आईएफटीएम विश्वविद्यालय, मुरादाबाद, उत्तर प्रदेश

IFTM University, Moradabad, Uttar Pradesh

NAAC ACCREDITED

CURRICULUM FEEDBACK REPORT
SCHOOL OF BUSINESS MANAGEMENT
2022-23

RESEARCH METHODOLOGY

Data Type: Primary

Data Collection Tool: Survey (Online)

Sample Size: 195

Sample Frame: Students of IFTM University studying in 2022-23 in School of Business Management

Sampling: Probability Sampling

Questionnaire: 5-point Likert scale (with 5 being most satisfied and 1 being least satisfied)

Curriculum adopted by a university provides not only a structure for teaching; instead, it's a measurable plan. It helps quantify the efforts being put by all the stake holders of the ecosystem. Its acceptance amongst all the stakeholders and suitability is a pre requisite to the ultimate purpose of learning and development, at the University.

To bridge any gap between the expectations and the perception in regards to the curriculum, an annual survey is conducted for all the key stakeholders' viz. students, teachers, alumni and employers.

SECTION – STUDENTS

For students, the questionnaire captured responses on 3 themes viz.:

1. Acceptance of curriculum amongst students
2. Perceived relevance of the curriculum
3. Availability and acceptance of support material for subjects (curriculum)
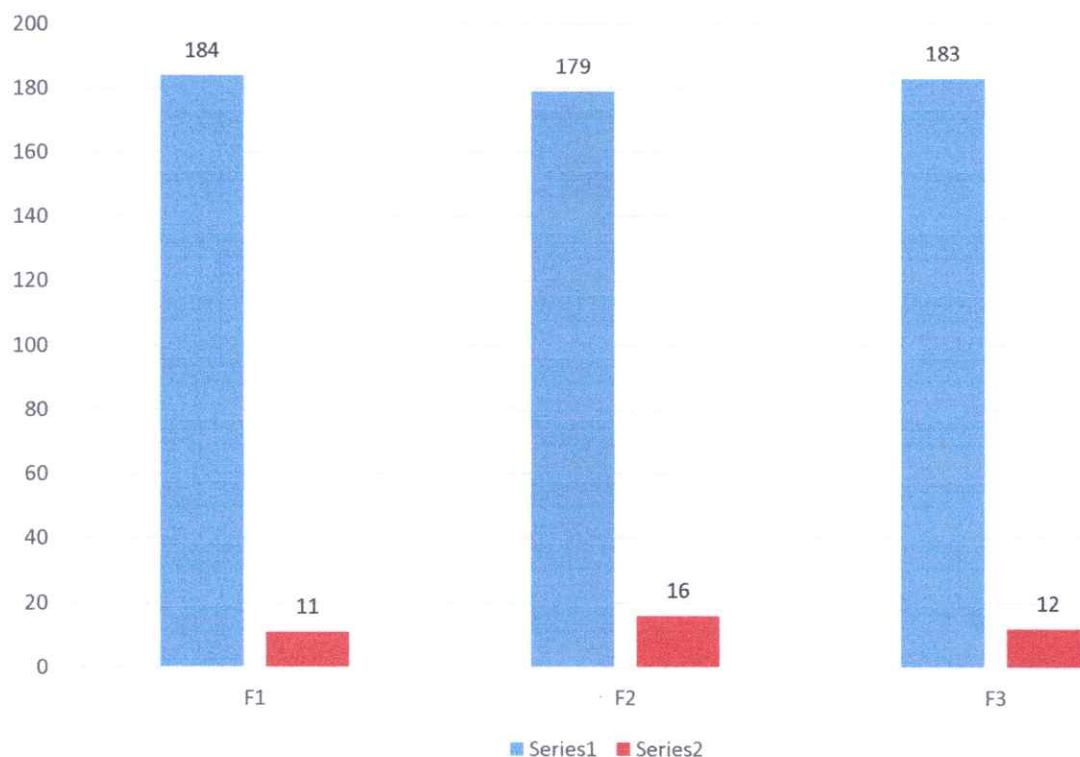
ACCEPTANCE OF CURRICULUM AMONGST STUDENTS –

1. F1: I found the curriculum easy and interesting
2. F2: The instructions given in the curriculum is easy to follow
3. F3: The syllabus has good balance between theory and practical exercises

	ACCEPTANCE		
	F1	**F2**	**F3**
Yes	184	179	183
No	11	16	12
Total Responses	195	195	195
Yes %	94	92	94
No %	6	8	6

94% of the respondents found the curriculum easy, which indicates that the curriculum is designed well according to the aptitude level of the students at large. The same percentage of students also found the balance as optimum, between theory and practical activities. However, 8% respondents stated that the instruction of the curriculum are not easy to follow.
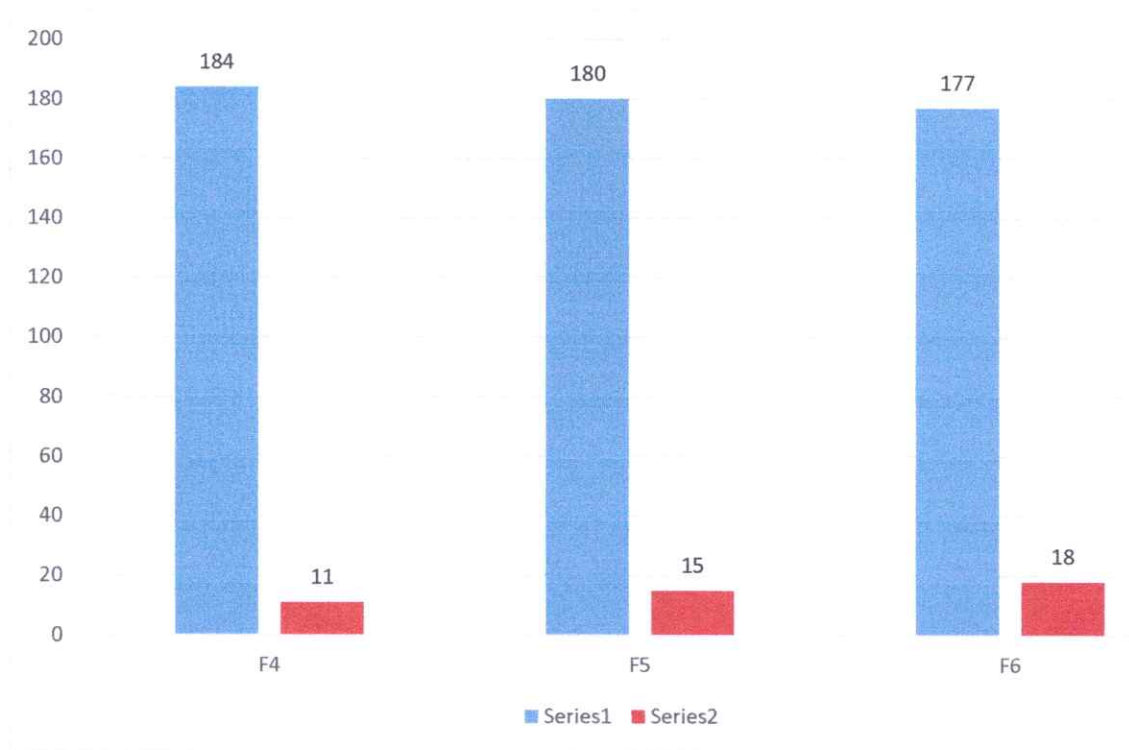

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PERCEIVED RELEVANCE OF THE CURRICULUM –

4. F4: The subjects are relevant to my future job aspirations
5. F5: The subjects are very practical and seems applicable in daily life
6. F6: The course has helped me develop my personality

	PERCEIVED RELEVANCE		
	F4	F5	F6
Yes	184	180	177
No	11	15	18
Total Responses	195	195	195
Yes %	94	92	91
No %	6	8	9

92% respondents found the subjects practical and having application in real life. 94% of the students found the subjects relevant according to their future job aspirations. However, 9% of the respondents felt the need for personality development classes.

While responses reflect the acceptance, usefulness and contemporary nature of the curriculum at the university; it also highlights the areas for further improvement.
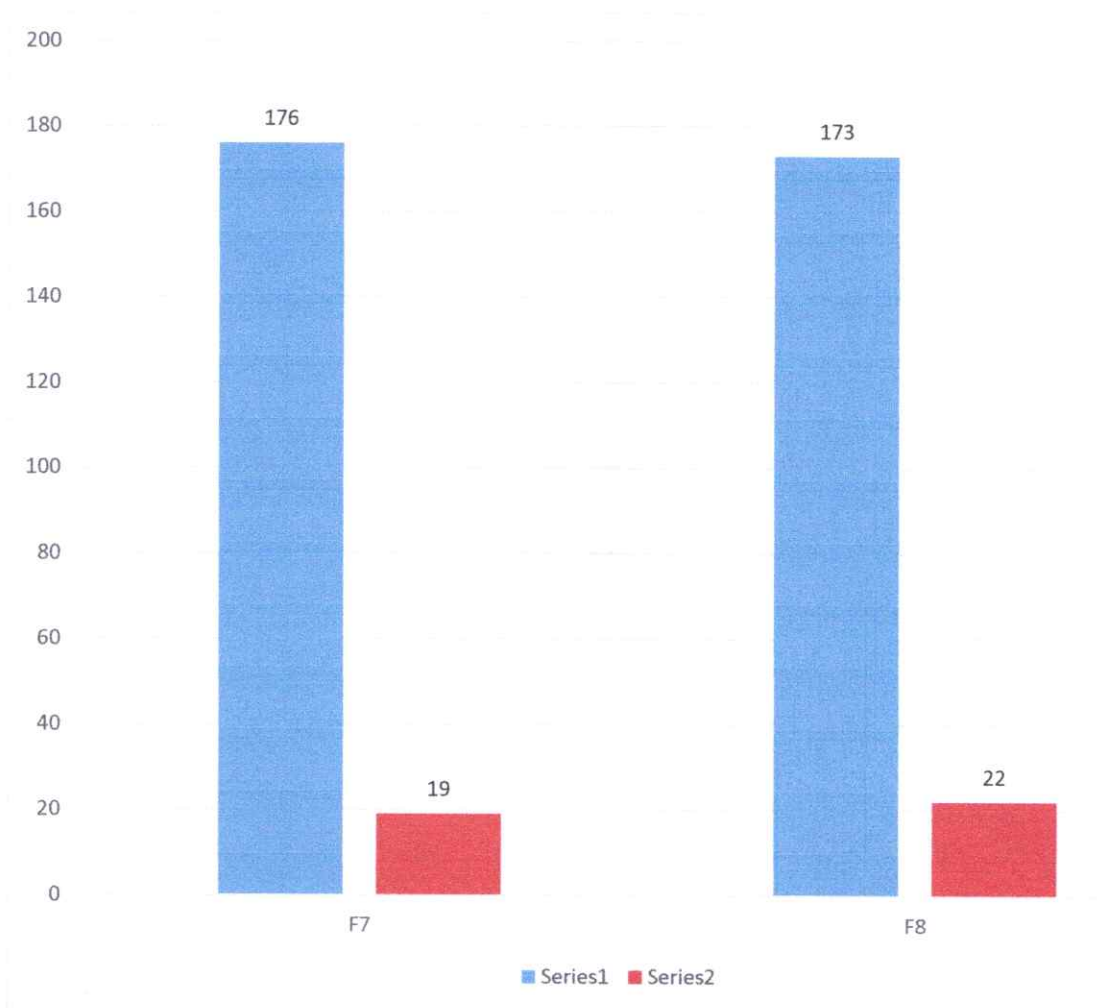
SUPPORT MATERIAL FOR SUBJECTS (CURRICULUM) –

7. F7: The reading material and references of the subject are easily available
8. F8: Course content is followed by corresponding reference materials?
9. F9: What other changes would you like to suggest improving the curriculum / course?

	SUPPORT MATERIAL	
	F7	F8
Yes	176	173
No	19	22
Total Responses	195	195
Yes %	90	89
No %	10	11

While, 90% of the students shared that the required reading material is ubiquitously available. 11% of the respondents opined that they require the reference material.

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SECTION – TEACHERS

RESEARCH METHODOLOGY

Data Type: Primary

Data Collection Tool: Survey (Online)

Sample Size: 43

Sample Frame: Teachers of IFTM University in 2022-23 in School of
                          Business Management

Sampling: Probability Sampling

Questionnaire: 5-point Likert scale (with 5 being most satisfied and 1 being least
                          satisfied)

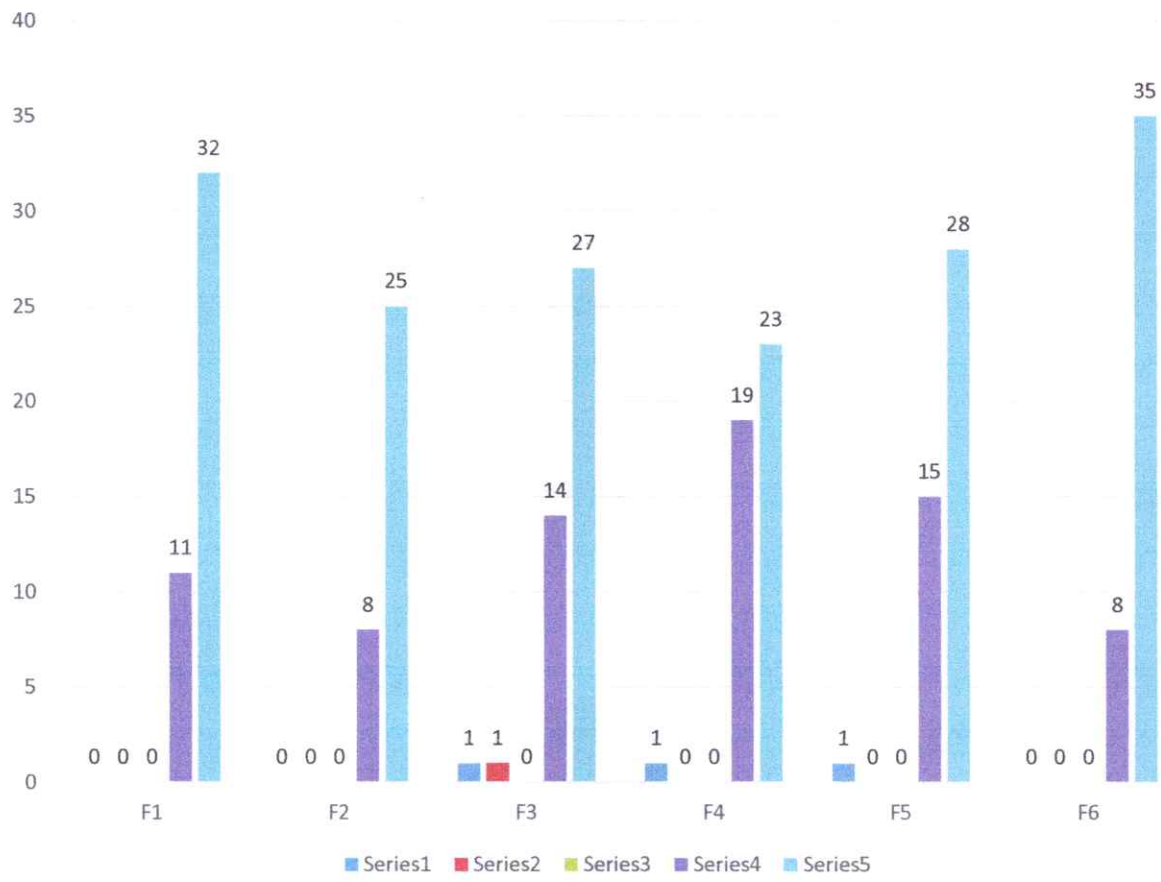For teachers, the questionnaire captures responses in the following areas:

a. *F1: Syllabus is suitable to the course*
b. *F2: Syllabus is need based*
c. *F3: Aims and objectives of the syllabi are well defined and clear to teachers and students*
d. *F4: The course/syllabus has good balance between theory and application.*
e. *F5: The course/syllabus has made me interested in the subject area.*
f. *F6: The course/syllabus of this subject increased my knowledge and perspective in the subject area*

All the teachers were found contented with the various aspects of the curriculum.

SYLLABUS / CURRICULUM							
	F1	F2	F3	F4	F5	F6	Average Rating
1	0	0	1	1	1	0	
2	0	0	1	0	0	0	
3	0	0	0	0	0	0	5
4	11	8	14	19	15	8	
5	32	25	27	23	28	35	
Average Rating	5	5	5	4	5	5	
No. of Participants in the survey	43	33	43	43	44	43	
% of teachers satisfied	100	100	95	98	98	100	
% of teachers dissatisfied	0	0	5	2	2	0	

5% of the respondents felt that the objectives of the syllabi either was not clear to them or to the students

Series1 ■ Series2 ■ Series3 ■ Series4 ■ Series5

SECTION – ALUMNI

RESEARCH METHODOLOGY

Data Type: Primary

Data Collection Tool: Survey (Online)

Sample Size: 72

Sample Frame: Students of IFTM University who passed out of the University before 2022-23 in School of Business Management

Sampling: Non-Probability Sampling

Questionnaire: 5-point Likert scale (with 5 being most satisfied and 1 being least satisfied)

The responses of the alumni are likely to be free of any biases of any kind. To capture the responses of these erstwhile students of the University, an online survey is conducted every year. Amongst the many other dimensions, curriculum stands as the most important one.

The former students were asked dichotomous questions about:

a. *F1: Have you obtained sufficient know-how (both in theory and practice) at IFTMU?*
b. *F2: Is the education imparted at IFTMU useful and relevant in your present job?*

	No	Yes	Grand Total	Agreed Percentage	Disagreed Percentage
F1	7	65	72	90	10
F2	14	58	72	81	19

The survey revealed that 81% of the alumni found the education imparted i.e. curriculum at the University meeting their expectations. 90% students found the course content meeting the needs of the industry.
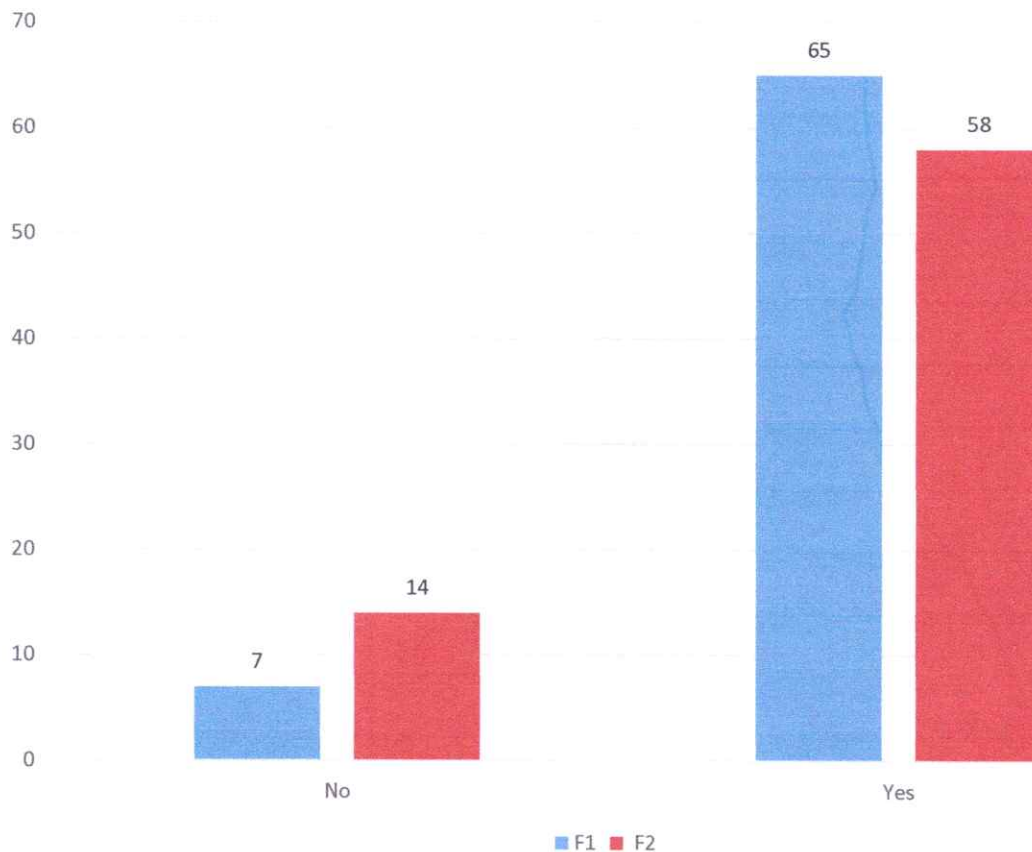
To understand the scenario better, some responses were sought on a 5-point scale, viz. for the factors:

a. F1: Significance of the course(s) that you learnt in relation to your current job
b. F2: Learning experience in terms of their relevance to the real-life application
c. F3: Professional courses and their suitability to the industry
d. F4: Industry Oriented Projects (if applicable)
e. F5: Seminars & Workshop
f. F6: Guest Lectures
g. F7: Special Training Classes for bridging Industry/Academic gap

	Poor	Average	Good	Very Good	Excellent	Grand Total	Satisfied Percentage	Not Satisfied Percentage
F1	1	4	20	28	19	72	93	7
F2	1	1	22	29	19	72	97	3
F3	2	1	14	32	23	72	96	4
F4	8	6	8	20	30	72	81	19
F5	5	7	5	13	42	72	83	17
F6	9	2	13	14	34	72	85	15
F7	9	5	3	18	37	72	81	19

93% of the respondents rated their learning experience as satisfactory and the courses relevant to their present work profile. 96% of the respondents found the courses suitable for the industry. More than 80% shared their contentment with the quality of seminars, workshops and guest lectures.
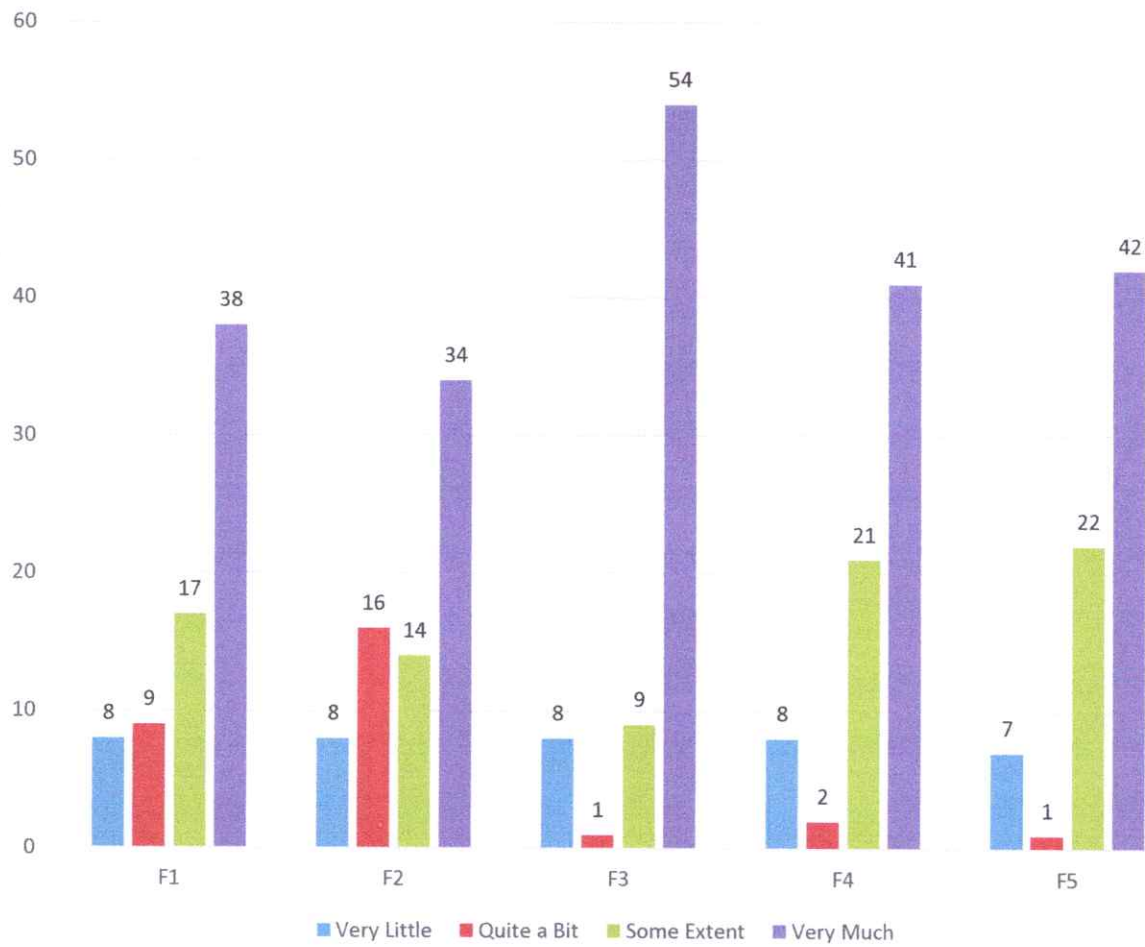
To evaluate the performance on this parameter of Program Educational Objectives, questions were asked in reference to 5 factors viz.

1. F1: Preparation: To educate students for graduate and postgraduate programs and to help them succeed in their chosen/ related fields.
2. F2: Core Competence: To provide students with sound knowledge in their chosen area.
3. F3: Breadth: To train 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
4. F4: Professionalism: To create 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.
5. F5: Learning Environment: To create 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.

Most of the respondents agreed that they got to develop core competency in the chosen subject area and they have sound knowledge of it. 90% of the respondents have rated the University high for the environment it provides. They feel that it has helped them become successful professionals.

|	Very Little	Quite a Bit	Some Extent	Very Much	Total Responses	Satisfied Percentage	Not Satisfied Percentage
F1	8	9	17	38	72	89	11
F2	8	16	14	34	72	89	11
F3	8	1	9	54	72	89	11
F4	8	2	21	41	72	89	11
F5	7	1	22	42	72	90	10

SECTION – EMPLOYER
(INDUSTRY)

The technical skills demonstrated by the employed / professionals at workplace is a very important indicator of the quality and sufficiency of the curriculum. Responses were sought on the following parameters:

a. *F1: Technical knowledge/skill*
b. *F2: Using technology and workplace equipment.*
c. *F3: Developing practical solutions to work place problems*
d. *F4: Innovativeness and creativity*

	1	2	3	4	5	Satisfied %	Dissatisfied %
F1	1	3	4	3	2	69	31
F2	0	2	7	3	1	85	15
F3	0	3	6	0	4	77	23
F4	0	6	2	4	1	54	46

The survey with the employers, showed a substantial gap between their expectations and the present preparedness of the students. It was learnt, that more efforts are required to improve the students' technical competencies and ability to innovate and solve workplace problems.
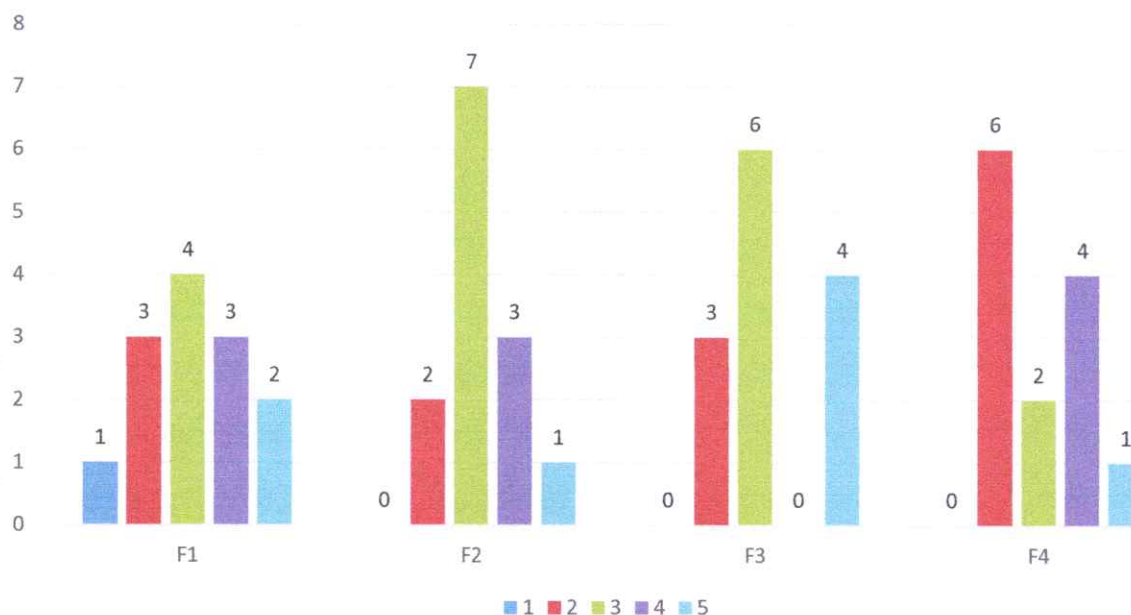
आईएफटीएम विश्वविद्यालय, मुरादाबाद, उत्तर प्रदेश

IFTM University, Moradabad, Uttar Pradesh

NAAC ACCREDITED

STUDENT FEEDBACK REPORT
SCHOOL OF BUSINESS MANAGEMENT
2022-23

SECTION – FACILITIES

RESEARCH METHODOLOGY

Data Type:	Primary
Data Collection Tool:	Survey (Online)
Sample Size:	222
Sample Frame:	Students of IFTM University studying in 2022-23 in School of Business Management
Sampling:	Probability
Questionnaire:	5-point Likert scale (with 5 being most satisfied and 1 being least satisfied)

In its pursuit of excellence, IQAC at IFTM University conducts a student survey every year; to learn about any scope of improvement in its functioning.

The student responses are sought in the following 5 areas viz.

1. Library
2. Institutional Facilities
3. Examination & Evaluation
4. Placement Cell
5. Student Support

Performance in these areas gets measured through responses given to specific questions (factors) in the questionnaire (Student Survey). In 2022-23, 1984 students participated in the survey. Out of these, 222 responses were from School of Business Management. The findings of the survey on the above mentioned 5 areas are presented in the following section.

LIBRARY

Library is the epicenter of knowledge in any academic institute. It provides its users place to brain storm and learn. The effectiveness of library facility was measured through the following factors.

1. F1: The prescribed books/reading materials are available in the library.
2. F2: Reading room and common room are available in the faculty/college building
3. F3: Available reading space in library is satisfactory
4. F4: The library staff are cooperative and helpful
5. F5: Photocopying facility in the library/Department is available and satisfactory
6. F6: Online educational resources are available and accessible

23% respondents felt that reprography services in library need improvement. The survey also revealed that 12% of the respondents opined that the staff at library needs to be more cooperative to the users / visitors.

LIBRARY							
Ratings	F1	F2	F3	F4	F5	F6	Cumulative Rating
1	11	13	12	15	32	12	
2	17	10	6	11	19	12	
3	18	9	14	8	21	17	
4	108	100	104	102	87	112	4
5	68	90	86	86	63	69	
Average Rating	4	4	4	4	4	4	
No. of Participants in the survey	222	222	222	222	222	222	
% of students satisfied	87	90	92	88	77	89	
% of students dissatisfied	13	10	8	12	23	11	
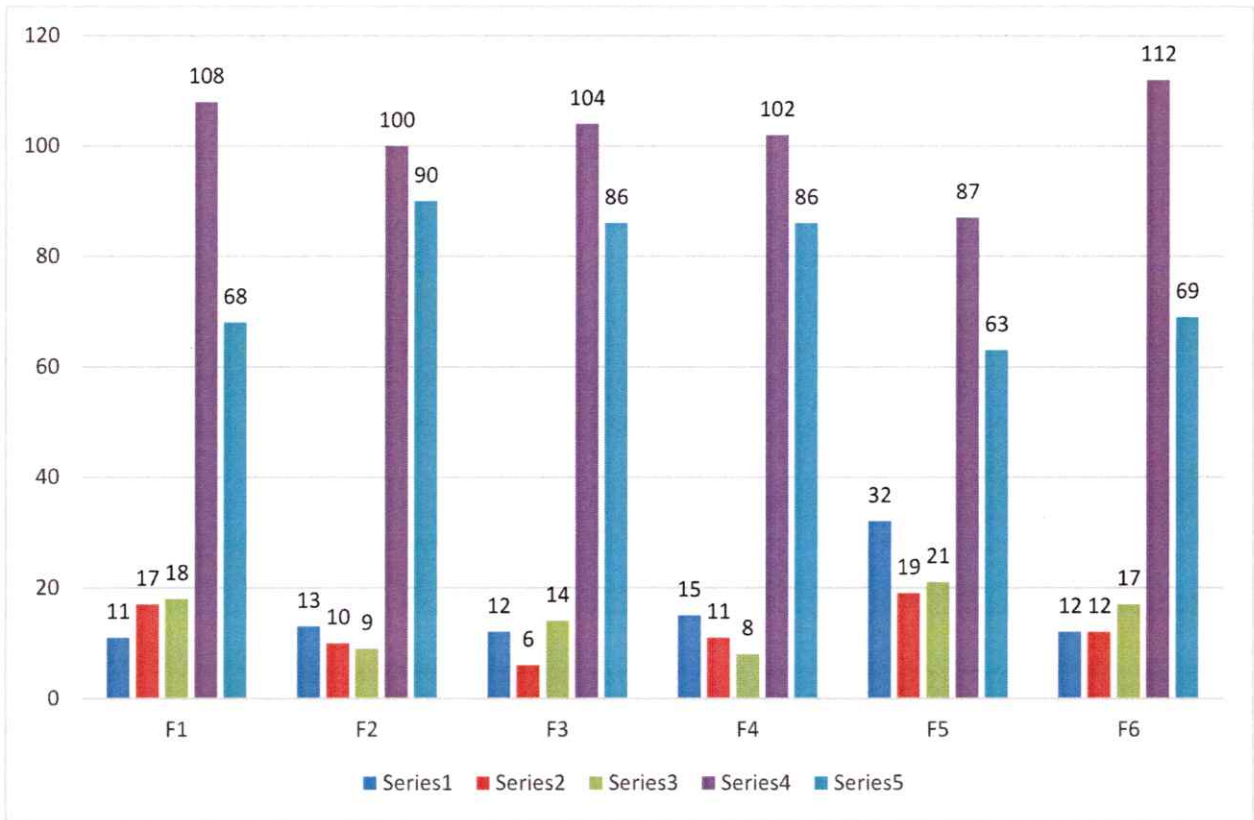
INSTITUTIONAL FACILITIES

The institutional facilities provide students an environment conducive to learning and help them realize their true potential. The performance on this parameter was measured through various factors viz.

1. F7: Internet facilities are available in the department
2. F8: Toilets/washrooms are hygienic and properly maintained.
3. F9: Clean drinking water is available in the department and on the campus
4. F10: Equipment in the lab(s) is in working condition.
5. F11: The campus is green and Eco friendly
6. F12: The buildings/classrooms are accessible to differently abled persons.
7. F13: The classrooms are clean and well maintained
8. F14: The campus has adequate power supply.

Out of 222 respondents, 95% agreed that the environment at IFTM is ecofriendly and green. 97% of respondents also agreed that the university campus has adequate power supply. However, 28% of the respondents viewed internet connectivity at their respective departments as not satisfactory. 23% of the respondents also felt that more cleanliness and hygiene is required to be maintained in the wash rooms.

INSTITUTIONAL FACILITIES									
Ratings	F7	F8	F9	F10	F11	F12	F13	F14	Cumulative Rating
1	34	23	11	5	9	9	11	4	
2	29	27	12	14	2	3	12	3	
3	17	13	9	22	10	15	11	4	
4	78	89	107	112	111	113	112	127	4
5	64	70	83	69	90	82	76	84	
Average Rating	3	4	4	4	4	4	4	4	
No. of Participants in the survey	222	222	222	222	222	222	222	222	

| % of students satisfied	72	77	90	91	95	95	90	97
% of students dissatisfied	28	23	10	9	5	5	10	3
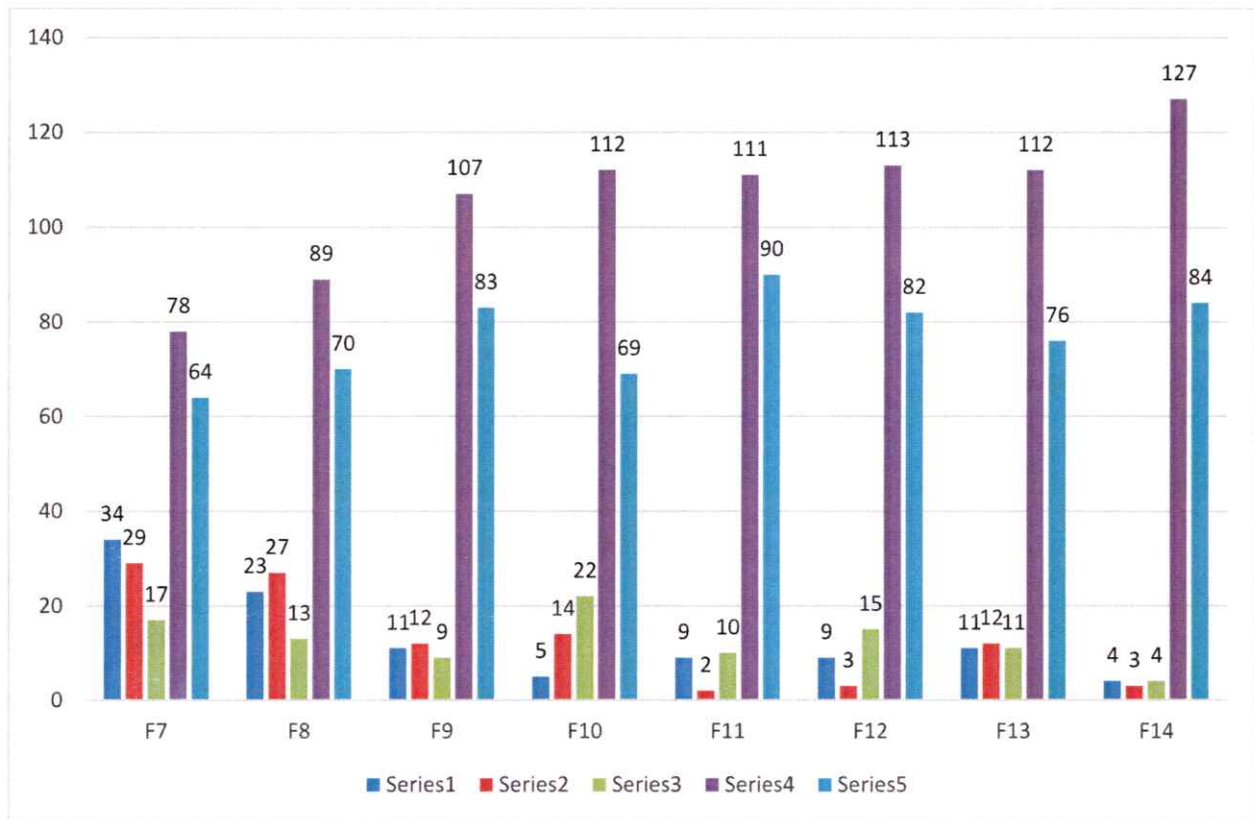
EXAMINATION & EVALUATION

Examination and its evaluation were measured with the help of following factor.

1. F15: Results and attendance records are displayed on time

94% of the respondents agreed that the results and attendance records are displayed on time. The average rating for this factor was 4.

| EXAMINATION & EVALUATION		
Ratings	F15	Cumulative Rating
1	11	
2	3	
3	6	4
4	117	
5	85	
Average Rating	4	
No. of Participants in the survey	222	
% of students satisfied	94	
% of students dissatisfied	6	
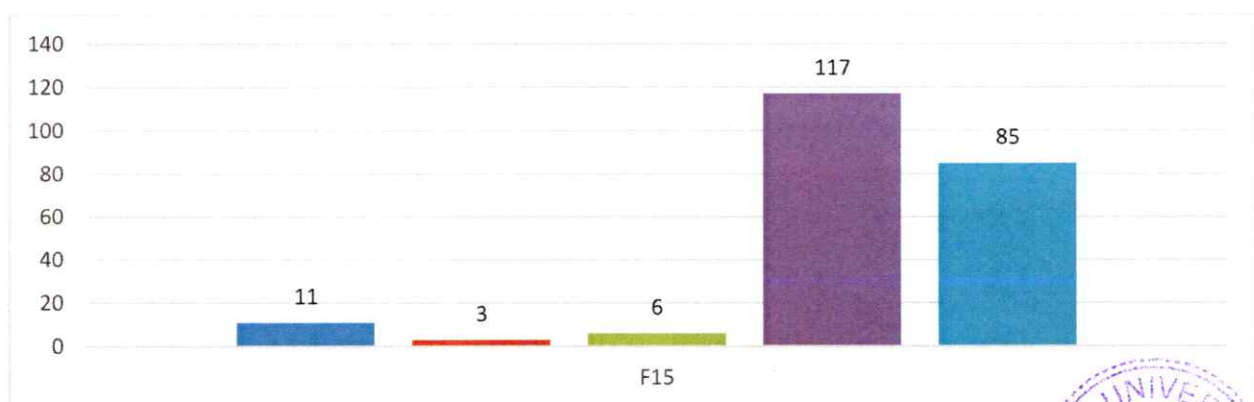
PLACEMENT CELL

The performance of placement cell and its functioning was found satisfactory by 90% of the respondents. The average rating being given to the university on this parameter was 4. Student's perception and experience with the placement cell was sought.

1. F16: The functioning of the placement cell(s) in the university/department is satisfactory.

PLACEMENT CELL		
Ratings	**F16**	**Cumulative Rating**
1	12	
2	10	
3	7	4
4	108	
5	85	
Average Rating	4	
No. of Participants in the survey	222	
% of students satisfied	90	
% of students dissatisfied	10	
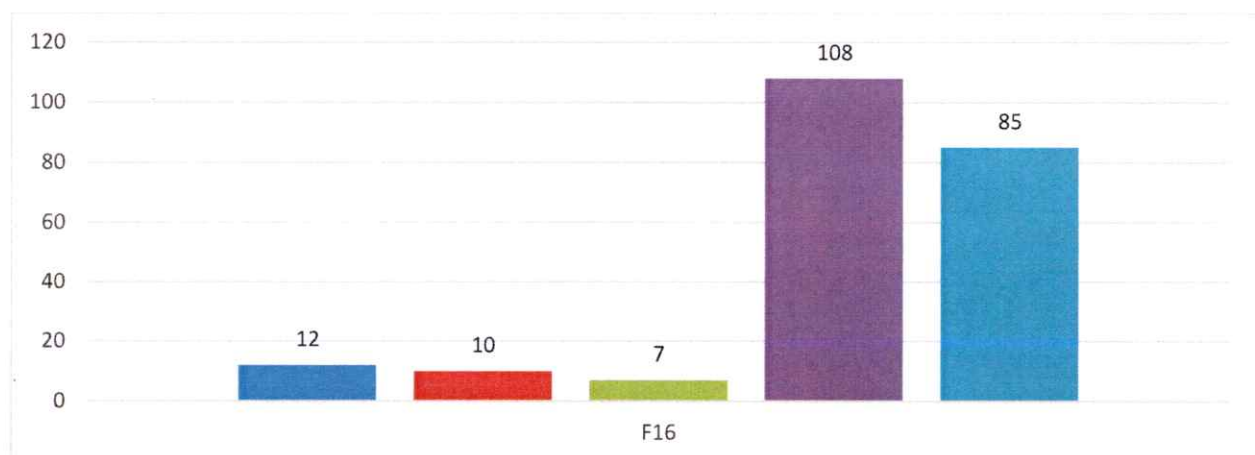
STUDENT SUPPORT

Though university aims to facilitate its students proactively, it may happen that students have some grievances and suggestions. To get their concerns addressed, they may require meeting functionaries across departments.

To measure performance in this area, responses were sought on the following factors –

1. F17: The office staff in the department is helpful.
2. F18: Grievances/problems are redressed/ solved well in time.

95% of the respondents found their interaction with office staff as helpful. 92% of the respondents shared those grievances and problems needs to be solved more efficiently and effectively.

STUDENT SUPPORT			
Ratings	F17	F18	Cumulative Rating
1	8	11	
2	4	6	
3	6	11	4
4	121	118	
5	83	76	
Average Rating	4	4	
No. of Participants in the survey	222	222	
% of students satisfied	95	92	
% of students dissatisfied	5	8	
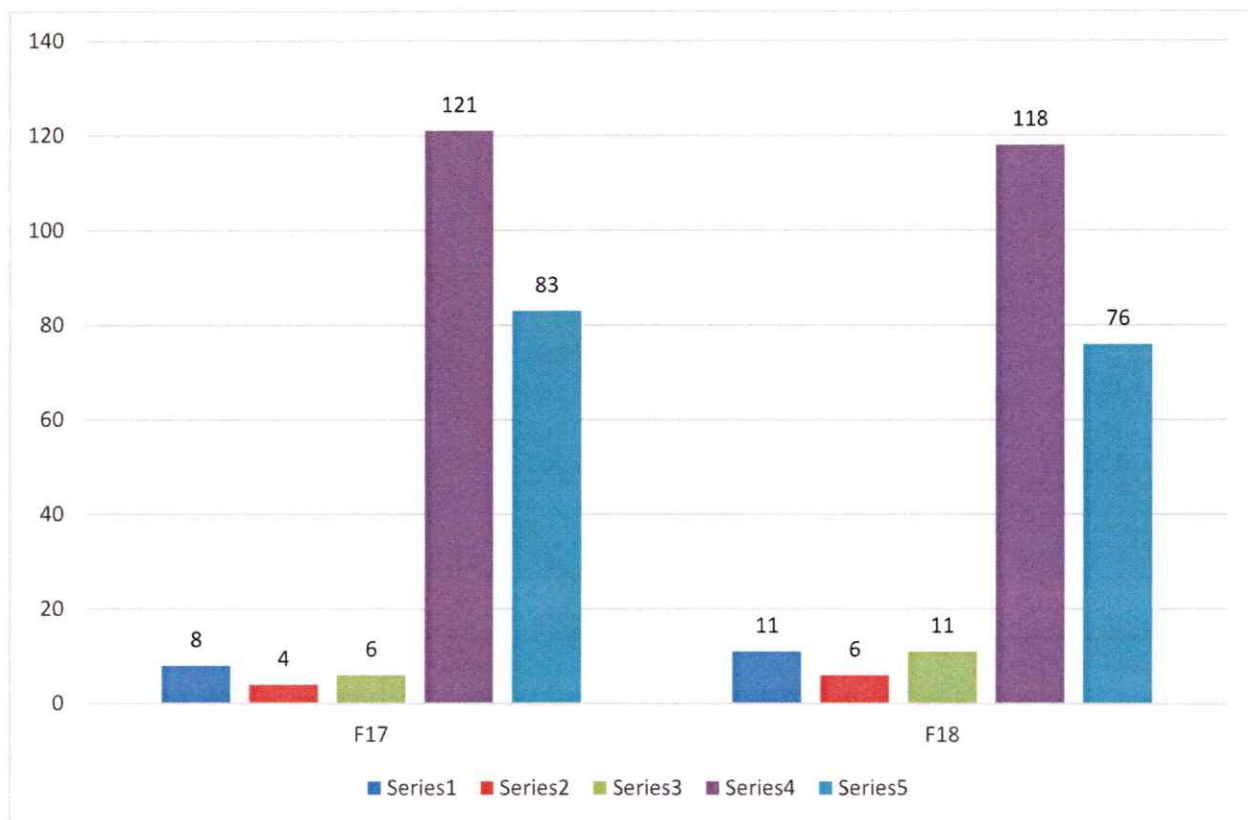
SECTION – TEACHING & EVALUATION

RESEARCH METHODOLOGY

Data Type: Primary

Data Collection Tool: Survey (Online)

Sample Size: 234

Sample Frame: Students of IFTM University studying in 2022-23 in School of Business Management

Sampling: Probability

Questionnaire: 5-point Likert scale (with 5 being most satisfied and 1 being least satisfied)

Teaching and evaluation of students are at the core of any academic institute. It helps in bringing the desired change in the students and helps them contribute in making society a better place. To learn about the performance in these two areas, a questionnaire was prepared and administered through a survey.

TEACHING

Performance on teaching was evaluated through following 9 factors –
1. F1: The teacher is punctual in the class.
2. F2: The teacher comes well prepared for the lecture
3. F3: The teacher communicates clearly and inspires me by his/ her teaching.
4. F4: The teacher completes the entire syllabus in time.
5. F5: The teacher discusses topics and interacts in the class
6. F6: The teacher encourages for participation and discussion in class.
7. F7: The teacher uses modern teaching aids, handouts, suitable references, power-point presentations (PPT), web-resources, etc.
8. F8: The teacher's attitude towards the students is friendly & helpful.
9. F9: The teacher is available and accessible in Department.

TEACHING										
Ratings	F1	F2	F3	F4	F5	F6	F7	F8	F9	Average Rating
1	17	18	12	14	17	12	18	21	16	
2	6	13	7	12	7	11	16	8	6	
3	16	13	9	10	9	10	14	12	6	
4	110	103	110	112	116	110	118	101	118	4
5	85	87	96	86	85	91	68	92	88	
Average Rating	4	4	4	4	4	4	4	4	4	
No. of Participants in the survey	234	234	234	234	234	234	234	234	234	
% of students satisfied	90	87	92	89	90	90	85	88	91	
% of students dissatisfied	10	13	8	11	10	10	15	12	9	

92% of the students agreed that the teachers communicate clearly and inspires through his /her teaching. 91% students also found that teachers are available and accessible whenever needed by them. However, 15% students felt that modern teaching aids including AV systems are required and will enhance their class room experience and learning process. 13% of them found the teachers below par the required level of required preparation.
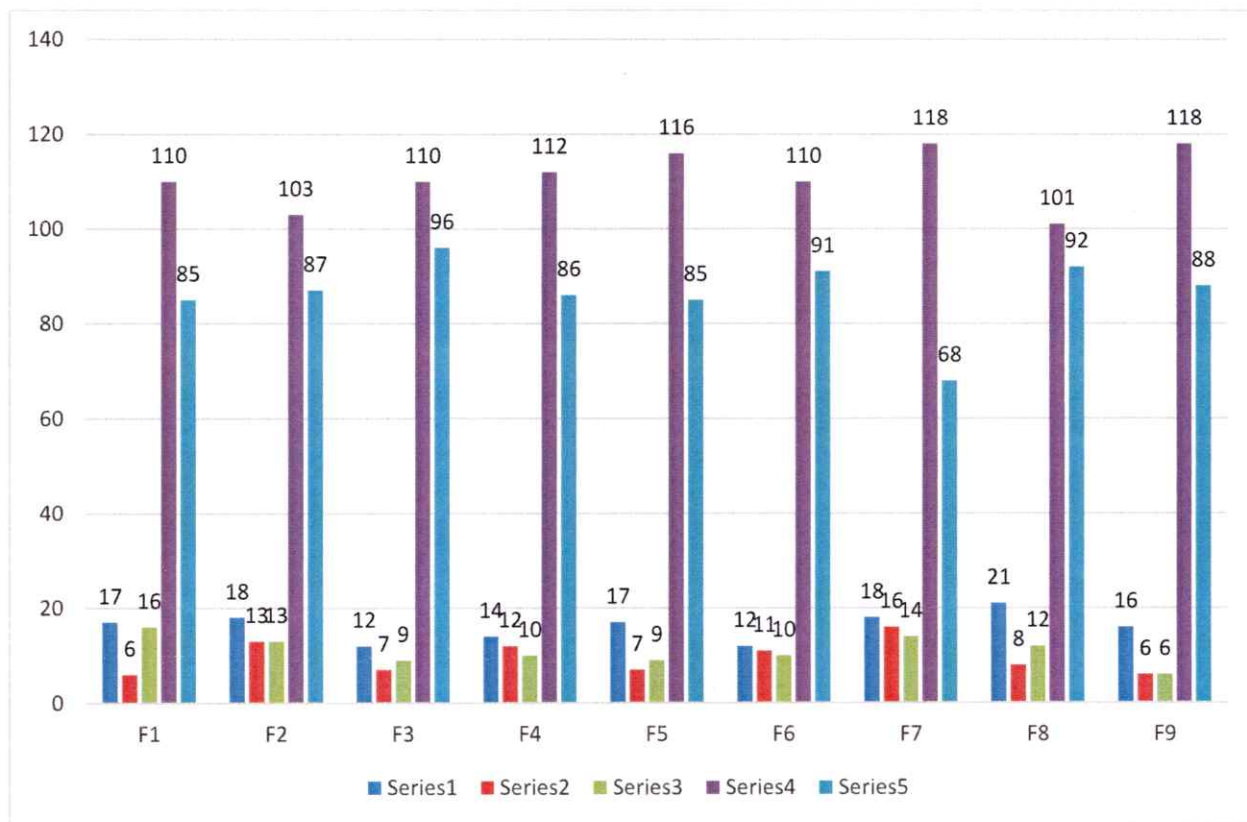
EVALUATION

Performance of the "evaluation" criteria is based on 4 factors viz.

1. F10: The evaluation process is fair and unbiased.
2. F11: Regular and timely feedback is given on our (students') performance.
3. F12: Periodical assessments are conducted as per schedule.
4. F13: I have learnt and understood the subject material/s in this course.

EVALUATION					
Ratings	F10	F11	F12	F13	Average Rating
1	16	10	17	16	
2	9	8	3	9	
3	10	23	10	12	
4	100	122	119	102	4
5	99	71	85	95	
Average Rating	4	4	4	4	
No. of Participants in the survey	234	234	234	234	
% of students satisfied	89	92	91	89	
% of students dissatisfied	11	8	9	11	

More than 90% of the students were satisfied with the timely feedback provided to them on their performance. However, 11% respondents shared their apprehension about the fairness of the evaluation process.
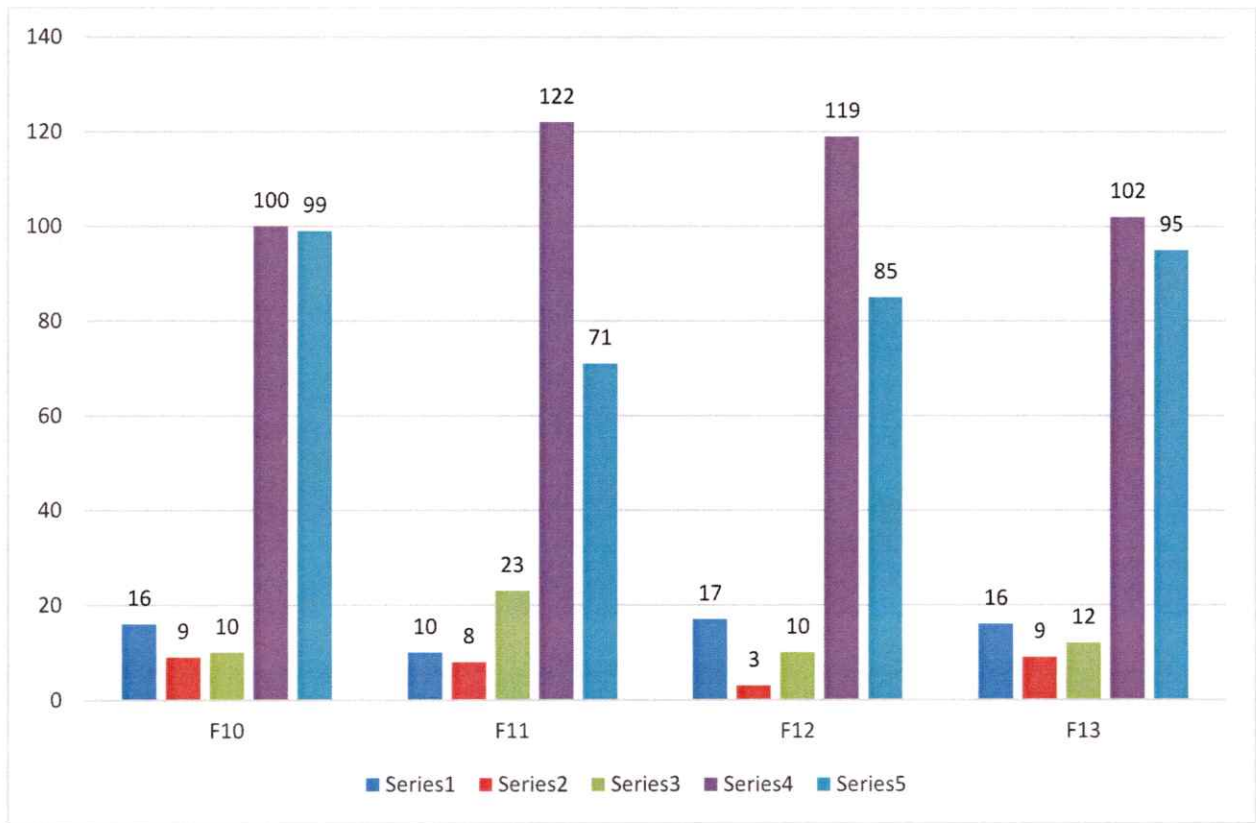
SECTION – CURRICULUM

RESEARCH METHODOLOGY

Data Type: Primary

Data Collection Tool: Survey (Online)

Sample Size: 195

Sample Frame: Students of IFTM University studying in 2022-23 in School of Business Management

Sampling: Probability Sampling

Questionnaire: Dichotomous Questions

Curriculum adopted by a university provides not only a structure for teaching; instead it's a measurable plan. It helps quantify the efforts being put by the students along with the other participants of the ecosystem. Its acceptance with all the stake holders is a pre requisite to the ultimate purpose, it tries to achieve.

To bridge any gap between the expectations and the perception about the curriculum, an annual survey is conducted by the university. The questionnaire captures responses on 3 themes viz. acceptance amongst students, perceived relevance and support material. The factors are as follows:

a. *Acceptance of curriculum amongst students*
b. *Perceived relevance of the curriculum*
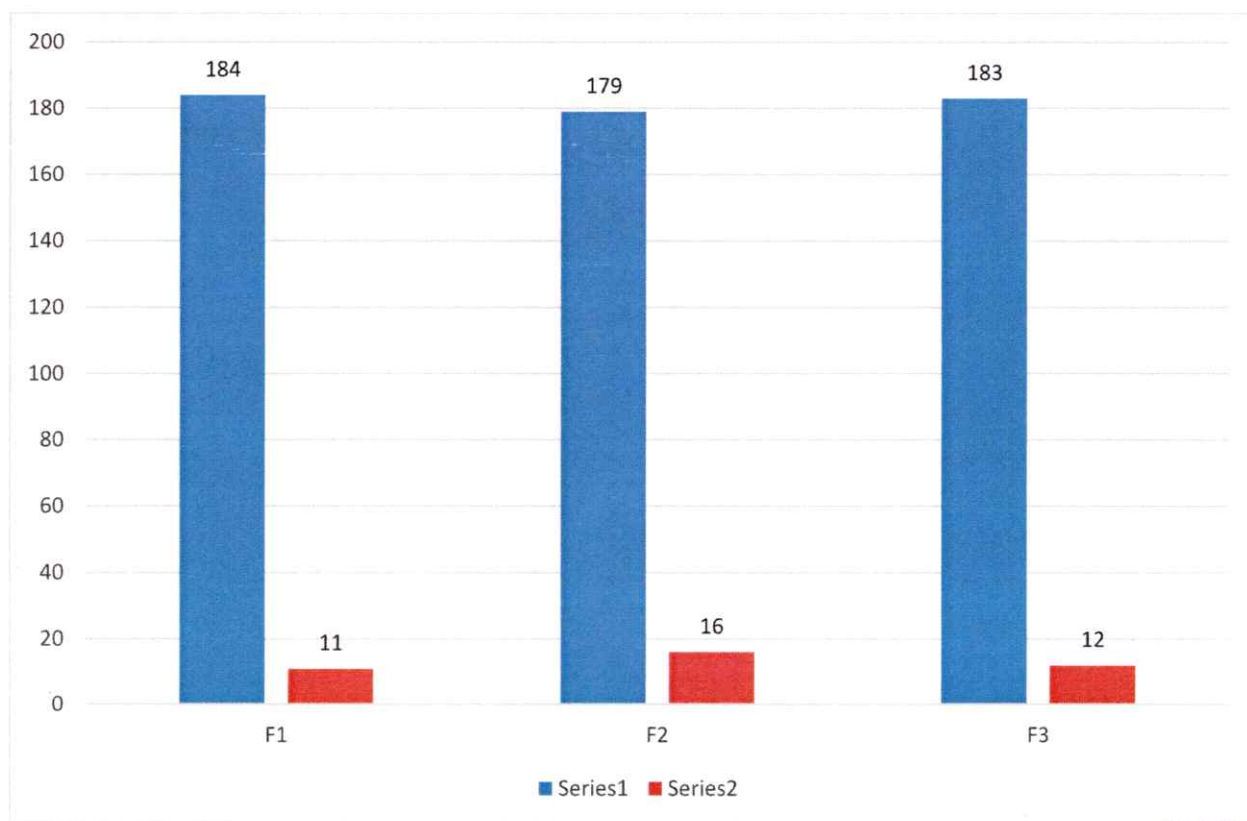c. *Support Material for subjects (curriculum)*

ACCEPTANCE OF CURRICULUM AMONGST STUDENTS –

1. F1: I found the curriculum easy and interesting
2. F2: The instructions given in the curriculum is easy to follow
3. F3: The syllabus has good balance between theory and practical exercises

	ACCEPTANCE		
	F1	**F2**	**F3**
Yes	184	179	183
No	11	16	12
Total Responses	195	195	195
Yes %	94	92	94
No %	6	8	6

94% of the respondents found the curriculum easy, which indicates that the curriculum is designed well according to the aptitude level of the students at large. The same percentage of students also found the balance as optimum, between theory and practical activities. However, 8% respondents stated that the instruction of the curriculum are not easy to follow.
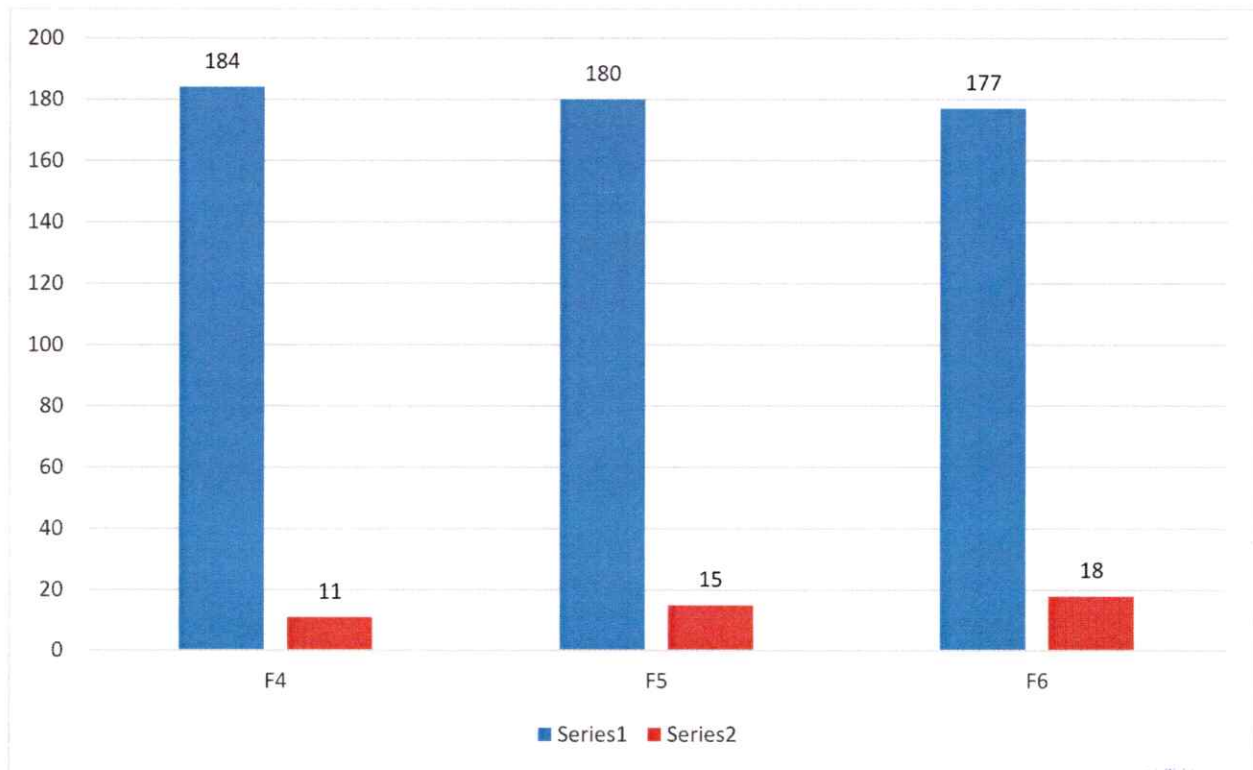

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PERCEIVED RELEVANCE OF THE CURRICULUM –

4. F4: The subjects are relevant to my future job aspirations
5. F5: The subjects are very practical and seems applicable in daily life
6. F6: The course has helped me develop my personality

	PERCEIVED RELEVANCE		
	F4	F5	F6
Yes	184	180	177
No	11	15	18
Total Responses	195	195	195
Yes %	94	92	91
No %	6	8	9

92% respondents found the subjects practical and having application in real life. 94% of the students found the subjects relevant according to their future job aspirations. However, 9% of the respondents felt the need for personality development classes.

While responses reflect the acceptance, usefulness and contemporary nature of the curriculum at the university; it also highlights the areas for further improvement.
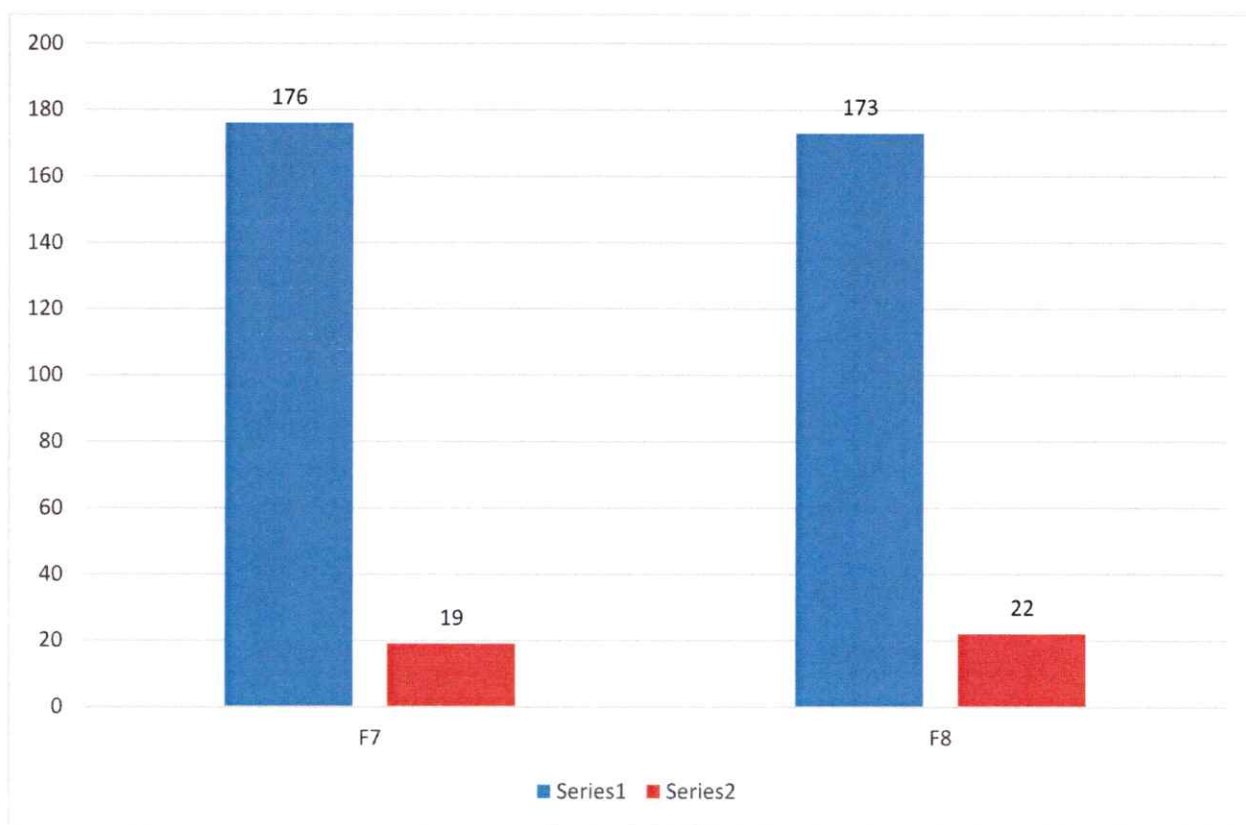
SUPPORT MATERIAL FOR SUBJECTS (CURRICULUM) –

7. F7: The reading material and references of the subject are easily available
8. F8: Course content is followed by corresponding reference materials?
9. F9: What other changes would you like to suggest improving the curriculum / course?

	SUPPORT MATERIAL	
	F7	F8
Yes	176	173
No	19	22
Total Responses	195	195
Yes %	90	89
No %	10	11

While, 90% of the students shared that the required reading material is ubiquitously available. 11% of the respondents opined that they require the reference material.

*** LAST PAGE OF THE REPORT ***

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IFTM University, Moradabad, Uttar Pradesh
NAAC ACCREDITED

TEACHERS' FEEDBACK REPORT
SCHOOL OF BUSINESS MANAGEMENT
2022-23

RESEARCH METHODOLOGY

Data Type: Primary

Data Collection Tool: Survey (Online)

Sample Size: 43

Sample Frame: Teachers teaching at IFTM University in 2022-23 in School of Business Management

Sampling: Probability Sampling

Questionnaire: 5-point Likert scale (Strongly Disagree – 1, Disagree – 2, Neither Agree Nor Disagree – 3, Agree – 4, Strongly Agree - 5)

1

Teachers are the backbone of any academic institute. No academic institute can thrive, unless its faculty is not satisfied. In its pursuit of excellence, IQAC at IFTM University conducts a teacher's survey every year; to learn about any scope of improvement in its functioning.

The survey attempted to capture the satisfaction level of teachers in reference to the following 6 areas viz.

a. *Curriculum / Syllabus*
b. *Examination & Evaluation*
c. *Facilities*
d. *Course Content & Books*
e. *Freedom*
f. *Friendly & Favorable Environment*

Performance in these areas gets measured through responses given to specific questions (factors) in the questionnaire (Teachers' Feedback Survey). In 2022-23, 43 faculty members from School of Business Management participated in the survey. The findings of the survey 2022-23 on the above mentioned 6 areas are presented in the following section.
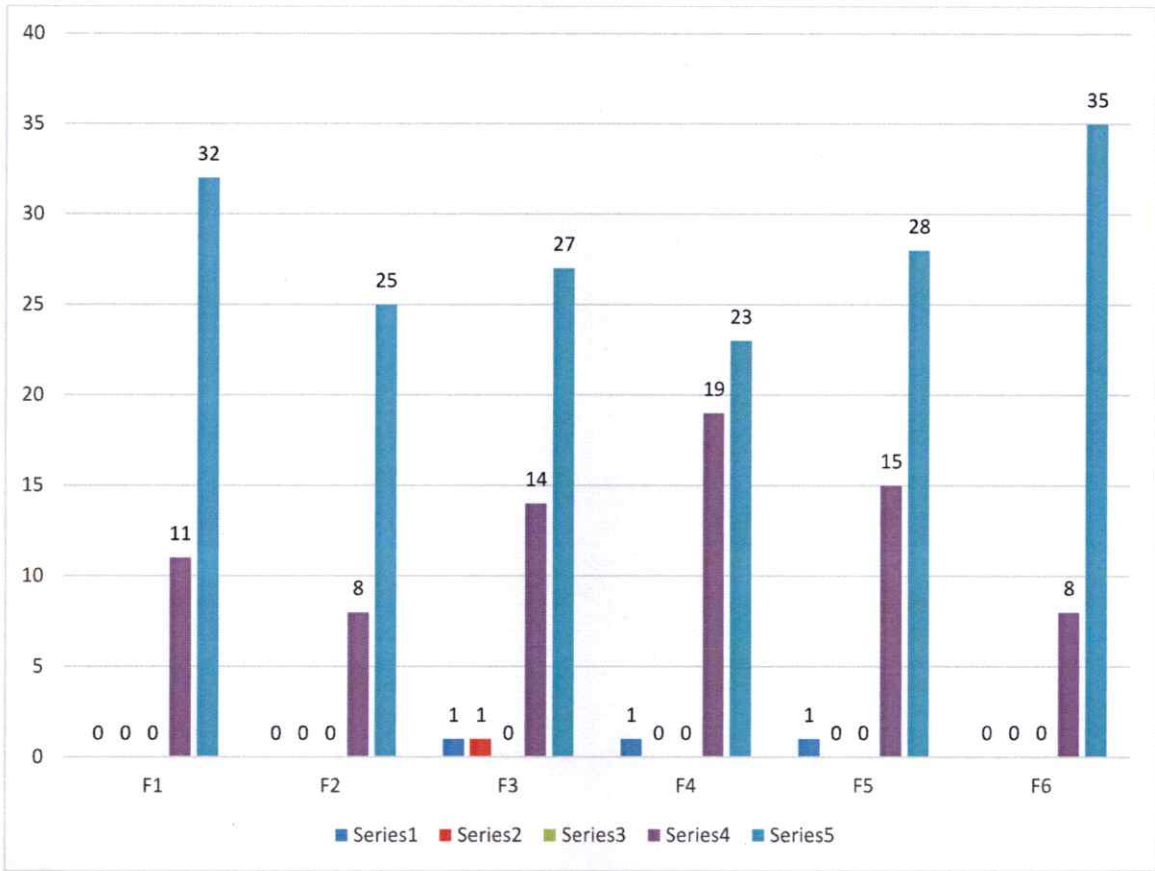
CURRICULUM / SYLLABUS

The curriculum is the road map for a student. If well designed, it helps them embark upon the journey of personal joy and professional success.

1. F1: Syllabus is suitable to the course.
2. F2: Syllabus is need based.
3. F3: Aims and objectives of the syllabi are well defined and clear to teachers and students.
4. F4: The course/syllabus has good balance between theory and application.
5. F5: The course/syllabus has made me interested in the subject area.
6. F6: The course/syllabus of this subject increased my knowledge and perspective in the subject area.

SYLLABUS / CURRICULUM							
	F1	F2	F3	F4	F5	F6	Average Rating
1	0	0	1	1	1	0	
2	0	0	1	0	0	0	
3	0	0	0	0	0	0	5
4	11	8	14	19	15	8	
5	32	25	27	23	28	35	
Average Rating	5	5	5	4	5	5	
No. of Participants in the survey	43	33	43	43	44	43	
% of teachers satisfied	100	100	95	98	98	100	
% of teachers dissatisfied	0	0	5	2	2	0	

5% of the respondents felt that the objectives of the syllabi either was not clear to them or to the students

3

EXAMINATION & EVALUATION

The examination and evaluation process at university is rigorous and conducive to the development of its students.

1. F7: The course/ programme of studies carries sufficient number of optional papers.
2. F8: Tests and examinations are conducted well in time with proper coverage of all units in the syllabus.

| EXAMINATION & EVALUATION			
	F7	**F8**	**Average Rating**
1	0	0	
2	1	0	
3	0	0	5
4	12	5	
5	30	38	
Average Rating	5	5	
No. of Participants in the survey	43	43	
% of teachers satisfied	98	100	
% of teachers dissatisfied	2	0	

5
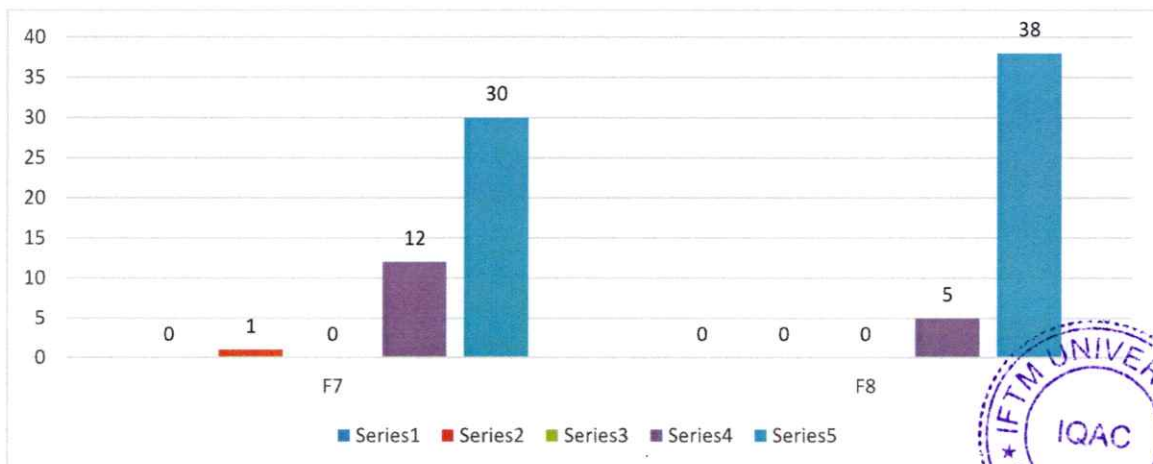
FACILITIES

The university also believes that basic amenities like hygienic washrooms, a neat personal space to work, and reading room are essential to a teacher.

1. F9: Infrastructural facilities, such as teacher's rooms/carrels, class rooms, reading rooms and toilets are available in the Department.
2. F10: Staff canteen is available at the faculty level.

FACILITIES			
	F9	F10	Average Rating
1	1	1	
2	0	4	
3	0	3	4
4	12	21	
5	30	14	
Average Rating	5	4	
No. of Participants in the survey	43	43	
% of teachers satisfied	98	88	
% of teachers dissatisfied	2	12	

While 98% of the faculty members were found satisfied with various facilities and infrastructure meant for them; about 12% of the faculty members felt the need of a dedicated canteen at the department level.
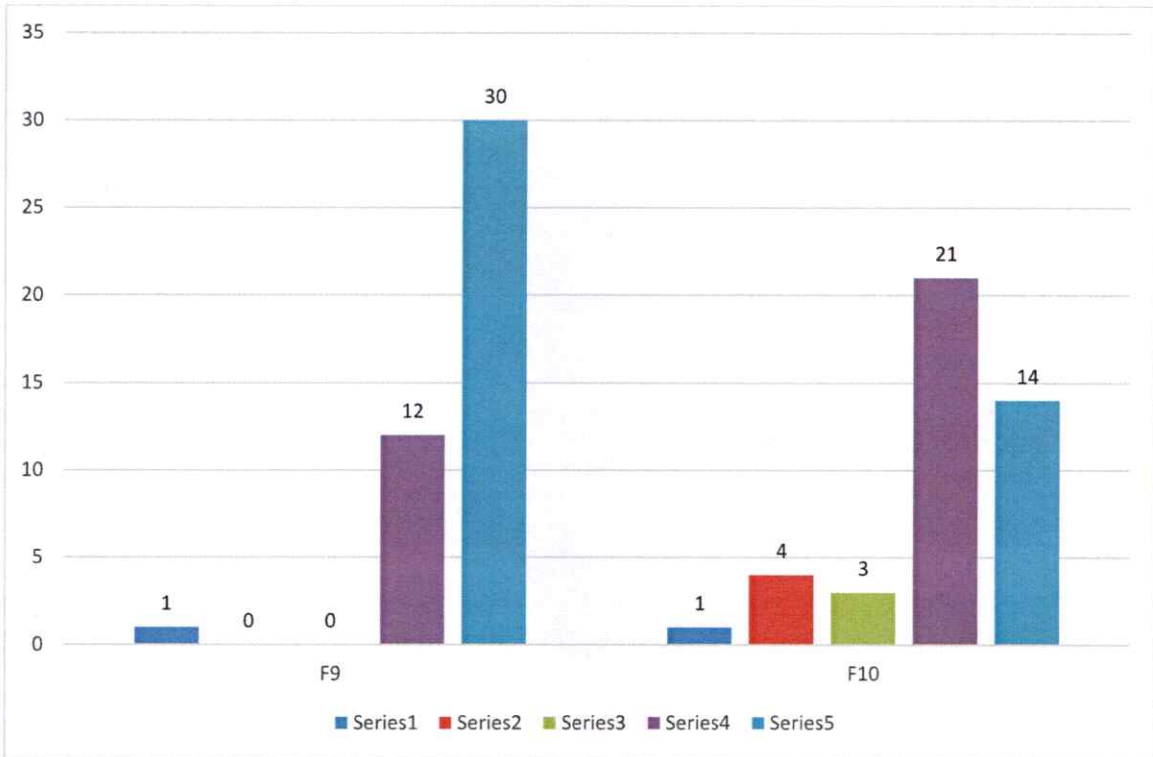
COURSE CONTENT & BOOKS

Availability of reference material, books and other forms of literature is important not only for students but teachers too. The performance on course content and books was measured through following 3 factors:

1. F11: Course content is followed by corresponding reference materials.
2. F12: Sufficient number of prescribed books is available in the library.
3. F13: The books prescribed/ listed as reference materials are relevant, updated appropriate.

95% of the respondents reflected their contentment with the availability of books in the library. All the respondents found the books, relevant and updated.

COURSE CONTENT & BOOKS				
	F11	F12	F13	Average Rating
1	0	1	1	
2	0	1	1	
3	0	1	1	5
4	19	13	13	
5	24	27	27	
Average Rating	5	4	4	
No. of Participants in the survey	43	43	43	
% of teachers satisfied	100	95	95	
% of teachers dissatisfied	0	5	5	

8
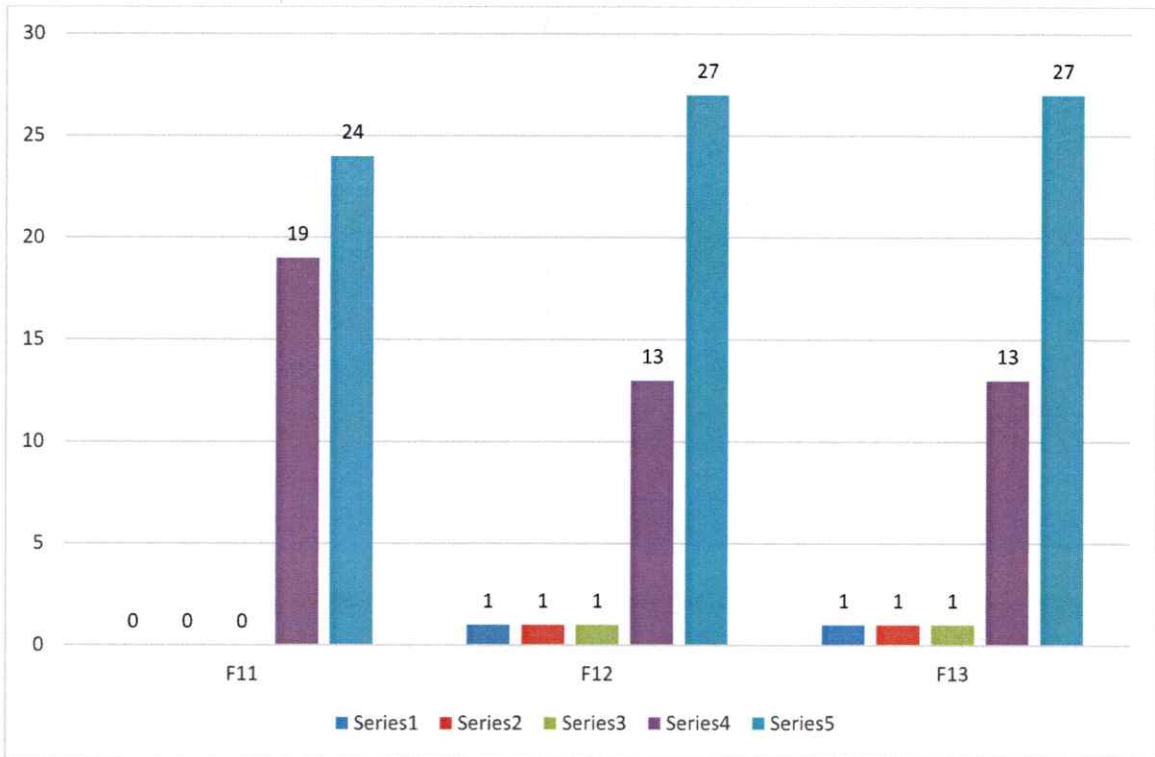
FREEDOM

Freedom to bring novelty at work place, including in curriculum and pedagogy sans any reservations help an academician unleash his true potential. It not only benefits the academia but also enrich the experience of all the stake holders.
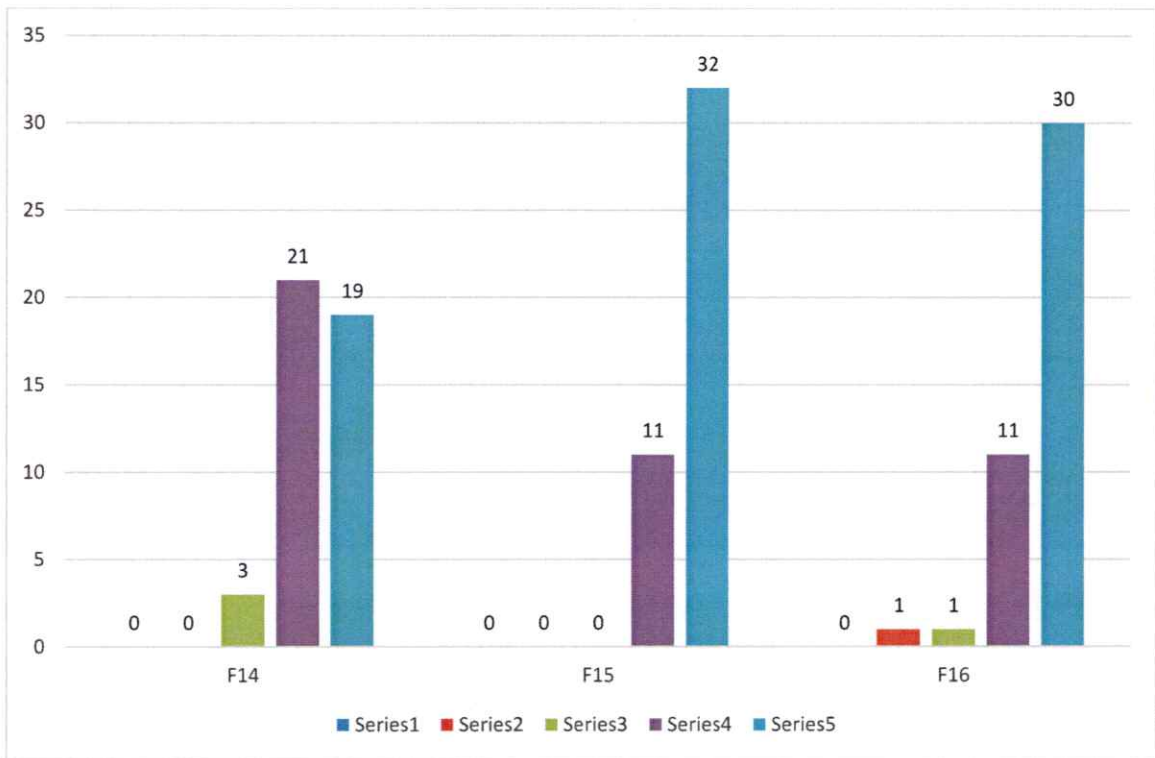
To measure performance in this area, responses were sought on the following factors –

1. F14: I have the freedom to propose, modify, suggest and incorporate new topics in the syllabus.
2. F15: I have the freedom to adopt new techniques/strategies of teaching such as seminar presentations, group discussions and learners' participation.
3. F16: I have the freedom to adopt/adapt new techniques/strategies of testing and assessment of students.

All the respondents were found contented with the freedom to use techniques for evaluation of students.

| FREEDOM				
	F14	F15	F16	Average Rating
1	0	0	0	
2	0	0	1	
3	3	0	1	5
4	21	11	11	
5	19	32	30	
Average Rating	4	5	5	
No. of Participants in the survey	43	43	43	
% of teachers satisfied	100	100	98	
% of teachers dissatisfied	0	0	2	

10

FRIENDLY & FAVOURABLE ENVIRONMENT

A friendly environment and favorable policies help faculty delivering their best. To measure the performance in this area, responses from faculty members were sought on the following factors –

1. F17: The environment in the department is conducive to teaching and research.
2. F18: The administration is teacher friendly.
3. F19: The University provides adequate and smooth support for projects and research facilities.
4. F20: The University provides adequate funding and support to faculty members for upgrading their skills and qualifications.
5. F21: Provisions for professional development are non-discriminatory and fair.

FRIENDLY & FAVOURABLE ENVIRONMENT						
	F17	F18	F19	F20	F21	Average Rating
1	1	2	1	0	2	
2	0	0	0	0	0	
3	0	1	0	2	0	5
4	18	7	18	11	13	
5	24	33	24	30	28	
Average Rating	4	5	4	5	5	
No. of Participants in the survey	43	43	43	43	43	
% of teachers satisfied	98	95	98	100	95	
% of teachers dissatisfied	2	5	2	0	5	

Most of the faculty members agreed that the environment at the university and its policies are very conducive for teaching and undertaking research projects. The respondents agreed that the support they get from the administration has enabled them to perform their duties in a better manner.
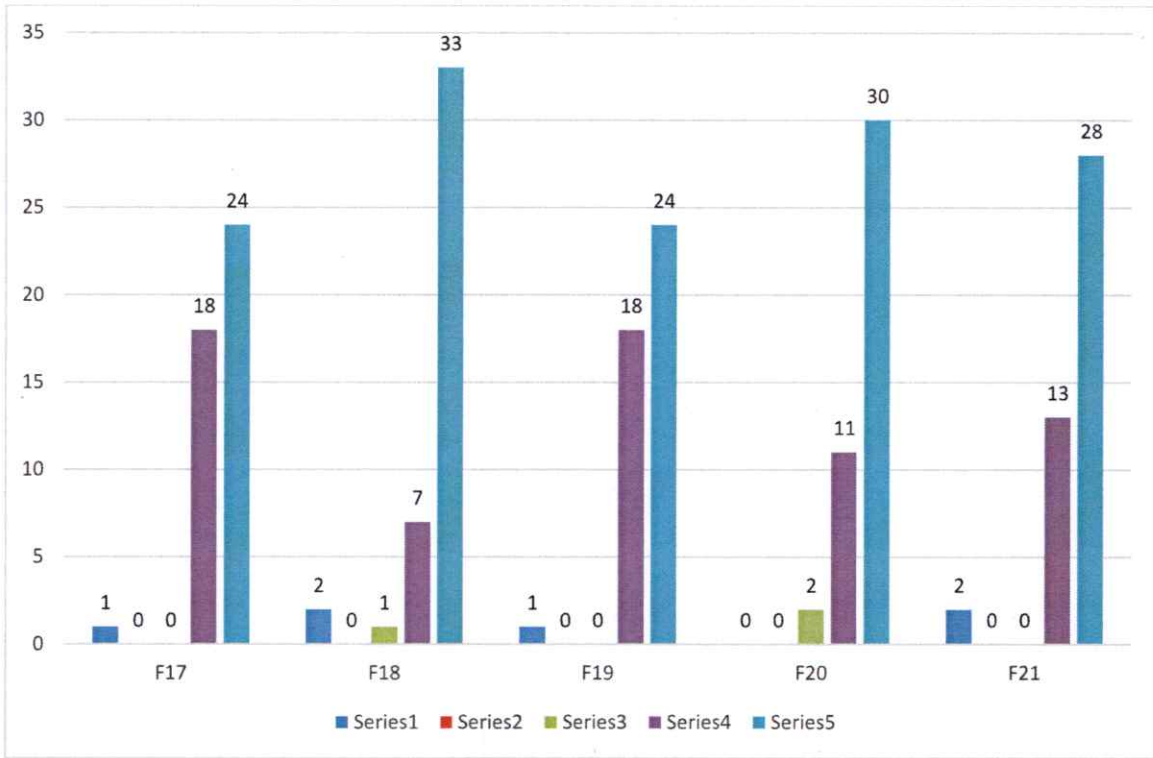
आईएफटीएम विश्वविद्यालय, मुरादाबाद, उत्तर प्रदेश

IFTM University, Moradabad, Uttar Pradesh

NAAC ACCREDITED

ALUMNI FEEDBACK REPORT
SCHOOL OF BUSINESS MANAGEMENT
2022-23

RESEARCH METHODOLOGY

Data Type: Primary

Data Collection Tool: Survey (Online)

Sample Size: 72

Sample Frame: Individuals who have been student at IFTM University in School of Business Management

Sampling: Non Probability (Convenience Sampling)

Questionnaire: 5-point Likert scale (with 5 being most satisfied and 1 being least satisfied)

* Scale with 5 points viz. *excellent, very good, good, average and poor* is interpreted and presented as satisfied and dissatisfied.

** Responses excellent, very good and good are interpreted as *satisfied respondent* and responses average and poor are interpreted as dissatisfied.

Alumni of any institute or a university are the true reflections of the quality of services rendered there. They are the ones having the complete experience, and their suggestions are evenhanded and valuable.

To learn about any possible need for improvement, the University tries to connect with its alumni every year. An online survey is administered to get their feedback, improve its functioning and fix any shortcoming if found.

The survey attempted to capture the satisfaction level of alumni in reference to the following 4 areas viz.

1. University Facilities & Overall Infrastructure
2. Grievances, Facilities & Academic Initiatives
3. Educational Objectives of the Program
4. Feedback about Training & Placement Cell

Performance in these areas gets measured through responses given to specific questions (factors) in the questionnaire (Alumni Feedback Survey). In 2022-23, responses could be elicited from 72 alumni from School of Business Management.

**University Facilities & Overall Infrastructure:**

To evaluate the performance on this parameter, questions were asked in reference to 17 factors viz.

1. F1: Admission Procedure
2. F2: Fee structure
3. F3: Environment
4. F4: Infrastructure & Lab facilities
5. F5: Faculty
6. F6: Project Guidance
7. F7: Quality of support material
8. F8: Training & Placement
9. F9: Library
10. F10: Canteen Facilities
11. F11: Hostel Facilities
12. F12: Overall Rating of the University
13. F13: Alumni Association/Network of Old Friends
14. F14: Caliber of students passing out of this University
15. F15: Professional courses and their suitability to the Industry
16. F16: Learning experience in terms of their relevance to the real life application
17. F17: Significance of the course(s) that you learnt in relation to your current job

Out of 72 respondents, 94% were found satisfied with the faculty at the University. The quality of the support material provided to the students was seen as satisfactory by 90% of the respondents. 21% of the respondents shared their dissent with the lab facilities at the department.

17% of the respondents voiced their dissatisfaction with the services being provided at Training and Placement Cell.

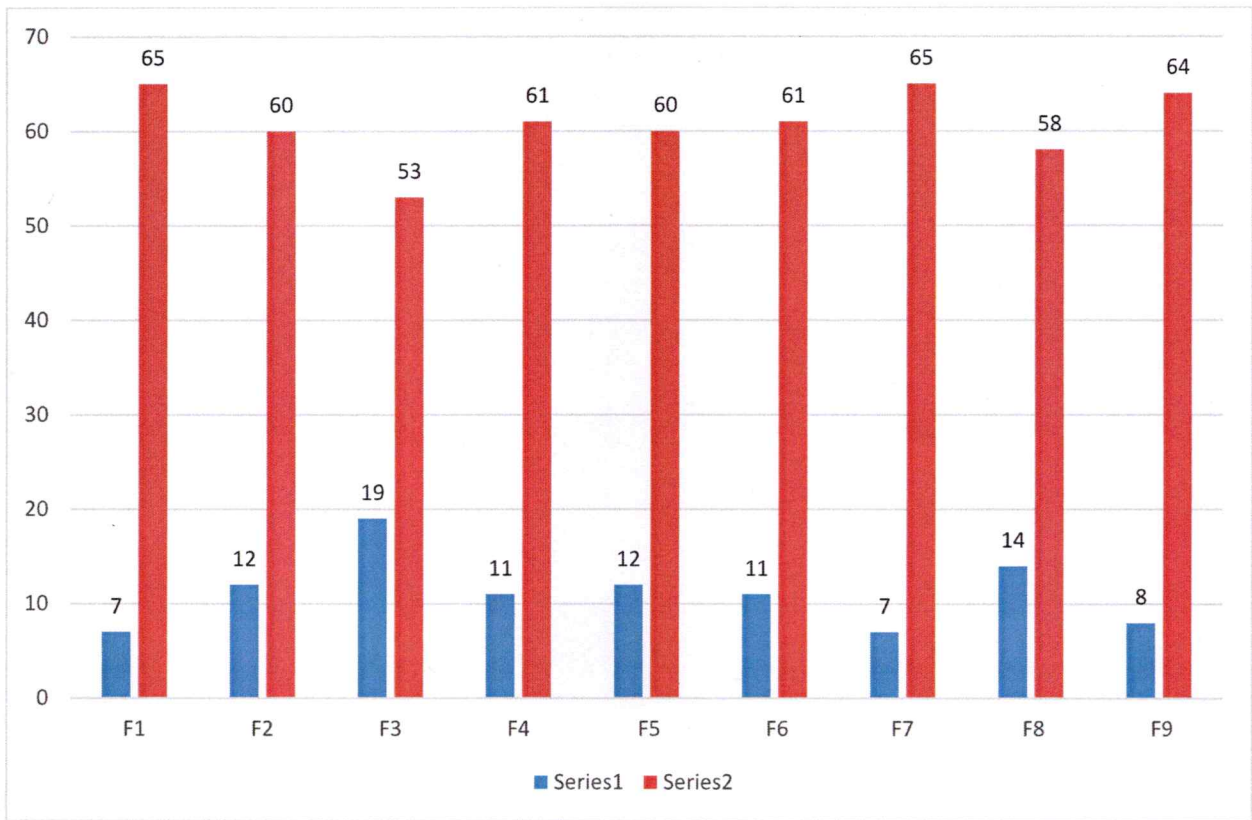|	Poor	Average	Good	Very Good	Excellent	Total Responses	Satisfied Percentage	Not Satisfied Percentage
F1	3	6	15	28	20	72	88	13
F2	3	5	18	29	17	72	89	11
F3	4	5	9	30	24	72	88	13
F4	6	9	13	24	20	72	79	21
F5	0	4	6	30	32	72	94	6
F6	0	1	10	31	30	72	99	1
F7	2	5	21	19	25	72	90	10
F8	4	8	21	24	15	72	83	17
F9	1	4	20	18	29	72	93	7
F10	1	6	18	22	25	72	90	10
F11	2	3	29	23	15	72	93	7
F12	1	3	24	17	27	72	94	6
F13	2	3	18	27	22	72	93	7
F14	2	3	19	29	19	72	93	7
F15	2	1	14	32	23	72	96	4
F16	1	1	22	29	19	72	97	3
F17	1	4	20	28	19	72	93	7
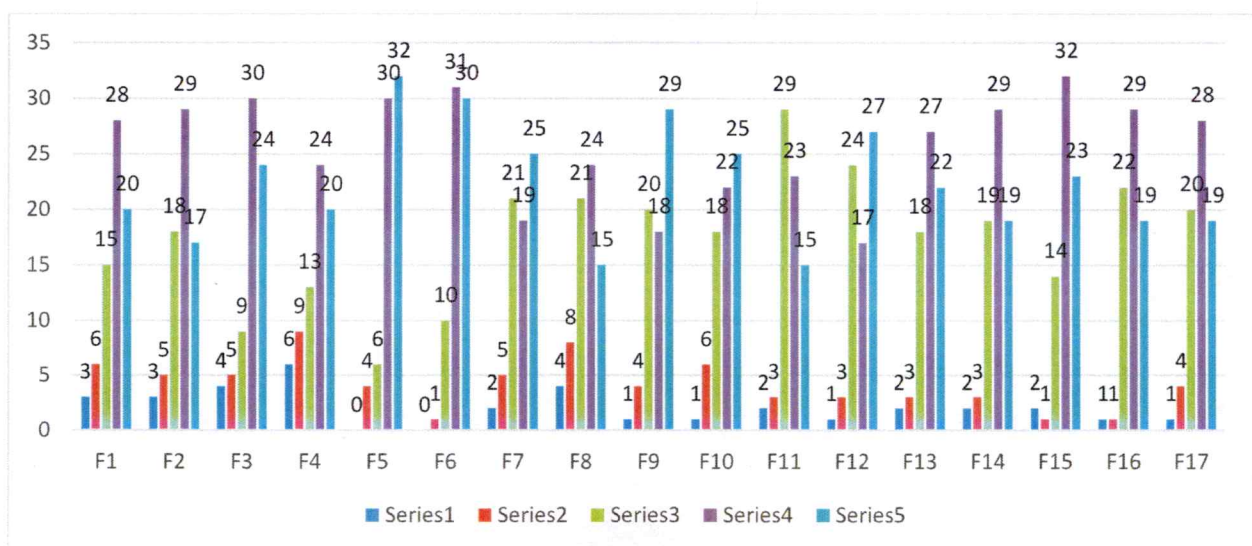
Grievances, Facilities & Academic Initiatives:

Responses were also sought to capture the opinion of alumni about the different aspects of the University including handling of grievances, adequacy of various facilities and academic initiatives being taken by the University. The factors / questions are as follows:

1. F1: Do you feel proud to be associated with IFTM University as an Alumnus?
2. F2: Would you like to join the Department/School Alumni Association?
3. F3: Have you participated in any Alumni meet as of now (organized by your parent department?
4. F4: Are you willing to contribute to the development of the Department/School?
5. F5: Were your grievances properly handled at the Department/School/University? [As a student]
6. F6: Were your grievances properly handled at the Department/School/University? [As an Alumnus]
7. F7: Have you obtained sufficient know-how (both in theory and practice) at IFTMU?
8. F8: Is the education imparted at IFTMU useful and relevant in your present job?
9. F9: Were the Head of the Department & Teachers cooperative?

|	No	Yes	Grand Total	Agreed Percentage	Disagreed Percentage
F1	7	65	72	90	10
F2	12	60	72	83	17
F3	19	53	72	74	26
F4	11	61	72	85	15
F5	12	60	72	83	17
F6	11	61	72	85	15
F7	7	65	72	90	10
F8	14	58	72	81	19
F9	8	64	72	89	11

The survey revealed that all the respondents take pride in being alumni of the University and 89% of them found the faculty cooperative. 26% of the alumni did not get to participate in the alumni meeting organized by the University. 17% said that they have no interest in joining the alumni association of the University. The same number of respondents were also unhappy with the grievance redressal system at the university.

10. F10: Laboratories &Equipment's facilities
11. F11: Library/Seminar/Reading Room
12. F12: Computer Facilities
13. F13: Internet & Wi-Fi
14. F14: Sports and Cultural
15. F15: Classrooms

|	Poor	Average	Good	Very Good	Excellent	Grand Total	Satisfied Percentage	Not Satisfied Percentage
F10	3	8	22	27	12	72	85	15
F11	2	3	11	34	22	72	93	7
F12	2	4	15	31	20	72	92	8
F13	8	6	13	10	35	72	81	19
F14	7	6	8	16	35	72	82	18
F15	6	4	9	8	45	72	86	14

The adequacy of different facilities being provided to the students at the University was also checked. 19% of the respondents shared their dissent with the internet facility at the department. 18% of the students were not satisfied with some aspect of the sports activities and cultural programmes being organized at the University.
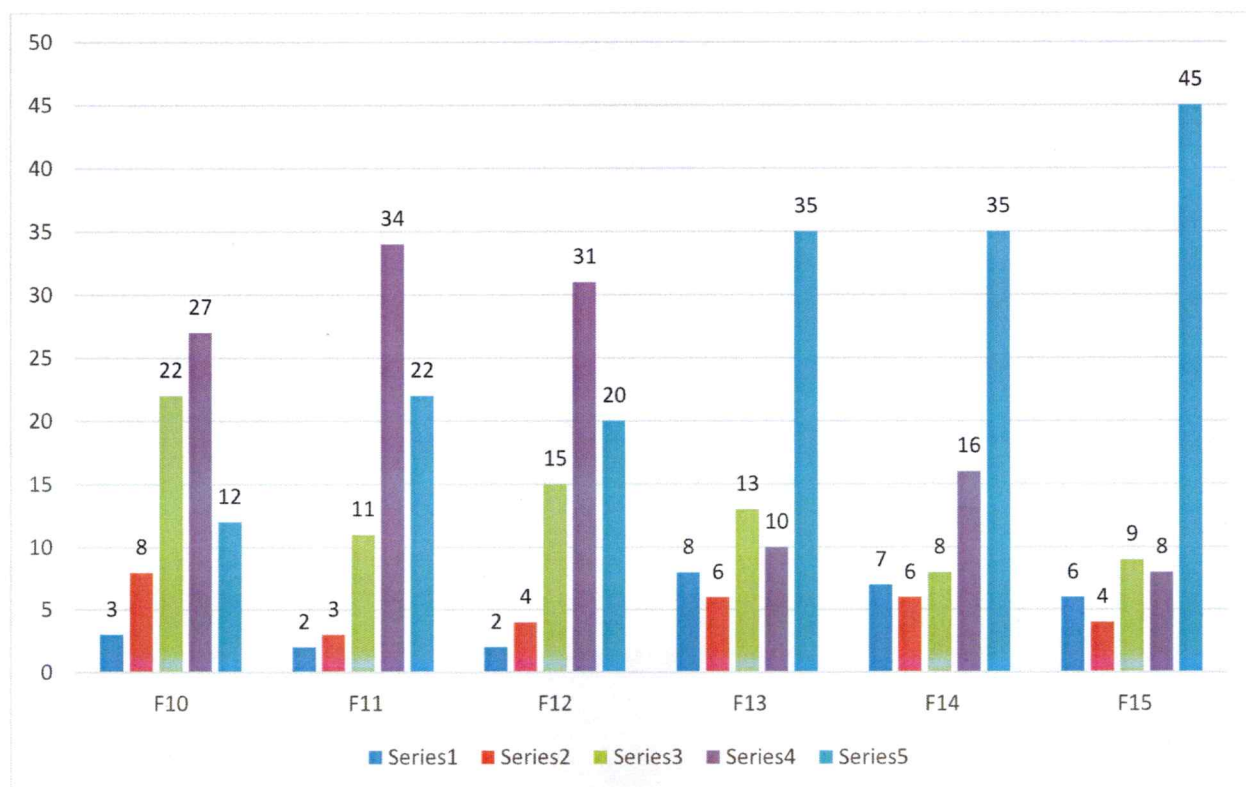
16. F16: Industry Oriented Projects (if applicable)
17. F17: Seminars & Workshop
18. F18: Guest Lectures
19. F19: Special Training Classes for bridging Industry/Academic gap
20. F20: Student Development Activities organized by the University

	Poor	Average	Good	Very Good	Excellent	Grand Total	Satisfied %	Not Satisfied %
F16	8	6	8	20	30	72	81	19
F17	5	7	5	13	42	72	83	17
F18	9	2	13	14	34	72	85	15
F19	9	5	3	18	37	72	81	19
F20	6	3	11	13	39	72	88	13

19% of the respondents shared that the industry-oriented projects and special training classes being organized for them are below par. The survey also revealed that seminars and workshops organized also fell short of their expectations.
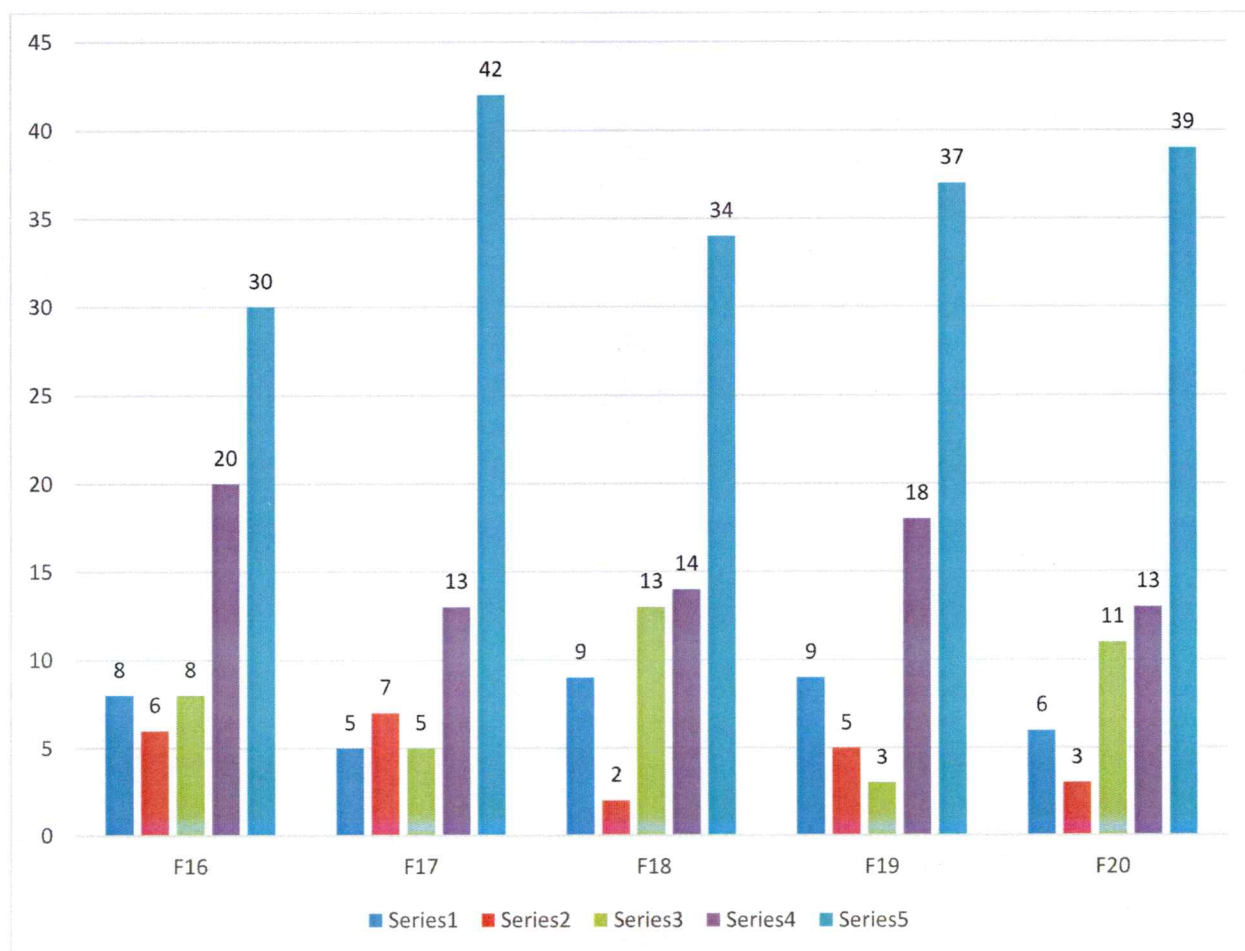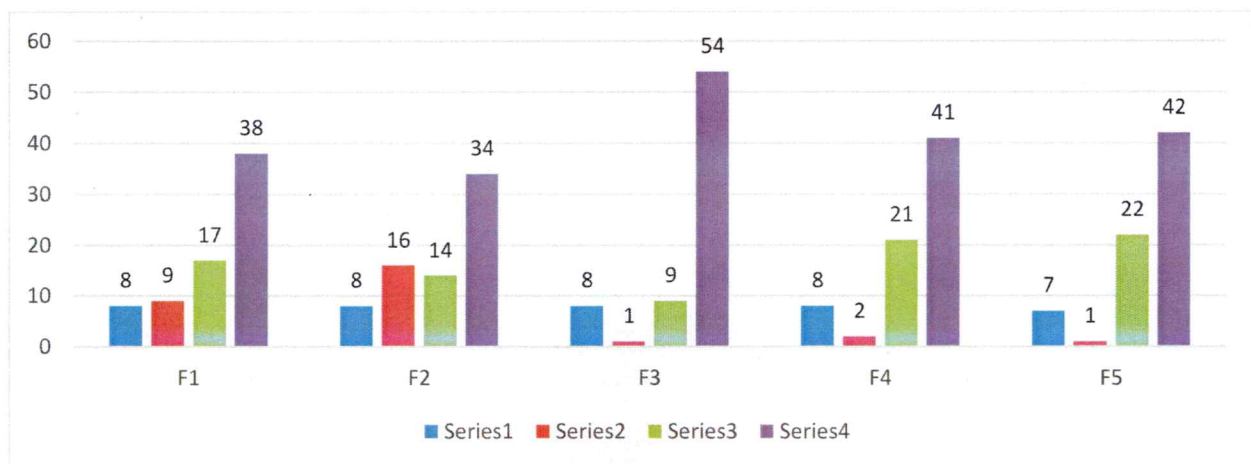
Regarding Program Educational Objectives:

To evaluate the performance on this parameter, questions were asked in reference to 5 factors viz.

1. F1: Preparation: To educate students for graduate and postgraduate programs and to help them succeed in their chosen/ related fields.
2. F2: Core Competence: To provide students with sound knowledge in their chosen area.
3. F3: Breadth: To train 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
4. F4: Professionalism: To create 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.
5. F5: Learning Environment: To create 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.

The respondents were found satisfied on all the parameters.

|	Very Little	Quite a Bit	Some Extent	Very Much	Total Responses	Satisfied Percentage	Not Satisfied Percentage
F1	8	9	17	38	72	89	11
F2	8	16	14	34	72	89	11
F3	8	1	9	54	72	89	11
F4	8	2	21	41	72	89	11
F5	7	1	22	42	72	90	10

Feedback about Training & Placement Cell:

1. F1: Has the Training & Placement (T&P) Cell provided ample on campus placement opportunities?
2. F2: Has the Placement Cell provided sufficient off campus placement opportunities?
3. F3: Did you ever avail Career counseling and guidance for higher studies from Placement Cell?
4. F4: If you are invited to deliver a Guest Lecture/a Special Talk/a Motivational Session for your juniors, will you be interested?
5. F5: Do you receive communications from the University/parent department through Mails/ Calls/SMS etc?

	No	Yes	Grand Total	Agreed Percentage	Disagreed Percentage
F1	17	55	72	76	24
F2	26	46	72	64	36
F3	23	49	72	68	32
F4	16	56	72	78	22
F5	8	64	72	89	11

The survey revealed that the respondents did not get their expectations met with the services being provided at the Training and Placement Cell. On average, 30% respondents did not get opportunities through the cell.
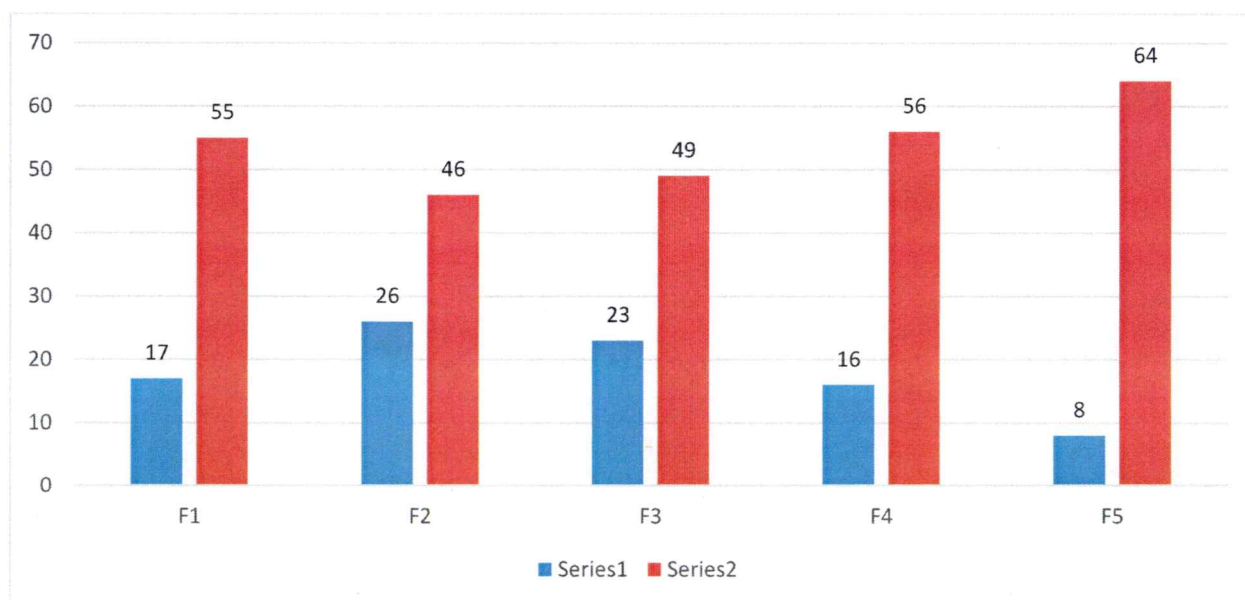
आईएफटीएम विश्वविद्यालय, मुरादाबाद, उत्तर प्रदेश
IFTM University, Moradabad, Uttar Pradesh
NAAC ACCREDITED

EMPLOYERS' FEEDBACK REPORT
SCHOOL OF BUSINESS MANAGEMENT
2022-23

RESEARCH METHODOLOGY

Data Type: Primary

Data Collection Tool: Survey (Online)

Sample Size: 13

Sample Frame: Business Organizations provided employment / training to students of IFTM University from School of Business Management

Sampling: Non Probability

Questionnaire: 5-point Likert scale (with 5 being most satisfied and 1 being least satisfied)

Making student employable is one of the most important outcomes of all the efforts an academic institute puts in. At IFTM University, the faculty works very closely with the students in helping them develop the required skills and competencies. To stay on course, the university conducts an employers' survey and seek their opinion about the students placed with them. This feedback from the corporate helps us make necessary adjustments to our way of working and guides the future course of action.

The responses from the employer are sought in the following 6 areas viz.

1. Group Behavior & Soft Skills
2. Technical Skills
3. Creative & Innovation
4. Functional Competency
5. Leadership Skills
6. Employers' Satisfaction & Future Intention

Performance in these areas gets measured through responses given to specific questions (factors) in the questionnaire (Employers' Survey). In 2022-23, 13 recruiters responded to the survey. The findings of the survey 2022-23 on the above mentioned 6 areas are presented in the following section.

GROUP BEHAVIOUR & SOFT SKILLS

Amongst the many factors of success in corporate, is group behavior and soft skills. Individuals, who fail to foster good professional relationships at work place, fail to succeed. Alongside good communication skills individuals are expected to be self-motivated and self-driven. In contemporary world, students are expected to be good team players and one with high social quotient. The performance on this parameter was measured through following 5 factors -

a. *F1: General Communication Skills*
b. *F2: Self-motivated and taking on appropriate level of responsibility*
c. *F3: Involvement in social activities*
d. *F4: Relationship with seniors/peers/subordinates*
e. *F5: Working as part of a team*

13 employers responded to the survey and all of them found the students' communication skills, satisfactory. However, 50% of the employers opined that students should improve on their people skills and get involved in social activities. Some employers also opined that students should be trained in people skills.

| GROUP BEHAVIOUR & SOFT SKILLS							
	1	2	3	4	5	Satisfied %	Dissatisfied %
F1	0	6	3	3	1	54	46
F2	0	6	4	1	2	54	46
F3	0	3	2	5	3	77	23
F4	0	3	0	3	7	77	23
F5	0	1	5	4	3	92	8

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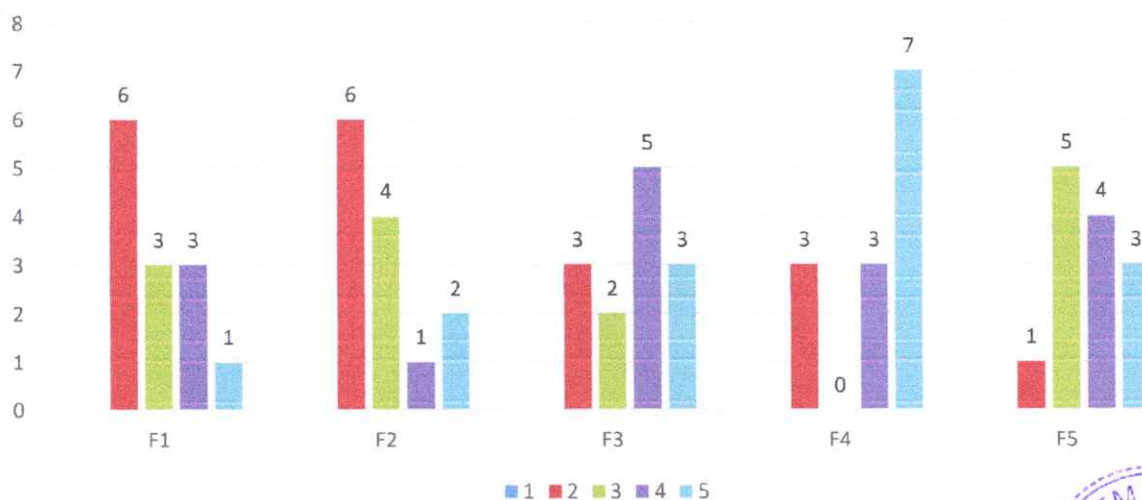
TECHNICAL SKILLS

The managers shared their observation about the technical competencies of the students they recruited from the university. The performance on this parameter was measured through various factors viz.

    a. *F6: Technical knowledge/skill*
    b. *F7: Using technology and workplace equipment.*

Reporting managers felt that students should learn new industry specific software and acquaint themselves with latest technologies and platforms, for effective rendering of their duties.

| TECHNICAL SKILLS							
	1	2	3	4	5	Satisfied %	Dissatisfied %
F6	1	3	4	3	2	69	31
F7	0	2	7	3	1	85	15
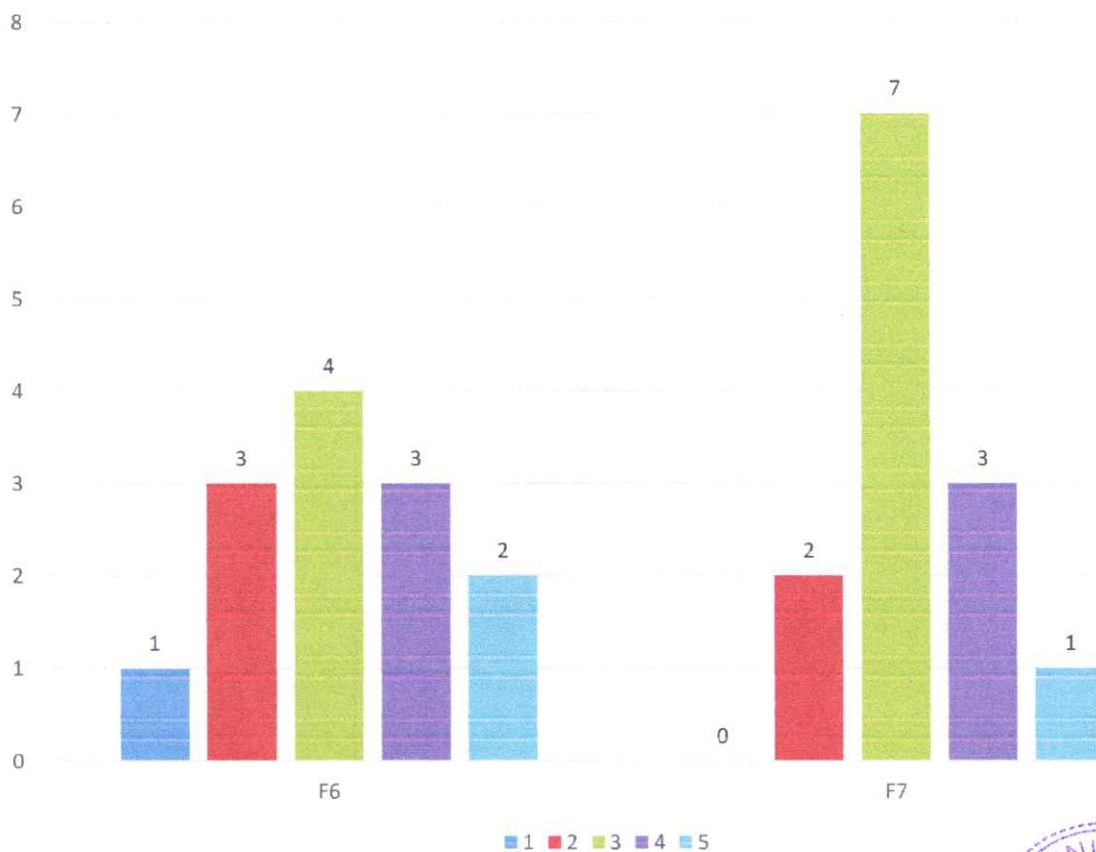
CREATIVE & INNOVATIVE

Novelty in ideas is a much desired trait in these turbulent times with unprecedented challenges. The students who joined the industry were evaluated with the help of following factors.

a. *F8: Creative in response to workplace challenges*
b. *F9: Developing practical solutions to work place problems*
c. *F10: Open to new ideas and learning new techniques*
d. *F11: Innovativeness and creativity*

Most of the employers found the new recruits as above par and their performance satisfactory.

CREATIVE & INNOVATIVE							
	1	**2**	**3**	**4**	**5**	**Satisfied %**	**Dissatisfied %**
F8	2	2	5	2	2	69	31
F9	0	3	6	0	4	77	23
F10	0	4	4	1	4	69	31
F11	0	6	2	4	1	54	46

The survey revealed that students shall be oriented to take up learning as a perpetual process. About half of the responding employers opined that the students need to improve their ability to innovate.


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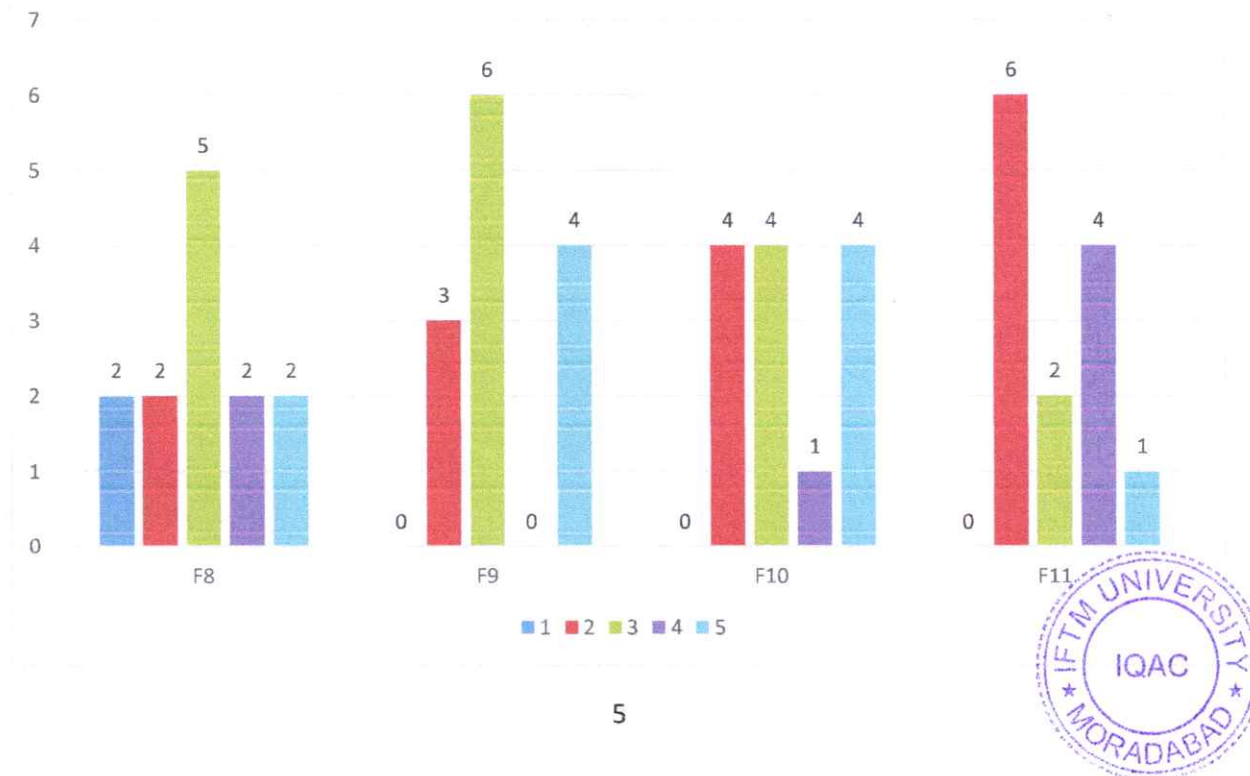
FUNCTIONAL COMPETENCY

As learnt from the survey some recruited students did not perform well when given extra responsibility. Few employers found the recruited students less willing to take up extra responsibility and work outside the scheduled hours.

 a. *F12: Ability to take up extra responsibility.*
 b. *F13: Ability to contribute to the goal of the organization*
 c. *F14: Obligation to work beyond schedule if required*

	1	2	3	4	5	Satisfied %	Dissatisfied %
FUNCTIONAL COMPETENCY							
F12	0	3	4	3	3	77	23
F13	0	2	3	4	4	85	15
F14	0	2	4	6	1	85	15



1 ■ 2 ■ 3 ■ 4 ■ 5
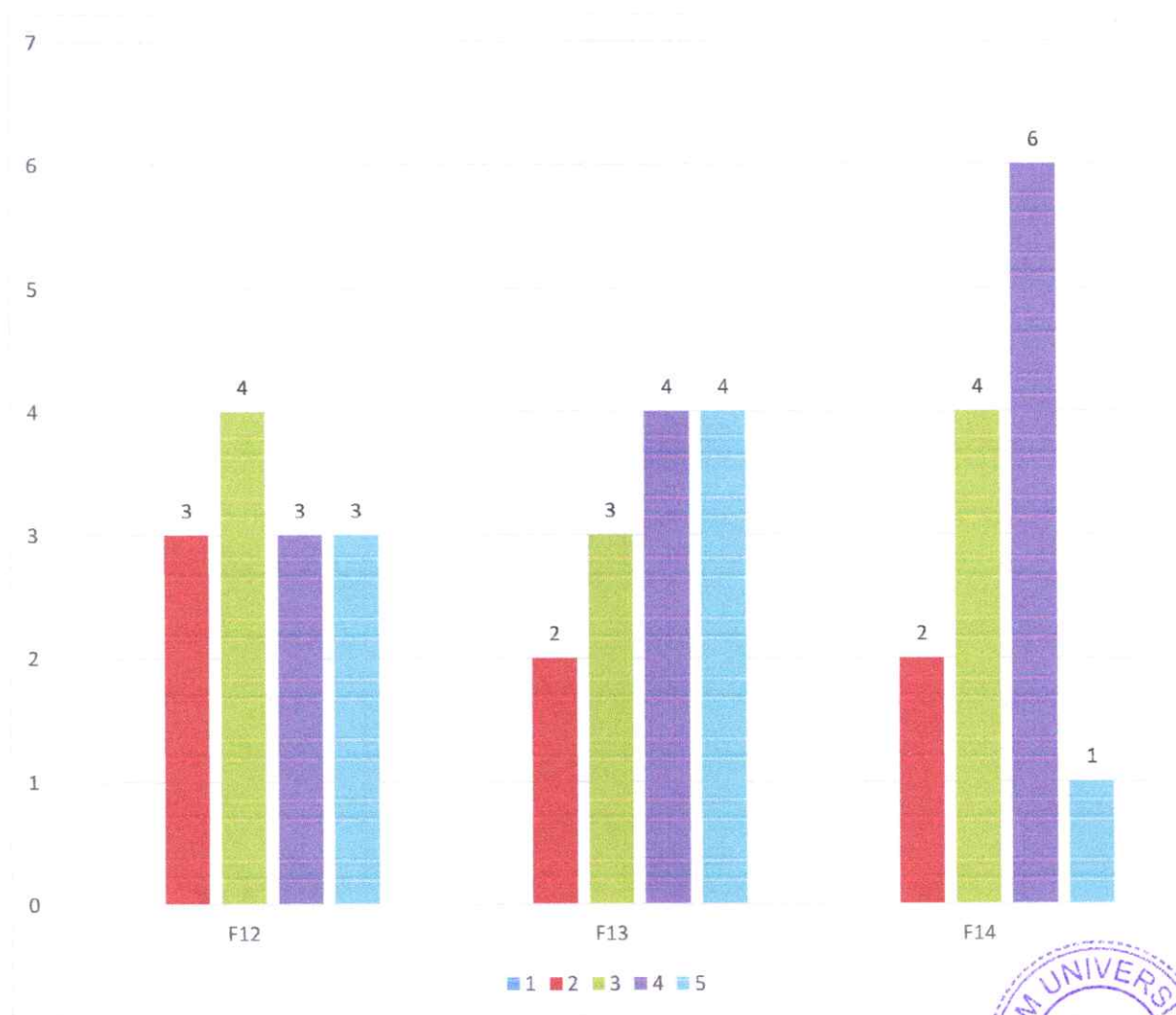
LEADERSHIP SKILLS

The leadership skill is an inevitable requirement for a modern professional, irrespective of their domain. In the survey it was found that the students need to develop more of them to sustain in a highly competitive environment.

a. *F15: Ability to manage/leadership qualities*
b. *F16: Their planning and organization skills*

77% respondents found the new recruits demonstrating leadership qualities at work place and most of the respondents were happy about the planning and organization skills demonstrated by the recruited students.

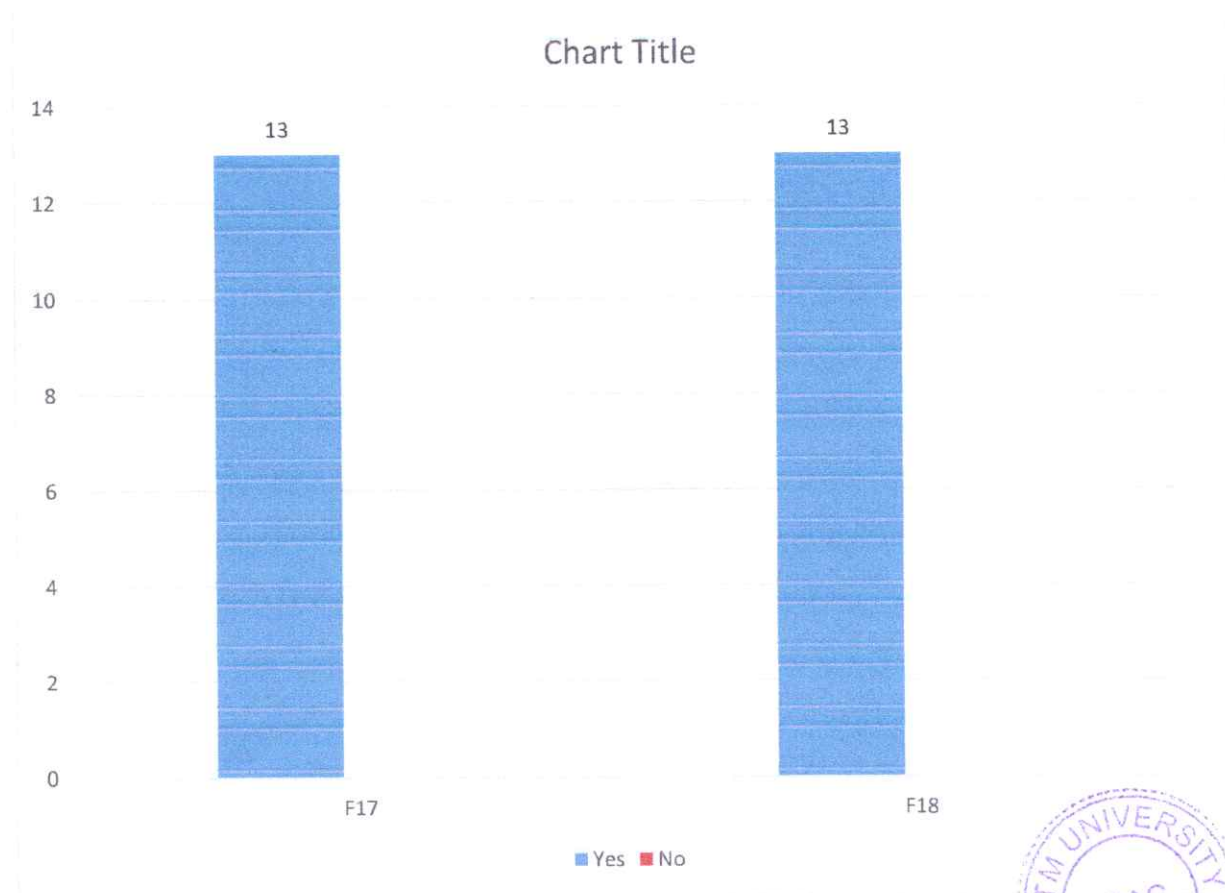| LEADERSHIP SKILLS							
	1	2	3	4	5	Satisfied %	Dissatisfied %
F15	0	3	4	3	3	77	23
F16	0	1	3	6	3	92	8
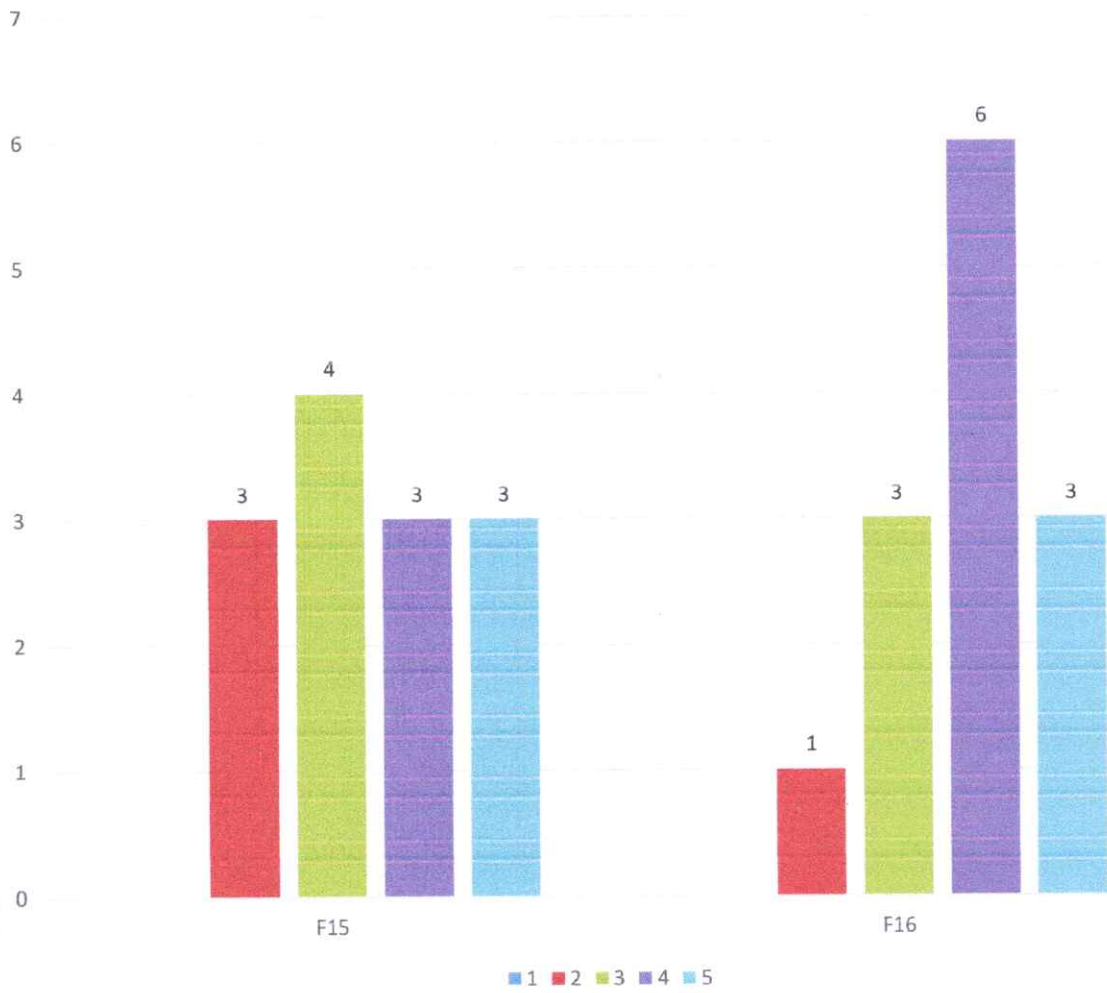
EMPLOYERS' SATISFACTION & FUTURE INTENTION

The survey revealed that employers have strong preference for IFTM University and its students for their future campus drives. All of them were found to have plans for doing campus drives in future too.

To measure performance in this area, responses were sought on the following factors –

a. *F17: Would you like to recruit more students from IFTMU?*
b. *F18: Would you refer us to other organization(s)?*

EMPLOYERS' SATISFACTION & FUTURE INTENTION				
	Yes	**No**	**Satisfied %**	**Dissatisfied %**
F17	13	0	100	0
F18	13	0	100	0

Chart Title