

IFTM UNIVERSITY

MORADABAD

CURRICULUM FEEDBACK REPORT SCHOOL OF BUSINESS MANAGEMENT 2023-24

Curriculum adopted by the University provides not only a structure for teaching; instead, it is a measurable plan. It helps quantify the efforts being put by all the stakeholders 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., teachers, students, alumni, and employers.

The curriculum feedback collected from various stakeholders, provides valuable insights into the relevance and effectiveness of the University's academic programs. Stakeholders appreciate the inclusion of contemporary topics, practical exposure, and interdisciplinary approaches. However, recommendations suggest enhancing industry-academia collaboration, updating course content to align with current trends, and incorporating more skill-based and experiential learning opportunities. Faculty members have emphasized the need for more flexibility in course structures, while students advocate for improved access to digital learning tools. These suggestions will guide future curriculum revisions to ensure the programs remain robust, competitive, and aligned with academic and professional excellence.



SECTION - TEACHERS



RESEARCH METHODOLOGY

Data Type:

Primary

Data Collection Tool:

Survey (Online)

Sample Size:

51

Sample Frame:

Teachers of IFTM University in 2023-24 in School of

Business Management

Sampling:

Probability Sampling

Questionnaire:

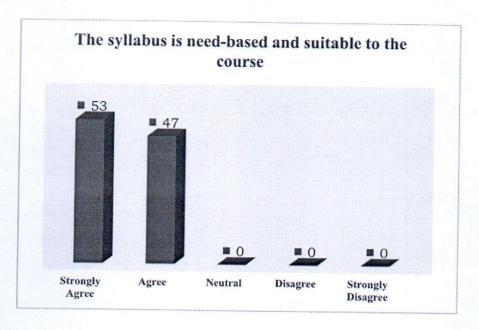
Five-point Likert scale



PART – A CURRICULUM DESIGN AND DEVELOPMENT

The syllabus is need-based and suitable to the course

Response	Percentage	Respondents
Strongly Agree	53	27
Agree	47	24
Neutral	0	0
Disagree	0	0
Strongly Disagree	0	0
Total	100	51

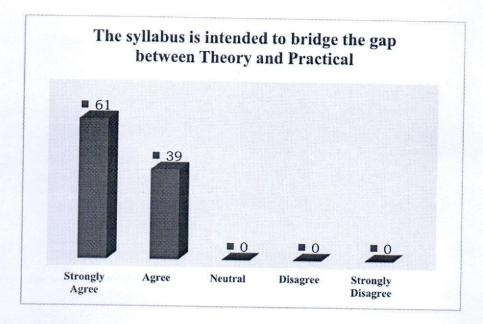


The faculty members agreed that the syllabus is need-based and it is suitable to the course. None of the faculty members were found to disagree in this regard.



The syllabus is intended to bridge the gap between Theory and Practical

Response	Percentage	Respondents
Strongly Agree	61	31
Agree	39	20
Neutral	0	0
Disagree	0	0
Strongly Disagree	0	0
Total	100	51

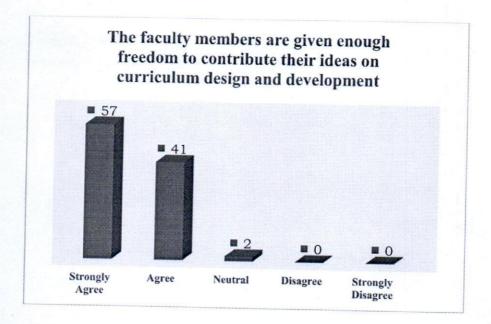


While 61% of the faculty members strongly agreed that the syllabus is intended to bridge the gap between theory and practical; about 39% agreed with the given statement.



The faculty members are given enough freedom to contribute their ideas on curriculum design and development

Response	Percentage	Respondents
Strongly Agree	57	29
Agree	41	21
Neutral	2	1
Disagree	0	0
Strongly Disagree	0	0
Total	100	51

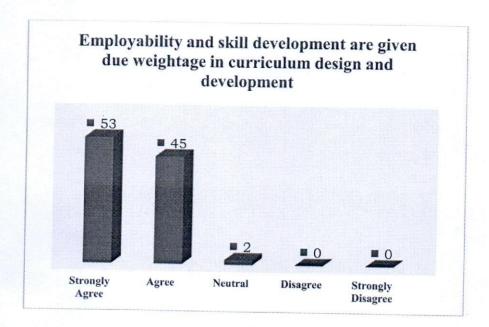


While 98 % of the faculty members agreed that they are given enough freedom to contribute their ideas on curriculum design and development; about 2% remained neutral.



Employability and skill development are given due weightage in curriculum design and development

Response	Percentage	Respondents
Strongly Agree	53	27
Agree	45	23
Neutral	2	1
Disagree	0	0
Strongly Disagree	0	0
Total	100	51

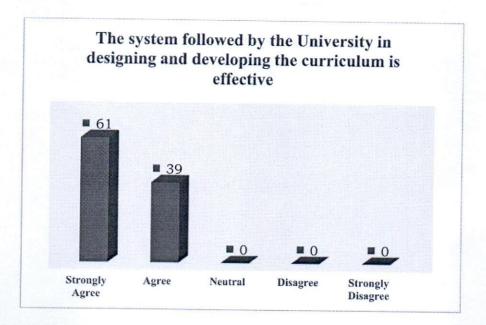


Most of the faculty members agreed that employability and skill development are given due weightage in curriculum design and development; while 2% kept their response neutral.



The system followed by the University in designing and developing the curriculum is effective

Response	Percentage	Respondents
Strongly Agree	61	31
Agree	39	20
Neutral	0	0
Disagree	0	0
Strongly Disagree	0	0
Total	100	51

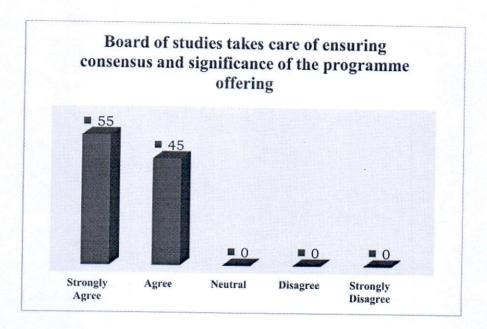


All the faculty members agreed that the system followed by the University in designing and developing the curriculum is effective.



Board of studies takes care of ensuring consensus and significance of the programme offering

Response	Percentage	Respondents
Strongly Agree	55	28
Agree	45	23
Neutral	0	0
Disagree	0	0
Strongly Disagree	0	0
Total	100	51

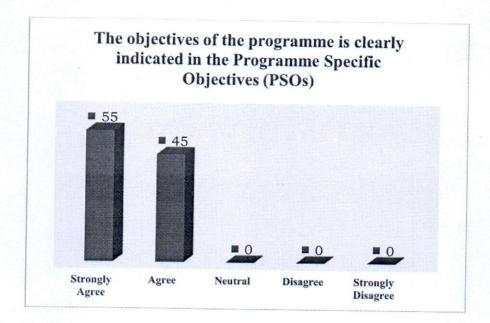


While 55% of the faculty members strongly agreed that the board of studies takes care of ensuring consensus and significance of the programme offering; about 45% agreed with the given statement.



The objectives of the programme is clearly indicated in the Programme Specific Objectives (PSOs)

Response	Percentage	Respondents
Strongly Agree	55	28
Agree	45	23
Neutral	0	0
Disagree	0	0
Strongly Disagree	0	0
Total	100	51

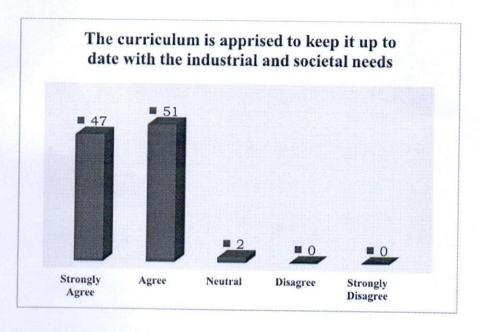


All the faculty members agreed that the objectives of the programme are clearly indicated in the Programme Specific Objectives (PSOs). None of the faculty members were found to disagree in this regard.



The curriculum is apprised to keep it up to date with the industrial and societal needs

Response	Percentage	Respondents
Strongly Agree	47	24
Agree	51	26
Neutral	2	1
Disagree	0	0
Strongly Disagree	0	0
Total	100	51

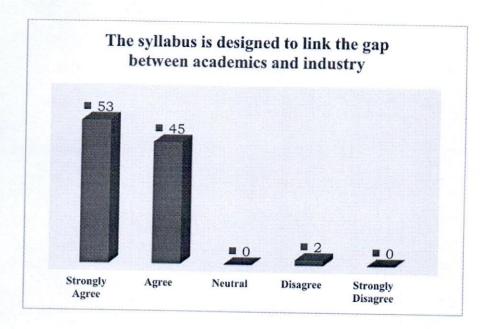


While 98 % of the faculty members agreed that the curriculum is apprised to keep it up to date with the industrial and societal needs; about 2% remained neutral.



The syllabus is designed to link the gap between academics and industry

Response	Percentage	Respondents
Strongly Agree	53	27
Agree	45	23
Neutral	0	0
Disagree	2	1
Strongly Disagree	0	0
Total	100	51

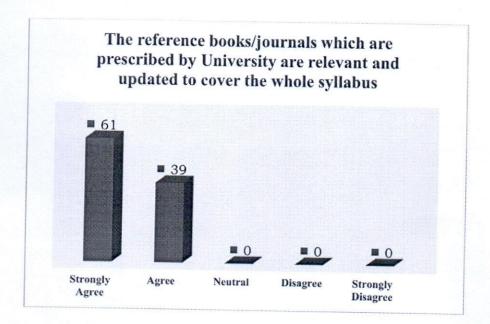


Most of the faculty members agreed that the syllabus is designed to link the gap between academics and industry; while 2% disagreed with this.



The reference books/journals which are prescribed by University are relevant and updated to cover the whole syllabus

Response	Percentage	Respondents
Strongly Agree	61	31
Agree	39	20
Neutral	0	0
Disagree	0	0
Strongly Disagree	0	0
Total	100	51

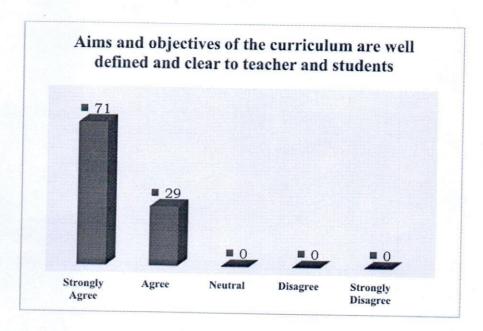


While 61% of the faculty members strongly agreed that the reference books/journals which are prescribed by University are relevant and updated to cover the whole syllabus; about 39% agreed with the given statement.



Aims and objectives of the curriculum are well defined and clear to teacher and students

Response	Percentage	Respondents
Strongly Agree	71	36
Agree	29	15
Neutral	0	0
Disagree	0	0
Strongly Disagree	0	0
Total	100	51

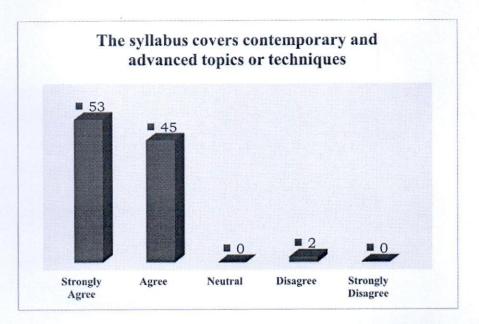


While 71% of the faculty members strongly agreed that the aims and objectives of the curriculum are well defined and clear to teacher and students; about 29% agreed with the given statement.



The syllabus covers contemporary and advanced topics or techniques

Response	Percentage	Respondents
Strongly Agree	53	27
Agree	45	23
Neutral	0	0
Disagree	2	1
Strongly Disagree	0	0
Total	100	51



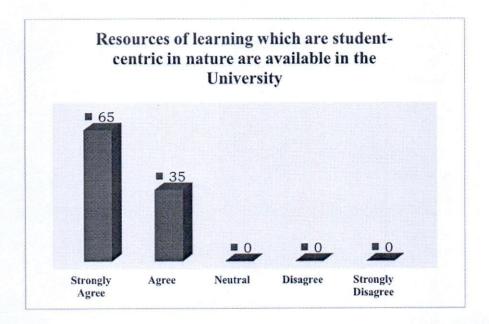
All the faculty members agreed that the syllabus covers contemporary and advanced topics or techniques.



PART – B TEACHING, LEARNING, AND INFRASTRUCTURE FACILITIES

Resources of learning which are student-centric in nature are available in the University

Response	Percentage	Respondents
Strongly Agree	65	33
Agree	35	18
Neutral	0	0
Disagree	0	0
Strongly Disagree	0	0
Total	100	51

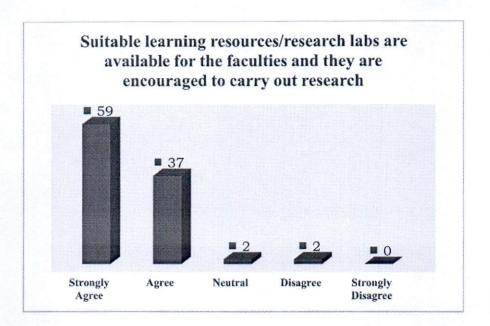


While 65% of the faculty members strongly agreed that the resources of learning which are student-centric in nature are available in the University; about 35% agreed with the given statement.

Suitable learning resources/research labs are available for the faculties and they are encouraged to carry out research



Response	Percentage	Respondents
Strongly Agree	59	30
Agree	37	19
Neutral	2	1
Disagree	2	1
Strongly Disagree	0	0
Total	100	51

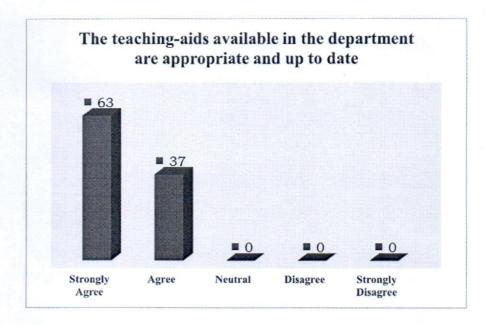


96% of the faculty members agreed that suitable learning resources/research labs are available for the faculties and they are encouraged to carry out research; about 2% remained neutral to the given statement and about 2% disagreed with it.



The teaching-aids available in the department are appropriate and up to date

Response	Percentage	Respondents
Strongly Agree	63	32
Agree	37	19
Neutral	0	0
Disagree	0	0
Strongly Disagree	0	0
Total	100	51

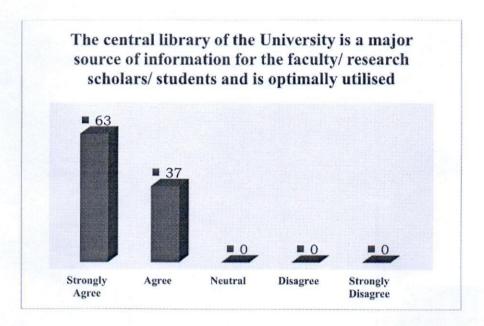


All the faculty members agreed that the teaching-aids available in the department are appropriate and up to date. None of the faculty members were found to disagree in this regard.



The central library of the University is a major source of information for the faculty/ research scholars/ students and is optimally utilised

Response	Percentage	Respondents
Strongly Agree	63	32
Agree	37	19
Neutral	0	0
Disagree	0	0
Strongly Disagree	0	0
Total	100	51

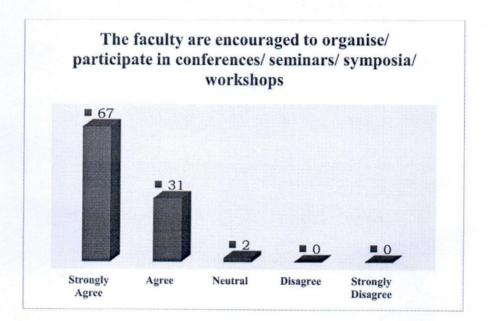


While 63% of the faculty members strongly agreed that the central library of the University is a major source of information for the faculty/ research scholars/ students and is optimally utilised; about 37% agreed with the given statement.



The faculty are encouraged to organise/ participate in conferences/ seminars/ symposia/ workshops

Response	Percentage	Respondents
Strongly Agree	67	34
Agree	31	16
Neutral	2	1
Disagree	0	0
Strongly Disagree	0	0
Total	100	51

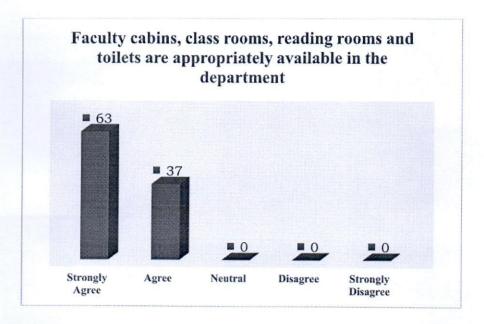


While 98% of the faculty members agreed that they are encouraged to organise/ participate in conferences/ seminars/ symposia/ workshops; about 2% stayed neutral to the given statement.



Faculty cabins, class rooms, reading rooms and toilets are appropriately available in the department

Response	Percentage	Respondents
Strongly Agree	63	32
Agree	37	19
Neutral	0	0
Disagree	0	0
Strongly Disagree	0	0
Total	100	51

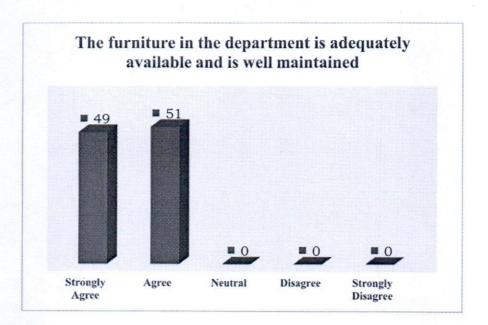


While 63% of the faculty members strongly agreed that the faculty cabins, class rooms, reading rooms and toilets are appropriately available in the department; about 37% agreed with the given statement.



The furniture in the department is adequately available and is well maintained

Response	Percentage	Respondents
Strongly Agree	49	25
Agree	51	26
Neutral	0	0
Disagree	0	0
Strongly Disagree	0	0
Total	100	51

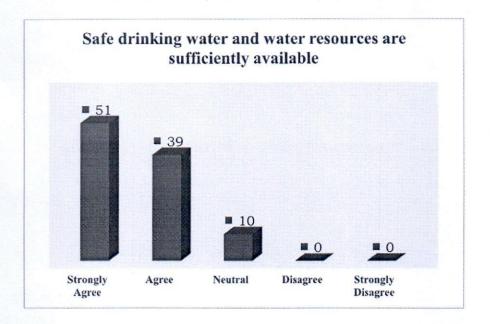


All the faculty members agreed that the furniture in the department is adequately available and is well maintained.



Safe drinking water and water resources are sufficiently available

Response	Percentage	Respondents
Strongly Agree	51	26
Agree	. 39	20
Neutral	10	5
Disagree	0	0
Strongly Disagree	0	0
Total	100	51

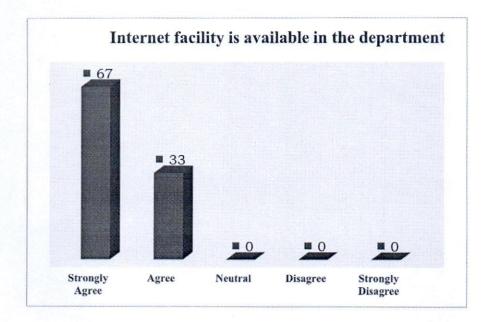


90% of the faculty members agreed that safe drinking water and water resources are sufficiently available; about 10% remained neutral to the given statement.



Internet facility is available in the department

Response	Percentage	Respondents
Strongly Agree	67	34
Agree	33	17
Neutral	0	0
Disagree	0	0
Strongly Disagree	0	0
Total	100	51

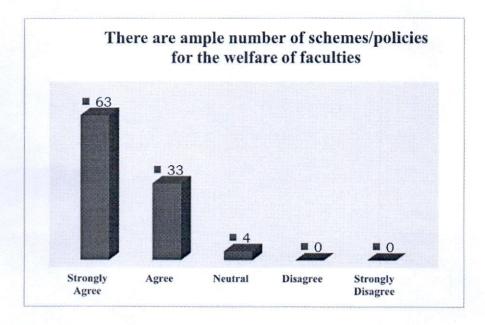


All the faculty members agreed that internet facility is available in the department. None of the faculty members were found to disagree in this regard.



There are ample number of schemes/policies for the welfare of faculties

Response	Percentage	Respondents
Strongly Agree	63	32
Agree	33	17
Neutral	4	2
Disagree	0	0
Strongly Disagree	0	0
Total	100	51



While 96% of the faculty members agreed that there are ample number of schemes/policies for the welfare of faculties; about 4% stayed neutral to the given statement.



SECTION - STUDENTS



RESEARCH METHODOLOGY

Data Type:

Primary

Data Collection Tool:

Survey (Online)

Sample Size:

245

Sample Frame:

Students of IFTM University studying in 2023-24 in

School of Business Management

Sampling:

Probability Sampling

Questionnaire:

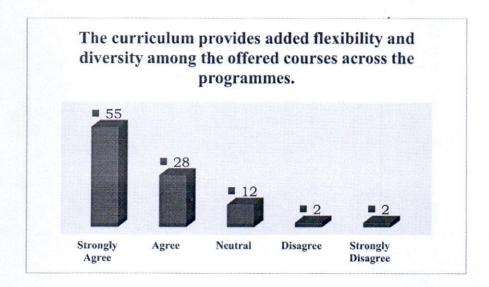
Five-point Likert scale



PART – A CURRICULM

The curriculum provides added flexibility and diversity among the offered courses across the programmes.

Response	Percentage	Respondents
Strongly Agree	55	134
Agree	28	69
Neutral	12	30
Disagree	2	6
Strongly Disagree	2	6
Total	100	245

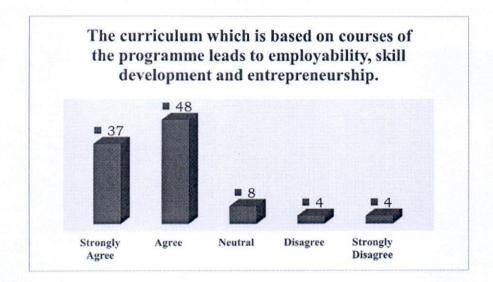


The majority (83%) either strongly agree or agree with the statement, highlighting that the curriculum is largely perceived as flexible and diverse by respondents. The few who disagree represent a very small portion of the sample.

The curriculum which is based on courses of the programme leads to employability, skill development and entrepreneurship.

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Response	Percentage	Respondents
Strongly Agree	37	90
Agree	48	117
Neutral	8	20
Disagree	4	9
Strongly Disagree	4	9
Total	100	245

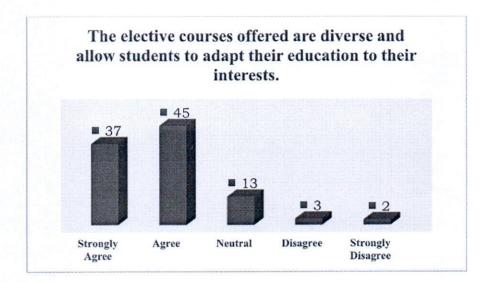


85% of respondents either strongly agree or agree with the statement, suggesting that the majority view the curriculum as beneficial for enhancing employability, skill development, and entrepreneurship. The disagreement is minimal, with only 8% expressing a negative opinion.



The elective courses offered are diverse and allow students to adapt their education to their interests.

Response	Percentage	Respondents
Strongly Agree	37	90
Agree	45	110
Neutral	13	32
Disagree	3	7
Strongly Disagree	2	6
Total	100	245

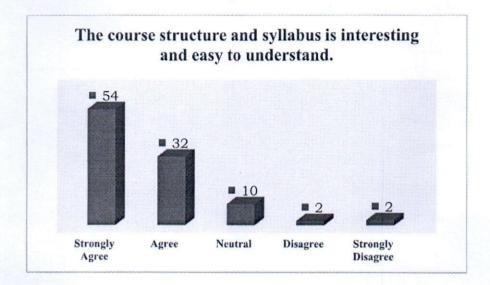


82% of respondents either strongly agree or agree with that the majority view the electives as diverse and valuable for personalizing education. Only 5% expressed disagreement, indicating minimal concerns about the offerings.



The course structure and syllabus is interesting and easy to understand.

Response	Percentage	Respondents
Strongly Agree	54	132
Agree	32	78
Neutral	10	24
Disagree	2	5
Strongly Disagree	2	6
Total	100	245

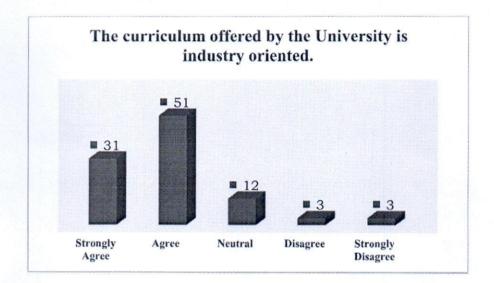


86% of respondents agree with the statement that students find the course structure and syllabus engaging and easy to follow and understand.



The curriculum offered by the University is industry oriented.

Response	Percentage	Respondents
Strongly Agree	31	75
Agree	51	124
Neutral	12	30
Disagree	3	8
Strongly Disagree	3	8
Total	100	245

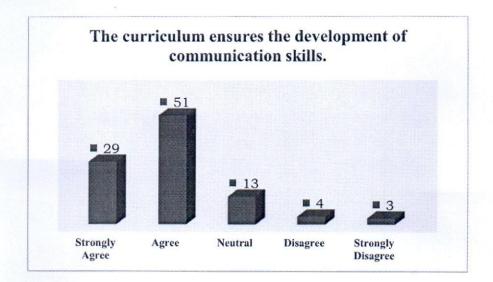


82% of respondents either strongly agree or agree that the curriculum is industry-oriented, highlighting that the majority view the program as being well-suited to the needs of the industry. Only 6% expressed disagreement, which suggests minimal concerns about the curriculum's industry relevance.



The curriculum ensures the development of communication skills.

Response	Percentage	Respondents
Strongly Agree	29	72
Agree	51	125
Neutral	13	32
Disagree	4	9
Strongly Disagree	3	7
Total	100	245

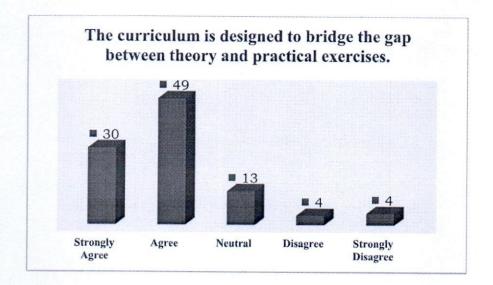


80% of respondents either strongly agree or agree on that the curriculum contributes to the development of communication skills, which reflects a positive overall perception.



The curriculum is designed to bridge the gap between theory and practical exercises.

Response	Percentage	Respondents
Strongly Agree	30	73
Agree	49	120
Neutral	13	32
Disagree	4	9
Strongly Disagree	4	11 '
Total	100	245

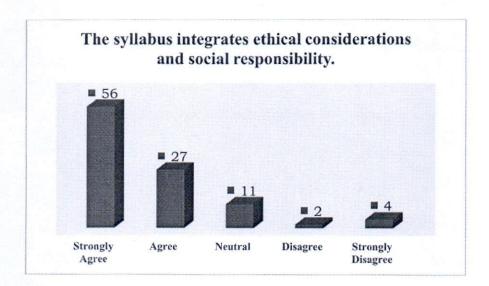


As per above table, 79% of respondents either strongly agree or agree with the statement, suggesting that the majority view the curriculum as successfully bridging the gap between theoretical knowledge and practical application. Only 8% expressed disagreement, indicating minimum concern about this aspect of the curriculum.



The syllabus integrates ethical considerations and social responsibility.

Response	Percentage	Respondents
Strongly Agree	56	138
Agree	27	66
Neutral	11	27
Disagree	2	4
Strongly Disagree	4	10
Total	100	245

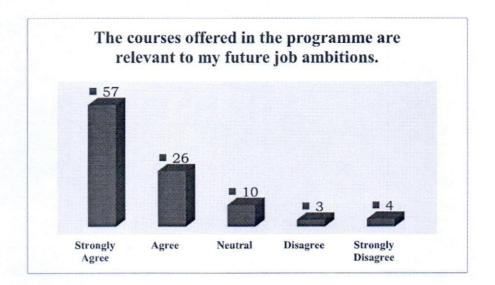


As per the above, overall, 83% of respondents agree that the syllabus successfully integrates ethical considerations and social responsibility, highlighting a strong consensus in favour of these aspects. It also indicating a strong and widespread belief that these important elements are effectively incorporated into the curriculum.



The courses offered in the programme are relevant to my future job ambitions.

Response	Percentage	Respondents
Strongly Agree	57	139
Agree	26	64
Neutral	10	25
Disagree	3	8
Strongly Disagree	4	9
Total	100	245

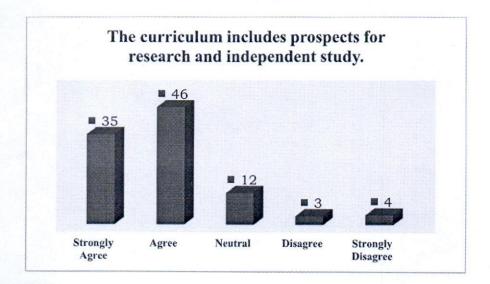


Overall, 83% of respondents either strongly agree or agree that the courses offered are relevant to their future job ambitions, indicating a strong alignment between the program's courses and students' career goals.



The curriculum includes prospects for research and independent study.

Response	Percentage	Respondents
Strongly Agree	35	86
Agree	46	112
Neutral	12	30
Disagree	3	8
Strongly Disagree	4	9
Total	100	245

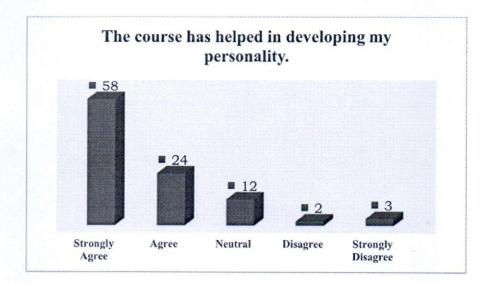


As per above, 81% students agree that the curriculum includes prospects for research and independent study, indicating a significant level of satisfaction with these opportunities.



The course has helped in developing my personality.

Response	Percentage	Respondents
Strongly Agree	58	143
Agree	24	59
Neutral	12	30
Disagree	2	5
Strongly Disagree	3	8
Total	100	245

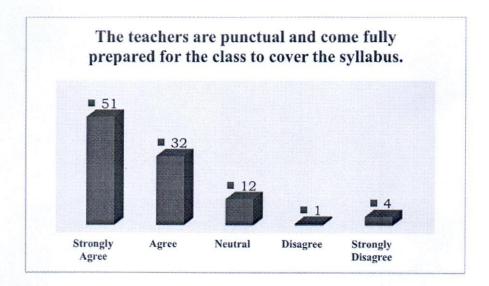


82% of respondents either strongly agree or agree that the course has positively influenced their personality, reflecting a broad consensus on its effectiveness for personal growth.



The teachers are punctual and come fully prepared for the class to cover the syllabus.

Response	Percentage	Respondents
Strongly Agree	51	124
Agree	32	79
Neutral	12	30
Disagree	1	2
Strongly Disagree	4	10
Total	100	245

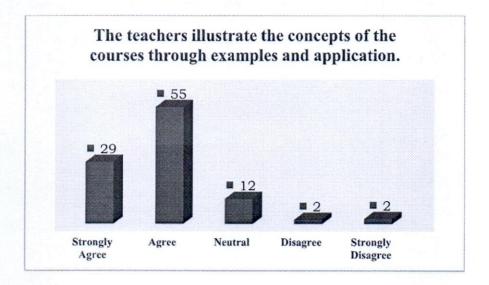


Overall, 83% of respondents either strongly agree or agree that teachers are punctual and come fully prepared for class, indicating a strong endorsement of teachers' commitment.



The teachers illustrate the concepts of the courses through examples and application.

Response	Percentage	Respondents
Strongly Agree	29	71
Agree	55	134
Neutral	12	29
Disagree	2	5
Strongly Disagree	2	6
Total	. 100	245

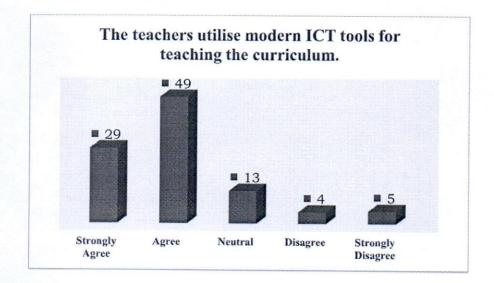


As per the above table, 84% of respondents either strongly agree or agree that teachers effectively use examples, applications and illustrate concepts with examples and applications, reflecting a solid level of strong approval.



The teachers utilise modern ICT tools for teaching the curriculum.

Response	Percentage	Respondents
Strongly Agree	29	71
Agree	49	120
Neutral	13	31
Disagree	4	11
Strongly Disagree	5	12
Total	100	245

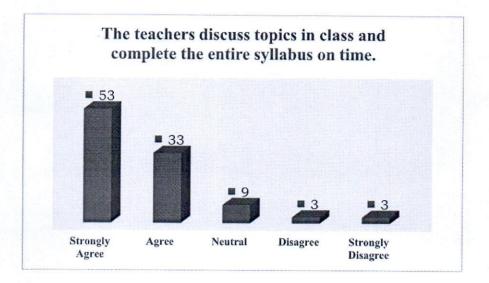


Overall, 78% students agree that teachers effectively utilize modern ICT tools, indicating that a portion of respondents feel very positive about the integration of technology in teaching. However, 9% expressed disagreement, suggesting that a small group of respondents feel there is room for improvement in the integration of ICT tools in the curriculum delivery.



The teachers discuss topics in class and complete the entire syllabus on time.

Response	Percentage	Respondents
Strongly Agree	53	130
Agree	33	80
Neutral	9	21
Disagree	3	7
Strongly Disagree	3	7
Total	100	245

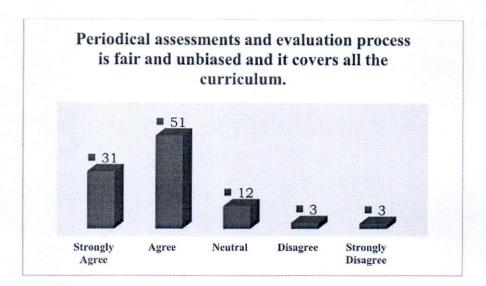


Overall, 86% agree that teachers discuss topics in class and complete the entire syllabus on time, showing a strong level of confidence in the teachers' ability to manage course content efficiently. Only 6% expressed disagreement, suggesting minimal concern about syllabus completion and topic discussion in class.



Periodical assessments and evaluation process is fair and unbiased and it covers all the curriculum.

Response	Percentage	Respondents
Strongly Agree	31	76
Agree	51	124
Neutral	12	30
Disagree	3	8
Strongly Disagree	3	7
Total	100	245

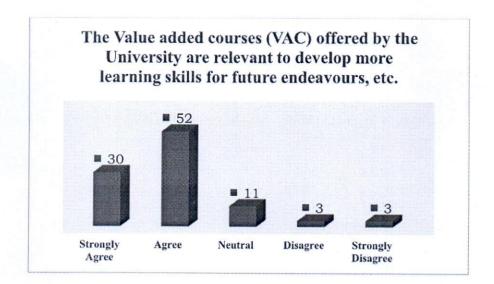


Overall, 82% of respondents either strongly agree or agree with the statement that the periodical assessments and evaluations are fair, unbiased, and cover the entire curriculum, highlighting a positive consensus on the fairness and completeness of the assessment process.



The Value added courses (VAC) offered by the University are relevant to develop more learning skills for future endeavours, etc.

Response	Percentage	Respondents
Strongly Agree	30	73
Agree	52	128
Neutral	11	28
Disagree	3	8
Strongly Disagree	3	8
Total	100	245

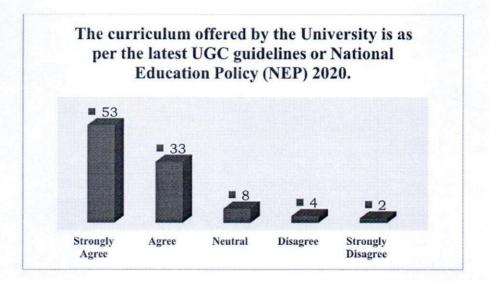


82% of respondents either strongly agree or agree that the Value-Added Courses are relevant for developing additional learning skills and are relevant for skill development and future growth, reflecting a solid level of strong approval. Only 6% expressed disagreement, suggesting minimal concern over the relevance of the VAC for skill-building and future opportunities.



The curriculum offered by the University is as per the latest UGC guidelines or National Education Policy (NEP) 2020.

Response	Percentage	Respondents
Strongly Agree	53	130
Agree	33	81
Neutral	8	19
Disagree	4	9
Strongly Disagree	2	6
Total	100	245



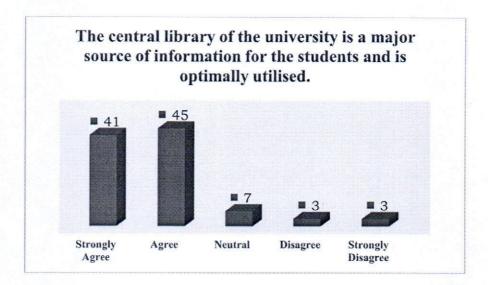
Overall, 86% of respondents agree that the curriculum follows the latest UGC or NEP 2020 guidelines and suggesting a high level of confidence in the curriculum's adherence to recent educational standards., reflecting a strong consensus in favour of its current relevance.



PART – B INSTITUTIONAL FACILITIES

The central library of the university is a major source of information for the students and is optimally utilised.

Response	Percentage	Respondents
Strongly Agree	41	95
Agree	45	102
Neutral	7	16
Disagree	3	8
Strongly Disagree	3	8
Total	100	229

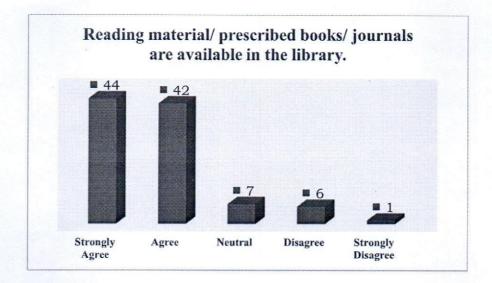


86% of respondents (197 students) recognize the library as an important and effectively utilized resource, highlighting its central role in supporting academic success. 6% (16 respondents) hold a negative view, suggesting areas for improvement to better serve this minority group.



Reading material/ prescribed books/ journals are available in the library.

Response	Percentage	Respondents
Strongly Agree	44	100
Agree	42	96
Neutral	7	16
Disagree	6	14
Strongly Disagree	1	3
Total	100	229

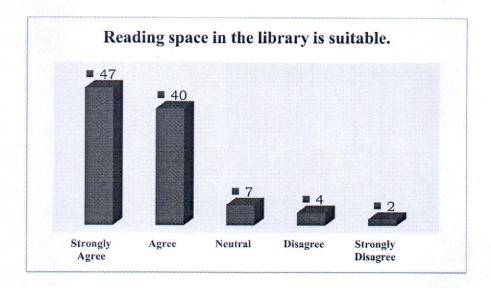


Overall, 86% of students (196 respondents) find the library adequately stocked with essential resources, demonstrating its effectiveness in meeting the majority's academic needs.



Reading space in the library is suitable.

Response	Percentage	Respondents
Strongly Agree	47	107
Agree	40	91
Neutral	7	16
Disagree	4	10
Strongly Disagree	2	5
Total	100	229

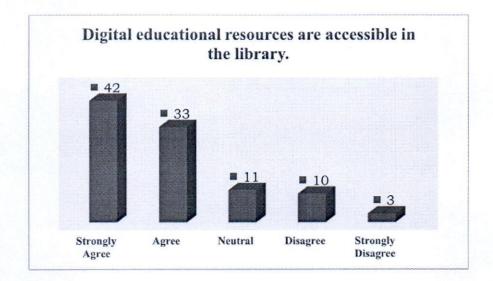


As per above table, 87% (198 respondents) expressing positive views, the data reflects general satisfaction with the library's reading space and environment, affirming it as conducive for study.



Digital educational resources are accessible in the library.

Response	Percentage	Respondents
Strongly Agree	42	97
Agree	33	76
Neutral	11	26
Disagree	10	23
Strongly Disagree	3	7
Total	100	229

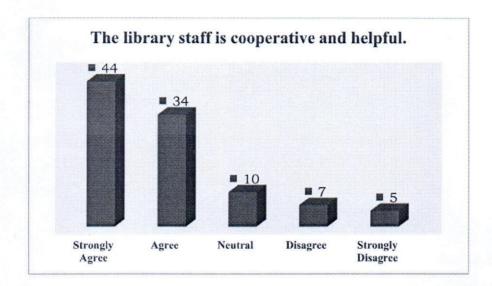


In total, 75% agree that digital resources are accessible, indicating general satisfaction while also highlighting an opportunity to enhance digital offerings for the remaining 25% who are either neutral or dissatisfied.



The library staff is cooperative and helpful.

Response	Percentage	Respondents
Strongly Agree	44	101
Agree	34	78
Neutral	10	24
Disagree	7	15
Strongly Disagree	5	11
Total	100	229

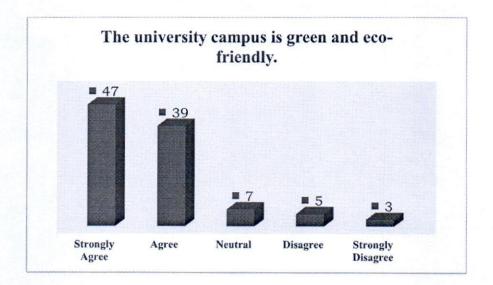


As per the above table, 78% students agrees that the library staff is cooperative and helpful, indicating a high level of appreciation for the staff's assistance.



The university campus is green and eco-friendly.

Response	Percentage	Respondents
Strongly Agree	47	108
Agree	39	89
Neutral	7	15
Disagree	5	11
Strongly Disagree	3	6
Total	100	229

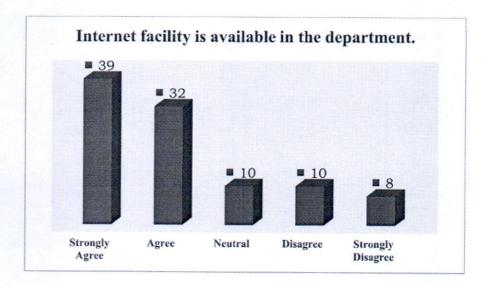


Overall, 86% hold a positive view of the campus's green and eco-friendly aspects, highlighting general satisfaction with the University's commitment to sustainability. A large portion of students are very pleased with the campus's environmental features.



Internet facility is available in the department.

Response	Percentage	Respondents
Strongly Agree	39	90
Agree	32	73
Neutral	10	24
Disagree	10	24
Strongly Disagree	8	18
Total	100	229

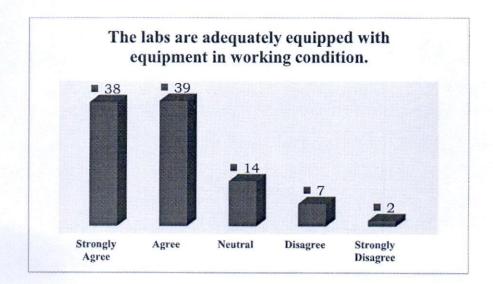


With 71% (163 people) expressing some level of agreement, while 18% (42 people) express disagreement, and 10% remain neutral. This suggests that a majority view the internet facility in the department positively, though some concerns or dissatisfaction exist among a minority.



The labs are adequately equipped with equipment in working condition.

Response	Percentage	Respondents
Strongly Agree	38	88
Agree	39	89
Neutral	14	32
Disagree	7	16
Strongly Disagree	2	4
Total	100	229

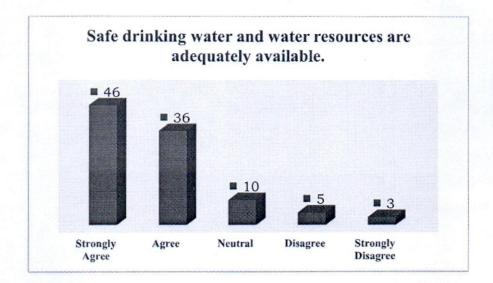


77% students generally agree that lab equipment is adequate and in working condition, while 14% (32 people) are neutral. This indicates a positive overall perception of lab adequacy, with a strong majority agreeing that equipment is available and functional, though a small portion of respondents feel otherwise.



Safe drinking water and water resources are adequately available.

Response	Percentage	Respondents
Strongly Agree	46	106
Agree	36	83
Neutral	10	22
Disagree	5	11
Strongly Disagree	3	7
Total	100	229

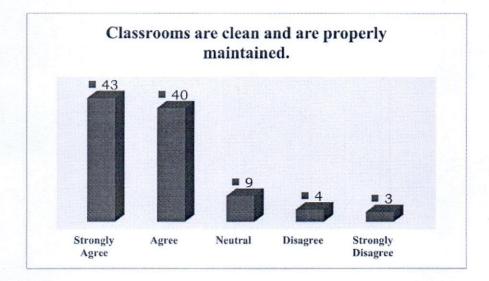


81% students agree that safe drinking water and water resources are adequately available, while only 8% (18 people) express disagreement. The remaining 10% (22 people) are neutral. This shows a strong majority perceiving water availability as sufficient, with only a small minority indicating concerns or dissatisfaction.

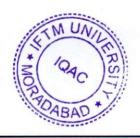


Classrooms are clean and are properly maintained.

Response	Percentage	Respondents
Strongly Agree	43	99
Agree	40	91
Neutral	9	21
Disagree	4	10
Strongly Disagree	3	8
Total	100	229

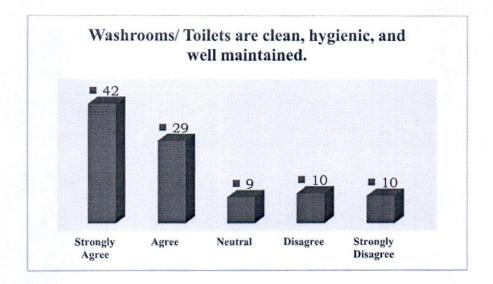


83% students agree that classrooms are clean and well-maintained, while only 7% express disagreement. This suggests that a strong majority view classroom maintenance positively, though a small segment feels there is room for improvement.

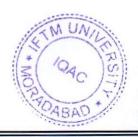


Washrooms/ Toilets are clean, hygienic, and well maintained.

Response	Percentage	Respondents
Strongly Agree	42	96
Agree	29	66
Neutral	9	. 21
Disagree	10	24
Strongly Disagree	10	22
Total	100	229

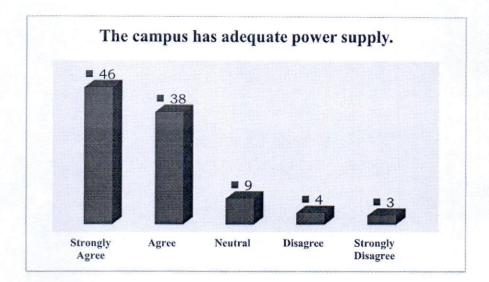


71% (162 students) agree that the washrooms are adequately clean and maintained, while 20% express dissatisfaction with the statement. While a majority find the washrooms satisfactory, the relatively high percentage of disagreement indicates room for improvement in the cleanliness and maintenance of these facilities. This suggests that further attention to hygiene and upkeep may enhance overall satisfaction.



The campus has adequate power supply.

Response	Percentage	Respondents
Strongly Agree	46	106
Agree	38	87
Neutral	9	20
Disagree	4	9
Strongly Disagree	3	7
Total	100	229

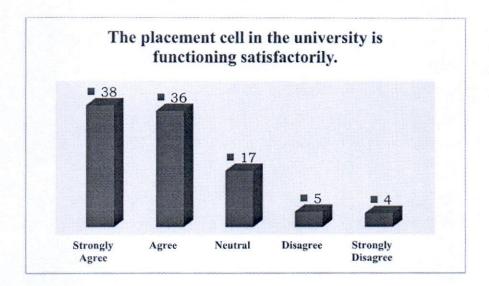


84% (193 students) feel that the campus has a sufficient power supply, while 7% disagree. This suggests a strong overall satisfaction with that the campus has an adequate power supply.



The placement cell in the university is functioning satisfactorily.

Response	Percentage	Respondents
Strongly Agree	38	86
Agree	36	82
Neutral	17	40
Disagree	5	11
Strongly Disagree	4	10
Total	100	229

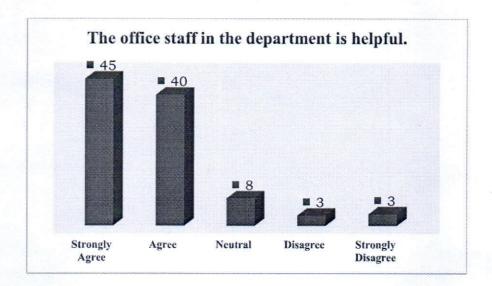


As per the above table, 74% (168 students) view the placement cell as satisfactory, while 9% express dissatisfaction. The remaining 17% hold a neutral stance. This indicates a generally positive perception of the placement cell's effectiveness, although a significant portion of respondents remain neutral or somewhat dissatisfied, suggesting there may be opportunities to improve its performance or outreach.



The office staff in the department is helpful.

Response	Percentage	Respondents
Strongly Agree	45	103
Agree	40	92
Neutral	8	19
Disagree	3	7
Strongly Disagree	3	8
Total	100	229

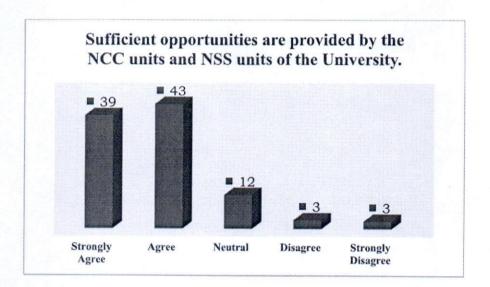


The table shows responses regarding the helpfulness of the office staff in the department as 85% students agree that the office staff is helpful, while only 6% express disagreement. This indicates a strong positive perception of the office staff's helpfulness, with a high level of satisfaction overall and very few respondents expressing dissatisfaction.



Sufficient opportunities are provided by the NCC units and NSS units of the University.

Response	Percentage	Respondents
Strongly Agree	39	90
Agree	43	99
Neutral	12	27
Disagree	3	7
Strongly Disagree	3	6
Total	100	229

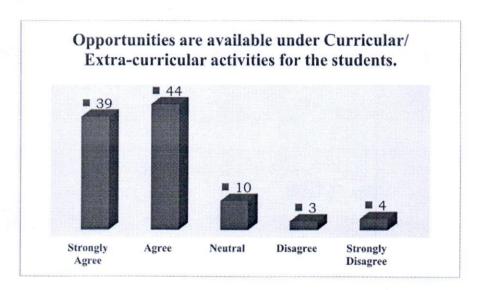


82% (189 students) feel that the NCC and NSS units provide sufficient opportunities, while only 6% express dissatisfaction. This shows that there is a strong overall positive perception of the opportunities provided by the NCC and NSS units, with a majority affirming the sufficiency of these opportunities. The small percentage of disagreement and neutrality suggests that while most are satisfied, there may still be room to address specific needs or awareness among some students. This positive response reflects well on the University's efforts to support student development and extracurricular engagement through these units.



Opportunities are available under Curricular/ Extra-curricular activities for the students.

Response	Percentage	Respondents
Strongly Agree	39	90
Agree	44	100
Neutral	10	23
Disagree	3	7
Strongly Disagree	4	9
Total	100	229

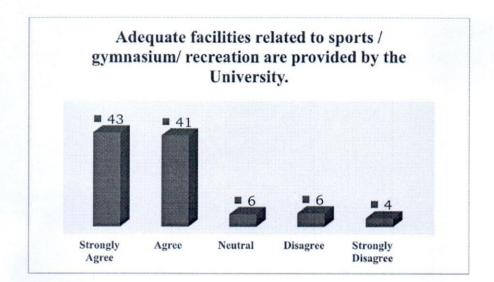


83% students agree that sufficient curricular and extracurricular opportunities are provided, while only 7% express dissatisfaction with this statement. The remaining 10% (23 people) hold a neutral stance. Most respondents view the university's provision of curricular and extracurricular opportunities positively, indicating strong support for the range and accessibility of activities available to students. Overall, this high level of agreement reflects the university's success in fostering a well-rounded student experience.



Adequate facilities related to sports / gymnasium/ recreation are provided by the University.

Response	Percentage	Respondents
Strongly Agree	43	98
Agree	41	95
Neutral	6	13
Disagree	6	14
Strongly Disagree	4	9
Total	100	229

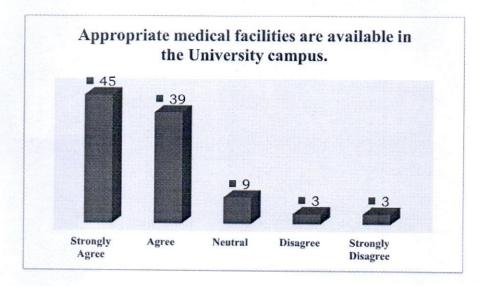


84% (193 students) agree that the University provides sufficient facilities for sports, gymnasium, and recreation. This shows that the University's sports, gymnasium, and recreational facilities as adequate, with a strong consensus on their availability and quality.



Appropriate medical facilities are available in the University campus.

Response	Percentage	Respondents
Strongly Agree	45	103
Agree	39	89
Neutral	9	21
Disagree	3	8
Strongly Disagree	3	8
Total	100	229

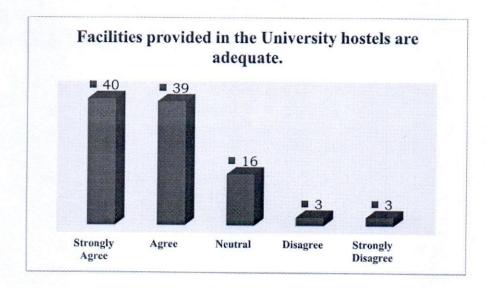


Most respondents (84%) are satisfied with the medical facilities provided on campus, indicating that the university has effectively addressed students' healthcare needs. The small proportion of disagreement and neutrality suggests that while most students are content, there may still be areas for improvement or awareness regarding these services. Overall, the response indicates a positive perception of the university's medical facilities, with a strong majority acknowledging their adequacy.



Facilities provided in the University hostels are adequate.

Response	Percentage	Respondents
Strongly Agree	40	91
Agree	39	89
Neutral	16	37
Disagree	3	6
Strongly Disagree	3	6
Total	100	229

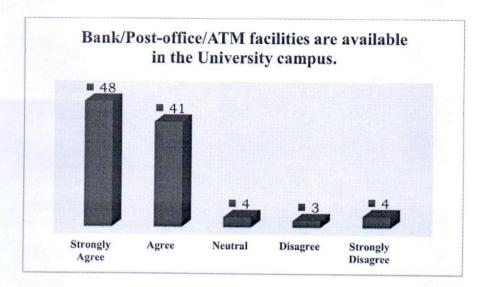


Most students (79%) are satisfied with the hostel facilities, suggesting that the University is meeting the needs of most students in terms of accommodation. However, the 16% neutrality and 6% dissatisfaction indicate that there may be specific areas for improvement or that some students feel there is room for enhancement in hostel services. Overall, the response reflects a generally positive view, with most students finding the hostel facilities to be sufficient.



Bank/Post-office/ATM facilities are available in the University campus.

Response	Percentage	Respondents
Strongly Agree	48	111
Agree	41	93
Neutral	4	9
Disagree	3	6
Strongly Disagree	4	10
Total	100	229



The above table shows that most students (89%) perceive the availability of bank, post-office, and ATM facilities on campus positively, indicating that these essential services are well-provided for students. However, the 7% dissatisfaction suggests that there may be areas for improvement, particularly in ensuring that these facilities meet all student needs. Overall, the response highlights a high level of satisfaction with these services on university campus.



SECTION - ALUMNI



RESEARCH METHODOLOGY

Data Type:

Primary

Data Collection Tool:

Survey (Online)

Sample Size:

74

Sample Frame:

Students of IFTM University who passed out of the

University before 2023-24 from School of Business

Management

Sampling:

Probability Sampling

Questionnaire:

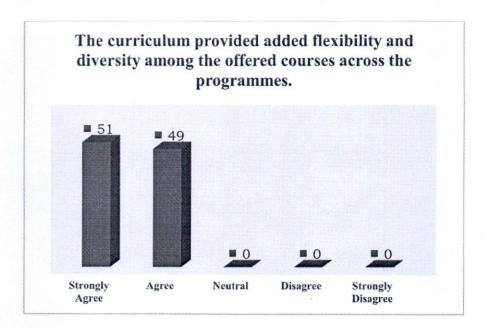
Five-point Likert scale



PART – A CURRICULUM

The curriculum provided added flexibility and diversity among the offered courses across the programmes.

Response	Percentage	Respondents
Strongly Agree	51	38
Agree	49	36
Neutral	0	0
Disagree	0	0
Strongly Disagree	0	0
Total	100	74

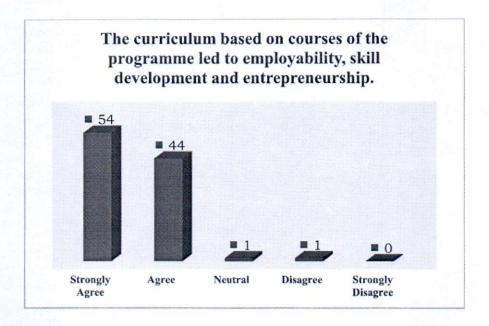


All the alumni respondents agreed that the curriculum provided added flexibility and diversity among the offered courses across the programmes.

The curriculum based on courses of the programme led to employability, skill development and entrepreneurship.



Response	Percentage	Respondents
Strongly Agree	54	40
Agree	44	32
Neutral	1	1
Disagree	1	1
Strongly Disagree	0	0
Total	100	74

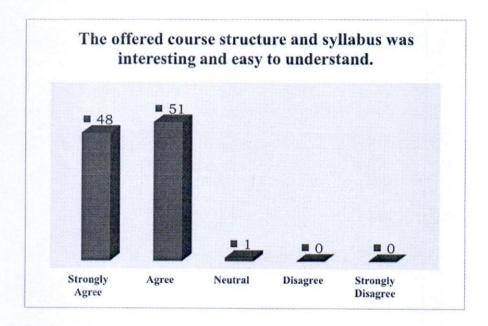


While 98% of the alumni agreed that the curriculum based on courses of the programme led to employability, skill development and entrepreneurship; about 1% remained neutral to the given statement and about 1% disagreed with it.



The offered course structure and syllabus was interesting and easy to understand.

Response	Percentage	Respondents
Strongly Agree	48	35
Agree	51	38
Neutral	1	1
Disagree	0	0
Strongly Disagree	0	0
Total	100	74

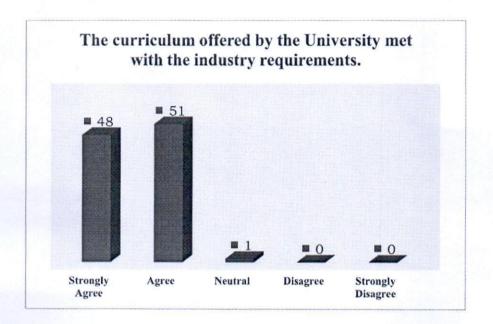


99% of the alumni agreed that the offered course structure and syllabus was interesting and easy to understand; about 1% could not form any opinion and so remained neutral to the given statement.



The curriculum offered by the University met with the industry requirements.

Response	Percentage	Respondents
Strongly Agree	48	35
Agree	51	38
Neutral	1	1
Disagree	0	0
Strongly Disagree	0	0
Total	100	74

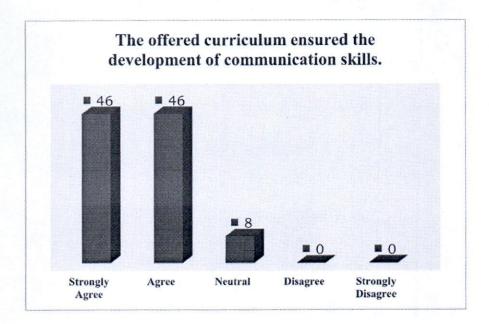


While 99% of the alumni agreed that the curriculum offered by the University met with the industry requirements; about 1% remained neutral to the given statement.



The offered curriculum ensured the development of communication skills.

Response	Percentage	Respondents
Strongly Agree	46	34
Agree	46	34
Neutral	8	6
Disagree	0	0
Strongly Disagree	0	0
Total	100	74

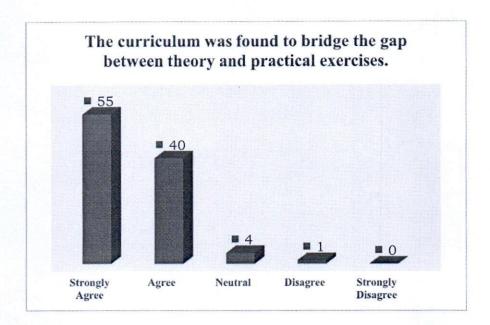


92% of the alumni agreed that the offered curriculum ensured the development of communication skills; about 8% stayed neutral to the given statement.



The curriculum was found to bridge the gap between theory and practical exercises.

Response	Percentage	Respondents
Strongly Agree	55	41
Agree	40	29
Neutral	4	3
Disagree	1	1
Strongly Disagree	0	0
Total	100	74

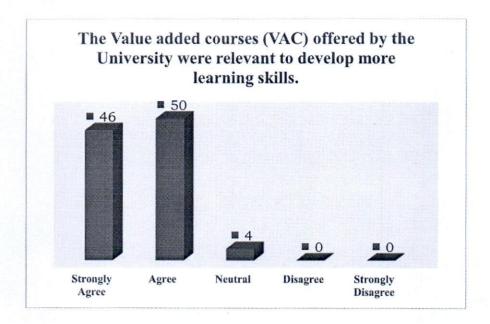


While 95% of the alumni agreed that the curriculum was found to bridge the gap between theory and practical exercises; about 4% remained neutral to the given statement and about 1% disagreed with it.



The Value added courses (VAC) offered by the University were relevant to develop more learning skills.

Response	Percentage	Respondents
Strongly Agree	46	34
Agree	50	37
Neutral	4	3
Disagree	0	0
Strongly Disagree	0	0
Total	100	74

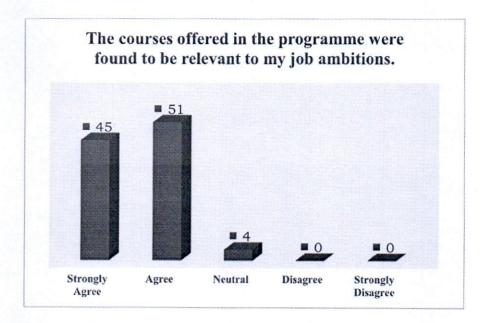


96% of the alumni agreed that the value-added courses (VAC) offered by the University were relevant to develop more learning skills; about 4% kept their response neutral.



The courses offered in the programme were found to be relevant to my job ambitions.

Response	Percentage	Respondents
Strongly Agree	45	33
Agree	51	38
Neutral	4	3
Disagree	0	0
Strongly Disagree	0	0
Total	100	74

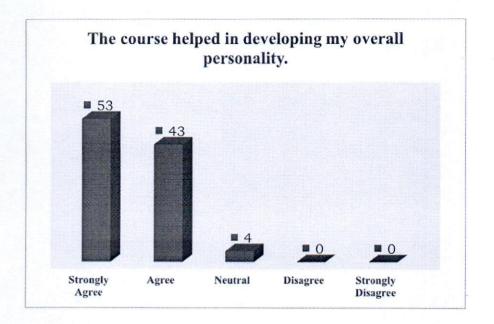


While 96% of the alumni agreed that the courses offered in the programme were found to be relevant to their job ambitions; about 4% kept neutral to the given statement.



The course helped in developing my overall personality.

Response	Percentage	Respondents
Strongly Agree	53	39
Agree	43	32
Neutral	4	3
Disagree	0	0
Strongly Disagree	0	0
Total	100	74

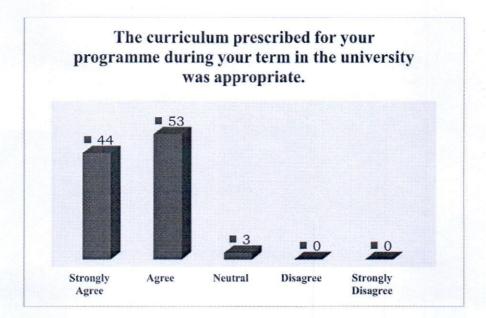


96% of the alumni agreed that the course helped in developing their overall personality; about 4% could not form any opinion and so remained neutral to the given statement.



The curriculum prescribed for your programme during your term in the university was appropriate.

Response	Percentage	Respondents
Strongly Agree	44	33
Agree	53	39
Neutral	3	2
Disagree	0	0
Strongly Disagree	0	0
Total	100	74

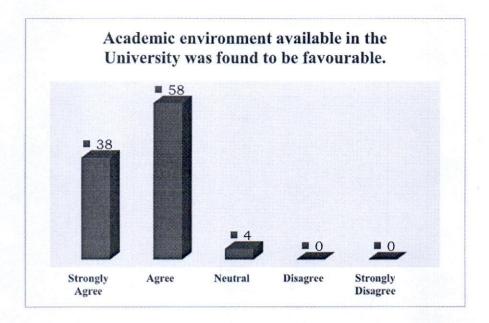


While 97% of the alumni agreed that the curriculum prescribed for their programme during their term in the university was appropriate; about 4% remained neutral towards the statement.



Academic environment available in the University was found to be favourable.

Response	Percentage	Respondents
Strongly Agree	38	28
Agree	58	43
Neutral	4	3
Disagree	0	0
Strongly Disagree	0	0
Total	100	74



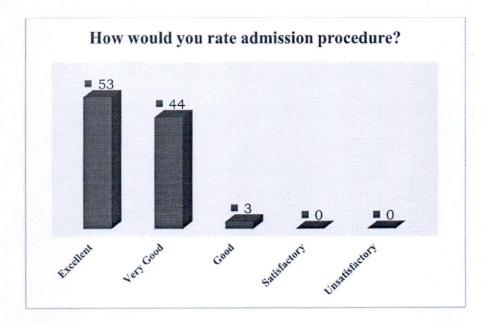
96% of the alumni agreed that the academic environment available in the University was found to be favourable; about 4% could not form any opinion and so remained neutral to the given statement.



PART – B INSTITUTIONAL FACILITIES

How would you rate admission procedure?

Response	Percentage	Respondents
Excellent	53	39
Very Good	44	33
Good	3	2
Satisfactory	0	0
Unsatisfactory	0	0
Total	100	74

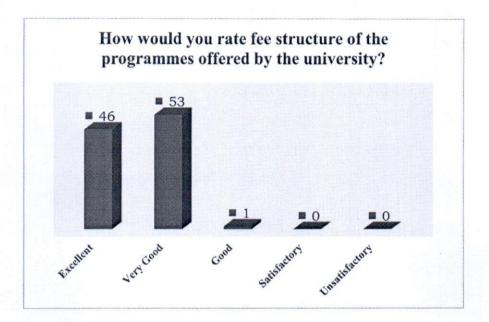


While 53% of the alumni rated the admission procedure as Excellent; about 44% found it to be Very Good and 3% rated it as Good.



How would you rate fee structure of the programmes offered by the university?

Response	Percentage	Respondents
Excellent	46	34
Very Good	53	39
Good	1	1
Satisfactory	0	0
Unsatisfactory	0	0
Total	100	74

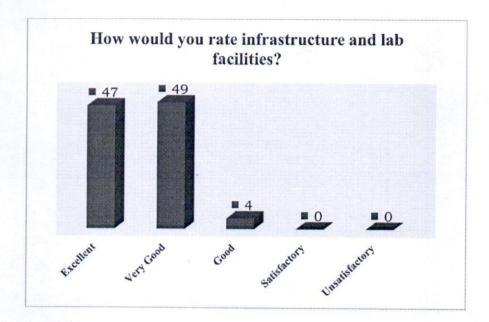


46% of the alumni found the fee structure of the programmes offered by the university to be Excellent; about 53% rated it as Very Good and 1% found it to be Good.



How would you rate infrastructure and lab facilities?

Response	Percentage	Respondents
Excellent	47	35
Very Good	49	36
Good	4	3
Satisfactory	0	0
Unsatisfactory	0	0
Total	100	74

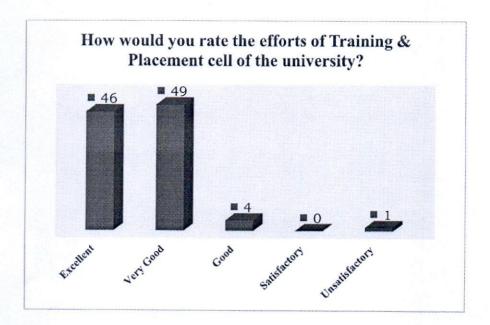


While 47% of the alumni rated the infrastructure and lab facilities as Excellent; about 49% found them to be Very Good and 4% rated them as Good.



How would you rate the efforts of Training & Placement cell of the university?

Response	Percentage	Respondents
Excellent	46	34
Very Good	49	36
Good	4	3
Satisfactory	0	0
Unsatisfactory	1	1
Total	100	74

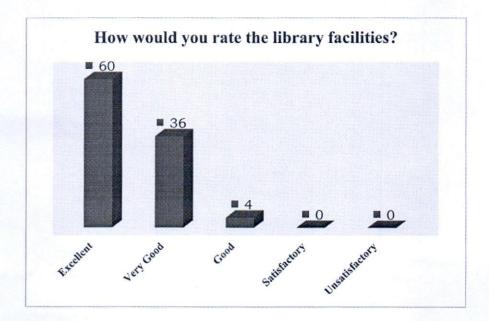


46% of the alumni found the efforts of Training & Placement cell of the university to be Excellent; about 49% rated it as Very Good and 4% found it to be Good. A responded rated the efforts as Unsatisfactory.



How would you rate the library facilities?

Response	Percentage	Respondents
Excellent	60	44
Very Good	36	27
Good	4	3
Satisfactory	0	0
Unsatisfactory	0	0
Total	100	74

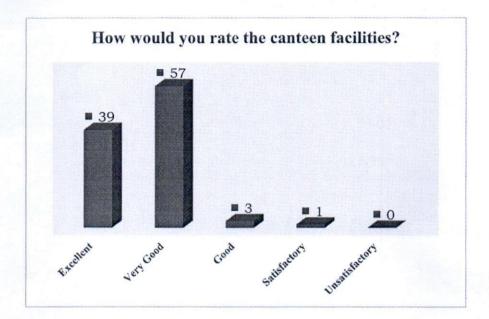


While 60% of the alumni rated the library facilities as Excellent; about 36% found it to be Very Good and 4% rated it as Good.



How would you rate the canteen facilities?

Response	Percentage	Respondents
Excellent	39	29
Very Good	57	42
Good	3	2
Satisfactory	1	1
Unsatisfactory	0	0
Total	100	74

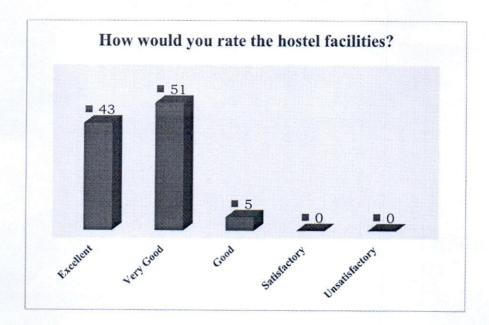


39% of the alumni respondents found the canteen facilities to be Excellent; about 57% rated it as Very Good and 3% found it to be Good. A responded rated the facilities as Satisfactory.



How would you rate the hostel facilities?

Response	Percentage	Respondents
Excellent	43	32
Very Good	51	38
Good	5	4
Satisfactory	0	0
Unsatisfactory	0	0
Total	100	74

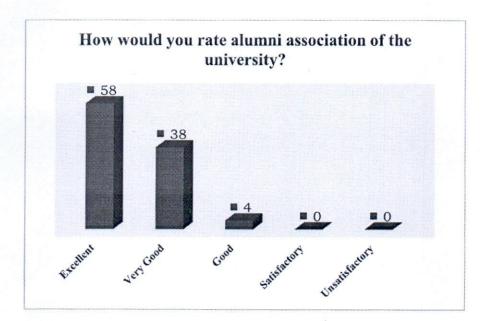


While 43% of the alumni rated the hostel facilities as Excellent; about 51% found it to be Very Good and 5% rated it as Good.



How would you rate alumni association of the university?

Response	Percentage	Respondents
Excellent	58	43
Very Good	38	28
Good	4	3
Satisfactory	0	0
Unsatisfactory	0	0
Total	100	74

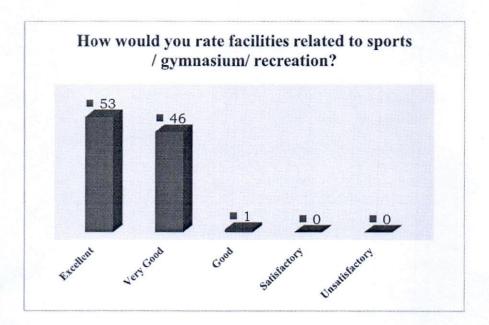


While 58% of the respondents found the alumni association of the university to be Excellent; about 38% rated it as Very Good and 4% found it to be Good.



How would you rate facilities related to sports / gymnasium/ recreation?

Response	Percentage	Respondents
Excellent	53	39
Very Good	46	34
Good	1	1
Satisfactory	0	0
Unsatisfactory	0	0
Total	100	74

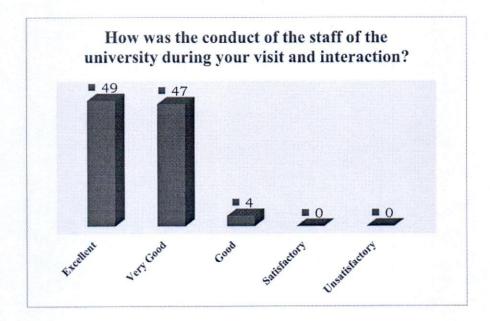


53% of the alumni rated the facilities related to sports / gymnasium/ recreation as Excellent; about 46% found it to be Very Good and 1% rated it as Good.



How was the conduct of the staff of the university during your visit and interaction?

Response	Percentage	Respondents
Excellent	49	36
Very Good	47	35
Good	4	3
Satisfactory	0	0
Unsatisfactory	0	0
Total	100	74

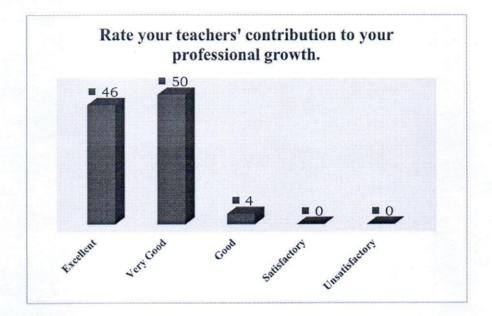


While 49% of the respondents found the conduct of the staff of the university during their visits and interactions to be Excellent; about 47% rated it as Very Good and 4% found it to be Good.



Rate your teachers' contribution to your professional growth.

Response	Percentage	Respondents
Excellent	46	34
Very Good	50	37
Good	4	3
Satisfactory	0	0
Unsatisfactory	0	0
Total	100	74

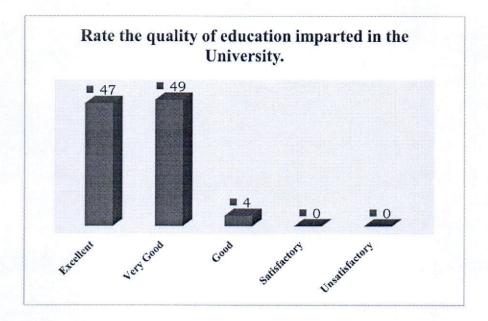


While 46% of the alumni rated their teachers' contribution to their professional growth as Excellent; about 50% found it to be Very Good and 4% rated it as Good.



Rate the quality of education imparted in the University.

Response	Percentage	Respondents
Excellent	47	35
Very Good	49	36
Good	4	3
Satisfactory	0	0
Unsatisfactory	0	0
Total	100	74

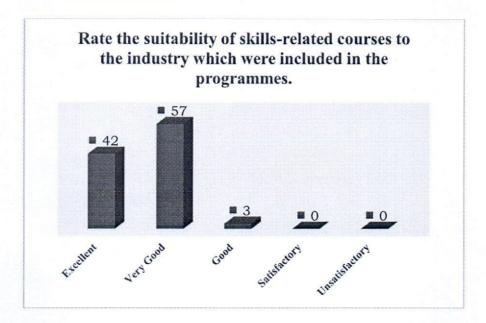


While 47% of the respondents found the quality of education imparted in the University to be Excellent; about 49% rated it as Very Good and 4% found it to be Good.



Rate the suitability of skills-related courses to the industry which were included in the programmes.

Response	Percentage	Respondents
Excellent	42	30
Very Good	57	42
Good	3	2
Satisfactory	0	0
Unsatisfactory	0	0
Total	100	74

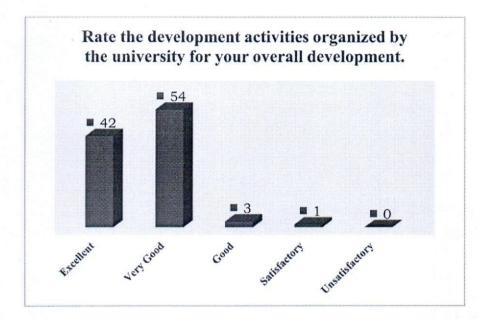


42% of the alumni rated the suitability of skills-related courses to the industry which were included in the programmes as Excellent; about 57% found it to be Very Good and 3% rated it as Good.



Rate the development activities organized by the university for your overall development.

Response	Percentage	Respondents
Excellent	42	31
Very Good	54	40
Good	3	2
Satisfactory	1	1
Unsatisfactory	0	0
Total	100	74

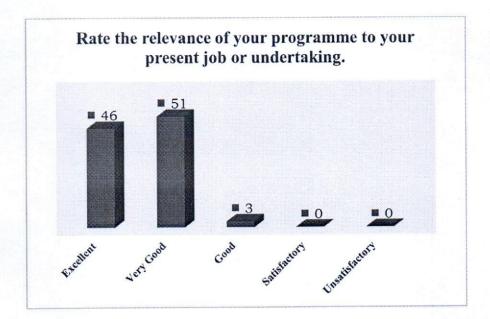


While 42% of the alumni respondents found the development activities organized by the university for their overall development to be Excellent; about 54% rated it as Very Good and 3% found it to be Good. A respondent found it to be Satisfactory.



Rate the relevance of your programme to your present job or undertaking.

Response	Percentage	Respondents
Excellent	46	34
Very Good	51	38
Good	3	2
Satisfactory	0	0
Unsatisfactory	0	0
Total	100	74

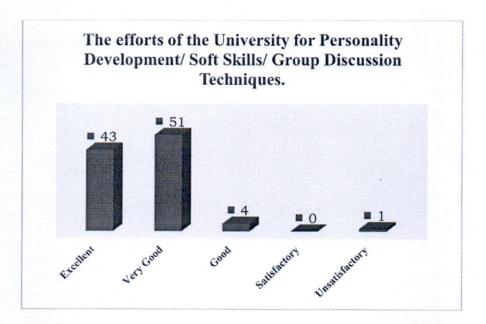


46% of the alumni rated the relevance of their programme to their present job or undertaking as Excellent; about 51% found it to be Very Good and 3% rated it as Good.



The efforts of the University for Personality Development/ Soft Skills/ Group Discussion Techniques.

Response	Percentage	Respondents
Excellent	43	32
Very Good	51	38
Good	4	3
Satisfactory	0	0
Unsatisfactory	1	1
Total	100	74



43% of the alumni found the efforts of the University for Personality Development/ Soft Skills/ Group Discussion Techniques to be Excellent; about 51% rated it as Very Good and 4% found it to be Good. A respondent found it to be Unsatisfactory.



SECTION - EMPLOYER



RESEARCH METHODOLOGY

Data Type:

Primary

Data Collection Tool:

Survey (Online)

Sample Size:

14

Sample Frame:

Business Organisations provided employment/ training

to students of IFTM University from School of Business

Management

Sampling:

Probability Sampling

Questionnaire:

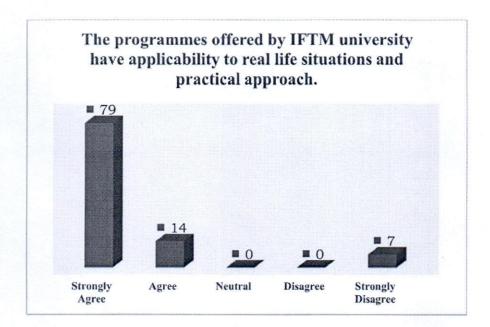
Five-point Likert scale



PART – A CURRICULUM

The programmes offered by IFTM university have applicability to real life situations and practical approach.

Response	Percentage	Respondents
Strongly Agree	79	11
Agree	14	2
Neutral	0	0
Disagree	0	0.
Strongly Disagree	7	1
Total	100	14

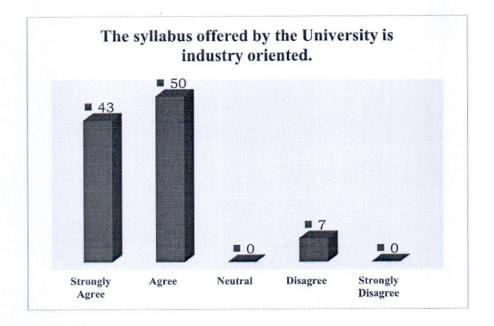


The overall sentiment is highly positive (93% agree or strongly agree), indicating that most respondents find the programs practically oriented. However, the presence of one strongly negative response suggests that there may be isolated concerns or differing experiences worth exploring further.

The syllabus offered by the University is industry oriented.



Response	Percentage	Respondents
Strongly Agree	43	6
Agree	50	7
Neutral	0	0
Disagree	7	. 1
Strongly Disagree	0	0
Total	100	14

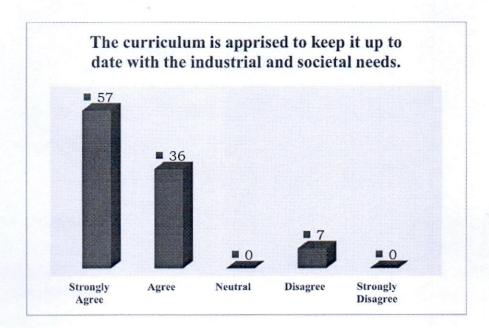


93% of respondents (Strongly Agree or Agree) believe the syllabus is industry-oriented, indicating strong overall satisfaction which suggests that the majority perceive the university's syllabus as relevant to industry needs.



The curriculum is apprised to keep it up to date with the industrial and societal needs.

Response	Percentage	Respondents
Strongly Agree	57	8
Agree	36	5
Neutral	0	0
Disagree	7	1
Strongly Disagree	0	0
Total	100	14

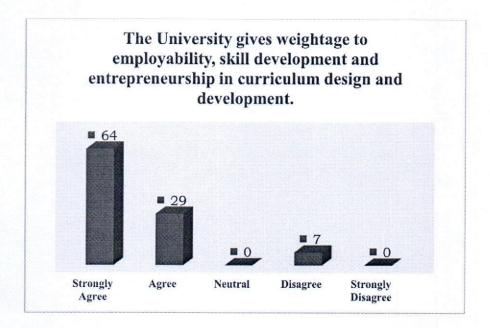


The overall sentiment is highly positive, with most respondents perceiving the curriculum as relevant and responsive to industry and societal needs. The absence of neutral or strong negative responses underscores a consensus on the curriculum's effectiveness in this aspect.



The University gives weightage to employability, skill development and entrepreneurship in curriculum design and development.

Response	Percentage	Respondents
Strongly Agree	64	9
Agree	29	4
Neutral	0	0
Disagree	7	1
Strongly Disagree	0	0
Total	100	14

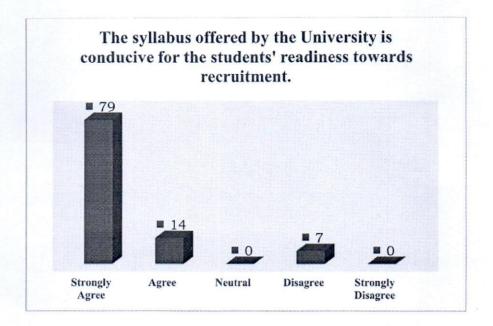


The overwhelming majority of respondents (93%) feel that the university places a strong emphasis on employability, skill development, and entrepreneurship when designing its curriculum. This reflects positively on the university's commitment to preparing students for their careers and entrepreneurial endeavours.



The syllabus offered by the University is conducive for the students' readiness towards recruitment.

Response	Percentage	Respondents
Strongly Agree	79	11
Agree	14	2
Neutral	0	0
Disagree	7	1
Strongly Disagree	0	0
Total	100	14



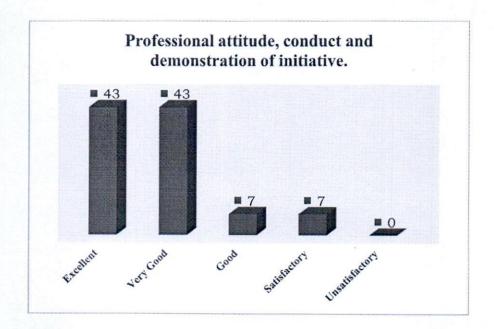
The overwhelming majority (93%) of respondents believe that the university syllabus supports students' readiness for recruitment, with only 7% expressing dissatisfaction. This suggests that the syllabus is generally well-aligned with the skills and knowledge needed for job opportunities.



PART – B WORK PERFORMANCE

Professional attitude, conduct and demonstration of initiative.

Response	Percentage	Respondents
Excellent	43	6
Very Good	43	6
Good	7	1
Satisfactory	7	1
Unsatisfactory	0	0
Total	100	14

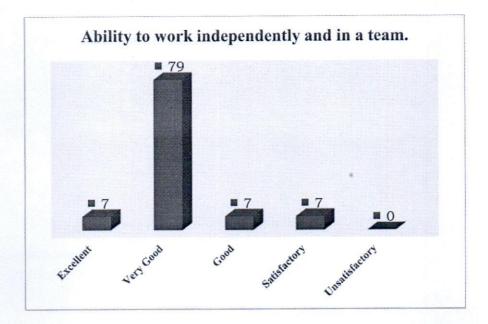


86% of respondents rated performance as Excellent or Very Good (43% each). This indicates a high level of competence, professionalism, and initiative, suggesting strong team performance or individual contributions.



Ability to work independently and in a team.

Response	Percentage	Respondents
Excellent	7	1
Very Good	79	11
Good	7	1
Satisfactory	7	1
Unsatisfactory	0	0
Total	100	14

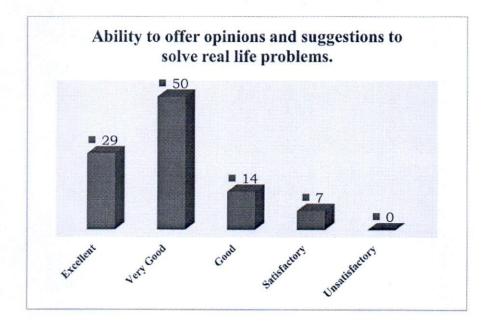


The responses highlight a positive self-assessment trend, with most individuals feeling that the students perform very well in both independent and team settings. The data suggests a generally capable and confident group in terms of this crucial professional skill.



Ability to offer opinions and suggestions to solve real life problems.

Response	Percentage	Respondents
Excellent	29	4
Very Good	50	7
Good	14	2
Satisfactory	7	1
Unsatisfactory	0	0
Total	100	14

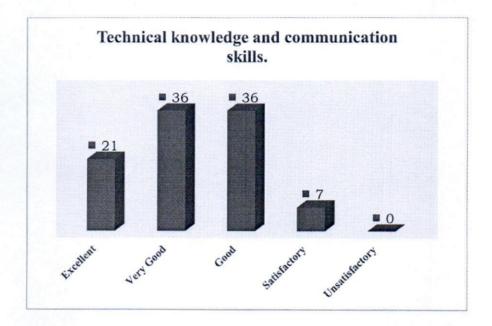


The majority (79%) of respondents rated the ability as either Excellent or Very Good, indicating a high level of satisfaction. This suggests that the problem-solving suggestions are seen as valuable, practical, and effective.



Technical knowledge and communication skills.

Response	Percentage	Respondents
Excellent	21	3
Very Good	36	5
Good	36	5
Satisfactory	7	1
Unsatisfactory	0	0
Total	100	14

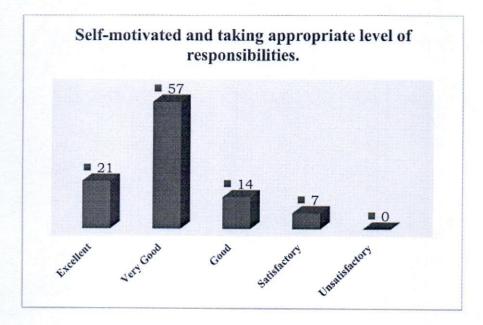


Most respondents (93%) evaluated the students' technical and communication skills positively, with most falling into the "Very Good" or "Good" categories. Only one individual (7%) considered the performance merely satisfactory, and no one rated skills as unsatisfactory. This indicates a generally high level of competence among the group.



Self-motivated and taking appropriate level of responsibilities.

Response	Percentage	Respondents
Excellent	21	3
Very Good	57	8
Good	14	2
Satisfactory	7	1
Unsatisfactory	0	0
Total	100	14

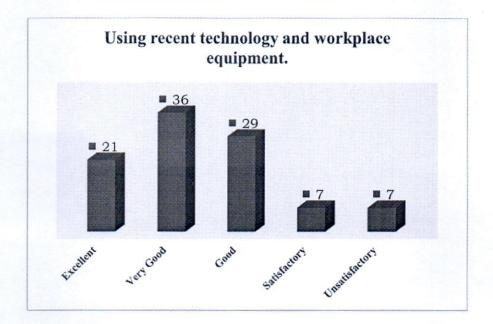


78% of respondents rated performance as either Excellent or Very Good. This indicates a strong overall perception of self-motivation and responsibility levels, with room for minor improvements in achieving excellence across all assessments.



Using recent technology and workplace equipment.

Response	Percentage	Respondents
Excellent	21	3
Very Good	36	5
Good	29	4
Satisfactory	7	1
Unsatisfactory	7	1
Total	100	14

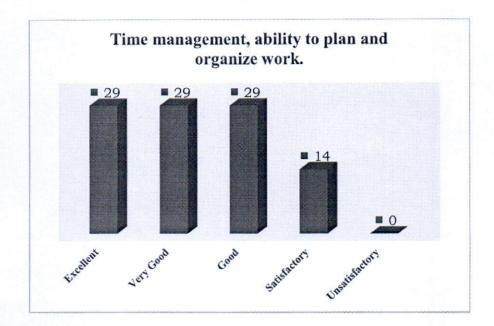


Most users (86%) have a positive view of the recent technology and workplace equipment, with a significant portion (57%) giving high ratings (Excellent or Very Good). However, the small percentage of lower ratings suggests that while the overall performance is favourable, there may be specific areas for improvement or user concerns that need to be addressed.



Time management, ability to plan and organize work.

Response	Percentage	Respondents
Excellent	29	4
Very Good	29	4
Good	29	4
Satisfactory	14	2
Unsatisfactory	0	0
Total	100	14

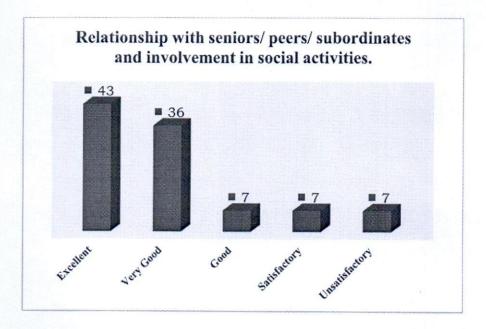


A significant majority (86%) rate time management and organizational skills as "Good" or higher, indicating overall confidence and competence in these areas. No respondents rated the performance as "Unsatisfactory," implying a strong baseline capability across the employed students.



Relationship with seniors/ peers/ subordinates and involvement in social activities.

Response	Percentage	Respondents
Excellent	43	6
Very Good	36	5
Good	7	1
Satisfactory	7	1
Unsatisfactory	7	1
Total	100	14

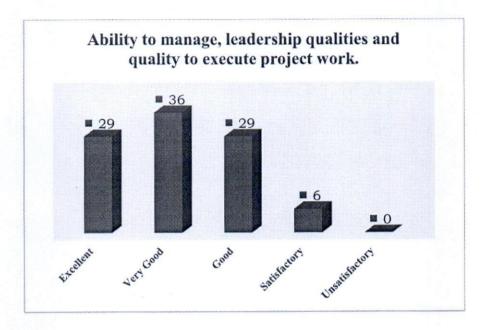


This distribution suggests that most employees have positive relationships and are effectively involved in social activities, though attention could be given to addressing the concerns of those with lower ratings.



Ability to manage, leadership qualities and quality to execute project work.

Response	Percentage	Respondents
Excellent	29	4
Very Good	36	5
Good	29	4
Satisfactory	6	1
Unsatisfactory	0	0
Total	100	14

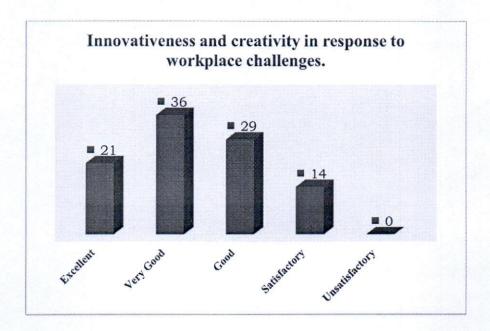


The majority (94%) of respondents provided positive feedback ("Excellent," "Very Good," or "Good"). The absence of "Unsatisfactory" ratings indicates no major concerns regarding leadership and project execution skills.



Innovativeness and creativity in response to workplace challenges.

Response	Percentage	Respondents
Excellent	21	3
Very Good	36	5
Good	29	4
Satisfactory	14	2
Unsatisfactory	0	0
Total	100	14

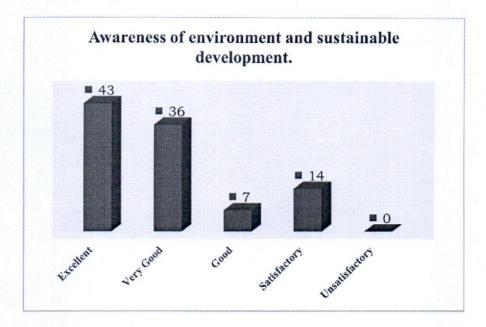


A majority (86%) of respondents rated workplace innovativeness and creativity as "Good" or better, suggesting that the environment is generally conducive to creative problem-solving. However, the 14% who rated it as merely "Satisfactory" indicate potential areas for further development.



Awareness of environment and sustainable development.

Response	Percentage	Respondents
Excellent	43	6
Very Good	36	5
Good	7	1
Satisfactory	14	2
Unsatisfactory	0	0
Total	100	14

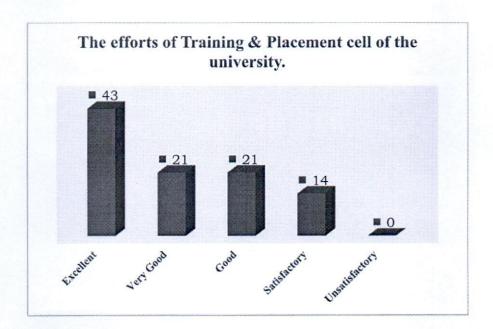


The majority (79%) of respondents have an awareness level ranging from "Very Good" to "Excellent," indicating strong environmental consciousness.



The efforts of Training & Placement cell of the university.

Response	Percentage	Respondents
Excellent	43	6
Very Good	21	3
Good	21	3
Satisfactory	14	2
Unsatisfactory	0	0
Total	100	14

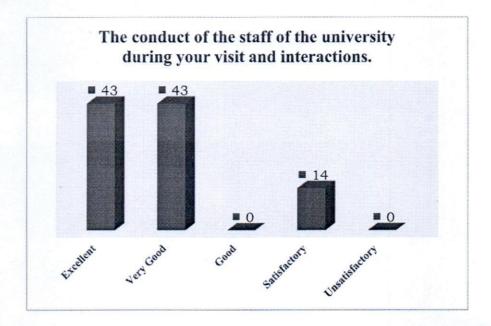


Overall, 85% of respondents have rated the efforts of the T&P cell positively (Good to Excellent), indicating a strong performance with room for improvement in specific areas.



The conduct of the staff of the university during your visit and interactions.

Response	Percentage	Respondents
Excellent	43	6
Very Good	43	6
Good	0	0
Satisfactory	14	2
Unsatisfactory	0	0
Total	100	14



Overall, the feedback is highly positive. 86% of respondents rated their experience as either excellent or very good, indicating a high level of satisfaction with the staff's behavior and interactions. While 14% found the conduct satisfactory, no negative ratings were reported. This suggests that the university staff generally provided a positive and professional experience during the visit.

