		MBA		
Mobile No.		Email ID		
HOSTEL DETAILS	Room No.:		Name of the Hostel:	
	Address :			

3. Your views on the Working of Autonomy in the Design of Curriculum & Teaching, Learning and Evaluation

Karunya Institution of Technology and Sciences has brought in several changes in the Design of Curriculum. Tick your options						
S. No.	Particulars	Excellent	Very Good	Good	Average	Poor
1	Raising the standard of education through Curriculum	☒				
2	Competency of the Teachers in imparting the Course content and Skills effectively	☒				
3	Importance given to practical aspects in curriculum	☒				
4	Courses in the curriculum are socially relevant	☒				
5	Education provided creates confidence to face competitive exams	☒				

6	Courses in the curriculum are suitable for Employability / Entrepreneurship	☒				
7	The interaction between staff and students inside and outside the classrooms	☒				
8	Usage of Technologies by faculty relevant to the course	☒				
9	Evaluation system in exams followed in the Institution	☒				

4. Your views on the Education, Facilities and Resources in Karunya Institute of Technology and Sciences

Karunya Institution of Technology and Sciences provides lots of facilities and resources to encourage and motivate the students to learn more. Some of them are mentioned below.						
S. No.	Particulars	Excellent	Very Good	Good	Average	Poor
1	The Institution offers quality education in a holistic way	☒				
2	The overall facilities available in the Institution	☒				
3	Placement training and facilities	☒				
4	Internet and Wi-Fi facility	☒				
5	Library facilities	☒				
6	Sanitation facilities	☒				
7	Facilities in the Residences	☒				
8	Co-curricular activities	☒				
9	Mentoring and counselling system	☒				
10	Bridge courses in English / Computer / Mathematics conducted in the First year	☒				
11	Training programmes to impart life skills	☒				
12	Fee Structure	☒				

5a. What is the unique feature of Karunya Institute of Technology and Sciences?

Nature

5b. Are you willing to contribute to the development of the Institution? In what way?

Yes

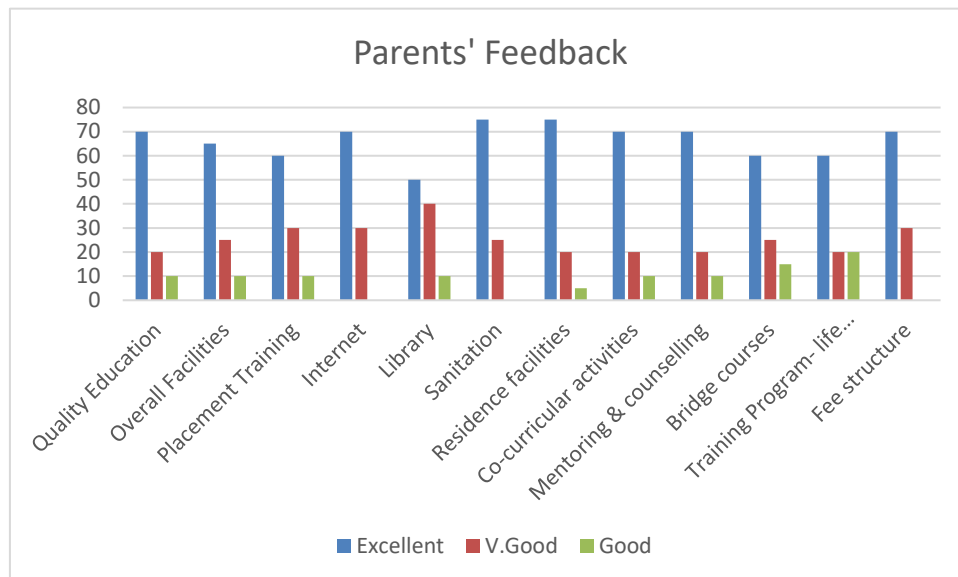
5c. How do you rate the developmental activities organized by the department / institution?

Good

5d. What do you expect from the Institution for your son / daughter towards education?

Gain practical knowledge

Feedback Analysis for Parents



No of Parents: 35

Cumulative Score: 66

Course of Action:

Women students' parents requested reprographic facilities within the campus. It was ensured with the opening up of "Xerox" center near the old canteen under ECE seminar hall.