



St. Joseph's College (Autonomous)

College with Potential for Excellence

NAAC accredited at A grade in the third cycle

Irinjalakuda-680 121, Thrissur (Dt.), Kerala

Telephone: 0480 - 2825358, M.No. 8301000125

Email: info@stjosephs.edu.in

Website: www.stjosephs.edu.in

Department of Business administration Curriculum Feedback Analysis and Action Taken Report 2016-17

Feedback

- The current syllabus of Bachelor of Business Administration (BBA) is formulated by the University of Calicut. As an affiliated college, the institution lacked the possibilities for syllabus revisions. Recently, UGC has conferred the autonomous status to the college allowing the provisions for necessary modifications. The students and parents advised for the revision of curriculum with respect to changing technological advancements which will improve the employability opportunities for the students.
- The employers requested for the incorporation of practical knowledge in the curriculum since it is highly prioritized. Feedback from different stakeholders pointed out to the current syllabus of Bachelor of Business Administration which has limited scope for hands on practical training.
- There were suggestions from teachers and alumnae to supplement the curriculum with additional skill enhancement programmes and activities for the enrichment of the students' skills.

Actions taken

- The Head of Department of business administration elaborated on the need of revising the existing syllabus and a decision was taken to update the same on a regular academic basis. Since the university has limited the extent of syllabus revision to a maximum of 20% at a time, it was decided to implement the syllabus revisions serially. It was also decided to prioritize the revisions based on the received feedback and employer expectations.
- Board of studies examined the lack of practical sessions in the Bachelor of Business Administration curriculum. It was observed that there was a need of changing the scheme and syllabus for the incorporation of more practical sessions in the programme. As per the discussions in the Board of Studies, it was resolved to update the scheme and curriculum of all degree programmes of St. Joseph's College (Autonomous), Irinjalakuda will be revised in the following academic year which will enable the incorporation of more skill enhancing practical sessions in BBA curriculum.
- Courses with employability, entrepreneurship and skill development were identified by the department. Various event management programmes were hosted by the department for the students to improve their managerial skills. Departmental fairs were successfully organized with the participation of all students and faculty members.

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Department of Business administration

Curriculum Feedback Analysis and Action Taken Report 2017-18

Feedback

- There were suggestions given by students and alumnae to incorporate industrial visits and organizational studies in the curriculum for providing the students with prior experience and exposure to a working environment.
- Faculty members and subject experts suggested the revision of syllabus of different courses. Teachers observed that the regular revision of the curriculum to meet the employer expectations and entrepreneurial competencies may put pressure on slow learners. The provision of special assistance and attention for the students weak in certain subjects was proposed.
- The parents recommended the extension of connecting with the students' families to improve and support their learning process.

Actions taken

- The need of industrial visits and organizational studies were discussed by the board of studies and it was found to improve the academic quality. After careful analysis, the syllabus for the following academic year was revised. A series of mandatory industrial visits were introduced into the curriculum to allow the students to expand their learning experience.
- As per the feedback from different stakeholders, syllabus revision was considered by the board of studies. The need of revision in the curriculum was prioritized and following courses were revised accordingly.
 - BBIB02 Financial accounting*
 - BBIVA13 Entrepreneurship Development*
 - BBIC01 Managerial Economics*
- Programs like 'Each One Teach One' were developed for the students to equally cope up with the syllabus and improve in their academics. Remedial coaching was also instituted for additional support.
- The faculty visited the homes of their respective students in order to build a harmonious relationship with their parents for further academic progress. It was also recommended to incorporate Compulsory Social Service (CSS) to the curriculum of all programmes.

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Department of Business administration Curriculum Feedback Analysis and Action Taken Report 2018-19

Feedback

- Stakeholders and advisors recommended implementing outcome-based curriculum for the Bachelor of Business Administration. It was proposed to specify program outcome, program specific outcome and course outcomes.
- The alumnae and students recommended prioritizing internships as it is an additional advantage for the students' future endeavors.
- For the skill development of students, the introduction of value-added courses was proposed by the employers and alumnae. Teachers' feedback analysis emphasized the ways to usher and empower the students by means of entrepreneurship.

Actions taken

- Faculty members of the department of business administration attended a workshop based on outcome-based education implementation. Program specific outcome and course outcomes were formulated and approved by the board of studies. The Course outcome is mapped to the program specific outcome and program outcome.
- The current autonomy regulation of the University of Calicut doesn't allow the incorporation of internships into the curriculum. So the department started to prioritize internships and encouraged students to pursue it on a voluntary basis.
- The following value-added courses were proposed to be initiated for the enhancement of students' skills in the upcoming academic year
 - *Excel and Elevate* - a soft skill enhancement programme
 - Foundation Programme in *Banking & Financial Services*

Training programmes like stitching, baking and grooming were initiated to apprehend the students' entrepreneur skills and enable them for their future ventures.

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Department of Business administration Curriculum Feedback Analysis and Action Taken Report 2019-20

Feedback

- Faculty and students suggested for the introduction of new courses in to the curriculum by replacing the existing ones to stay updated with the current educational and occupational trends.
- Students, teachers, alumni, employers and parents recommended revising the syllabus to foster global competencies among students. The parents and students also demanded for the revised syllabus to be taught on a real time basis.
- The parents and stakeholders suggested that the students be made aware and addressed the local community issues like the emerging pandemic situation.

Actions taken

- Considering the feedback received form stakeholders the curriculum of Bachelor of Business Administration was revised and following new courses are introduced
 - SJBBA3A11 Basic Numerical Methods*
 - SJBBA3A12 Professional Business Skills*
 - SJBBA1B01 Management Theory and Practices*
 - SJBBA3B04 Corporate Accounting*
 - SJBBA4B06 Cost and Management Accounting*
 - SJBBA5B11 Financial Markets and Institutions*
 - SJBBA6B14 Project Management*
 - SJBBA6B15 Financial Services*
 - SJBBA3C02 Business Regulations*
 - SJBBA4C03 Corporate regulations*
 - SJBBA5D01 Tourism Management*
 - SJBBA5D01 Business Organization and Communication*
- Syllabus of all common courses, core courses, complementary courses and open courses were revised accordingly. Audit courses were introduced. Steps have been taken to improve the learning-teaching process on a real time basis by introducing case studies, simulation games and role playing. Due to the university regulations, internships are not allowed to be incorporated into the BBA curriculum. As an alternative measure, an orientation class was arranged for the promotion of internship among students. The class gave an insight to various opportunities and intern activities.
- Compulsory Social Service (CSS) was made as a part of the curriculum. It mandates the participation of students in social activities to get the degree certificate. The students were actively involved with the society during the pandemic period by making & distributing face masks and propagating the importance of personal hygiene.

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Department of Business administration Curriculum feedback analysis and action taken report 2020-21

Feedback

- Experts and stakeholders suggested changes in the syllabus of Bachelor of Business Administration to make it more effective. The suggestions pointed out in the omission of few insignificant portions of the syllabus.
- Despite the COVID pandemic situation, the classes continued through the online virtual platforms. In the feedback of the online delivery of curriculum, the students recommended in improving the existing quality of online classes. The majority suggested in revising the syllabus to improve the effectiveness of the recently combined online and offline curriculum. In the post-pandemic period, there was a suggestion to reclaim the offline classes on alternate basis with the active online sessions.
- Due to the limitations in conducting internships in the COVID pandemic, parents, students and alumnae suggested to devise alternatives for the internship. Promotion of online internships and skill enhancement programmes were suggested.

Actions taken

- As per the experts and stakeholders , syllabus of following courses were revised
SJBBA1B01 Management Theory and Practices
SJBBA1C01 Managerial Economics
SJBBA3B05 Financial Management
SJBBA4B06 Cost and Management Accounting
SJBBA5B07 Human Resource Management
- As part of online class sessions, student presentations were encouraged to allow extensive participation of students. This allowed in replicating offline classroom education to an extent. Offline classes were revived for the final year students on alternate days. The online sessions remain active for the completion of the syllabus on schedule. Teachers in charge of each course are entrusted to suggest modifications in the curriculum to make it more effective in online, offline or blended mode of delivery.
- Internships programmes related to the curriculum are prioritized. Students have started to enroll in various online internships.

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