



आईएफटीएम विश्वविद्यालय, मुरादाबाद, उत्तर प्रदेश  
**IFTM University, Moradabad, Uttar Pradesh**  
NAAC ACCREDITED

**ACTION TAKEN REPORT**  
BASED ON  
(CURRICULUM FEEDBACK ANALYSIS)  
**2020-21**  
**SCHOOL OF BUSINESS MANAGEMENT**

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Based on the Curriculum Survey conducted for the year 2020-21, sliding trend was observed (in regards to the preceding year's observations) in some of the vital parameters. To address the issues, the IQAC working committee convened the meetings of stakeholders including the office bearers and apprised them of these observations for corrective measures.

S.NO.	OBSERVATIONS	CORRECTIVE MEASURES
<b>STUDENTS</b>		
1	Curriculum was not seen as easy to understand by some of the students.	The curriculum gets updated at regular interval to weed out any redundancy and make it practical, relevant in daily life and useful for professional growth. The revision in curriculum was done in Bos. Faculty was advised to explain the topics at beginner's level for easy understanding of all the students including those who are relatively weak.
2	The instructions pertaining to the curriculum was found easy by most of the students.	The observation required no further action.
3	Most of the students found a good balance between theory and practical sessions.	The observation required no further action.
4	A considerable number of students shared their discontent with the practicality and relevance of some subjects in getting the (desired) job.	The curriculum gets updated at regular interval to weed out any redundancy and make it practical, relevant in daily life and useful for professional growth. The revision in curriculum was done in BoS.
5	Some students were found apprehensive about the applicability of subjects in daily life.	The curriculum gets updated at regular interval to weed out any redundancy and make it practical, relevant in daily life and useful for professional growth. The revision in curriculum was done in BoS.
6	Most of the students saw the courses as helpful in developing their personality.	The observation required no further action.
7	Students required support of reading and reference material for their subjects.	Faculty shared free online resources and free e-books wherever available; with the



8	Some of the students shared that they did not receive reference material along with the course content.	students. Students were guided on how to access and use various online resources subscribed by the University library and available to the students. The handouts were shared over the class whatsapp group as soft copy. It was learnt that some students had no access to whatsapp. Such students were added in the group and / or the handouts were provided to them.
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### TEACHERS

1	Most of the teachers saw the syllabus as suitable and appropriate.	The observation required no further action.
2	Most of the teachers saw the syllabus as need based.	The observation required no further action.
3	Most of the teachers felt that objectives of the syllabi are well defined and clear to teachers and students.	The observation required no further action.
4	Most of the teachers concurred that syllabus has good balance of theory and application.	The observation required no further action.
5	Teachers feel that syllabus has made them interested in the subject area.	The observation required no further action.
6	Syllabus is rich enough to increase the knowledge of the teacher in their respective subjects.	The observation required no further action.

### ALUMNI

1	All the alumni feel that they got sufficient know how at IFTM University.	The observation required no further action.
2	Alumni found that the education imparted at IFTMU useful and relevant in their current job	The observation required no further action.
3	A considerable number of alumni felt that the course they studied is significant in relation to their current job	The observation required no further action.

4	Most of the students shared that the learning from the course are applicable in real life.	The observation required no further action.
5	Professional Courses are well aligned with the industry needs	The observation required no further action.
6	Alumni were found not satisfied with the Industry specific projects (opportunities)	<p>Director – T&amp;P through his team explored more hands-on / live projects / field projects to help students acquaint with the real work life challenges. New organisations came on board to provide industry projects and full time job opportunities.</p> <p>Prospective employers covering various functions and industries were explored and reviewed for their suitability.</p> <p>Opportunities offered, types of roles offered, location and CTC offered, employers with high attrition rate (for our students), students' response to the opportunities viz. whether they applied, appeared and what was their performance (rejection, rejection level OR selection, joining and exit), was studied and appropriate measures including sessions with final year students, were taken.</p>
7	Alumni were found satisfied with the seminars and workshops organized by the University	The observation required no further action.
8	In general the alumni were content with the guest lectures organized by the University	The observation required no further action.
9	Alumni shared their content with the Special Training Classes organized by the university for bridging Industry-Academia gap.	The observation required no further action.
10	The University has been successful in educating students for graduate and	The observation required no further action.



	postgraduate programs and to help them succeed in their chosen/ related fields.	
11	The University has been successful in providing students with sound knowledge in their chosen area	The observation required no further action.
12	The University has been successful in training students with knowledge relating to an array of professional fields undertaken so as to comprehend, analyze, design, and create innovative products and find solutions to improve the quality of life	The observation required no further action.
13	Some of the students disagree that the University has been successful in creating a professionally superior and ethically strong global manpower and to uphold moral values, with effective communication skills, teamwork skills, multidisciplinary approach, and an ability to improve the quality of life.	PSD trainers conducted special classes to help students orient towards their job responsibilities. Special classes to improve communication were done for the final year students in the session 2020-21 and planned for the following 2021-22 session too.
14	The University has been successful in creating an intellectual environment for research and development aware of emerging technologies leading to continual learning needed for a successful professional career, to create a center of excellence develop technocrats and business leaders.	Activities like symposiums, seminars, conferences were organized to make students aware about contemporary developments in the area of study. It also helps motivating students to take up research.

#### EMPLOYERS

1	Employers' Survey 2020-21 revealed that students (placed) were found having technical skills below par.	Special training sessions were conducted for the final year students (2020-21 batches) and the same was planned for the session 2021-22 too.
2	A considerable number of employers reported that some students could not use	Special training sessions were conducted for the final year students (2020-21 batches).

	the equipment and work on the technology in use (at work place).	They were provided special training sessions on Python, R, IBM Lotus, SPSS, MS Office Suite.
3	Only few students could develop solutions to workplace problems	It was learnt that the situation could be because of lack of ability or willingness or both to contribute at workplace. PSD trainers conducted special classes to help students orient towards their job responsibilities. The faculty members of Management focused more on discussing the Case Studies and stimulating question and answers during classroom discussions. Simulation Games and Role Plays were focused upon during classroom sessions by subject faculty.
4	Employers' Survey 2020-21 also revealed that lesser number of students was seen as Creative & Innovative.	The faculty members of Management focused more on discussing the Case Studies and stimulating question and answers during classroom discussions. Simulation Games and Role Plays were focused upon during classroom sessions by the subject faculty.

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