



# ADITYA ENGINEERING COLLEGE

An Autonomous Institution

Approved by AICTE • Permanently Affiliated to JNTUK • Accredited by NAAC with 'A' Grade

Recognised by UGC under sections 2(f) and 12(B) of UGC Act, 1956

Aditya Nagar, ADB Road, Surampalem - 533437, Near Kakinada, E.G.Dt., Ph:99498 76662

## DEPARTMENT OF MANAGEMENT STUDIES

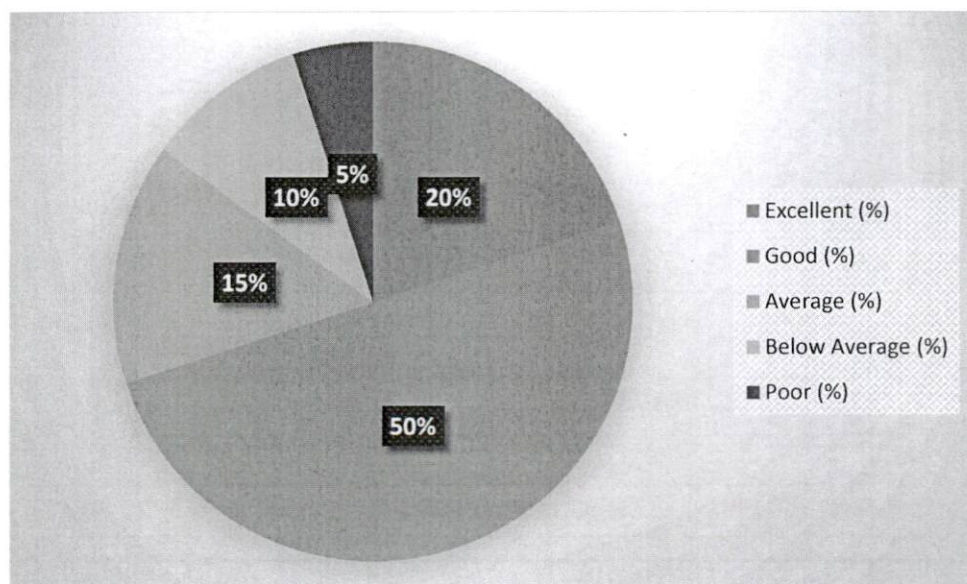
### Alumni Feedback on curriculum

Alumni Feedback Analysis (2019- 2020) for MBA

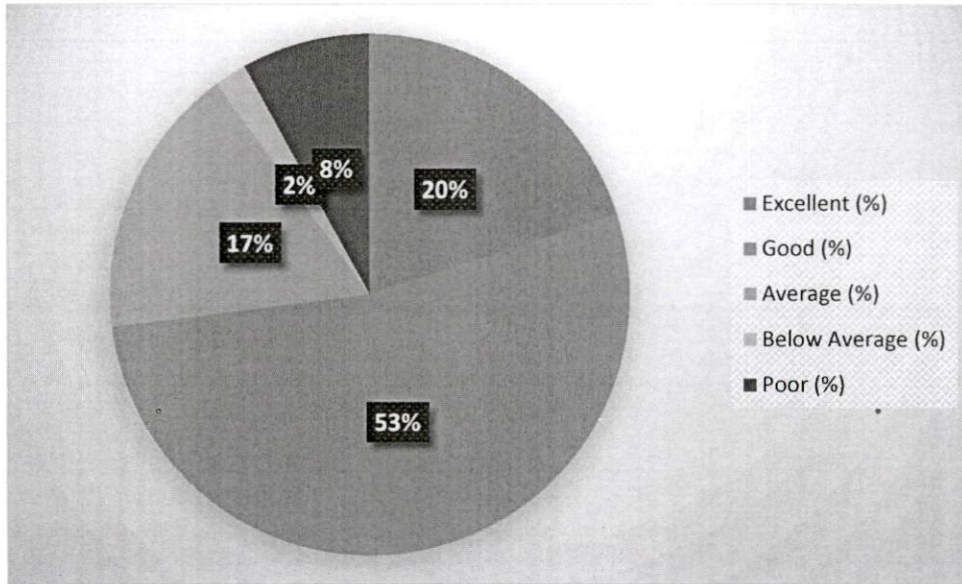
Question related to Curriculum	Opinion of the alumni with percentage					Majority opinion	% of Majority Opinion
	Excellent (%)	Good (%)	Average (%)	Below Average (%)	Poor (%)		
Curriculum is contemporary and need based	20	50	15	10	5	Excellent & good	70%
There is adequate emphasis on employability skills/ skill development/entrepreneurship in the curriculum	20	53	17	2	8	Excellent & good	73%
The electives offered in the curriculum suits the industry needs and technological advancements.	24	45	11	13	7	Excellent & good	69%

### Graphical representation of Alumni feedback analysis

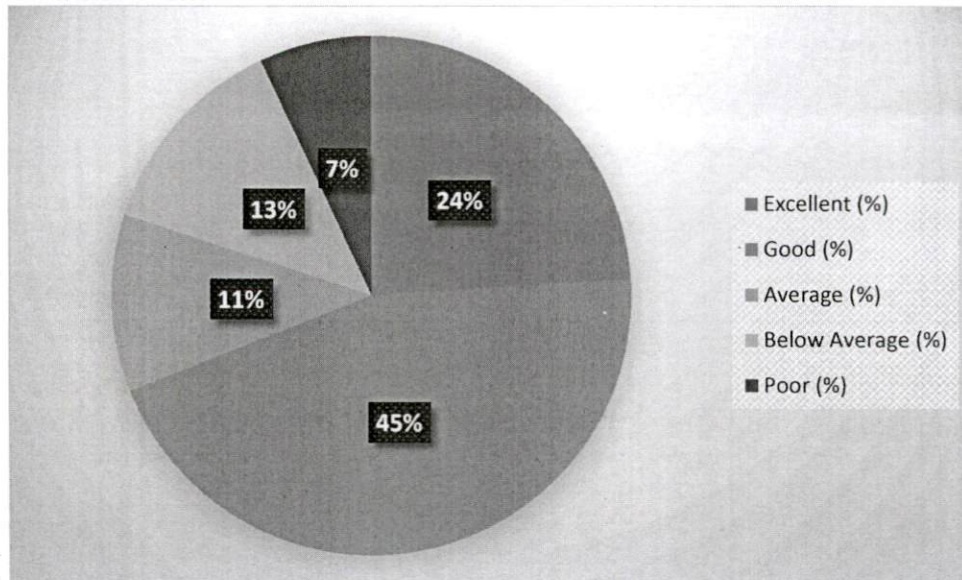
#### 1. Curriculum is contemporary and need based



2. There is adequate emphasis on employability skills/ skill development/entrepreneurship in the curriculum



3. The electives offered in the curriculum suits the industry needs and technological advancements.



**Suggest any courses to be added to /removed from the curriculum**

1. Students should have placement related courses in curriculum
2. Students should have courses on latest technology related
3. Include have Skill oriented courses in curriculum.

**Suggest any new topics/technologies/tools/modules to be learned by students to make them industry- ready**

1. Include more case studies in Tax management
2. Include green marketing in curriculum
3. Include Artificial intelligence in curriculum

**Give any other suggestions for improving the Curriculum**

1. Students communication skills should improved
2. Students participative skills should improve
3. Student Research skills should improve

**The following are observations on Alumni feedback and action need to be initiated:**

1. Data Mining for Business Decisions (194SY3E01), Labour Welfare and employment laws(194HR4E05) included in curriculum
2. Big Data Analytics (194SY4E05) and artificial intelligence (194SY4E08) courses for system specialization students are included in curriculum.
3. Managing Software Projects (194SY3E02) are included in curriculum



**Head of the Department**

*Head of the Department*  
Department of Management Studies  
Aditya Engineering College (A)  
SURAMPALEM





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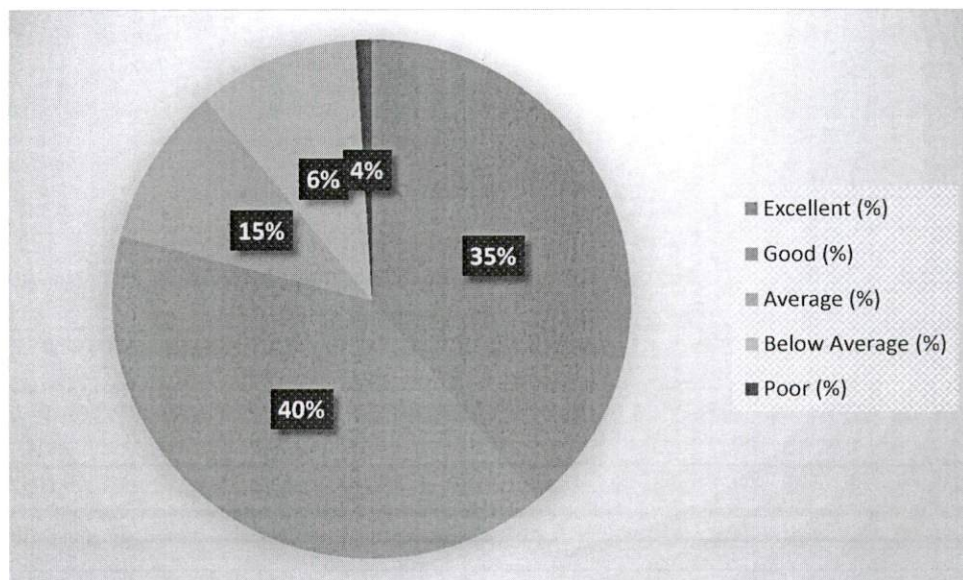
## DEPARTMENT OF MANAGEMENT STUDIES

### Employer Feedback on curriculum

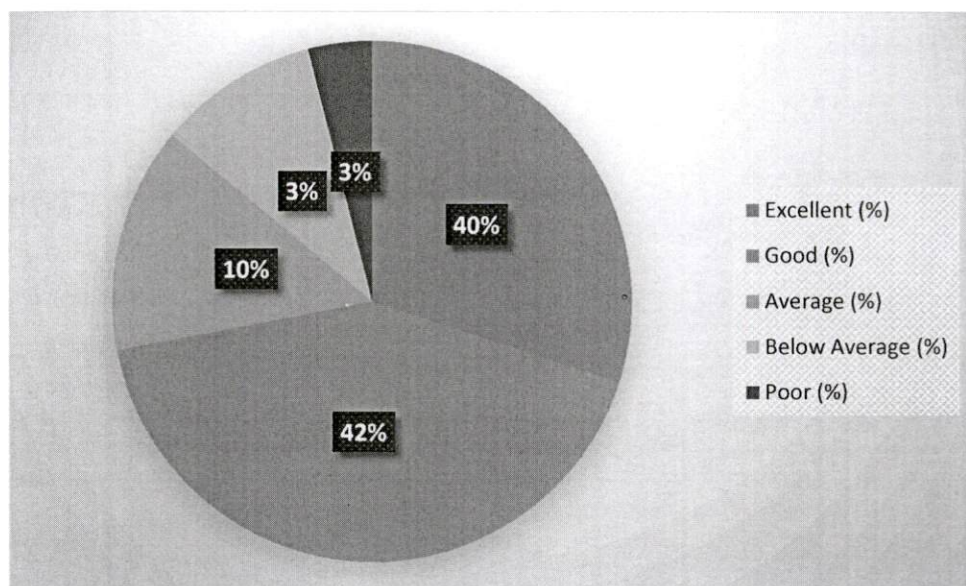
Employer Feedback Analysis (2019-20) for MBA program

S. N O	Question related to Curriculum	Opinion of the alumni with percentage					Majority opinion	% of Majority Opinion
		Excellent (%)	Good (%)	Average (%)	Below Average (%)	Poor (%)		
1	Curriculum is contemporary and need based	39	40	10	10	1	Excellent & good	79%
2	There is adequate emphasis on employability skills/skill development/entrepreneurship in the curriculum	40	42	10	3	3	Excellent & good	82%
3	The electives offered in the curriculum suits the industry needs and technological advancements.	35	40	15	6	4	Excellent & good	75%

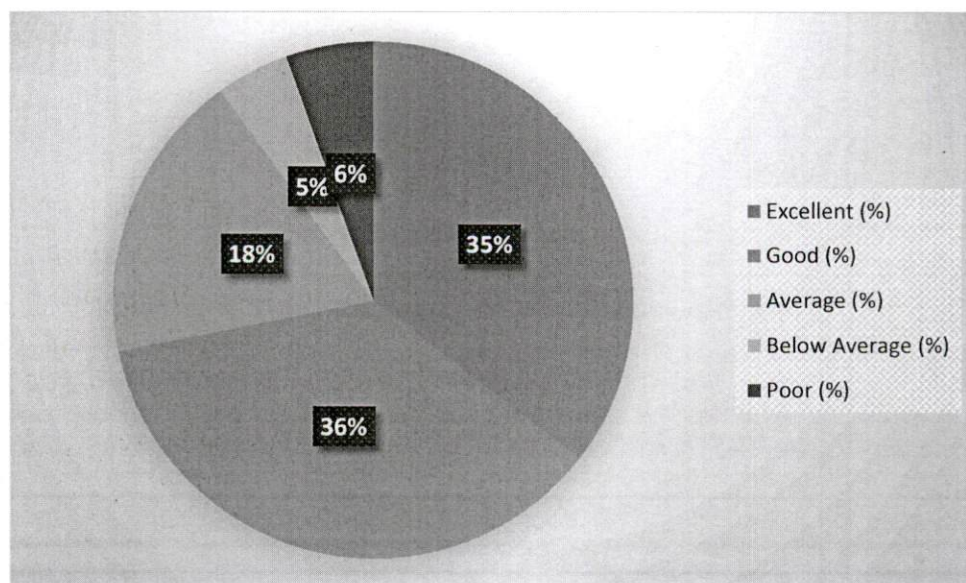
#### Curriculum is contemporary and need base



**There is adequate emphasis on employability skills/ skill development/entrepreneurship in the curriculum**



**The electives offered in the curriculum suits the industry needs and technological advancements**



**Suggest any courses to be added to/removed from the curriculum**

1. Include the digital and social media marketing as an marketing elective

**Suggest the skills to be acquired by our students to meet the Industry requirements**

1. Along with Academics employer suggested to have more industrial exposure for the students

**Any other suggestions on Curriculum**

1. Latest technology related subjects should add in curriculum

**The following are observations on Employer feedback and action needs to be initiated:**

1. Along with Academics employer suggested to have more industrial exposure for the students.2 Industrial visits are planned.

2. Students employability skills should be enhanced .It is planned to offer Value added courses

**The following are observations on Employer feedback and actions need to be initiated:**

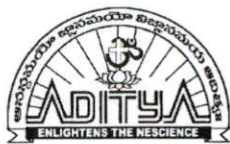
1. Along with Academics employer suggested to have more industrial exposure for the students. Two Industrial visits are planned.

2. Students employability skills should be enhanced .It is planned to offer Value added courses

3. Digital and social media marketing is included as a marketing elective in curriculum with the course code 194MA3E04.

*N. Viral*  
**Head of the Department**  
*Head of the Department*  
Department of Management Studies  
Aditya Engineering College (A),  
SURAMPALLEM





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## DEPARTMENT OF MANAGEMENT STUDIES

### Teacher Feedback on curriculum

Teacher Feedback Analysis (2019- 2020) for MBA program.

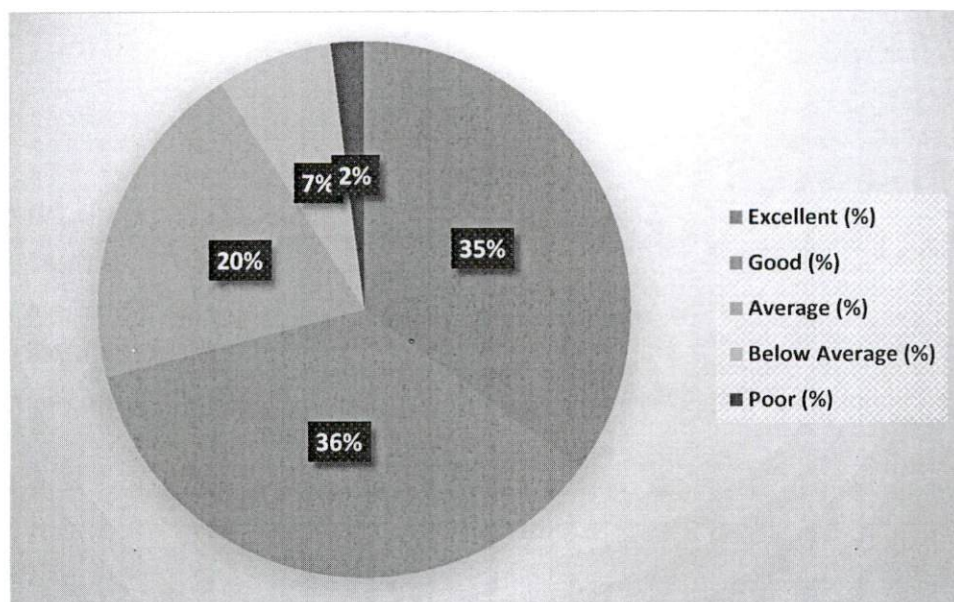
S. NO	Question related to Curriculum	Opinion of the alumni with percentage					Majority opinion	% of Majority Opinion
		Excellent (%)	Good (%)	Average (%)	Below Average (%)	Poor (%)		
1	Curriculum is contemporary and need based	35	36	20	7	2	Excellent & good	71%
2	The Program Educational Objectives, Program outcomes, Program Specific Outcomes, Course Objectives and Course Outcomes are well defined and clear.	38	34	18	5	5	Excellent & good	72%
3	Curriculum has good balance of Theory and Practical courses.	30	39	18	8	5	Excellent & good	69%
4	Faculty have the freedom to adopt new techniques for teaching like seminars, presentations, group discussions, flip class room etc.	32	40	17	10	1	Excellent & good	72%
5	The hands on experience gained by the students through the laboratory courses is up to the expectations.	30	44	10	10	6	Excellent & good	74%
6	The students attain the PEOs, POs, PSOs and COs satisfactorily.	32	39	16	8	5	Excellent & good	71%

7	There is adequate emphasis on employability skills/skill development/entrepreneurship in the curriculum.	32	48	18	8	4	Excellent & good	70%
8	There is adequate emphasis on Communication Skills in the Curriculum	34	45	13	6	2	Excellent & good	79%
9	There is adequate emphasis on Human Values, ethics and Professionalism in the Curriculum.	31	36	19	9	5	Excellent & good	67%
10	The curriculum has sufficient number of electives.	31	43	20	5	1	Excellent & good	74%
11	The electives offered in the curriculum suits the industry needs and technological advancements.	32	36	22	7	3	Excellent & good	68%
12	The books prescribed/listed as reference in curriculum are relevant, appropriate and updated.	40	33	18	7	2	Excellent & good	73%
13	The rubrics for assessment is described clearly and there is adequate weightage for Continuous Internal Evaluation and Semester End Examination	38	34	15	7	6	Excellent & good	72%

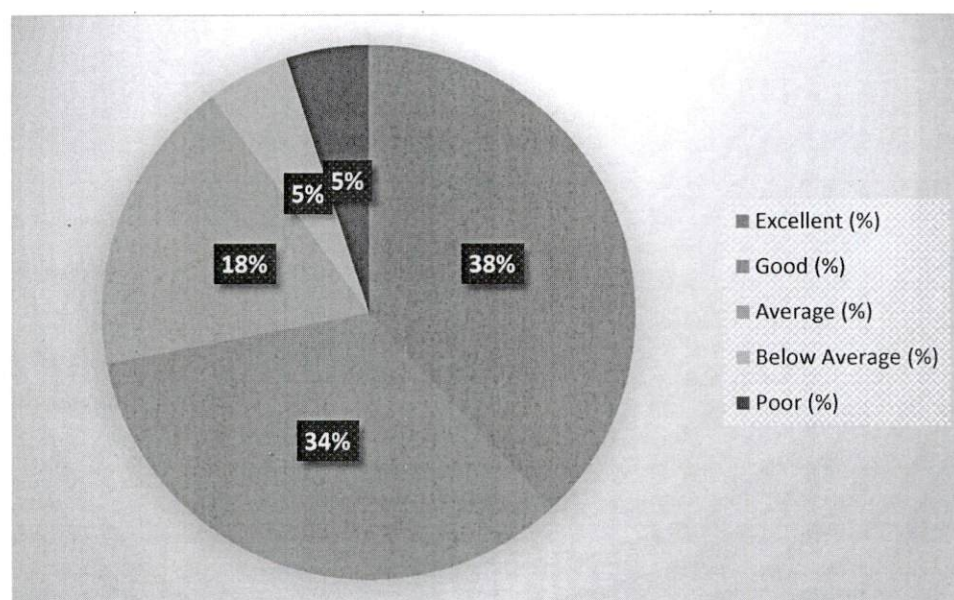


## Graphical representation of Teacher feedback on curriculum

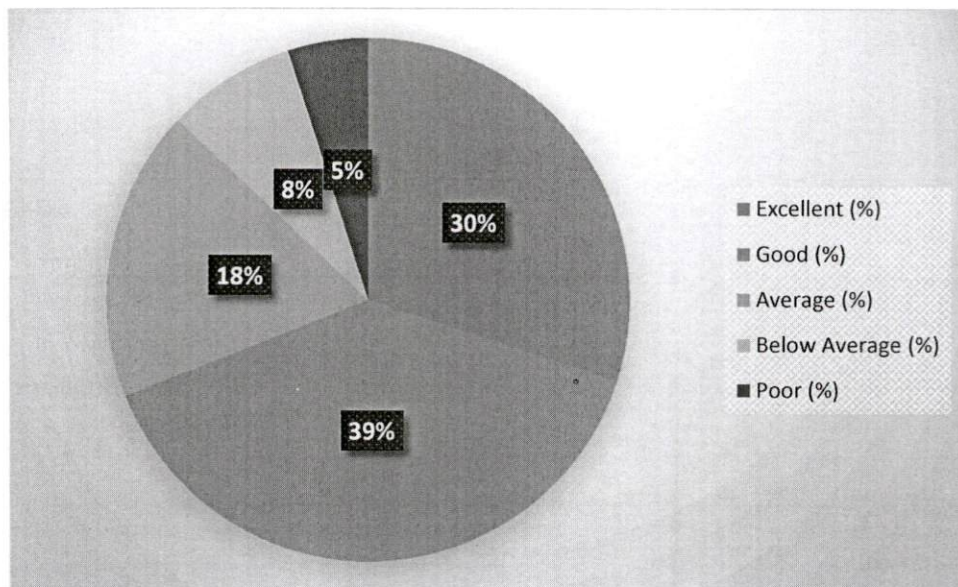
1. Curriculum is contemporary and need based



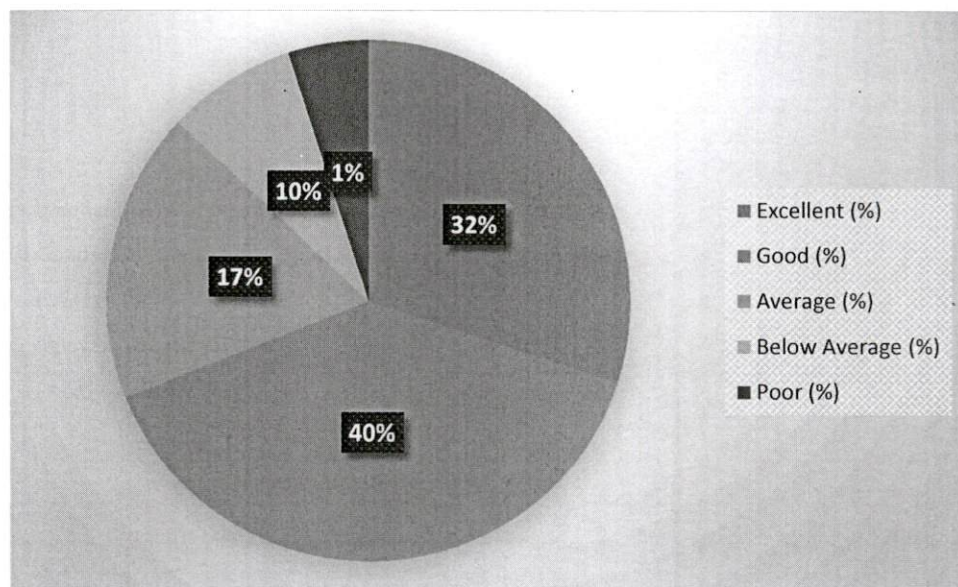
2. The Program Educational Objectives, Program outcomes, Program Specific Outcomes, Course Objectives and Course Outcomes are well defined and clear.



3. Curriculum has good balance of Theory and Practical courses.

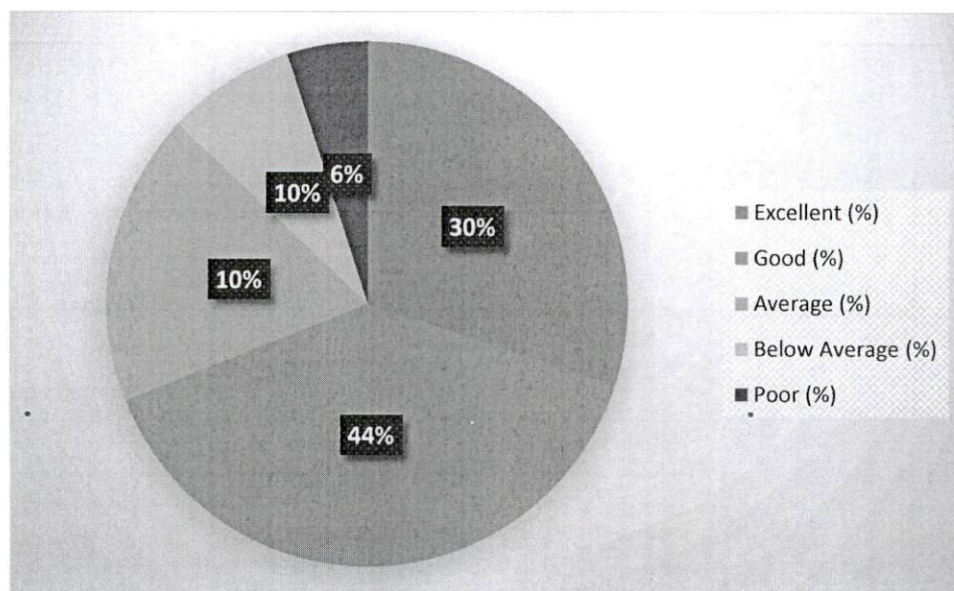


4. Faculty have the freedom to adopt new techniques for teaching like seminars, presentations, group discussions, flip class room etc.

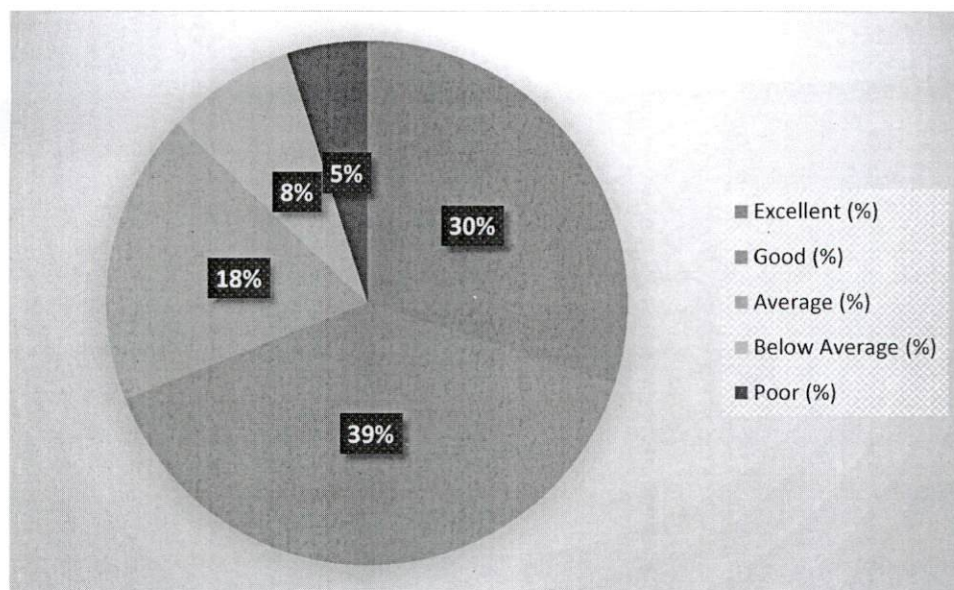




5. The hands on experience gained by the students through the laboratory courses is up to the expectations.

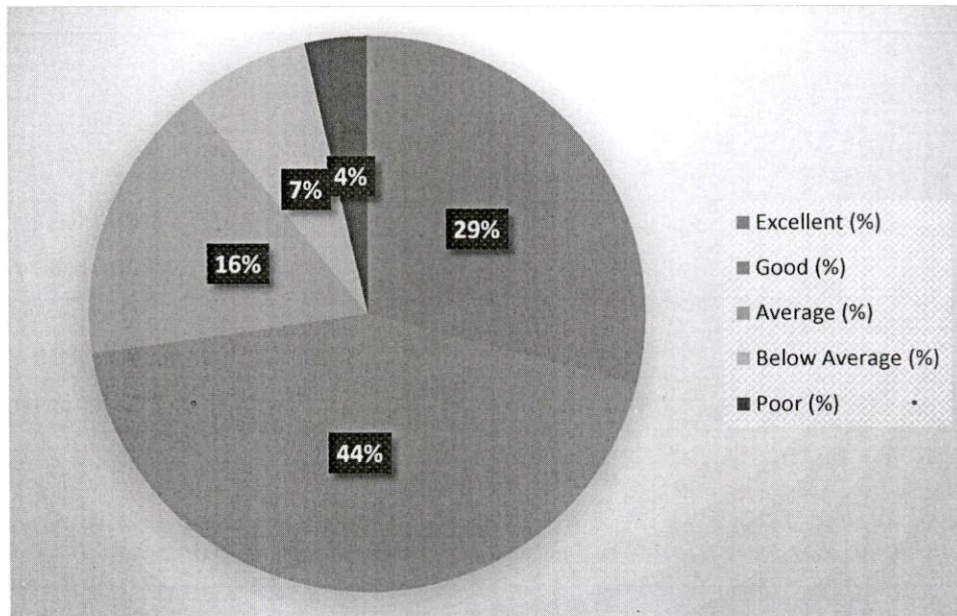


6. The students attain the PEOs, POs, PSOs and COs satisfactorily

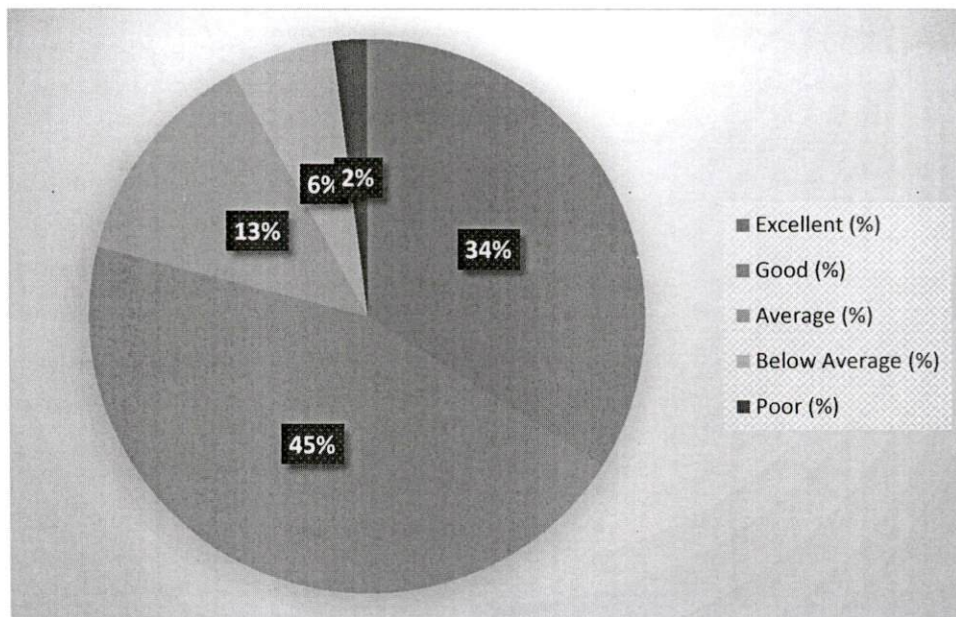




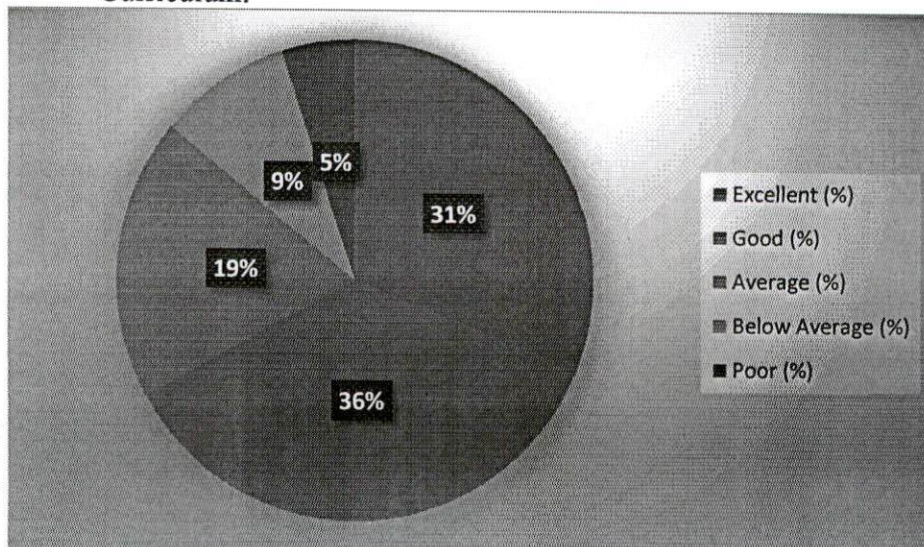
7. There is adequate emphasis on employability skills/ skill development/entrepreneurship in the curriculum



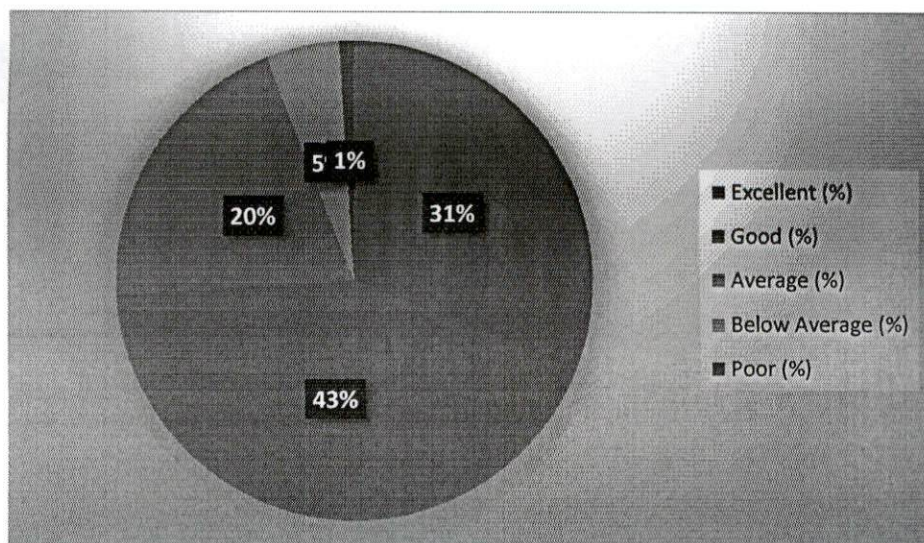
8. There is adequate emphasis on Communication Skills in the Curriculum



9. There is adequate emphasis on Human Values, ethics and Professionalism in the Curriculum.

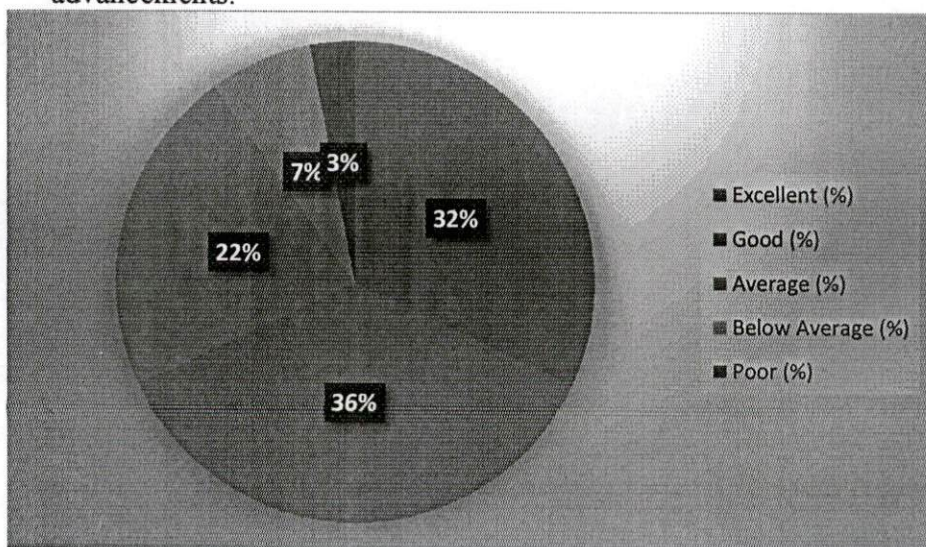


10. The curriculum has sufficient number of electives.

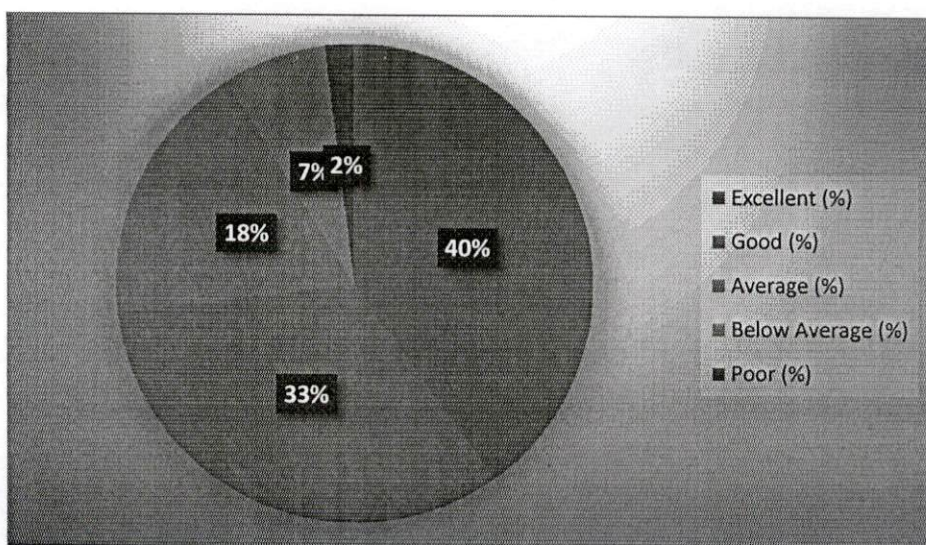




11. The electives offered in the curriculum suits the industry needs and technological advancements.

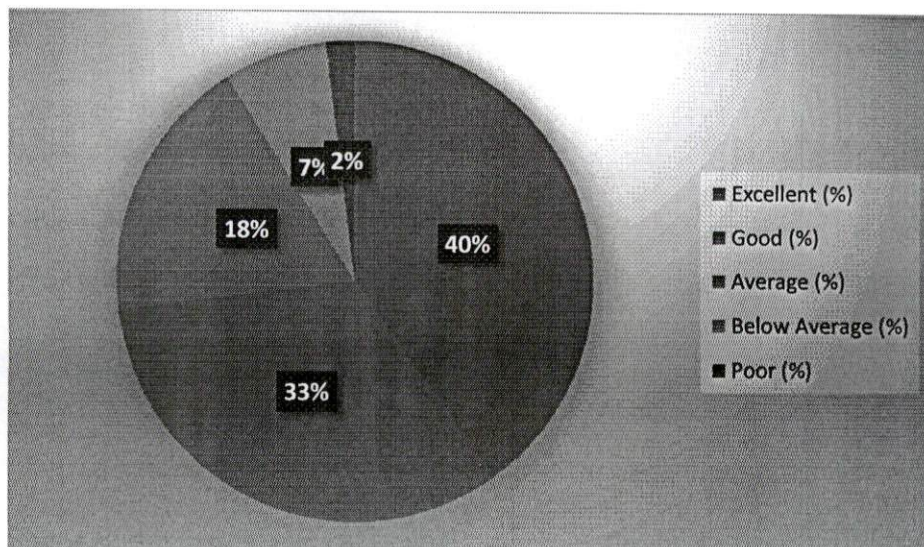


12. The books prescribed/listed as reference in curriculum are relevant, appropriate and updated.





13. The rubrics for assessment is described clearly and there is adequate weightage for Continuous Internal Evaluation and Semester End Examination.



**Give suggestions for improving the Curriculum**

1. Suggested to have more entrepreneurship related courses in curriculum.
2. Suggested to have more reference books in curriculum.
3. Suggested to Introduce new demanded courses in curriculum

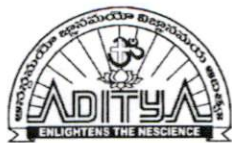
**The following are observations on Faculty feedback and action need to be initiated:**

1. Innovation and Entrepreneurship (194MB4T15) is included in curriculum.
2. Reference books and text books are finalized by BOS members
3. Financial Derivatives (194FI4E05) & Behavioral Finance (194FI4E08) is included in curriculum.

*D. V. Prasad*

**Head of the Department**

*Head of the Department*  
Department of Management Studies  
Aditya Engineering College (A)  
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## DEPARTMENT OF MANAGEMENT STUDIES

### Student Feedback on curriculum

#### Student Feedback Analysis (2019- 2020) for MBA

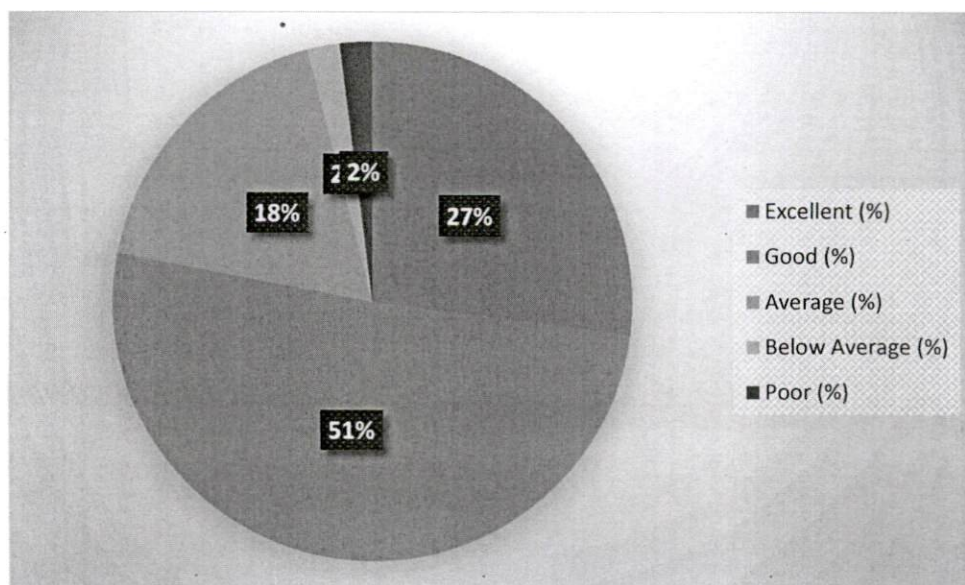
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		Excellent (%)	Good (%)	Average (%)	Below Average (%)	Poor (%)		
1	Curriculum is contemporary and need based	27	51	18	2	2	Excellent& good	78%
2	Curriculum has good balance of Theory and Practical courses	31	38	16	10	5	Excellent& good	69%
3	The curriculum has sufficient number of electives	34	48	11	4	3	Excellent& good	82%
4	There is adequate emphasis on employability skills / skill development/entrepreneurship in the curriculum.	31	39	24	3	3	Excellent& good	70%
5	There is adequate emphasis on Communication Skills in the Curriculum.	26	44	23	2	5	Excellent& good	70%
6	There is adequate emphasis on Human Values, ethics and Professionalism in the Curriculum.	21	48	22	6	3	Excellent& good	69%
7	The electives offered in the curriculum suits the industry needs and technological advancements.	29	51	15	2	3	Excellent& good	80%
8	The books prescribed/listed as reference in curriculum are relevant, appropriate and updated.	30	43	20	2	5	Excellent& good	73%
9	The Program Educational Objectives, Program outcomes, Program Specific Outcomes, Course Objectives and Course Outcomes are well defined and clear.	25	45	18	10	2	Excellent& good	70%



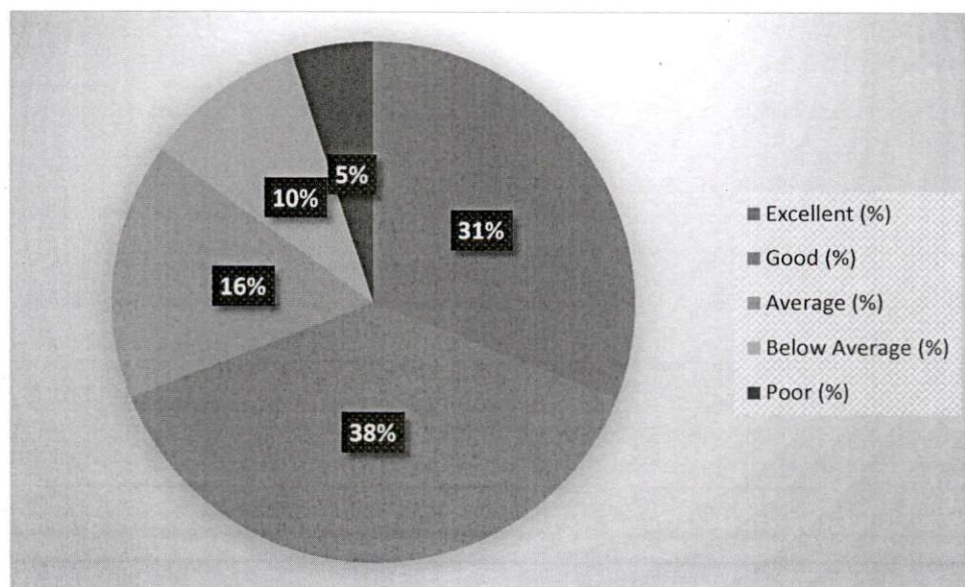
10	The rubrics for assessment is described clearly and there is adequate weightage for Continuous Internal Evaluation and Semester End Examination.	28	40	15	10	7	Excellent & good	68%
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### Graphical representation of Students feedback on curriculum

#### 1. Curriculum is contemporary and need based

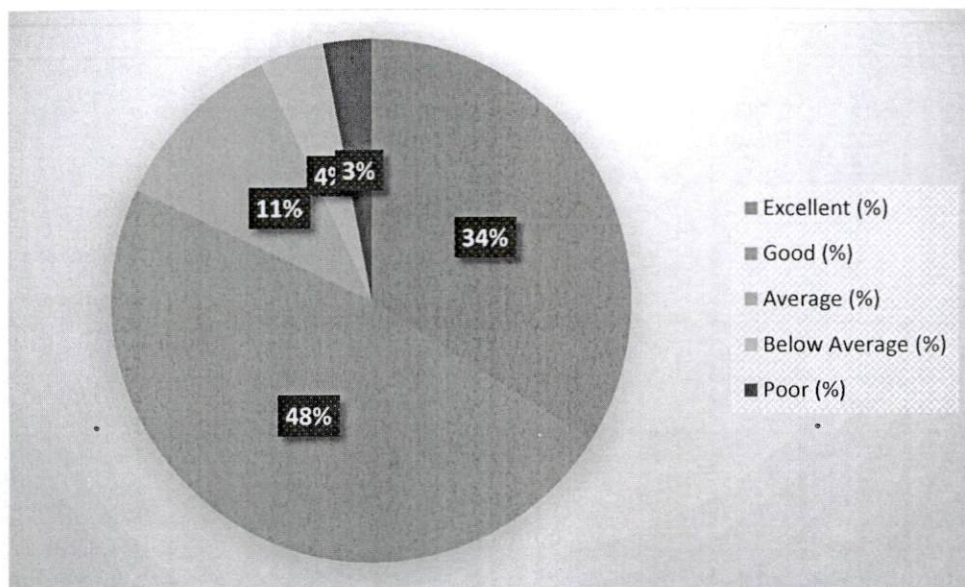


#### 2. Curriculum has good balance of Theory and Practical courses.

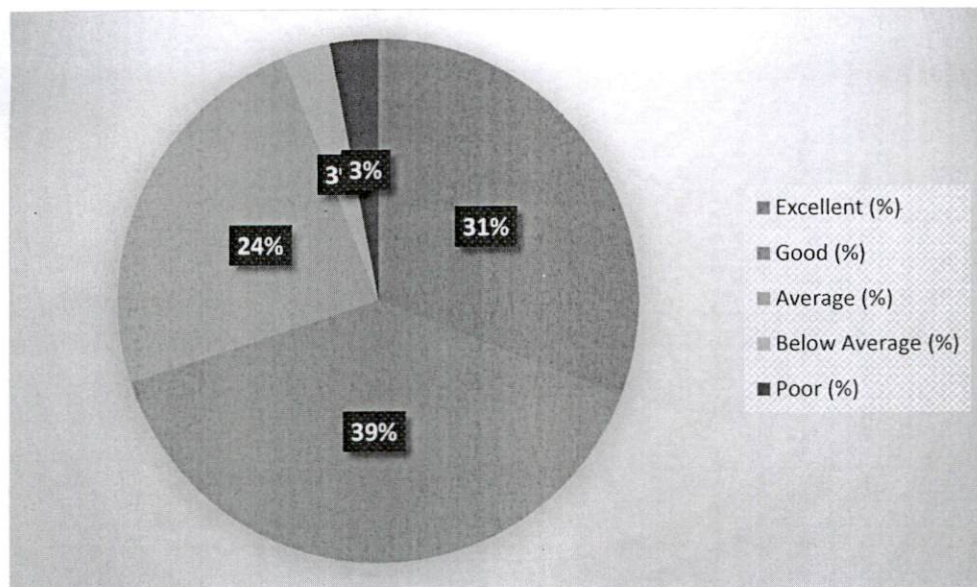




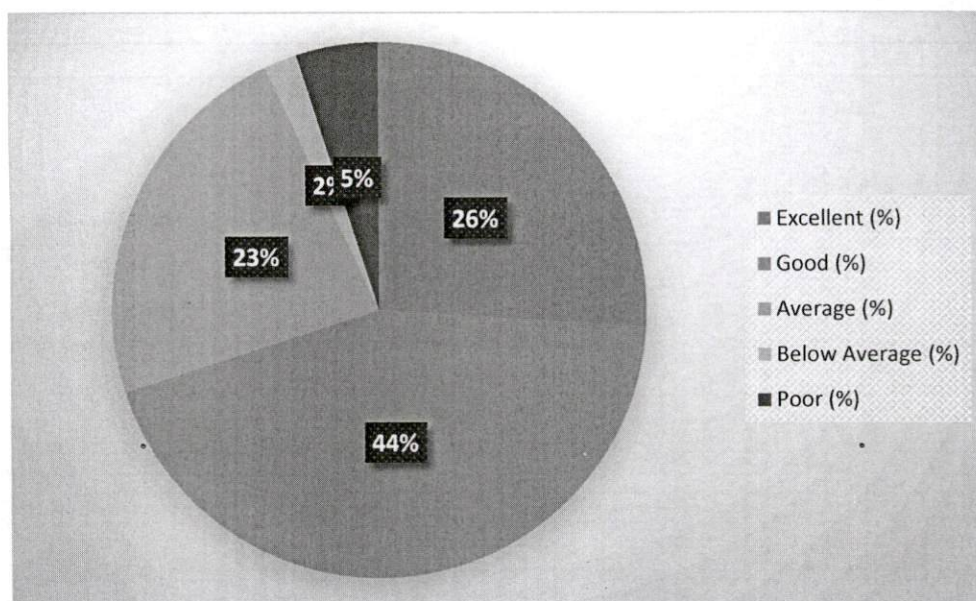
3. The curriculum has sufficient number of electives



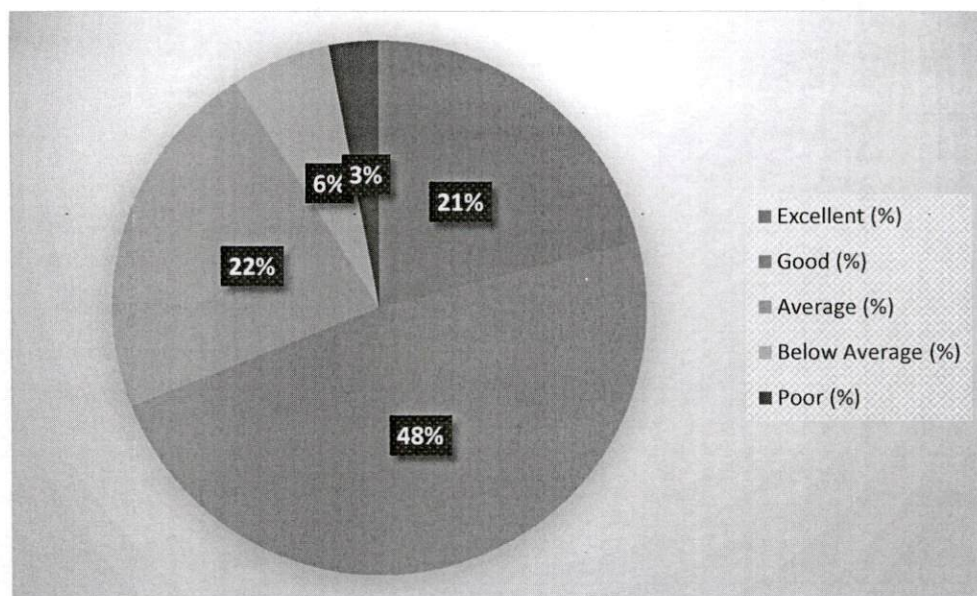
4. There is adequate emphasis on employability skills/ skill development/entrepreneurship in the curriculum.



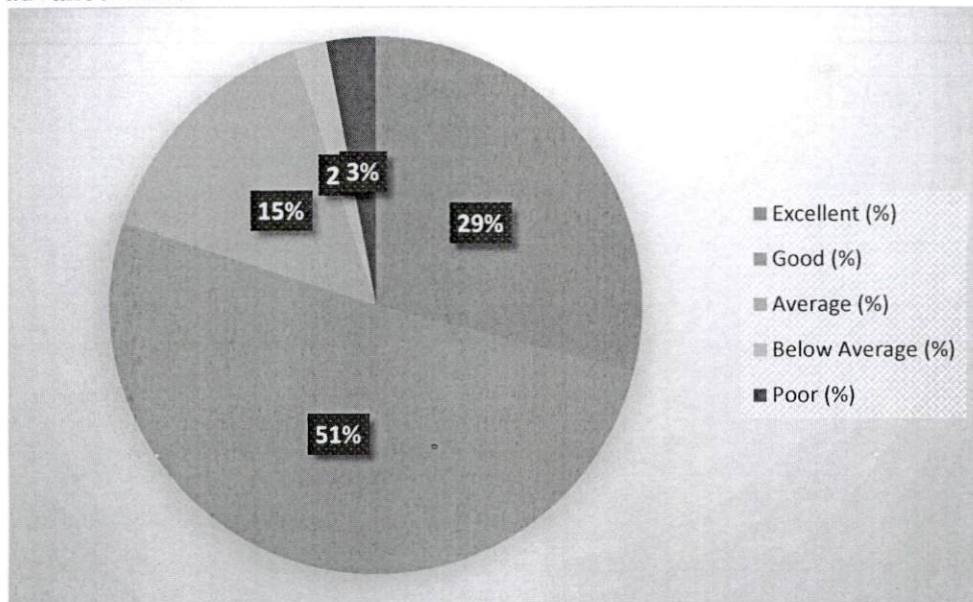
5. There is adequate emphasis on Communication Skills in the Curriculum.



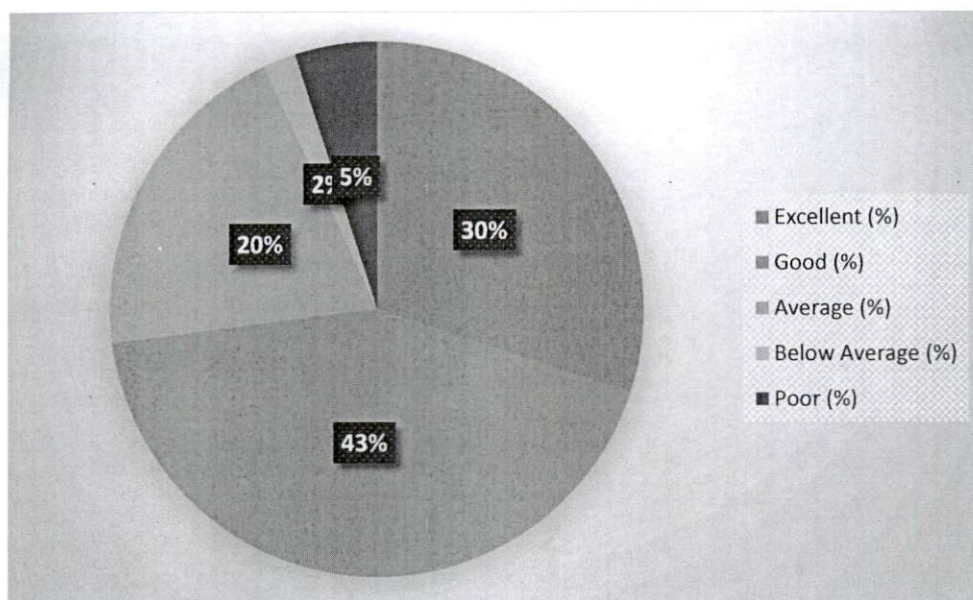
6. There is adequate emphasis on Human Values, ethics and Professionalism in the Curriculum.



7. The electives offered in the curriculum suits the industry needs and technological advancements.

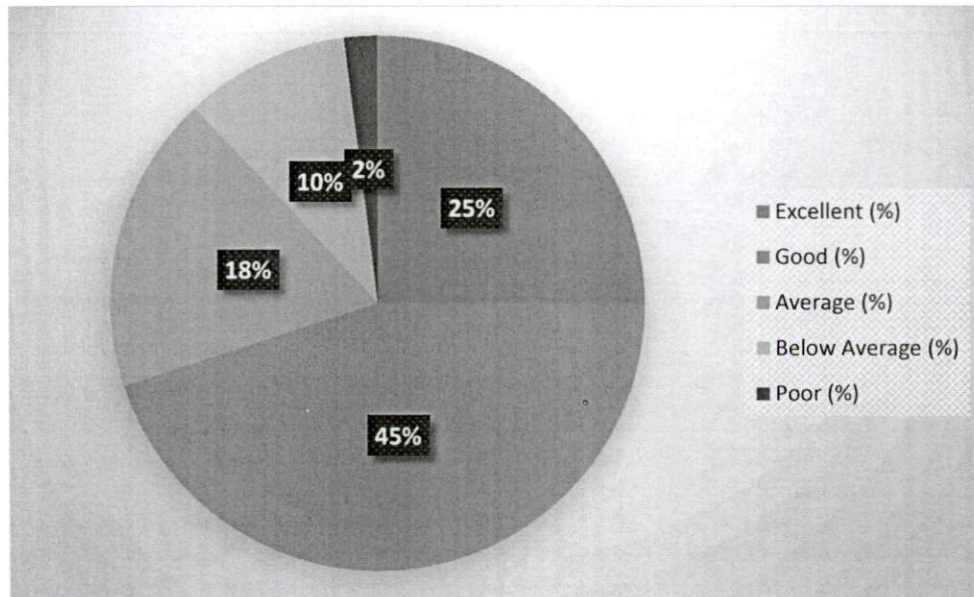


8. The books prescribed/listed as reference in curriculum are relevant, appropriate and updated.

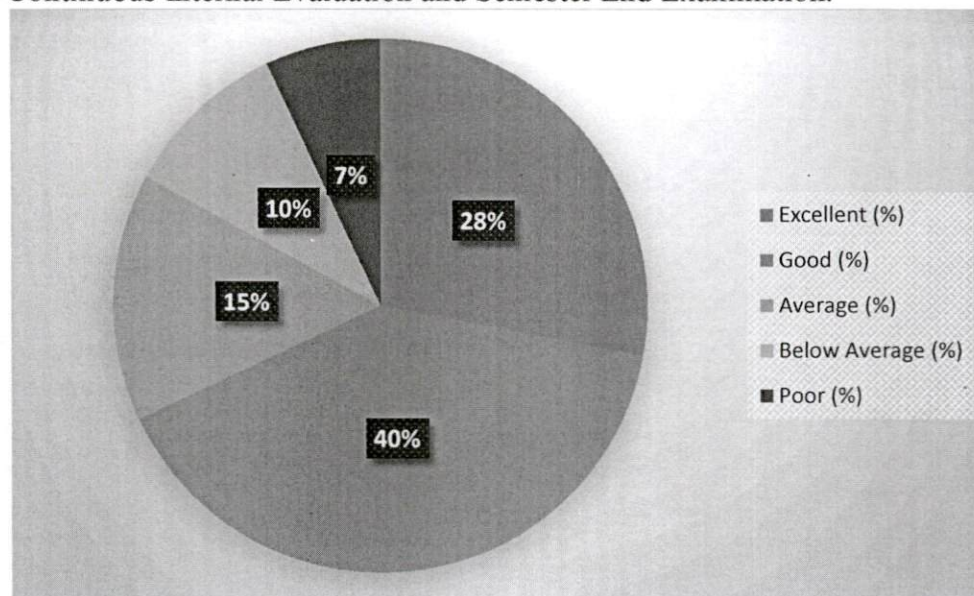




9. The Program Educational Objectives, Program outcomes, Program Specific Outcomes, Course Objectives and Course Outcomes are well defined and clear.



10. The rubrics for assessment is described clearly and there is adequate weightage for Continuous Internal Evaluation and Semester End Examination.

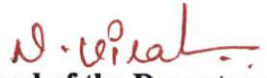


**Give your suggestions for improving the curriculum**

1. Suggested to conduct online exam due to Covid-19 pandemic.
2. Physical Department is asked to conduct more sports competitions for MBA students and conducted more competitions
- 3.. Suggested to Introduce updated Human Resource development related subjects

**The following are observations on Student feedback and action need to be initiated:**

1. Sports culture should be developed in the college and proper time should be given.
2. Human Capital Management (194HR3E03), Manpower Planning, Recruitment, and Selection (194HR3E04) are introduced in Curriculum.
3. As per the State Government rule online exams are restricted to conduct. it is planned to conduct exams in offline

  
**Head of the Department**  
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