



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

ACTION TAKEN REPORT (2020- 2021)

Name of the program: MBA

Employer Feedback:

Suggestions given by the Employer and the action taken are presented in the following Table.

S.No	Recommendation based on Summarized Employer Feedback	Action Taken Report
1	Suggested to Include the digital and social media marketing in curriculum.	Digital and social media marketing is included as a marketing elective in curriculum with the course code 194MA3E04.
2	Suggested to have more Industrial exposure for students	It is planned to organize two Industrial visits per semester beyond the Curriculum
3	Encourage the students to complete more skill oriented courses	As per discussions value added course with hand on training will be implemented

Head of the Department

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Alumni Feedback:

Suggestions given by the Alumni and the action taken are presented in the following Table.

S. No	Recommendation based on Summarized Alumni Feedback	Action Taken Report
1	Suggested to have more placement related courses in curriculum	Data Mining for Business Decisions (194SY3E01), Labour Welfare and employment laws(194HR4E05) included in curriculum
2.	Suggested to have latest technology related courses in curriculum.	Big Data Analytics (194SY4E05) and artificial intelligence (194SY4E08) courses for system specialization students are included in curriculum.
3.	Suggested to have Skill. oriented courses in curriculum.	Managing Software Projects (194SY3E02) are included in curriculum.



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Teacher Feedback:

Suggestions given by the Teacher and the action taken is presented in the following Table.

S.No	Recommendation based on Summarized Teacher's Feedback	Action Taken Report
1	Suggested to have more entrepreneurship related courses in curriculum.	Innovation and Entrepreneurship (194MB4T15) is included in curriculum.
2	Suggested to have more reference books in curriculum.	Reference books and text books are finalized by BOS members
3	Suggested to Introduce new demanded courses in curriculum	Financial Derivatives (194FI4E05) & Behavioral Finance (194FI4E08) is included in curriculum.

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Student Feedback:

Suggestions given by the Student and the action taken is presented in the following Table.

S.No	Recommendation based on Summarized Student's Feedback	Action Taken Report
1	Suggested to conduct online exam due to Covid-19 pandemic	As per the State Government rule online exams are restricted to conduct. it is planned to conduct exams in offline
2.	Sports culture should be developed in the college and proper time should be given.	Physical Department is asked to conduct more sports competitions for MBA students and conducted more competitions.
3	Suggested to Introduce Human Resource development related subjects	Human Capital Management(194HR3E03), Manpower Planning, Recruitment, and Selection(194HR3E04) are introduced in Curriculam



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