



CMR UNIVERSITY

Private University Estd in Karnataka State by Act No. 45 of 2013

Action Taken Reports on CMRU Curriculum Feedback

In this file, we have merged the sample “Action Taken” reports which were obtained from different stakeholders such as the students, faculty, employers, alumni and academic peers. We have the following “Action Taken” reports shown year-wise.

1. AY 2018-19
2. AY 2019-20
3. AY 2020-21
4. AY 2021-22
5. AY 2022-23



Report on Feedback Analysis and Action Taken

2018-19 AY

Stakeholder	Feedback Received	Action taken
Student	Learning by Fun with case study, field presentation should be introduced for better student engagement.	The case study, field work and experiential learning method was introduced to enhance the learning effectiveness.
Teacher	Kannada language course, suggested to be included in the BBA programme.	It was decided in the BOS meeting (1st July 2019) to add a Kannada language course as part of BBA programme structure.
Alumni	Suggested to form a student placement committee to drive placement related activities. Suggested to invite an alumni team to share the industry experience.	From the next academic year onwards a student placement committee was formed to drive placement activities. Decided to invite alumni as guest speakers to share their industry experience with the current students.
Employer	Suggested to promote CMR branding to attract opportunities for the students to become industry leaders.	Promotion & Marketing department was constituted to promote CMR branding in the market.



Report on Feedback Analysis and Action Taken

2019-20 AY

Stakeholder	Feedback Received	Action taken
Student	Certificate programmes can be introduced for BBA & MBA students.	A certificate course on Predictive analysis under Data analytics tied with IBM was introduced for BBA & MBA students.
Teacher	<p>Following suggestions are made by the faculties of SOM:</p> <ol style="list-style-type: none"> 1. To introduce BBA - Information Technology programme. 2. To introduce courses on career preparedness. 3. To provide domain specific specialization courses for BBA/MBA students. 4. To offer new courses relevant to the industry market. 5. To introduce an outcome based education system for BBA/MBA students. 	<p>For 2020 batch BBA - Information Technology programme was introduced.</p> <p>CMR University has taken up an initiative of starting 'Life Skill institute' to prepare BBA & MBA students for the job market. The courses introduced by the institute is as follows:</p> <ol style="list-style-type: none"> 1. Functional English 2. Aptitude skill 3. Soft Skill 4. Finishing school skill <p>For BBA (G) & BBA (H) from 2018 batch onwards the following specialization was introduced:</p> <ol style="list-style-type: none"> 1. HR specialization 2. Marketing specialization 3. Finance specialization <p>For MBA students Digital marketing, Tourism management & Information technology was introduced.</p>



		<p>The following new courses were introduced for BBA /MBA students.</p> <ol style="list-style-type: none"> 1. Negotiation skill 2. Supply chain management 3. Employee relationship management. 4. International HRM 5. The OBE with COs and POs was decided to be introduced for BBA and MBA programmes for accessing the students potential.
Alumni	Suggested to take the support of alumni students for Internship.	Accepted to take the alumni students assistance for getting Internship permission through the placement team.
Employer	Suggested to prepare management students for a better career.	CMR University has taken up an initiative of starting 'Life Skill institute' to prepare students for the job market.



Report on Feedback Analysis and Action taken

2020-21 AY

Stakeholder	Feedback Received	Action taken
Student	<p>Suggested to offer more specializations programmes.</p> <p>2020 batch MBA students have requested to offer Information technology courses as part of specialization not as core courses.</p>	<p>In the BBA & MBA programme more specialization courses were introduced to widen industry specific inputs among management students.</p> <p>Based on the students suggestion and discussion with subject experts, Information Technology courses are decided at BOS (reference: 2021-22 MOM) to be driven as part of specialization not as compulsory core courses.</p>
Teacher	<p>Requirement for application based curriculum.</p>	<p>Entire BBA and MBA programme curriculum was revamped for 2021 AY to provide more focus on skill development, employability and entrepreneurship.</p> <p>BBA - Digital Marketing and BBA - Business Analytics programmes were introduced to prepare students for national and global requirements needs.</p> <p>Business Analytics courses were introduced as electives for MBA students instead of core courses.</p> <p>The curriculum is mapped with Programme outcomes and Course outcomes to ensure continuous improvement in the quality of the education.</p> <p>More industry - specific inputs in the curriculum were considered to bridge the gap between industry and academic institutions.</p>



		<p>Interdisciplinary courses, Skill enhancement courses and graduate requirement courses were made part of the curriculum for the holistic development of management students to provide better career opportunities.</p> <p>Common core courses were introduced to provide responsible citizens to the society.</p> <p>Mini projects, community internship projects, summer internship projects and capstone projects were introduced to enhance students' potential to apply graduate attributes in the organizations.</p>
Alumni	Suggested to introduce a better placement team.	Effective placement team strengthened to provide better job opportunities for management students.
Employer	Suggested to offer job oriented certificate courses to students.	Graduate requirement courses are decided to offer as certificate courses to drive better placement for management students.



Report on Feedback Analysis and Action Taken

2021-22 AY

Stakeholder	Feedback Received	Action taken
Student	Requirement for application based curriculum.	More industry - specific inputs in the curriculum were considered to bridge the gap between industry and academic institutions.
Teacher	<p>Suggested to organize seminars and guest lectures based on discipline perspective.</p> <p>A Tally course is suggested to be introduced for BBA students.</p> <p>Certificate programmes can be introduced for BBA & MBA students.</p>	<p>For MBA programmes guest lecturers are organized based on respective disciplines.</p> <p>Tally course is introduced in the II semester BBA G/BA/DM from 2022 batch onwards.</p> <p>The certificate course on Entrepreneurship is introduced for the students.</p>
Alumni	Suggested to introduce a better placement team.	Effective placement team strengthened to provide better job opportunities for management students.
Employer	Suggested to prepare students for the interview process.	<p>Graduate recruitment programmes were implemented intensively for preparing the students for the job market.</p> <p>Problem based curriculum to be designed to enrich problem solving ability and decision making ability of the employees.</p>



Report on Feedback Analysis and Action Taken

2022-23 AY

Stakeholder	Feedback Received	Action taken
Student	Requirement for application based curriculum, Hands on experience and practical examination.	<p>More industry - specific inputs in the curriculum were considered to bridge the gap between industry and academic institutions. Multiple processes intruded to modify the curriculum. For example, before the Final BOS the feedback was collected from CAP (Curriculum Advisory Board) members at the CEO level to analyse the market requirement for Management students. FLS meeting was also conducted with Advanced learning students to understand the expectations of them from the Management programme. After the detailed analysis of the constructive feedback the Curriculum was restructured with an outcome based education system to provide students - centric environment for learning. This was implemented with the approval of the 12th BOS meeting for the academic year 2023-24 AY.</p>
Teacher	<p>Suggested to organize seminars and guest lectures based on discipline perspective.</p> <p>Certificate programmes can be introduced for BBA & MBA students.</p> <p>Practical lab classes to be conducted for Business analytical courses.</p>	<p>For MBA programmes the module system was incorporated with the approval of the 12th BOS meeting to deliver management courses by the industry experts.</p> <p>Add-on courses are made mandatory for MBA & BBA programmes from 2023-24 AY batch onwards.</p> <p>Practical lab classes and practical exams were incorporated in STE for BBA - Business Analytics courses from 2023-24 AY with the approval of 12th BOS.</p>
Alumni	Suggested to provide intensive placement opportunities for BBA & MBA students.	The DCCC team has enhanced the career preparedness courses to prepare students for Placement. This has provided a more



		placement opportunity for BBA & MBA students.
Employer	Suggested to prepare students for the placement process as they lack students who lack GD, PI and Face to Face interview and online aptitude test.	The placement team with the DCCC department has conducted career preparedness courses for BBA & MBA students for placement to help management students face GD, PI and Face to face interview and online aptitude test during the placement process.

