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Action Taken Report (ATR) on Students Feedback received during the AY 2018-19

Department	Stakeholder	Feedback received	Action Taken
School of Management	Student	➢ Students expressed satisfaction with the existing courses offered in MBA. ➢ 61% of the students expressed satisfaction with learning value in terms of skills, concepts, knowledge and analytical abilities during their study period. ➢ Students wanted us to introduce few courses which are recent for getting more opportunities in the employment drive. ➢ They wanted some course on Data Science to be part of the specialization course. ➢ Communication skills development was one of the main concern of the students.	• The Applied Business Analytics course was introduced to meet the requirement of students for employability in specialization. • Data Science using R course was introduced in the academic year based on suggestions from the students. • The personality development classes were offered during the semesters with additional focus on communication related activities.

As per the Feedback received and with the approval of BOS, Course Content Revisions and New Courses are introduced for the AY 2019-20 as per Annexure -I and Annexure –II.

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Annexure - I

List of Courses in which Content Revision is undertaken for the Academic Year 2019-20

Sl.No.	Course Code	Course Title	% Revision
1	MGO101	Personal Finance	5.00
2	PPS232	Personality Development- III	5.00
3	FIN202	Financial Markets and Services	5.00
4	FIN205	International Finance	5.00
5	OPS209	Operations Strategy	5.00
6	FIN204	Derivatives and Risk Management	7.00
7	FIN201	Investment Management	10.00
8	BAM209	Operations Analytics	10.00
9	HRM206	Compensation Management	15.00
10	MGT211	Communication for Managers	16.00
11	OPS208	Product Innovation and Development	18.00
12	MGT241	Business Ethics & Corporate Governance	21.00
13	MKT210	Digital and Social Media Marketing	21.00
14	MGT215	Financial Accounting for Managers	22.00
15	MKT204	Marketing of Services	22.00
16	OPS206	Production Planning and Control	25.00
17	MGT225	Management Accounting	30.00
18	FIN209	Financial Analytics	45.00
19	MKT209	Rural Marketing	45.00
20	OPS205	Services Operations Management	45.00

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Annexure – II

List of approved New Courses introduced for the Academic Year 2019-20

Sl. No.	AY	Program	Sem	AY	Code	Course Name	Type	L	T	P	C
1	2019-20	MBA	III	2018	DAS201	Applied Business Analytics	Specialization	3	0	0	3
2	2019-20	MBA	III	2018	DAS202	Data Science using R	Specialization	3	0	0	3
3	2019-20	MBA	IV	2018	ECO401	Econometrics for Managers	Open Elective	2	0	0	2
4	2019-20	MBA	II	2019	MGT224	Macro Economics for Managers	Core	3	0	0	3
5	2019-20	MBA	II	2019	MGT225	Management Accounting	Core	3	0	0	3
6	2019-20	MBA	IV	2018	HRM402	Managing People and Performance	Open Elective	2	0	0	2
7	2019-20	MBA	IV	2018	OPS306	Operations Analytics	Specialization	2	0	0	2
8	2019-20	MBA	IV	2018	OPS304	Operations Strategy	Specialization	2	0	0	2
9	2019-20	MBA	III	2018	HRM201	Performance Management and Appraisal	Specialization	3	0	0	3
10	2019-20	MBA	III	2018	DAS203	Predictive Analytics	Specialization	3	0	0	3
11	2019-20	MBA	I	2019	MGT212	Principles of Management	Core	2	0	0	2
12	2019-20	MBA	IV	2018	DAS301	Programming for Analytics	Specialization	2	0	0	2

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13	2019-20	MBA	III	2018	HRM202	Recruitment and Selection	Specialization	3	0	0	3
14	2019-20	MBA	IV	2018	MKT304	Rural Marketing	Specialization	2	0	0	2
15	2019-20	MBA	III	2018	MKT201	Sales and Retail Management	Specialization	3	0	0	3

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Action Taken Report (ATR) on Faculty Feedback received during the AY 2018-19

Department	Stakeholder	Feedback received	Action Taken
School of management	Faculty	➢ 83% of the faculty members feel that syllabus is as per the necessity. ➢ Around 33.33% expressed concern on the theory and application to be more balanced as per the feedback. ➢ Few more optional papers could be introduced. ➢ Required fresh stock of books in the library for recently emerged courses. ➢ Faculty wanted more flexibility in designing the new course syllabus.	• Certain changes were made in the subjects wherever the practical application part has to included and faculty have revised the same for the next academic year. • An indent was raised to procure the new set of books as per the newly designed course syllabus. • Faculty have been given complete freedom in designing the syllabus with all the required support from the department.

As per the Feedback received and with the approval of BOS, Course Content Revisions and New Courses are introduced for the AY 2019-20 as per Annexure -I and Annexure –II.

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Annexure - I

List of Courses in which Content Revision is undertaken for the Academic Year 2019-20

Sl.No.	Course Code	Course Title	% Revision
1	MGO101	Personal Finance	5.00
2	PPS232	Personality Development- III	5.00
3	FIN202	Financial Markets and Services	5.00
4	FIN205	International Finance	5.00
5	OPS209	Operations Strategy	5.00
6	FIN204	Derivatives and Risk Management	7.00
7	FIN201	Investment Management	10.00
8	BAM209	Operations Analytics	10.00
9	HRM206	Compensation Management	15.00
10	MGT211	Communication for Managers	16.00
11	OPS208	Product Innovation and Development	18.00
12	MGT241	Business Ethics & Corporate Governance	21.00
13	MKT210	Digital and Social Media Marketing	21.00
14	MGT215	Financial Accounting for Managers	22.00
15	MKT204	Marketing of Services	22.00
16	OPS206	Production Planning and Control	25.00
17	MGT225	Management Accounting	30.00
18	FIN209	Financial Analytics	45.00
19	MKT209	Rural Marketing	45.00
20	OPS205	Services Operations Management	45.00

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Annexure – II

List of New Courses introduced for the Academic Year 2019-20

Sl. No.	AY	Program	Sem	Batch	Code	Course Name	Type	L	T	P	C
1	2019-20	MBA	III	2018	DAS201	Applied Business Analytics	Specialization	3	0	0	3
2	2019-20	MBA	III	2018	DAS202	Data Science using R	Specialization	3	0	0	3
3	2019-20	MBA	IV	2018	ECO401	Econometrics for Managers	Open Elective	2	0	0	2
4	2019-20	MBA	II	2019	MGT224	Macro Economics for Managers	Core	3	0	0	3
5	2019-20	MBA	II	2019	MGT225	Management Accounting	Core	3	0	0	3
6	2019-20	MBA	IV	2018	HRM402	Managing People and Performance	Open Elective	2	0	0	2
7	2019-20	MBA	IV	2018	OPS306	Operations Analytics	Specialization	2	0	0	2
8	2019-20	MBA	IV	2018	OPS304	Operations Strategy	Specialization	2	0	0	2
9	2019-20	MBA	III	2018	HRM201	Performance Management and Appraisal	Specialization	3	0	0	3
10	2019-20	MBA	III	2018	DAS203	Predictive Analytics	Specialization	3	0	0	3
11	2019-20	MBA	I	2019	MGT212	Principles of Management	Core	2	0	0	2

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12	2019-20	MBA	IV	2018	DAS301	Programming for Analytics	Specialization	2	0	0	2
13	2019-20	MBA	III	2018	HRM202	Recruitment and Selection	Specialization	3	0	0	3
14	2019-20	MBA	IV	2018	MKT304	Rural Marketing	Specialization	2	0	0	2
15	2019-20	MBA	III	2018	MKT201	Sales and Retail Management	Specialization	3	0	0	3

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Action Taken Report (ATR) on Employer Feedback received during the AY 2018-19

Department	Stakeholder	Feedback received	Action Taken
School of Management	Employer	➢ Professional grooming is required for the students. ➢ Industrial visits should be frequently organized. ➢ Industry interaction can be increased. ➢ Internship can be included as a part of curriculum. ➢ Analytics course was suggested to introduce in Marketing domain for more analytical and employability opportunities. ➢ Entrepreneurship course to be taught for the students so that they venture into job creation and business domain.	• Workshops are organized to groom the students as per the industry expectations. • One industrial visit has been planned for every semester. • Industry speaker sessions are organized for students as per the calendar schedule. • Internships are made part of curriculum with credits. • Marketing Analytics course was suggested. Introduced in the new academic year. • Entrepreneurship and New Venture Creation subject was introduced for student to gain entrepreneurial skills in order to create business and jobs.

As per the Feedback received and with the approval of BOS, Course Content Revisions and New Courses are introduced for the AY 2019-20 as per Annexure -I and Annexure –II.

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Annexure - I

List of Courses in which Content Revision is undertaken for the Academic Year 2019-20

S.No.	COURSE	Course Code	Credits	Type	Semester
1	Business Law	MBA3001	3	Core	III
2	Corporate Strategy	MBA3022	3	Core	III
3	Investment Management	MBA3005	3	Discipline Elective	III
4	Financial Markets and Services	MBA3006	3	Discipline Elective	III
5	Management Accounting	MBA2025	2	Discipline Elective	III
6	Digital and Social Media Marketing	MBA3011	3	Discipline Elective	III
7	Industrial Relations and Labor Laws	MBA3008	3	Discipline Elective	III
8	Talent Management	MBA3009	3	Discipline Elective	III
9	Project Management	MBA3014	3	Discipline Elective	III
10	Total Quality Management	MBA2031	3	Discipline Elective	III
11	Applied Business Analytics	MBA3016	3	Discipline Elective	III
12	Business Forecasting	MBA3017	3	Discipline Elective	III

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13	Predictive Analytics	MBA3018	2	Discipline Elective	III
14	Social Media Marketing	MBA3027	3	Discipline Elective	III
15	Search Engine Optimization	MBA3029	3	Discipline Elective	III
16	Web Design using Word Press	MBA4047	2	Discipline Elective	III
17	Email Campaigning and Affiliate Marketing	MBA3028	3	Discipline Elective	III
18	Mobile Marketing	MBA3030	3	Discipline Elective	III
19	Distribution and Channel Development	MBA3045	3	Discipline Elective	III
20	Warehousing and Inventory Management	MBA3043	3	Discipline Elective	III
21	Cost and Revenue Management	MBA3031	3	Discipline Elective	III
22	Digital Product Management	MBA3033	3	Discipline Elective	III
23	Derivative Contracts	MBA4008	2	Discipline Elective	IV
24	International Finance	MBA4003	2	Discipline Elective	IV
25	Insurance & Risk Management	MBA4005	2	Discipline Elective	IV
26	Mergers, Acquisitions & Corporate Restructuring	MBA4004	2	Discipline Elective	IV
27	Commercial Banking	MBA4006	2	Discipline Elective	IV

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28	Sales & Retail Management	MBA3012	2	Discipline Elective	IV
29	Rural Marketing	MBA4023	2	Discipline Elective	IV
30	Integrated Marketing Communication	MBA4021	2	Discipline Elective	IV
31	Compensation Management	MBA4013	2	Discipline Elective	IV
32	Learning & Development	MBA4014	2	Discipline Elective	IV
33	International Human Resource Management	MBA4015	2	Discipline Elective	IV
34	Organizational Development and Revision	MBA4016	2	Discipline Elective	IV
35	HR Analytics	MBA3010	2	Discipline Elective	IV
36	Psychology at Work	MBA4085	2	Discipline Elective	IV
37	Production Planning & Control	MBA4029	2	Discipline Elective	IV
38	Product Innovation & Development	MBA4030	2	Discipline Elective	IV
39	Operations Strategy	MBA4031	2	Discipline Elective	IV
40	Operations Analytics	MBA3015	2	Discipline Elective	IV
41	Global Integrated Supply Chain Management	MBA3041	2	Discipline Elective	IV
42	Programming for Analytics	MBA4086	2	Discipline Elective	IV

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43	Marketing Analytics	MBA4018	2	Discipline Elective	IV
44	Financial Analytics	MBA4007	2	Discipline Elective	IV
45	Digital Consumer Behaviour	MBA4052	2	Discipline Elective	IV
46	Search Engine Marketing	MBA4054	2	Discipline Elective	IV
47	Digital Display Advertising	MBA4053	2	Discipline Elective	IV
48	Data Visualization	MBA4033	2	Discipline Elective	IV
49	E Commerce Supply Chain and Logistics Management	MBA3034	2	Discipline Elective	IV
50	Industry 4.O	MBA3049	3	Open Elective	III

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Annexure – 2

List of approved New Courses introduced for the Academic Year 2019-20

Sl. No.	AY	Program	Sem	Batch	Code	Course Name	Type	L	T	P	C
1	2019-20	MBA	III	2018	DAS201	Applied Business Analytics	Specialization	3	0	0	3
2	2019-20	MBA	III	2018	DAS202	Data Science using R	Specialization	3	0	0	3
3	2019-20	MBA	IV	2018	ECO401	Econometrics for Managers	Open Elective	2	0	0	2
4	2019-20	MBA	II	2019	MGT224	Macro Economics for Managers	Core	3	0	0	3
5	2019-20	MBA	II	2019	MGT225	Management Accounting	Core	3	0	0	3
6	2019-20	MBA	IV	2018	HRM402	Managing People and Performance	Open Elective	2	0	0	2
7	2019-20	MBA	IV	2018	OPS306	Operations Analytics	Specialization	2	0	0	2
8	2019-20	MBA	IV	2018	OPS304	Operations Strategy	Specialization	2	0	0	2
9	2019-20	MBA	III	2018	HRM201	Performance Management and Appraisal	Specialization	3	0	0	3
10	2019-20	MBA	III	2018	DAS203	Predictive Analytics	Specialization	3	0	0	3
11	2019-20	MBA	I	2019	MGT212	Principles of Management	Core	2	0	0	2
12	2019-20	MBA	IV	2018	DAS301	Programming for Analytics	Specialization	2	0	0	2

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13	2019-20	MBA	III	2018	HRM202	Recruitment and Selection	Specialization	3	0	0	3
14	2019-20	MBA	IV	2018	MKT304	Rural Marketing	Specialization	2	0	0	2
15	2019-20	MBA	III	2018	MKT201	Sales and Retail Management	Specialization	3	0	0	3

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Action Taken Report (ATR) on Alumni Feedback received during the AY 2018-19

Department	Stakeholder	Feedback received	Action Taken
School of Management	Alumni	➢ Alumni expressed that the syllabus covered during their studies was relevant with 63% of the total survey respondents. ➢ As per alumni, 71.43% of the respondents felt that the course content delivery was interesting. ➢ 59.2% of the respondents felt that the courses need to stimulate students intellectually. ➢ Wanted some certification courses for students during study period. ➢ Alumni wanted real time applications of the concepts learnt in the classes.	• The students were involved in participative learning and experiential learning to stimulate the interest in the courses and to develop their intellectual capability. • Students were guided to take up certification courses offered on MOOC platforms in respective domains of the specializations. • Students were encouraged to take up internships to explore the application of concepts learnt during classes.

As per the Feedback received and with the approval of BOS, Course Content Revisions and New Courses are introduced for the AY 2019-20 as per Annexure -I and Annexure –II.

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Annexure - 1

List of Courses in which Content Revision is undertaken for the Academic Year 2019-20

Sl.No.	Course Code	Course Title	% Revision
1	MGO101	Personal Finance	5.00
2	PPS232	Personality Development- III	5.00
3	FIN202	Financial Markets and Services	5.00
4	FIN205	International Finance	5.00
5	OPS209	Operations Strategy	5.00
6	FIN204	Derivatives and Risk Management	7.00
7	FIN201	Investment Management	10.00
8	BAM209	Operations Analytics	10.00
9	HRM206	Compensation Management	15.00
10	MGT211	Communication for Managers	16.00
11	OPS208	Product Innovation and Development	18.00
12	MGT241	Business Ethics & Corporate Governance	21.00
13	MKT210	Digital and Social Media Marketing	21.00
14	MGT215	Financial Accounting for Managers	22.00
15	MKT204	Marketing of Services	22.00
16	OPS206	Production Planning and Control	25.00
17	MGT225	Management Accounting	30.00
18	FIN209	Financial Analytics	45.00
19	MKT209	Rural Marketing	45.00
20	OPS205	Services Operations Management	45.00

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Annexure – II

List of New Courses introduced for the Academic Year 2019-20

Sl. No.	AY	Program	Semester	Batch	Course Code	Course Name	Type	L	T	P	C
1	2019-20	MBA	III	2018	DAS201	Applied Business Analytics	Specialization	3	0	0	3
2	2019-20	MBA	III	2018	DAS202	Data Science using R	Specialization	3	0	0	3
3	2019-20	MBA	IV	2018	ECO401	Econometrics for Managers	Open Elective	2	0	0	2
4	2019-20	MBA	II	2019	MGT224	Macro Economics for Managers	Core	3	0	0	3
5	2019-20	MBA	II	2019	MGT225	Management Accounting	Core	3	0	0	3
6	2019-20	MBA	IV	2018	HRM402	Managing People and Performance	Open Elective	2	0	0	2
7	2019-20	MBA	IV	2018	OPS306	Operations Analytics	Specialization	2	0	0	2
8	2019-20	MBA	IV	2018	OPS304	Operations Strategy	Specialization	2	0	0	2
9	2019-20	MBA	III	2018	HRM201	Performance Management and Appraisal	Specialization	3	0	0	3
10	2019-20	MBA	III	2018	DAS203	Predictive Analytics	Specialization	3	0	0	3
11	2019-20	MBA	I	2019	MGT212	Principles of Management	Core	2	0	0	2
12	2019-20	MBA	IV	2018	DAS301	Programming for Analytics	Specialization	2	0	0	2
13	2019-20	MBA	III	2018	HRM202	Recruitment and Selection	Specialization	3	0	0	3
14	2019-20	MBA	IV	2018	MKT304	Rural Marketing	Specialization	2	0	0	2
15	2019-20	MBA	III	2018	MKT201	Sales and Retail Management	Specialization	3	0	0	3

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Action Taken Report (ATR) on Alumni Feedback received during the AY 2019-20

Department	Stakeholder	Feedback received	Action Taken
School of Management	Alumni	➢ The alumni opined very good regarding the regular updation and relevance of syllabus (60.61 %) and the relevance of the courses that that they have leant in relation to your current job (54.55 %). ➢ Focus more on inter-disciplinary activities of many courses.	• Inter-disciplinary projects were encouraged. • Students were encouraged to take up research based on application projects. • Suggestions by the alumni were considered they were included in important decision-making processes. • Prestigious alumina were invited to give motivational talks to the students

As per the feedback received, Course Content Revisions are made for the AY 2020-21 as per Annexure 1 and New Courses are introduced as per Annexure –2.

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Annexure - 1

List of Courses in which Content Revision is undertaken for the Academic Year 2020-21

Sl.No.	Course Code	Course Title	% Revision
1	MGO101	Personal Finance	5.00
2	PPS232	Personality Development- III	5.00
3	FIN202	Financial Markets and Services	5.00
4	FIN205	International Finance	5.00
5	OPS209	Operations Strategy	5.00
6	FIN204	Derivatives and Risk Management	7.00
7	FIN201	Investment Management	10.00
8	BAM209	Operations Analytics	10.00
9	HRM206	Compensation Management	15.00
10	MGT211	Communication for Managers	16.00
11	OPS208	Product Innovation and Development	18.00
12	MGT241	Business Ethics & Corporate Governance	21.00
13	MKT210	Digital and Social Media Marketing	21.00
14	MGT215	Financial Accounting for Managers	22.00
15	MKT204	Marketing of Services	22.00
16	OPS206	Production Planning and Control	25.00
17	MGT225	Management Accounting	30.00
18	FIN209	Financial Analytics	45.00
19	MKT209	Rural Marketing	45.00
20	OPS205	Services Operations Management	45.00

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Annexure – 2

List of New Courses introduced for the Academic Year 2020-21

Sl. No.	Course Code	Course Title	L	T	P	C
1	MGT235	Contemporary Issues in Business and Society -I	1	0	0	1
2	MGT231	Business Laws	3	0	0	3
3	MGT233	Corporate Strategy	3	0	0	3
4	MKT201	Sales and Retail Management	3	0	0	3
5	HRM204	Talent Management	3	0	0	3
6	OPS204	Global Integrated Supply Chain	3	0	0	3
7	BAM202	Business Forecasting	2	0	0	3
8	FIN207	Insurance and Risk Management	2	0	0	2
9	HRM207	Learning and Development	2	0	0	2
10	DAM203	Data Visualization	2	0	0	2
11	MGO206	Leadership in Organizations		0	0	2
12	MOOC	Greening the Economy: Sustainable Cities (MOOC)				1
13	MOOC	Introduction to Climate Change and Health (MOOC)				1
14	MOOC	Green Business Strategy (MOOC)	2			1
15	MGT229	Introduction to Business Analytics	3	0	0	2

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Action Taken Report (ATR) on Employer Feedback received during the AY 2019-20

Department	Stakeholder	Feedback received	Action Taken
School of Management	Employer	➢ The recruiters from IT companies and other industries suggested that the students need to be more participative and work with teams more effectively ➢ Students need to be aware of industry exposure	• The soft skill training focused more on participative games and team building. • Invited resource persons from industries were made to address the students.

As per the feedback received, Course Content Revisions are made for the AY 2020-21 as per Annexure 1 and New Courses are introduced as per Annexure –2.

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Annexure - 1

List of Courses in which Content Revision is undertaken for the Academic Year 2020-21

Sl.No.	Course Code	Course Title	% Revision
1	MGO101	Personal Finance	5.00
2	PPS232	Personality Development- III	5.00
3	FIN202	Financial Markets and Services	5.00
4	FIN205	International Finance	5.00
5	OPS209	Operations Strategy	5.00
6	FIN204	Derivatives and Risk Management	7.00
7	FIN201	Investment Management	10.00
8	BAM209	Operations Analytics	10.00
9	HRM206	Compensation Management	15.00
10	MGT211	Communication for Managers	16.00
11	OPS208	Product Innovation and Development	18.00
12	MGT241	Business Ethics & Corporate Governance	21.00
13	MKT210	Digital and Social Media Marketing	21.00
14	MGT215	Financial Accounting for Managers	22.00
15	MKT204	Marketing of Services	22.00
16	OPS206	Production Planning and Control	25.00
17	MGT225	Management Accounting	30.00
18	FIN209	Financial Analytics	45.00
19	MKT209	Rural Marketing	45.00
20	OPS205	Services Operations Management	45.00

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Annexure – 2

List of New Courses introduced for the Academic Year 2020-21

Sl. No.	Course Code	Course Title	L	T	P	C
1	MGT235	Contemporary Issues in Business and Society -I	1	0	0	1
2	MGT231	Business Laws	3	0	0	3
3	MGT233	Corporate Strategy	3	0	0	3
4	MKT201	Sales and Retail Management	3	0	0	3
5	HRM204	Talent Management	3	0	0	3
6	OPS204	Global Integrated Supply Chain	3	0	0	3
7	BAM202	Business Forecasting	2	0	0	3
8	FIN207	Insurance and Risk Management	2	0	0	2
9	HRM207	Learning and Development	2	0	0	2
10	DAM203	Data Visualization	2	0	0	2
11	MGO206	Leadership in Organizations		0	0	2
12	MOOC	Greening the Economy: Sustainable Cities (MOOC)				1
13	MOOC	Introduction to Climate Change and Health (MOOC)				1
14	MOOC	Green Business Strategy (MOOC)	2			1
15	MGT229	Introduction to Business Analytics	3	0	0	2

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Action Taken Report (ATR) on Faculty Feedback received during the AY 2019-20

Department	Stakeholder	Feedback received	Action Taken
School of management	Faculty	➢ 49.02 percent of the faculties opined that the tests and examinations were conducted well in time with proper coverage of all units in the syllabus and syllabus is need based.	• The SOM has the Board of Studies (BoS) meeting once a year. Feedback given by the subject teachers were put forward to the committee for consideration and the recommendations were implemented.

As per the feedback received, Course Content Revisions are made for the AY 2020-21 as per Annexure 1 and New Courses are introduced as per Annexure –2.

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Annexure - 1

List of Courses in which Content Revision is undertaken for the Academic Year 2020-21

Sl.No.	Course Code	Course Title	% Revision
1	MGO101	Personal Finance	5.00
2	PPS232	Personality Development- III	5.00
3	FIN202	Financial Markets and Services	5.00
4	FIN205	International Finance	5.00
5	OPS209	Operations Strategy	5.00
6	FIN204	Derivatives and Risk Management	7.00
7	FIN201	Investment Management	10.00
8	BAM209	Operations Analytics	10.00
9	HRM206	Compensation Management	15.00
10	MGT211	Communication for Managers	16.00
11	OPS208	Product Innovation and Development	18.00
12	MGT241	Business Ethics & Corporate Governance	21.00
13	MKT210	Digital and Social Media Marketing	21.00
14	MGT215	Financial Accounting for Managers	22.00
15	MKT204	Marketing of Services	22.00
16	OPS206	Production Planning and Control	25.00
17	MGT225	Management Accounting	30.00
18	FIN209	Financial Analytics	45.00
19	MKT209	Rural Marketing	45.00
20	OPS205	Services Operations Management	45.00

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Annexure – 2

List of New Courses introduced for the Academic Year 2020-21

Sl. No.	Course Code	Course Title	L	T	P	C
1	MGT235	Contemporary Issues in Business and Society -I	1	0	0	1
2	MGT231	Business Laws	3	0	0	3
3	MGT233	Corporate Strategy	3	0	0	3
4	MKT201	Sales and Retail Management	3	0	0	3
5	HRM204	Talent Management	3	0	0	3
6	OPS204	Global Integrated Supply Chain	3	0	0	3
7	BAM202	Business Forecasting	2	0	0	3
8	FIN207	Insurance and Risk Management	2	0	0	2
9	HRM207	Learning and Development	2	0	0	2
10	DAM203	Data Visualization	2	0	0	2
11	MGO206	Leadership in Organizations		0	0	2
12	MOOC	Greening the Economy: Sustainable Cities (MOOC)				1
13	MOOC	Introduction to Climate Change and Health (MOOC)				1
14	MOOC	Green Business Strategy (MOOC)	2			1
15	MGT229	Introduction to Business Analytics	3	0	0	2

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Action Taken Report (ATR) on Students Feedback received during the AY 2019-20

Department	Stakeholder	Feedback received	Action Taken
School of Management	Student	➢ The students opined good (43.97 %) and very good (42.94 %) about the experiments in relation to the real-life applications in the curriculum criteria and offering of the electives in terms of their relevance to the specialization streams. ➢ Inclusion of lab components and flexibility in the curriculum were suggested ➢ Students suggested the need for job-oriented courses. ➢ They also requested to provide career guidance and expert talks by the industrialists.	• Curriculum was restructured in BoS meetings. • Course MGT 111 Simulation Games be dropped from the Curriculum and may be considered as a Value-Added Course. • The Three Specialization Core Courses of each of the Specialization areas of the III Semester be made 3 Credits from the existing 2 Credits and the One Specialization Core Course in each of the Specialization areas in the IV Semester be dropped. • The One Specialization Elective Course in each of the Specialization area of the III Semester be shifted and added to the IV Semester. • Carrier guidance programs were given and counselling cell supported the development of soft skills and communication ability. • Learning management systems through interactive activities which enables the mutual interaction between faculty and student was encouraged.

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As per the feedback received, Course Content Revisions are made for the AY 2020-21 as per Annexure 1 and New Courses are introduced as per Annexure –2.

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Annexure - 1

List of Courses in which Content Revision is undertaken for the Academic Year 2020-21

Sl.No.	Course Code	Course Title	% Revision
1	MGO101	Personal Finance	5.00
2	PPS232	Personality Development- III	5.00
3	FIN202	Financial Markets and Services	5.00
4	FIN205	International Finance	5.00
5	OPS209	Operations Strategy	5.00
6	FIN204	Derivatives and Risk Management	7.00
7	FIN201	Investment Management	10.00
8	BAM209	Operations Analytics	10.00
9	HRM206	Compensation Management	15.00
10	MGT211	Communication for Managers	16.00
11	OPS208	Product Innovation and Development	18.00
12	MGT241	Business Ethics & Corporate Governance	21.00
13	MKT210	Digital and Social Media Marketing	21.00
14	MGT215	Financial Accounting for Managers	22.00
15	MKT204	Marketing of Services	22.00
16	OPS206	Production Planning and Control	25.00
17	MGT225	Management Accounting	30.00
18	FIN209	Financial Analytics	45.00
19	MKT209	Rural Marketing	45.00
20	OPS205	Services Operations Management	45.00

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Annexure – 2

List of New Courses introduced for the Academic Year 2020-21

Sl. No.	Course Code	Course Title	L	T	P	C
1	MGT235	Contemporary Issues in Business and Society -I	1	0	0	1
2	MGT231	Business Laws	3	0	0	3
3	MGT233	Corporate Strategy	3	0	0	3
4	MKT201	Sales and Retail Management	3	0	0	3
5	HRM204	Talent Management	3	0	0	3
6	OPS204	Global Integrated Supply Chain	3	0	0	3
7	BAM202	Business Forecasting	2	0	0	3
8	FIN207	Insurance and Risk Management	2	0	0	2
9	HRM207	Learning and Development	2	0	0	2
10	DAM203	Data Visualization	2	0	0	2
11	MGO206	Leadership in Organizations		0	0	2
12	MOOC	Greening the Economy: Sustainable Cities (MOOC)				1
13	MOOC	Introduction to Climate Change and Health (MOOC)				1
14	MOOC	Green Business Strategy (MOOC)	2			1
15	MGT229	Introduction to Business Analytics	3	0	0	2

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Action Taken Report (ATR) on Alumni Feedback received during the AY 2020-21

Department	Stakeholder	Feedback received	Action Taken
School of Management	Alumni	➢ The alumni opined very good regarding the updation of syllabus, course curriculum is intellectually stimulating and the courses that they have leant in relation to the current job (63.64 %). ➢ Focus more on inter-disciplinary activities of many courses. ➢ There is a need to provide awareness of current business issues, happening and also societal issues leading to better performance in placement process.	• Suggestions by the alumni were considered they were included in important decision-making processes. • Inter-disciplinary projects were encouraged. • Prestigious alumina were invited to give motivational talks to the students. • Students were encouraged to take up research based on application projects. • Courses titled 'Contemporary Issues in Business and Society-I and II' were introduced in AY2021.

As per the feedback received, Course Content Revisions are made for the AY 2021-22 as per Annexure -1 and New Courses are introduced as per Annexure –2.

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Annexure - 1

List of Courses in which Content Revision is undertaken for the Academic Year 2021-22

S. No.	Course Code	Batch	Program	Semester	Title of the Course	% Revision
1	MBA3003	2021-23	MBA	II	Business Ethics & Corporate governance	5%
2	MGO206	2020-22	MBA	IV	Leadership in Organizations	5%
3	MBA1009	2021-23	MBA	I	Microeconomics For Managers	10%
4	MBA1008	2021-23	MBA	II	Macro Economics for Managers	10%
5	MGT234	2020-22	MBA	III	Business Ethics and Corporate Governance	10%
6	BSA231	2020-22	MBA	III	Applied Business Analytics	10%
7	BSA232	2020-22	MBA	III	Business Forecasting	10%
8	HRM243	2020-22	MBA	IV	Learning and Development	15%
9	FIN241	2020-22	MBA	IV	Derivatives and Risk Management	20%
10	FIN245	2020-22	MBA	IV	Commercial Banking	20%
11	MBA2027	2021-23	MBA	II	Human Resource Management	25%
12	FIN242	2020-22	MBA	IV	International Finance	25%
13	MBA3035	2021-23	MBA	II	Contemporary Issues in Society	40%
14	MBA2020	2021-23	MBA	II	Fundamentals of Business Analytics	40%
15	MGO207	2020-22	MBA	IV	Customer Relationship Management	40%
16	PPS1003	2021-23	MBA	I	Personality Development - Basic	60%
17	HRM247	2020-22	MBA	IV	HR Analytics	60%
18	ENG1006	2021-23	MBA	I	Communication Skills *	65%
19	MGO205	2020-22	MBA	IV	Psychology at Work	55%
11	DTM248	2020-22	MBA	IV	Design Thinking	50%

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Annexure – 2

List of New Courses introduced for the Academic Year 2021-22

S. No.	Course Code	Batch	Program	Semester	Title of the Course
1	MBA1014	2021-23	MBA	I	Fundamentals of Marketing
2	MBA1013	2021-23	MBA	I	Leadership - Physical & Digital
3	MBA2021	2021-23	MBA	I	Fundamentals of Sales process- Physical & digital *
4	MBA2029	2021-23	MBA	II	Strategic Marketing Management
5	MBA3038	2021-23	MBA	II	Team Dynamics
6	DTM231	2020-22	MBA	III	Digital Transformation & Strategy
7	DTM232	2020-22	MBA	III	Industry 4.0
8	MGT235	2020-22	MBA	II	Contemporary Issues in Business and Society -I
9	MGT236	2020-22	MBA	IV	Contemporary Issues in Business and Society -II
10	DTM246	2020-22	MBA	IV	Digital Entrepreneurship

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Action Taken Report (ATR) on Employer Feedback received during the AY 2020-21

Department	Stakeholder	Feedback received	Action Taken
School of Management	Employer	➢ Students need to be aware of industry exposure. ➢ The recruiters from IT companies and other industries suggested that the students need to be more participative and work with teams more effectively. ➢ Need to include content related to leadership in post Covid times. ➢ Stress on Team work and Team Building. ➢ Out of Box thinking, Parallel thinking and Design Thinking are skills that needs to be imbibed.	• Invited resource persons from industries were made to address the students. • The soft skill training focused more on participative games and team building. • Course titled 'Leadership – Physical and Digital' introduced for MBA 2021 batch onwards. • Course titled 'Team Dynamics' is introduced as Open Elective for MBA2021 Batch. • Course titled 'Design Thinking' has been in introduced in AY 2021-22.

As per the feedback received, Course Content Revisions are made for the AY 2021-22 as per Annexure -1 and New Courses are introduced as per Annexure –2.

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Annexure - 1

List of Courses in which Content Revision is undertaken for the Academic Year 2021-22

S. No.	Course Code	Batch	Program	Semester	Title of the Course	% Revision
1	MBA3003	2021-23	MBA	II	Business Ethics & Corporate governance	5%
2	MGO206	2020-22	MBA	IV	Leadership in Organizations	5%
3	MBA1009	2021-23	MBA	I	Microeconomics For Managers	10%
4	MBA1008	2021-23	MBA	II	Macro Economics for Managers	10%
5	MGT234	2020-22	MBA	III	Business Ethics and Corporate Governance	10%
6	BSA231	2020-22	MBA	III	Applied Business Analytics	10%
7	BSA232	2020-22	MBA	III	Business Forecasting	10%
8	HRM243	2020-22	MBA	IV	Learning and Development	15%
9	FIN241	2020-22	MBA	IV	Derivatives and Risk Management	20%
10	FIN245	2020-22	MBA	IV	Commercial Banking	20%
11	MBA2027	2021-23	MBA	II	Human Resource Management	25%
12	FIN242	2020-22	MBA	IV	International Finance	25%
13	MBA3035	2021-23	MBA	II	Contemporary Issues in Society	40%
14	MBA2020	2021-23	MBA	II	Fundamentals of Business Analytics	40%
15	MGO207	2020-22	MBA	IV	Customer Relationship Management	40%
16	PPS1003	2021-23	MBA	I	Personality Development - Basic	60%
17	HRM247	2020-22	MBA	IV	HR Analytics	60%
18	ENG1006	2021-23	MBA	I	Communication Skills *	65%
19	MGO205	2020-22	MBA	IV	Psychology at Work	55%
11	DTM248	2020-22	MBA	IV	Design Thinking	50%

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List of New Courses introduced for the Academic Year 2021-22

S. No.	Course Code	Batch	Program	Semester	Title of the Course
1	MBA1014	2021-23	MBA	I	Fundamentals of Marketing
2	MBA1013	2021-23	MBA	I	Leadership - Physical & Digital
3	MBA2021	2021-23	MBA	I	Fundamentals of Sales process- Physical & digital *
4	MBA2029	2021-23	MBA	II	Strategic Marketing Management
5	MBA3038	2021-23	MBA	II	Team Dynamics
6	DTM231	2020-22	MBA	III	Digital Transformation & Strategy
7	DTM232	2020-22	MBA	III	Industry 4.0
8	MGT235	2020-22	MBA	II	Contemporary Issues in Business and Society -I
9	MGT236	2020-22	MBA	IV	Contemporary Issues in Business and Society -II
10	DTM246	2020-22	MBA	IV	Digital Entrepreneurship

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Action Taken Report (ATR) on Faculty Feedback received during the AY 2020-21

Department	Stakeholder	Feedback received	Action Taken
School of Management	Faculty	➢ 48.84 percent of the faculties opined that the tests and examinations were conducted well in time with proper coverage of all units in the syllabus and syllabus is need based. ➢ 46.51 percent of the faculties opined that courses / syllabus has good balance between theory and application and course / program of studies carries sufficient number of optional papers. ➢ Suggestion was received to make the program suitable not only for Managers but also for Entrepreneurs in Digital age.	• The SOM has the Board of Studies (BoS) meeting once a year. Feedback given by the subject teachers were put forward to the committee for consideration and the recommendations were implemented. • New course titled 'Digital Entrepreneurship' is introduced in AY 2021-22.

As per the feedback received, Course Content Revisions are made for the AY 2021-22 as per Annexure- 1 and New Courses are introduced as per Annexure –2.

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List of Courses in which Content Revision is undertaken for the Academic Year 2021-22

S. No.	Course Code	Batch	Program	Semester	Title of the Course	% Revision
1	MBA3003	2021-23	MBA	II	Business Ethics & Corporate governance	5%
2	MGO206	2020-22	MBA	IV	Leadership in Organizations	5%
3	MBA1009	2021-23	MBA	I	Microeconomics For Managers	10%
4	MBA1008	2021-23	MBA	II	Macro Economics for Managers	10%
5	MGT234	2020-22	MBA	III	Business Ethics and Corporate Governance	10%
6	BSA231	2020-22	MBA	III	Applied Business Analytics	10%
7	BSA232	2020-22	MBA	III	Business Forecasting	10%
8	HRM243	2020-22	MBA	IV	Learning and Development	15%
9	FIN241	2020-22	MBA	IV	Derivatives and Risk Management	20%
10	FIN245	2020-22	MBA	IV	Commercial Banking	20%
11	MBA2027	2021-23	MBA	II	Human Resource Management	25%
12	FIN242	2020-22	MBA	IV	International Finance	25%
13	MBA3035	2021-23	MBA	II	Contemporary Issues in Society	40%
14	MBA2020	2021-23	MBA	II	Fundamentals of Business Analytics	40%
15	MGO207	2020-22	MBA	IV	Customer Relationship Management	40%
16	PPS1003	2021-23	MBA	I	Personality Development - Basic	60%
17	HRM247	2020-22	MBA	IV	HR Analytics	60%
18	ENG1006	2021-23	MBA	I	Communication Skills *	65%
19	MGO205	2020-22	MBA	IV	Psychology at Work	55%
11	DTM248	2020-22	MBA	IV	Design Thinking	50%

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Annexure – 2

List of New Courses introduced for the Academic Year 2021-22

S. No.	Course Code	Batch	Program	Semester	Title of the Course
1	MBA1014	2021-23	MBA	I	Fundamentals of Marketing
2	MBA1013	2021-23	MBA	I	Leadership - Physical & Digital
3	MBA2021	2021-23	MBA	I	Fundamentals of Sales process- Physical & digital *
4	MBA2029	2021-23	MBA	II	Strategic Marketing Management
5	MBA3038	2021-23	MBA	II	Team Dynamics
6	DTM231	2020-22	MBA	III	Digital Transformation & Strategy
7	DTM232	2020-22	MBA	III	Industry 4.0
8	MGT235	2020-22	MBA	II	Contemporary Issues in Business and Society -I
9	MGT236	2020-22	MBA	IV	Contemporary Issues in Business and Society -II
10	DTM246	2020-22	MBA	IV	Digital Entrepreneurship

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Action Taken Report (ATR) on Students Feedback received during the AY 2020-21

Department	Stakeholder	Feedback received	Action Taken
School of Management	Student	➢ The students opined very good (43.82 %) and good (42.50 %) about the offering of the electives in terms of their relevance to the specialization streams and experiments in relation to the real-life applications. ➢ Students suggested the need for job-oriented courses. ➢ Inclusion of lab components and flexibility in the curriculum were suggested ➢ They also requested to provide career guidance and expert talks by the industrialists. ➢ Requested courses relating to Practical Sales	• Curriculum was restructured in BoS meetings. • It was suggested that the fundamentals of data analysis in the Course 'Data analysis using Spreadsheets' shall be offered as a MOOC course. It was suggested that the MOOC course should be supplemented with blended learning and guest lectures. It was also suggested that students may be provided with real time data sets (obtained from industry) to solve real time business problems. • The board also suggested that the concepts learnt in Business statistics course should be practiced in the Course 'Data analysis for Spreadsheets'. • It was suggested to include the concept of Johari Window in Organizational Behaviour Course offered in I Semester. • It was suggested to include some components of the 'Story telling with Data' in Personality and Professional Skill Development courses.

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			• New Course titled 'Fundamentals of sales – Physical and Digital' was introduced for 2021 Batch onwards. • Carrier guidance programs were given and counselling cell supported the development of soft skills and communication ability.

As per the feedback received, Course Content Revisions are made for the AY 2021-22 as per Annexure -1 and New Courses are introduced as per Annexure –2.

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Annexure - 1

List of Courses in which Content Revision is undertaken for the Academic Year 2021-22

S. No.	Course Code	Batch	Program	Semester	Title of the Course	% Revision
1	MBA3003	2021-23	MBA	II	Business Ethics & Corporate governance	5%
2	MGO206	2020-22	MBA	IV	Leadership in Organizations	5%
3	MBA1009	2021-23	MBA	I	Microeconomics For Managers	10%
4	MBA1008	2021-23	MBA	II	Macro Economics for Managers	10%
5	MGT234	2020-22	MBA	III	Business Ethics and Corporate Governance	10%
6	BSA231	2020-22	MBA	III	Applied Business Analytics	10%
7	BSA232	2020-22	MBA	III	Business Forecasting	10%
8	HRM243	2020-22	MBA	IV	Learning and Development	15%
9	FIN241	2020-22	MBA	IV	Derivatives and Risk Management	20%
10	FIN245	2020-22	MBA	IV	Commercial Banking	20%
11	MBA2027	2021-23	MBA	II	Human Resource Management	25%
12	FIN242	2020-22	MBA	IV	International Finance	25%
13	MBA3035	2021-23	MBA	II	Contemporary Issues in Society	40%
14	MBA2020	2021-23	MBA	II	Fundamentals of Business Analytics	40%
15	MGO207	2020-22	MBA	IV	Customer Relationship Management	60%
16	PPS1003	2021-23	MBA	I	Personality Development - Basic	60%
17	HRM247	2020-22	MBA	IV	HR Analytics	60%
18	ENG1006	2021-23	MBA	I	Communication Skills *	65%
19	MGO205	2020-22	MBA	IV	Psychology at Work	55%
11	DTM248	2020-22	MBA	IV	Design Thinking	50%

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Annexure – 2

List of New Courses introduced for the Academic Year 2021-22

S. No.	Course Code	Batch	Program	Semester	Title of the Course
1	MBA1014	2021-23	MBA	I	Fundamentals of Marketing
2	MBA1013	2021-23	MBA	I	Leadership - Physical & Digital
3	MBA2021	2021-23	MBA	I	Fundamentals of Sales process- Physical & digital *
4	MBA2029	2021-23	MBA	II	Strategic Marketing Management
5	MBA3038	2021-23	MBA	II	Team Dynamics
6	DTM231	2020-22	MBA	III	Digital Transformation & Strategy
7	DTM232	2020-22	MBA	III	Industry 4.0
8	MGT235	2020-22	MBA	II	Contemporary Issues in Business and Society -I
9	MGT236	2020-22	MBA	IV	Contemporary Issues in Business and Society -II
10	DTM246	2020-22	MBA	IV	Digital Entrepreneurship

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Action Taken Report (ATR) on Employer Feedback received during the AY 2021-22

Department	Stakeholder	Feedback Received	Action Taken
School of Management	Alumni	➢ The alumni opined excellent (28.13 %) regarding the syllabus relevant to your course. ➢ 40 % 0f students have opined good for course curriculum fulfilling their expectations. ➢ Alumni have opined that A Course on Design Thinking is in high demand and need to be offered to all interested students.	• Suggestions by the alumni were considered they were included in new course introduction. • Curriculum has been revised by adding corporate requirements in every area of specialization. This includes projects, inclusion of recent developments in every field, etc. • Design Thinking Course has been introduced as an Open Elective.

As per the feedback received, Course Content Revisions are made for the AY 2022-23 as per Annexure -1 and New Courses are introduced as per Annexure –2.

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Annexure – 1

List of Courses in which Content Revision is undertaken for the Academic Year 2022-23

S.No.	COURSE	Course Code	Credits	Type	Semester
1.	Business Law	MBA3001	3	Core	III
2.	Corporate Strategy	MBA3022	3	Core	III
3.	Investment Management	MBA3005	3	Discipline Elective	III
4.	Financial Markets and Services	MBA3006	3	Discipline Elective	III
5.	Management Accounting	MBA2025	2	Discipline Elective	III
6.	Digital and Social Media Marketing	MBA3011	3	Discipline Elective	III
7.	Industrial Relations and Labor Laws	MBA3008	3	Discipline Elective	III
8.	Talent Management	MBA3009	3	Discipline Elective	III
9.	Project Management	MBA3014	3	Discipline Elective	III
10.	Total Quality Management	MBA2031	3	Discipline Elective	III
11.	Applied Business Analytics	MBA3016	3	Discipline Elective	III
12.	Business Forecasting	MBA3017	3	Discipline Elective	III
13.	Predictive Analytics	MBA3018	2	Discipline Elective	III

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14.	Derivative Contracts	MBA4008	2	Discipline Elective	IV
15.	International Finance	MBA4003	2	Discipline Elective	IV
16.	Insurance & Risk Management	MBA4005	2	Discipline Elective	IV
17.	Mergers, Acquisitions & Corporate Restructuring	MBA4004	2	Discipline Elective	IV
18.	Commercial Banking	MBA4006	2	Discipline Elective	IV
19.	Sales & Retail Management	MBA3012	2	Discipline Elective	IV
20.	Rural Marketing	MBA4023	2	Discipline Elective	IV
21.	Integrated Marketing Communication	MBA4021	2	Discipline Elective	IV
22.	Compensation Management	MBA4013	2	Discipline Elective	IV
23.	Learning & Development	MBA4014	2	Discipline Elective	IV
24.	International Human Resource Management	MBA4015	2	Discipline Elective	IV
25.	Organizational Development and Revision	MBA4016	2	Discipline Elective	IV
26.	HR Analytics	MBA3010	2	Discipline Elective	IV
27.	Psychology at Work	MBA4085	2	Discipline Elective	IV
28.	Production Planning & Control	MBA4029	2	Discipline Elective	IV

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29.	Product Innovation & Development	MBA4030	2	Discipline Elective	IV
30.	Operations Strategy	MBA4031	2	Discipline Elective	IV
31.	Operations Analytics	MBA3015	2	Discipline Elective	IV
32.	Global Integrated Supply Chain Management	MBA3041	2	Discipline Elective	IV
33.	Programming for Analytics	MBA4086	2	Discipline Elective	IV
34.	Marketing Analytics	MBA4018	2	Discipline Elective	IV
35.	Financial Analytics	MBA4007	2	Discipline Elective	IV
36.	Data Visualization	MBA4033	2	Discipline Elective	IV
37.	Industry 4.O	MBA3049	3	Open Elective	III

Annexure – 2

List of New Courses introduced for the Academic Year 2022-23

S.No.	COURSE	Course Code	Credits	Type	Semester
1	Business Law	MBA3001	3	Core	III
2	Corporate Strategy	MBA3022	3	Core	III
3	Investment Management	MBA3005	3	Discipline Elective	III

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4	Financial Markets and Services	MBA3006	3	Discipline Elective	III
5	Management Accounting	MBA2025	2	Discipline Elective	III
6	Digital and Social Media Marketing	MBA3011	3	Discipline Elective	III
7	Industrial Relations and Labor Laws	MBA3008	3	Discipline Elective	III
8	Talent Management	MBA3009	3	Discipline Elective	III
9	Project Management	MBA3014	3	Discipline Elective	III
10	Total Quality Management	MBA2031	3	Discipline Elective	III
11	Applied Business Analytics	MBA3016	3	Discipline Elective	III
12	Business Forecasting	MBA3017	3	Discipline Elective	III
13	Predictive Analytics	MBA3018	2	Discipline Elective	III
14	Social Media Marketing	MBA3027	3	Discipline Elective	III
15	Search Engine Optimization	MBA3029	3	Discipline Elective	III
16	Web Design using Word Press	MBA4047	2	Discipline Elective	III
17	Email Campaining and Affiliate Marketing	MBA3028	3	Discipline Elective	III
18	Mobile Marketing	MBA3030	3	Discipline Elective	III
19	Distribution and Channel Development	MBA3045	3	Discipline Elective	III
20	Warehousing and Inventory Management	MBA3043	3	Discipline Elective	III
21	Cost and Revenue Management	MBA3031	3	Discipline Elective	III
22	Digital Product Management	MBA3033	3	Discipline Elective	III
23	Derivative Contracts	MBA4008	2	Discipline Elective	IV
24	International Finance	MBA4003	2	Discipline Elective	IV
25	Insurance & Risk Management	MBA4005	2	Discipline Elective	IV
26	Mergers, Acquisitions & Corporate Restructuring	MBA4004	2	Discipline Elective	IV
27	Commercial Banking	MBA4006	2	Discipline Elective	IV

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28	Sales & Retail Management	MBA3012	2	Discipline Elective	IV
29	Rural Marketing	MBA4023	2	Discipline Elective	IV
30	Integrated Marketing Communication	MBA4021	2	Discipline Elective	IV
31	Compensation Management	MBA4013	2	Discipline Elective	IV
32	Learning & Development	MBA4014	2	Discipline Elective	IV
33	International Human Resource Management	MBA4015	2	Discipline Elective	IV
34	Organizational Development and Revision	MBA4016	2	Discipline Elective	IV
35	HR Analytics	MBA3010	2	Discipline Elective	IV
36	Psychology at Work	MBA4085	2	Discipline Elective	IV
37	Production Planning & Control	MBA4029	2	Discipline Elective	IV
38	Product Innovation & Development	MBA4030	2	Discipline Elective	IV
39	Operations Strategy	MBA4031	2	Discipline Elective	IV
40	Operations Analytics	MBA3015	2	Discipline Elective	IV
41	Global Integrated Supply Chain Management	MBA3041	2	Discipline Elective	IV
42	Programming for Analytics	MBA4086	2	Discipline Elective	IV
43	Marketing Analytics	MBA4018	2	Discipline Elective	IV
44	Financial Analytics	MBA4007	2	Discipline Elective	IV
45	Digital Consumer Behaviour	MBA4052	2	Discipline Elective	IV
46	Search Engine Marketing	MBA4054	2	Discipline Elective	IV
47	Digital Display Advertising	MBA4053	2	Discipline Elective	IV
48	Data Visualization	MBA4033	2	Discipline Elective	IV
49	E Commerce Supply Chain and Logistics Management	MBA3034	2	Discipline Elective	IV
50	Industry 4.0	MBA3049	3	Open Elective	III

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Action Taken Report (ATR) on Employer Feedback received during the AY 2021-22

Department	Stakeholder	Feedback received	Action Taken
School of Management	Employer	➢ The recruiters from Finance and Insurance firms have indicated that Business Analytics topics need to be covered across specializations. ➢ Students need to be better trained in soft and focus needs to be paid to professional approach. ➢ Scope for practical learning in MBA program is essential. Hence, inclusion of industrial visits, field study, team building activities as part of assessments are needed. ➢ Employers indicated that course on Green Management be included be included in Finance, Marketing and Operations specialisations. ➢ Employers have indicated that new age Marketing courses can be introduced which are more practical and case based. ➢ For Digital Marketing students, it was suggested that more hands on training is required.	• Business Analytics topics involving hands on lab sessions are included across specialization. • More focus is paid and credits have been increased for Personality Development Course from first to third semester. • Industrial visits, field study, team building activities have been included as part of assessments in majority courses. Experiential learning, participative learning and project based learning pedagogy have been applied for each course. • Green Marketing, Green Finance and Green Supply Chain Management have been introduced from this year. • New Courses, Marketing of Services - Concepts, Strategies and Cases, Marketing for Social Impact, Customer Experience & Insights and Experiential Marketing have been introduced. • All Digital Marketing courses have been included with a compulsory

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			project component involving hands on training.

As per the feedback received, Course Content Revisions are made for the AY 2022-23 as per Annexure 1 and New Courses are introduced as per Annexure –2.

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Annexure - 1

List of Courses in which Content Revision is undertaken for the Academic Year 2022-23

S.No.	COURSE	Course Code	Credits	Type	Semester
38.	Business Law	MBA3001	3	Core	III
39.	Corporate Strategy	MBA3022	3	Core	III
40.	Investment Management	MBA3005	3	Discipline Elective	III
41.	Financial Markets and Services	MBA3006	3	Discipline Elective	III
42.	Management Accounting	MBA2025	2	Discipline Elective	III
43.	Digital and Social Media Marketing	MBA3011	3	Discipline Elective	III
44.	Industrial Relations and Labor Laws	MBA3008	3	Discipline Elective	III
45.	Talent Management	MBA3009	3	Discipline Elective	III
46.	Project Management	MBA3014	3	Discipline Elective	III
47.	Total Quality Management	MBA2031	3	Discipline Elective	III
48.	Applied Business Analytics	MBA3016	3	Discipline Elective	III
49.	Business Forecasting	MBA3017	3	Discipline Elective	III
50.	Predictive Analytics	MBA3018	2	Discipline Elective	III

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51.	Derivative Contracts	MBA4008	2	Discipline Elective	IV
52.	International Finance	MBA4003	2	Discipline Elective	IV
53.	Insurance & Risk Management	MBA4005	2	Discipline Elective	IV
54.	Mergers, Acquisitions & Corporate Restructuring	MBA4004	2	Discipline Elective	IV
55.	Commercial Banking	MBA4006	2	Discipline Elective	IV
56.	Sales & Retail Management	MBA3012	2	Discipline Elective	IV
57.	Rural Marketing	MBA4023	2	Discipline Elective	IV
58.	Integrated Marketing Communication	MBA4021	2	Discipline Elective	IV
59.	Compensation Management	MBA4013	2	Discipline Elective	IV
60.	Learning & Development	MBA4014	2	Discipline Elective	IV
61.	International Human Resource Management	MBA4015	2	Discipline Elective	IV
62.	Organizational Development and Revision	MBA4016	2	Discipline Elective	IV
63.	HR Analytics	MBA3010	2	Discipline Elective	IV
64.	Psychology at Work	MBA4085	2	Discipline Elective	IV
65.	Production Planning & Control	MBA4029	2	Discipline Elective	IV

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66.	Product Innovation & Development	MBA4030	2	Discipline Elective	IV
67.	Operations Strategy	MBA4031	2	Discipline Elective	IV
68.	Operations Analytics	MBA3015	2	Discipline Elective	IV
69.	Global Integrated Supply Chain Management	MBA3041	2	Discipline Elective	IV
70.	Programming for Analytics	MBA4086	2	Discipline Elective	IV
71.	Marketing Analytics	MBA4018	2	Discipline Elective	IV
72.	Financial Analytics	MBA4007	2	Discipline Elective	IV
73.	Data Visualization	MBA4033	2	Discipline Elective	IV
74.	Industry 4.O	MBA3049	3	Open Elective	III

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Annexure – 2

List of New Courses introduced for the Academic Year 2022-23

S.No.	*COURSE*	*Course Code*	*Credits*	*Type*	*Semester*
1	Contemporary Issues in Business	MBA3036	1	Core	III
2	Consumer Behaviour and Practices	MBA2022	3	Discipline Elective	III
3	Marketing of Services - Concepts, Strategies and Cases	MBA4081	2	Discipline Elective	III
4	Management and Measurement of Performance	MBA4082	2	Discipline Elective	III
5	Lean Supply Chain Management	MBA4027	2	Discipline Elective	III
6	Data Mining and Business Intelligence	MBA3019	3	Discipline Elective	III
7	Optimization Techniques	MBA3021	3	Discipline Elective	III
8	E Commerce Business Models	MBA4055	2	Discipline Elective	III
9	Green Finance	MBA4009	2	Discipline Elective	IV
10	Tax Management	MBA4067	2	Discipline Elective	IV
11	Behavioural Finance	MBA4074	2	Discipline Elective	IV
12	Product and Brand Management - Concepts and Insights	MBA4083	2	Discipline Elective	IV
13	Marketing for Social Impact	MBA4020	2	Discipline Elective	IV

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14	Customer Experience & Insights	MBA4075	2	Discipline Elective	IV
15	Experiential Marketing	MBA4076	2	Discipline Elective	IV
16	Green Marketing	MBA4025	2	Discipline Elective	IV
17	Workplace Wellbeing and Happiness	MBA4084	2	Discipline Elective	IV
18	Teams Creativity & Decision Making	MBA4078	2	Discipline Elective	IV
19	Stress Management & Counselling	MBA4017	2	Discipline Elective	IV
20	Digital Operations Management	MBA4079	2	Discipline Elective	IV
21	Lean Six Sigma	MBA4026	2	Discipline Elective	IV
22	Blockchain in Business	MBA4080	2	Discipline Elective	IV
23	Virtual & Augmented Reality in Business	MBA4043	2	Discipline Elective	IV
24	Supply Chain Analytics	MBA4035	2	Discipline Elective	IV
25	Content Marketing	MBA4068	2	Discipline Elective	IV
26	Website Data Analytics	MBA4048	2	Discipline Elective	IV
27	Influencer Marketing	MBA4087	2	Discipline Elective	IV
28	Planning for Logistics	MBA4062	2	Discipline Elective	IV
29	Maritime Logistics	MBA4066	2	Discipline Elective	IV
30	Operations in Services - Insights & Applications	MBA4069	2	Discipline Elective	IV

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31	Supply Chain Modelling & Design	MBA4063	2	Discipline Elective	IV
32	International Supply Chain Management	MBA4065	2	Discipline Elective	IV
33	Operations Research	MBA3044	2	Discipline Elective	IV
34	Data Analytics Using Cloud Technology	MBA4039	2	Discipline Elective	IV
35	Text Mining	MBA4036	2	Discipline Elective	IV
36	Business Strategy in Digital Age	MBA4040	2	Discipline Elective	IV
37	E Commerce Infrastructure	MBA4056	2	Discipline Elective	IV
38	Fintech	MBA4057	2	Discipline Elective	IV
39	Market Research	MBA3039	3	Open Elective	III
40	Game Theory in Business	MBA3046	3	Open Elective	III
41	Data Story Telling	MBA3047	3	Open Elective	III
42	Environmental Sustainability and Value Creation	MBA3048	3	Open Elective	III
43	Design Thinking for Business Innovation	MBA2023	3	Open Elective	III

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Action Taken Report (ATR) on Faculty Feedback received during the AY 2021-22

Department	Stakeholder	Feedback received	Action Taken
School of Management	Faculty	➢ 47% of faculty have opined Syllabus is need based. ➢ 36.8% of faculty have opined that the courses / syllabus have good balance between theory and application ➢ 58% of the faculty have opined that they have the freedom to propose, modify, suggest and incorporate new topics in the syllabus.	• Inputs from faculty was collected , deliberated and course revisions were executed. • Application aspect of each course has been enhanced by thorough content revision. • A system has been created through which regular feedback and suggestions from faculty about new topic inclusion is enhanced. • The SOM has the Board of Studies (BoS) meeting twice a year. Feedbacks received from the faculty on the curriculum and new CBCS were presented and discussed.

As per the feedback received, Course Content Revisions are made for the AY 2022-23 as per Annexure -1 and New Courses are introduced as per Annexure- 2.

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Annexure – 1

List of Courses in which Content Revision is undertaken for the Academic Year 2022-23

S.No.	COURSE	Course Code	Credits	Type	Semester
75.	Business Law	MBA3001	3	Core	III
76.	Corporate Strategy	MBA3022	3	Core	III
77.	Investment Management	MBA3005	3	Discipline Elective	III
78.	Financial Markets and Services	MBA3006	3	Discipline Elective	III
79.	Management Accounting	MBA2025	2	Discipline Elective	III
80.	Digital and Social Media Marketing	MBA3011	3	Discipline Elective	III
81.	Industrial Relations and Labor Laws	MBA3008	3	Discipline Elective	III
82.	Talent Management	MBA3009	3	Discipline Elective	III
83.	Project Management	MBA3014	3	Discipline Elective	III
84.	Total Quality Management	MBA2031	3	Discipline Elective	III
85.	Applied Business Analytics	MBA3016	3	Discipline Elective	III
86.	Business Forecasting	MBA3017	3	Discipline Elective	III
87.	Predictive Analytics	MBA3018	2	Discipline Elective	III

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88.	Derivative Contracts	MBA4008	2	Discipline Elective	IV
89.	International Finance	MBA4003	2	Discipline Elective	IV
90.	Insurance & Risk Management	MBA4005	2	Discipline Elective	IV
91.	Mergers, Acquisitions & Corporate Restructuring	MBA4004	2	Discipline Elective	IV
92.	Commercial Banking	MBA4006	2	Discipline Elective	IV
93.	Sales & Retail Management	MBA3012	2	Discipline Elective	IV
94.	Rural Marketing	MBA4023	2	Discipline Elective	IV
95.	Integrated Marketing Communication	MBA4021	2	Discipline Elective	IV
96.	Compensation Management	MBA4013	2	Discipline Elective	IV
97.	Learning & Development	MBA4014	2	Discipline Elective	IV
98.	International Human Resource Management	MBA4015	2	Discipline Elective	IV
99.	Organizational Development and Revision	MBA4016	2	Discipline Elective	IV
100	HR Analytics	MBA3010	2	Discipline Elective	IV
101	Psychology at Work	MBA4085	2	Discipline Elective	IV
102	Production Planning & Control	MBA4029	2	Discipline Elective	IV

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103	Product Innovation & Development	MBA4030	2	Discipline Elective	IV
104	Operations Strategy	MBA4031	2	Discipline Elective	IV
105	Operations Analytics	MBA3015	2	Discipline Elective	IV
106	Global Integrated Supply Chain Management	MBA3041	2	Discipline Elective	IV
107	Programming for Analytics	MBA4086	2	Discipline Elective	IV
108	Marketing Analytics	MBA4018	2	Discipline Elective	IV
109	Financial Analytics	MBA4007	2	Discipline Elective	IV
110	Data Visualization	MBA4033	2	Discipline Elective	IV
111	Industry 4.O	MBA3049	3	Open Elective	III

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Annexure – 2

List of New Courses introduced for the Academic Year 2022-23

S.No.	COURSE	Course Code	Credits	Type	Semester
1	Business Law	MBA3001	3	Core	III
2	Corporate Strategy	MBA3022	3	Core	III
3	Investment Management	MBA3005	3	Discipline Elective	III
4	Financial Markets and Services	MBA3006	3	Discipline Elective	III
5	Management Accounting	MBA2025	2	Discipline Elective	III
6	Digital and Social Media Marketing	MBA3011	3	Discipline Elective	III
7	Industrial Relations and Labor Laws	MBA3008	3	Discipline Elective	III
8	Talent Management	MBA3009	3	Discipline Elective	III
9	Project Management	MBA3014	3	Discipline Elective	III
10	Total Quality Management	MBA2031	3	Discipline Elective	III
11	Applied Business Analytics	MBA3016	3	Discipline Elective	III
12	Business Forecasting	MBA3017	3	Discipline Elective	III
13	Predictive Analytics	MBA3018	2	Discipline Elective	III
14	Social Media Marketing	MBA3027	3	Discipline Elective	III
15	Search Engine Optimization	MBA3029	3	Discipline Elective	III
16	Web Design using Word Press	MBA4047	2	Discipline Elective	III
17	Email Campaining and Affiliate Marketing	MBA3028	3	Discipline Elective	III
18	Mobile Marketing	MBA3030	3	Discipline Elective	III
19	Distribution and Channel Development	MBA3045	3	Discipline Elective	III
20	Warehousing and Inventory Management	MBA3043	3	Discipline Elective	III

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21	Cost and Revenue Management	MBA3031	3	Discipline Elective	III
22	Digital Product Management	MBA3033	3	Discipline Elective	III
23	Derivative Contracts	MBA4008	2	Discipline Elective	IV
24	International Finance	MBA4003	2	Discipline Elective	IV
25	Insurance & Risk Management	MBA4005	2	Discipline Elective	IV
26	Mergers, Acquisitions & Corporate Restructuring	MBA4004	2	Discipline Elective	IV
27	Commercial Banking	MBA4006	2	Discipline Elective	IV
28	Sales & Retail Management	MBA3012	2	Discipline Elective	IV
29	Rural Marketing	MBA4023	2	Discipline Elective	IV
30	Integrated Marketing Communication	MBA4021	2	Discipline Elective	IV
31	Compensation Management	MBA4013	2	Discipline Elective	IV
32	Learning & Development	MBA4014	2	Discipline Elective	IV
33	International Human Resource Management	MBA4015	2	Discipline Elective	IV
34	Organizational Development and Revision	MBA4016	2	Discipline Elective	IV
35	HR Analytics	MBA3010	2	Discipline Elective	IV
36	Psychology at Work	MBA4085	2	Discipline Elective	IV
37	Production Planning & Control	MBA4029	2	Discipline Elective	IV
38	Product Innovation & Development	MBA4030	2	Discipline Elective	IV
39	Operations Strategy	MBA4031	2	Discipline Elective	IV
40	Operations Analytics	MBA3015	2	Discipline Elective	IV
41	Global Integrated Supply Chain Management	MBA3041	2	Discipline Elective	IV
42	Programming for Analytics	MBA4086	2	Discipline Elective	IV
43	Marketing Analytics	MBA4018	2	Discipline Elective	IV

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44	Financial Analytics	MBA4007	2	Discipline Elective	IV
45	Digital Consumer Behaviour	MBA4052	2	Discipline Elective	IV
46	Search Engine Marketing	MBA4054	2	Discipline Elective	IV
47	Digital Display Advertising	MBA4053	2	Discipline Elective	IV
48	Data Visualization	MBA4033	2	Discipline Elective	IV
49	E Commerce Supply Chain and Logistics Management	MBA3034	2	Discipline Elective	IV
50	Industry 4.O	MBA3049	3	Open Elective	III

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Action Taken Report (ATR) on Students Feedback received during the AY 2021-22

Department	Stakeholder	Feedback received	Action Taken
School of Management	Student	➢ The students opined excellent (22.65 %) about the offering of the electives in terms of their relevance to the specialization streams and experiments in relation to the real-life applications. ➢ The students opined good (38.5 %) about the Course applicability to real life situations. ➢ The students opined poor (6.47 %) about the Learning value in terms of skills, concepts, knowledge and analytical abilities. ➢ The students opined good (36.5%) for the offering of the electives in terms of their relevance to the specialization streams. ➢ The students opined average (16.5%) for the relevance of the Text Books and reference books to the Courses. ➢ The students opined good (36.8%) for the percentage of courses having LAB components. ➢ The students opined good (40%) for allocation of the credits to the courses.	• Number of discipline Elective Courses have been increased. Students are given wide choice to pick courses in each area of specialization. • Content of Majority of Courses have been revised and are associated with real business case studies. • Every Course has been mapped for employability, entrepreneurship or skill development with change in content. Change in teaching pedagogy has also been adopted to impart these skills effectively. • As there was scope for improvement, number of courses relevant to specialization streams have been significantly increased. • E Library Resources have been integrated with all courses with web links so that students can access it anytime anywhere. • Lab component of Fundamentals of Business Analytics, Courses in Business Analytics specialization,

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			Digital Marketing has been increased by 20 %. Also, Open Electives like, Data Story Telling with lab components have been offered. • Credits for few courses have been increased to lessen the number of courses.

As per the feedback received, Course Content Revisions are made for the AY 2022-23 as per Annexure -1 and New Courses are introduced as per Annexure –2.

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Annexure – 1

List of Courses in which Content Revision is undertaken for the Academic Year 2022-23

S.No.	COURSE	Course Code	Credits	Type	Semester
112	Business Law	MBA3001	3	Core	III
113	Corporate Strategy	MBA3022	3	Core	III
114	Investment Management	MBA3005	3	Discipline Elective	III
115	Financial Markets and Services	MBA3006	3	Discipline Elective	III
116	Management Accounting	MBA2025	2	Discipline Elective	III
117	Digital and Social Media Marketing	MBA3011	3	Discipline Elective	III
118	Industrial Relations and Labor Laws	MBA3008	3	Discipline Elective	III
119	Talent Management	MBA3009	3	Discipline Elective	III
120	Project Management	MBA3014	3	Discipline Elective	III
121	Total Quality Management	MBA2031	3	Discipline Elective	III
122	Applied Business Analytics	MBA3016	3	Discipline Elective	III
123	Business Forecasting	MBA3017	3	Discipline Elective	III
124	Predictive Analytics	MBA3018	2	Discipline Elective	III

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125	Derivative Contracts	MBA4008	2	Discipline Elective	IV
126	International Finance	MBA4003	2	Discipline Elective	IV
127	Insurance & Risk Management	MBA4005	2	Discipline Elective	IV
128	Mergers, Acquisitions & Corporate Restructuring	MBA4004	2	Discipline Elective	IV
129	Commercial Banking	MBA4006	2	Discipline Elective	IV
130	Sales & Retail Management	MBA3012	2	Discipline Elective	IV
131	Rural Marketing	MBA4023	2	Discipline Elective	IV
132	Integrated Marketing Communication	MBA4021	2	Discipline Elective	IV
133	Compensation Management	MBA4013	2	Discipline Elective	IV
134	Learning & Development	MBA4014	2	Discipline Elective	IV
135	International Human Resource Management	MBA4015	2	Discipline Elective	IV
136	Organizational Development and Revision	MBA4016	2	Discipline Elective	IV
137	HR Analytics	MBA3010	2	Discipline Elective	IV
138	Psychology at Work	MBA4085	2	Discipline Elective	IV
139	Production Planning & Control	MBA4029	2	Discipline Elective	IV

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140	Product Innovation & Development	MBA4030	2	Discipline Elective	IV
141	Operations Strategy	MBA4031	2	Discipline Elective	IV
142	Operations Analytics	MBA3015	2	Discipline Elective	IV
143	Global Integrated Supply Chain Management	MBA3041	2	Discipline Elective	IV
144	Programming for Analytics	MBA4086	2	Discipline Elective	IV
145	Marketing Analytics	MBA4018	2	Discipline Elective	IV
146	Financial Analytics	MBA4007	2	Discipline Elective	IV
147	Data Visualization	MBA4033	2	Discipline Elective	IV
148	Industry 4.O	MBA3049	3	Open Elective	III

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Annexure – 2

List of New Courses introduced for the Academic Year 2022-23

S.No.	COURSE	Course Code	Credits	Type	Semester
1	Business Law	MBA3001	3	Core	III
2	Corporate Strategy	MBA3022	3	Core	III
3	Investment Management	MBA3005	3	Discipline Elective	III
4	Financial Markets and Services	MBA3006	3	Discipline Elective	III
5	Management Accounting	MBA2025	2	Discipline Elective	III
6	Digital and Social Media Marketing	MBA3011	3	Discipline Elective	III
7	Industrial Relations and Labor Laws	MBA3008	3	Discipline Elective	III
8	Talent Management	MBA3009	3	Discipline Elective	III
9	Project Management	MBA3014	3	Discipline Elective	III
10	Total Quality Management	MBA2031	3	Discipline Elective	III
11	Applied Business Analytics	MBA3016	3	Discipline Elective	III
12	Business Forecasting	MBA3017	3	Discipline Elective	III
13	Predictive Analytics	MBA3018	2	Discipline Elective	III
14	Social Media Marketing	MBA3027	3	Discipline Elective	III
15	Search Engine Optimization	MBA3029	3	Discipline Elective	III
16	Web Design using Word Press	MBA4047	2	Discipline Elective	III
17	Email Campaining and Affiliate Marketing	MBA3028	3	Discipline Elective	III
18	Mobile Marketing	MBA3030	3	Discipline Elective	III
19	Distribution and Channel Development	MBA3045	3	Discipline Elective	III
20	Warehousing and Inventory Management	MBA3043	3	Discipline Elective	III

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21	Cost and Revenue Management	MBA3031	3	Discipline Elective	III
22	Digital Product Management	MBA3033	3	Discipline Elective	III
23	Derivative Contracts	MBA4008	2	Discipline Elective	IV
24	International Finance	MBA4003	2	Discipline Elective	IV
25	Insurance & Risk Management	MBA4005	2	Discipline Elective	IV
26	Mergers, Acquisitions & Corporate Restructuring	MBA4004	2	Discipline Elective	IV
27	Commercial Banking	MBA4006	2	Discipline Elective	IV
28	Sales & Retail Management	MBA3012	2	Discipline Elective	IV
29	Rural Marketing	MBA4023	2	Discipline Elective	IV
30	Integrated Marketing Communication	MBA4021	2	Discipline Elective	IV
31	Compensation Management	MBA4013	2	Discipline Elective	IV
32	Learning & Development	MBA4014	2	Discipline Elective	IV
33	International Human Resource Management	MBA4015	2	Discipline Elective	IV
34	Organizational Development and Revision	MBA4016	2	Discipline Elective	IV
35	HR Analytics	MBA3010	2	Discipline Elective	IV
36	Psychology at Work	MBA4085	2	Discipline Elective	IV
37	Production Planning & Control	MBA4029	2	Discipline Elective	IV
38	Product Innovation & Development	MBA4030	2	Discipline Elective	IV
39	Operations Strategy	MBA4031	2	Discipline Elective	IV
40	Operations Analytics	MBA3015	2	Discipline Elective	IV
41	Global Integrated Supply Chain Management	MBA3041	2	Discipline Elective	IV
42	Programming for Analytics	MBA4086	2	Discipline Elective	IV
43	Marketing Analytics	MBA4018	2	Discipline Elective	IV

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44	Financial Analytics	MBA4007	2	Discipline Elective	IV
45	Digital Consumer Behaviour	MBA4052	2	Discipline Elective	IV
46	Search Engine Marketing	MBA4054	2	Discipline Elective	IV
47	Digital Display Advertising	MBA4053	2	Discipline Elective	IV
48	Data Visualization	MBA4033	2	Discipline Elective	IV
49	E Commerce Supply Chain and Logistics Management	MBA3034	2	Discipline Elective	IV
50	Industry 4.O	MBA3049	3	Open Elective	III

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Action Taken Report (ATR) on Employer Feedback received during the AY 2022-23

Department	Stakeholder	Feedback Received	Action Taken
School of Management	Alumni	➢ 42.04% of the alumni felt that the syllabus was very much relevant with the course. ➢ The recruiters from HR and Marketing expressed addition of few topics in HR Analytics and Marketing Analytics. ➢ Students should be trained on professional grooming techniques. ➢ Experiential learning should be increased in specialization courses. ➢ Communication skills to be improved among students.	• HR Analytics course was revised with required contents as per the feedback. • Personality development and grooming sessions were conducted on a regular basis as well as included as a credit course. • General knowledge topics are covered in Contemporary Issues in Business with quiz and assignment components. • Effective communication activities are included in soft skills session.

As per the Feedback received and with the approval of BOS, New Courses are introduced as per Annexure I for the AY2023-24.

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Annexure – I

List of New Courses introduced for the Academic Year 2023-24

Program	Semester	Batch	Code	Title of the course	Type of Course	L	P	C
MBA	III	2022	PPS4003	Aptitude Training Advanced	Core	0	2	1
MBA	III	2022	MBA3056	Financial Modelling	Specialisation	3	0	3
MBA	III	2022	MBA3053	Applied Artificial Intelligence and Machine Learning	Specialisation	3	0	3
MBA	III	2022	MBA3055	Story Telling and Business Intelligence	Specialisation	3	0	3
MBA (Business Analytics)	III	2022	MBA3054	Database Management	Specialisation	3	0	3

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Action Taken Report (ATR) on Employer Feedback received during the AY 2022-23

Department	Stakeholder	Feedback Received	Action Taken
School of management	Employer	➢ The recruiters from HR and Marketing expressed addition of few topics in HR Analytics and Marketing Analytics. ➢ Students should be trained on professional grooming techniques. ➢ Experiential learning should be increased in specialization courses. ➢ General knowledge of the students' needs to be enhanced. ➢ Aptitude needs to be strong. ➢ Communication skills to be improved among students.	• Personality development and grooming sessions were conducted on a regular basis as well as included as a credit course. • General knowledge topics are covered in Contemporary Issues in Business with quiz and assignment components. • Effective communication activities are included in soft skills session. • Aptitude sessions are part of credit courses and assessments are done to increase the effectiveness.

As per the Feedback received and with the approval of BOS, New Courses are introduced as per Annexure I for the AY2023-24.

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Annexure – I

List of New Courses introduced in Academic Year 2023-24

Program	Semester	Batch	Code	Title of the course	Type of Course	L	P	C
MBA	III	2022	PPS4003	Aptitude Training Advanced	Core	0	2	1
MBA	III	2022	MBA3056	Financial Modelling	Specialisation	3	0	3
MBA	III	2022	MBA3053	Applied Artificial Intelligence and Machine Learning	Specialisation	3	0	3
MBA	III	2022	MBA3055	Story Telling and Business Intelligence	Specialisation	3	0	3
MBA (Business Analytics)	III	2022	MBA3054	Database Management	Specialisation	3	0	3

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Action Taken Report (ATR) on Faculty Feedback received during the AY 2022-23

Department	Stakeholder	Feedback received	Action Taken
School of Management	Faculty	➢ 46.88% of the faculty respondents expressed satisfaction with good feedback. ➢ 50% of the faculty respondents felt that the books and materials were relevant to the course. ➢ Assignment components needs some flexibility.	• Faculty were guided to design the assignments with flexibility of learning and suitability to the teaching course. • The SOM has the Board of Studies (BoS) meeting twice a year. Feedbacks received from the faculty on the curriculum and new CBCS were presented and discussed.

As per the Feedback received and with the approval of BOS, New Courses are introduced as per Annexure I for the AY2023-24.

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Annexure – I

List of New Courses introduced in Academic Year 2023-24

Program	Semester	Batch	Code	Title of the course	Type of Course	L	P	C
MBA	III	2022	PPS4003	Aptitude Training Advanced	Core	0	2	1
MBA	III	2022	MBA3056	Financial Modelling	Specialisation	3	0	3
MBA	III	2022	MBA3053	Applied Artificial Intelligence and Machine Learning	Specialisation	3	0	3
MBA	III	2022	MBA3055	Story Telling and Business Intelligence	Specialisation	3	0	3
MBA (Business Analytics)	III	2022	MBA3054	Database Management	Specialisation	3	0	3

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Action Taken Report (ATR) on Students Feedback received during the AY 2022-23

Department	Stakeholder	Feedback received	Action Taken
School of Management	Student	➢ 53.47% of the students have responded by saying that the credits allotted to each course is appropriate. ➢ Need more books on the specialization course in library. ➢ Need few more courses from recent trends. ➢ Need industrial visits.	• E-resources links have been provided to the students in the course handouts as well as made compulsory to access e-library resources of Presidency University Library. • As there was scope for improvement, number of courses relevant to specialization streams have been significantly increased. • Provision is made for industrial visits in the semester.

As per the Feedback received and with the approval of BOS, New Courses are introduced as per Annexure I for the AY2023-24.

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Annexure – I

List of New Courses introduced in Academic Year 2023-24

Program	Semester	Batch	Code	Title of the course	Type of Course	L	P	C
MBA	III	2022	PPS4003	Aptitude Training Advanced	Core	0	2	1
MBA	III	2022	MBA3056	Financial Modelling	Specialisation	3	0	3
MBA	III	2022	MBA3053	Applied Artificial Intelligence and Machine Learning	Specialisation	3	0	3
MBA	III	2022	MBA3055	Story Telling and Business Intelligence	Specialisation	3	0	3
MBA (Business Analytics)	III	2022	MBA3054	Database Management	Specialisation	3	0	3

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Action Taken Report (ATR) on Employer Feedback received for MBA (E Commerce) during the AY 2019-20

Department	Stakeholder	Feedback received	Action Taken
School of Management	Employer	➢ The recruiters from E Business companies and other industries suggested that the students need to be more participative and work with teams more effectively ➢ Students need to be aware of industry exposure	• The soft skill training focused more on participative games and team building. • Invited resource persons from industries were made to address the students.

As per the feedback received, Course Content Revisions are made for the AY 2020-21 as per Annexure 1 and New Courses are introduced as per Annexure –2.

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Annexure - 1

List of Courses in which Content Revision is undertaken for MBA (E Commerce) Program the Academic Year 2020-21

Sl.No.	Course Code	Course Title	% Revision
1	MGO101	Personal Finance	5.00
2	PPS232	Personality Development- III	5.00

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Annexure – 2

List of New Courses introduced for MBA (E Commerce) Program for Academic Year 2020-21

Sl. No.	Course Code	Course Title	L	T	P	C
1	MGT235	Contemporary Issues in Business and Society -I	1	0	0	1
2	MGT231	Business Laws	3	0	0	3
3	MGT233	Corporate Strategy	3	0	0	3
4	MOOC	Greening the Economy: Sustainable Cities (MOOC)				1
5	MOOC	Introduction to Climate Change and Health (MOOC)				1
6	MOOC	Green Business Strategy (MOOC)	2			1
7	MGT229	Introduction to Business Analytics	3	0	0	2
8	DMK201	Digital Marketing Strategy	3	0	0	3
9	ECM204	Digital Consumer Behavior	3	0	0	3
10	ECM205	Digital Product Management	1	0	0	3
11	ECM207	Cyber Law and Security	2	0	0	2
12	ECM217	Word Press Website Designing	3	0	0	2
13	ECM202	Cost and Revenue Management	3	0	0	3
14	ECM206	E Commerce Supply chain and Logistics Mgmt.	3	0	0	3
15	ECM208	E Commerce Strategy	3	0	0	3

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Action Taken Report (ATR) on Faculty Feedback received for MBA (E Commerce) during the AY 2019-20

Department	Stakeholder	Feedback received	Action Taken
School of management	Faculty	➢ 35.4 percent of the faculties opined excellent for the suitability of the course to syllabus.	• Feedback given by the subject teachers were put forward to the committee for consideration and the recommendations were implemented.

As per the feedback received, Course Content Revisions are made for the AY 2020-21 as per Annexure 1 and New Courses are introduced as per Annexure –2.

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Annexure - 1

List of Courses in which Content Revision is undertaken for MBA (E Commerce) Program the Academic Year 2020-21

Sl.No.	Course Code	Course Title	% Revision
1	MGO101	Personal Finance	5.00
2	PPS232	Personality Development- III	5.00

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Annexure – 2

List of New Courses introduced for MBA (E Commerce) Program for Academic Year 2020-21

Sl. No.	Course Code	Course Title	L	T	P	C
1	MGT235	Contemporary Issues in Business and Society -I	1	0	0	1
2	MGT231	Business Laws	3	0	0	3
3	MGT233	Corporate Strategy	3	0	0	3
4	MOOC	Greening the Economy: Sustainable Cities (MOOC)				1
5	MOOC	Introduction to Climate Change and Health (MOOC)				1
6	MOOC	Green Business Strategy (MOOC)	2			1
7	MGT229	Introduction to Business Analytics	3	0	0	2
8	DMK201	Digital Marketing Strategy	3	0	0	3
9	ECM204	Digital Consumer Behavior	3	0	0	3
10	ECM205	Digital Product Management	1	0	0	3
11	ECM207	Cyber Law and Security	2	0	0	2
12	ECM217	Word Press Website Designing	3	0	0	2
13	ECM202	Cost and Revenue Management	3	0	0	3
14	ECM206	E Commerce Supply chain and Logistics Mgmt.	3	0	0	3
15	ECM208	E Commerce Strategy	3	0	0	3

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Action Taken Report (ATR) on Students Feedback received for MBA (E Commerce) during the AY 2019-20

Department	Stakeholder	Feedback received	Action Taken
School of Management	Student	➢ The students opined very good (36.59 %) and very good (42.94 %) about the syllabus. ➢ 11% of students rated average for course sequence. ➢ Students suggested the need for job-oriented courses. ➢ They also requested to provide career guidance and expert talks by the industrialists.	• Syllabus quality has been given high importance. • Course sequence has been restructured. • Course MGT 111 Simulation Games be dropped from the Curriculum and may be considered as a Value-Added Course. • Carrier guidance programs were given and counselling cell supported the development of soft skills and communication ability. • Learning management systems through interactive activities which enables the mutual interaction between faculty and student was encouraged.

As per the feedback received, Course Content Revisions are made for the AY 2020-21 as per Annexure 1 and New Courses are introduced as per Annexure –2.

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Annexure - 1

List of Courses in which Content Revision is undertaken for MBA (E Commerce) Program the Academic Year 2020-21

Sl.No.	Course Code	Course Title	% Revision
1	MGO101	Personal Finance	5.00
2	PPS232	Personality Development- III	5.00

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Annexure – 2

List of New Courses introduced for MBA (E Commerce) Program for Academic Year 2020-21

Sl. No.	Course Code	Course Title	L	T	P	C
1	MGT235	Contemporary Issues in Business and Society -I	1	0	0	1
2	MGT231	Business Laws	3	0	0	3
3	MGT233	Corporate Strategy	3	0	0	3
4	MOOC	Greening the Economy: Sustainable Cities (MOOC)				1
5	MOOC	Introduction to Climate Change and Health (MOOC)				1
6	MOOC	Green Business Strategy (MOOC)	2			1
7	MGT229	Introduction to Business Analytics	3	0	0	2
8	DMK201	Digital Marketing Strategy	3	0	0	3
9	ECM204	Digital Consumer Behavior	3	0	0	3
10	ECM205	Digital Product Management	1	0	0	3
11	ECM207	Cyber Law and Security	2	0	0	2
12	ECM217	Word Press Website Designing	3	0	0	2
13	ECM202	Cost and Revenue Management	3	0	0	3
14	ECM206	E Commerce Supply chain and Logistics Mgmt.	3	0	0	3
15	ECM208	E Commerce Strategy	3	0	0	3

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Action Taken Report (ATR) on Employer Feedback received for MBA (E Business) during the AY 2020-21

Department	Stakeholder	Feedback received	Action Taken
School of Management	Employer	➢ 50% of employers have rated for adequacy of core courses. ➢ Students need to be aware of industry exposure. ➢ The recruiters from IT companies and other industries suggested that the students need to be more participative and work with teams more effectively. ➢ Need to include content related to leadership in post Covid times. ➢ Stress on Team work and Team Building. ➢ Out of Box thinking, Parallel thinking and Design Thinking are skills that needs to be imbibed.	• Core courses are maintained without much changes. • Invited resource persons from industries were made to address the students. • The soft skill training focused more on participative games and team building. • Course titled 'Leadership – Physical and Digital' introduced for MBA 2021 batch onwards. • Course titled 'Team Dynamics' is introduced as Open Elective for MBA2021 Batch. • Course titled 'Design Thinking' has been in introduced in AY 2021-22.

As per the feedback received, Course Content Revisions are made for the AY 2021-22 as per Annexure -I and New Courses are introduced as per Annexure –II.

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Annexure - 1

List of Courses in which Content Revision is undertaken for MBA (E Business) in the Academic Year 2021-22

S. No.	Course Code	Batch	Program	Semester	Title of the Course	% Revision
1	MBA3003	2021-23	MBA	II	Business Ethics & Corporate governance	5%
2	MGO206	2020-22	MBA	IV	Leadership in Organizations	5%
3	MBA1009	2021-23	MBA	I	Microeconomics For Managers	10%
4	MBA1008	2021-23	MBA	II	Macro Economics for Managers	10%
5	MGT234	2020-22	MBA	III	Business Ethics and Corporate Governance	10%
11	MBA2027	2021-23	MBA	II	Human Resource Management	22.50%
13	MBA3035	2021-23	MBA	II	Contemporary Issues in Society	40%
16	PPS1003	2021-23	MBA	I	Personality Development - Basic	80%
17	HRM247	2020-22	MBA	IV	HR Analytics	90%
18	ENG1006	2021-23	MBA	I	Communication Skills *	95%
19	MGO205	2020-22	MBA	IV	Psychology at Work	95%
11	DTM248	2020-22	MBA	IV	Design Thinking	

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Annexure – 2

List of New Courses introduced for MBA (E Business) in the Academic Year 2021-22

S. No.	Course Code	Batch	Program	Semester	Title of the Course
1	MBA1014	2021-23	MBA	I	Fundamentals of Marketing
2	MBA1013	2021-23	MBA	I	Leadership - Physical & Digital
3	MBA2021	2021-23	MBA	I	Fundamentals of Sales process- Physical & digital *
4	MBA2029	2021-23	MBA	II	Strategic Marketing Management
5	MBA3038	2021-23	MBA	II	Team Dynamics
6	DTM231	2020-22	MBA	III	Digital Transformation & Strategy
7	DTM232	2020-22	MBA	III	Industry 4.0
8	MGT235	2020-22	MBA	II	Contemporary Issues in Business and Society -I
9	MGT236	2020-22	MBA	IV	Contemporary Issues in Business and Society -II
10	DTM246	2020-22	MBA	IV	Digital Entrepreneurship

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Action Taken Report (ATR) on Faculty Feedback received for MBA (E Business Management) during the AY 2020-21

Department	Stakeholder	Feedback received	Action Taken
School of Management	Faculty	➢ 43.8 percent of the faculties opined that the tests and examinations were conducted well in time with proper coverage of all units in the syllabus and syllabus is need based. ➢ 41.01 percent of the faculties opined that courses / syllabus has good balance between theory and application and course / program of studies carries sufficient number of optional papers. ➢ Suggestion was received to make the program suitable not only for Managers but also for Entrepreneurs in Digital age.	• Syllabus coverage is checked at regular intervals. • New course titled 'Digital Entrepreneurship' is introduced in AY 2021-22. • Practical aspects are introduced in courses wherever possible.

As per the feedback received, Course Content Revisions are made for the AY 2021-22 as per Annexure -I and New Courses are introduced as per Annexure –II.

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Annexure - 1

List of Courses in which Content Revision is undertaken for MBA (E Business) in the Academic Year 2021-22

S. No.	Course Code	Batch	Program	Semester	Title of the Course	% Revision
1	MBA3003	2021-23	MBA	II	Business Ethics & Corporate governance	5%
2	MGO206	2020-22	MBA	IV	Leadership in Organizations	5%
3	MBA1009	2021-23	MBA	I	Microeconomics For Managers	10%
4	MBA1008	2021-23	MBA	II	Macro Economics for Managers	10%
5	MGT234	2020-22	MBA	III	Business Ethics and Corporate Governance	10%
11	MBA2027	2021-23	MBA	II	Human Resource Management	22.50%
13	MBA3035	2021-23	MBA	II	Contemporary Issues in Society	40%
16	PPS1003	2021-23	MBA	I	Personality Development - Basic	80%
17	HRM247	2020-22	MBA	IV	HR Analytics	90%
18	ENG1006	2021-23	MBA	I	Communication Skills *	95%
19	MGO205	2020-22	MBA	IV	Psychology at Work	95%
11	DTM248	2020-22	MBA	IV	Design Thinking	

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Annexure – 2

List of New Courses introduced for MBA (E Business) in the Academic Year 2021-22

S. No.	Course Code	Batch	Program	Semester	Title of the Course
1	MBA1014	2021-23	MBA	I	Fundamentals of Marketing
2	MBA1013	2021-23	MBA	I	Leadership - Physical & Digital
3	MBA2021	2021-23	MBA	I	Fundamentals of Sales process- Physical & digital *
4	MBA2029	2021-23	MBA	II	Strategic Marketing Management
5	MBA3038	2021-23	MBA	II	Team Dynamics
6	DTM231	2020-22	MBA	III	Digital Transformation & Strategy
7	DTM232	2020-22	MBA	III	Industry 4.0
8	MGT235	2020-22	MBA	II	Contemporary Issues in Business and Society -I
9	MGT236	2020-22	MBA	IV	Contemporary Issues in Business and Society -II
10	DTM246	2020-22	MBA	IV	Digital Entrepreneurship

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Action Taken Report (ATR) on Students Feedback received for MBA (E Business Management) during the AY 2020-21

Department	Stakeholder	Feedback received	Action Taken
School of Management	Student	➢ The students opined good (36.25 %) for Learning value in terms of skills, concepts, knowledge and analytical abilities. ➢ Students suggested the need for job-oriented courses. ➢ Inclusion of lab components and flexibility in the curriculum were suggested ➢ They also requested to provide career guidance and expert talks by the industrialists.	• These skills have been included in all the courses in E Business Management specialization. • It was suggested that the fundamentals of data analysis in the Course 'Data analysis using Spreadsheets' shall be offered as a MOOC course. It was suggested that the MOOC course should be supplemented with blended learning and guest lectures. It was also suggested that students may be provided with real time data sets (obtained from industry) to solve real time business problems. • The board also suggested that the concepts learnt in Business statistics course should be practiced in the Course 'Data analysis for Spreadsheets'. • Career guidance programs were given and counselling cell supported the development of soft skills and communication ability.

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As per the feedback received, Course Content Revisions are made for the AY 2021-22 as per Annexure -I and New Courses are introduced as per Annexure –II.

List of Courses in which Content Revision is undertaken for MBA (E Business) in the Academic Year 2021-22

S. No.	Course Code	Batch	Program	Semester	Title of the Course	% Revision
1	MBA3003	2021-23	MBA	II	Business Ethics & Corporate governance	5%
2	MGO206	2020-22	MBA	IV	Leadership in Organizations	5%
3	MBA1009	2021-23	MBA	I	Microeconomics For Managers	10%
4	MBA1008	2021-23	MBA	II	Macro Economics for Managers	10%
5	MGT234	2020-22	MBA	III	Business Ethics and Corporate Governance	10%
11	MBA2027	2021-23	MBA	II	Human Resource Management	22.50%
13	MBA3035	2021-23	MBA	II	Contemporary Issues in Society	40%
16	PPS1003	2021-23	MBA	I	Personality Development - Basic	80%
17	HRM247	2020-22	MBA	IV	HR Analytics	90%
18	ENG1006	2021-23	MBA	I	Communication Skills *	95%
19	MGO205	2020-22	MBA	IV	Psychology at Work	95%
11	DTM248	2020-22	MBA	IV	Design Thinking	

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Annexure – 2

List of New Courses introduced for MBA (E Business) in the Academic Year 2021-22

S. No.	Course Code	Batch	Program	Semester	Title of the Course
1	MBA1014	2021-23	MBA	I	Fundamentals of Marketing
2	MBA1013	2021-23	MBA	I	Leadership - Physical & Digital
3	MBA2021	2021-23	MBA	I	Fundamentals of Sales process- Physical & digital *
4	MBA2029	2021-23	MBA	II	Strategic Marketing Management
5	MBA3038	2021-23	MBA	II	Team Dynamics
6	DTM231	2020-22	MBA	III	Digital Transformation & Strategy
7	DTM232	2020-22	MBA	III	Industry 4.0
8	MGT235	2020-22	MBA	II	Contemporary Issues in Business and Society -I
9	MGT236	2020-22	MBA	IV	Contemporary Issues in Business and Society -II
10	DTM246	2020-22	MBA	IV	Digital Entrepreneurship

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Action Taken Report (ATR) on Employer Feedback received for MBA (E Business Management) during the AY 2021-22

Department	Stakeholder	Feedback Received	Action Taken
School of Management	Alumni	➢ The alumni opined very good (36.5 %) regarding the syllabus relevant to your course. ➢ 40 % 0f students have opined good for course curriculum fulfilling their expectations. ➢ Alumni have opined that A Course on Design Thinking is in high demand and need to be offered to all interested students.	• Suggestions by the alumni were considered they were included in new course introduction. • Curriculum has been revised by adding corporate requirements in every area of specialization. This includes projects, inclusion of recent developments in every field, etc. • Design Thinking Course has been introduced as an Open Elective.

As per the feedback received, Course Content Revisions are made for the AY 2022-23 as per Annexure -I and New Courses are introduced as per Annexure –II.

Annexure – 1

List of Courses in which Content Revision is undertaken for MBA (E Business Management) for the Academic Year 2022-23

S.No.	*COURSE*	*Course Code*	*Credits*	*Type*	*Semester*
1	Contemporary Issues in Business	MBA3036	1	Core	III
2	E Commerce Business Models	MBA4055	2	Discipline Elective	III
3	E Commerce Infrastructure	MBA4056	2	Discipline Elective	IV

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4	Fintech	MBA4057	2	Discipline Elective	IV
5	Market Research	MBA3039	3	Open Elective	III
6	Game Theory in Business	MBA3046	3	Open Elective	III
7	Data Story Telling	MBA3047	3	Open Elective	III
8	Environmental Sustainability and Value Creation	MBA3048	3	Open Elective	III
9	Design Thinking for Business Innovation	MBA2023	3	Open Elective	III

Annexure – 2

List of New Courses introduced for MBA (E Business Management) the Academic Year 2022-23

S.No.	COURSE	Course Code	Credits	Type	Semester
1	Business Law	MBA3001	3	Core	III
2	Corporate Strategy	MBA3022	3	Core	III
3	Cost and Revenue Management	MBA3031	3	Discipline Elective	III
4	Digital Product Management	MBA3033	3	Discipline Elective	III
5	Search Engine Marketing	MBA4054	2	Discipline Elective	IV
6	E Commerce Supply Chain and Logistics Management	MBA3034	2	Discipline Elective	IV
7	Industry 4.O	MBA3049	3	Open Elective	III

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Action Taken Report (ATR) on Employer Feedback received for MBA (E Business Management) during the AY 2021-22

Department	Stakeholder	Feedback Received	Action Taken
School of management	Employer	➢ Students need to be aware of industry exposure. ➢ The recruiters from IT companies and other industries suggested that the students need to be more participative and work with teams more effectively.	• Invited resource persons from industries were made to address the students. • The soft skill training focused more on participative games and team building.

As per the feedback received, Course Content Revisions are made for the AY 2022-23 as per Annexure -I and New Courses are introduced as per Annexure –II.

Annexure – 1

List of Courses in which Content Revision is undertaken for MBA (E Business Management) for the Academic Year 2022-23

S.No.	*COURSE*	*Course Code*	*Credits*	*Type*	*Semester*
1	Contemporary Issues in Business	MBA3036	1	Core	III
2	E Commerce Business Models	MBA4055	2	Discipline Elective	III
3	E Commerce Infrastructure	MBA4056	2	Discipline Elective	IV
4	Fintech	MBA4057	2	Discipline Elective	IV
5	Market Research	MBA3039	3	Open Elective	III
6	Game Theory in Business	MBA3046	3	Open Elective	III
7	Data Story Telling	MBA3047	3	Open Elective	III
8	Environmental Sustainability and Value Creation	MBA3048	3	Open Elective	III
9	Design Thinking for Business Innovation	MBA2023	3	Open Elective	III

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List of New Courses introduced for MBA (E Business Management) the Academic Year 2022-23

S.No.	COURSE	Course Code	Credits	Type	Semester
1	Business Law	MBA3001	3	Core	III
2	Corporate Strategy	MBA3022	3	Core	III
3	Cost and Revenue Management	MBA3031	3	Discipline Elective	III
4	Digital Product Management	MBA3033	3	Discipline Elective	III
5	Search Engine Marketing	MBA4054	2	Discipline Elective	IV
6	E Commerce Supply Chain and Logistics Management	MBA3034	2	Discipline Elective	IV
7	Industry 4.O	MBA3049	3	Open Elective	III

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Action Taken Report (ATR) on Faculty Feedback received for MBA (E Business Management) during the AY 2021-22

Department	Stakeholder	Feedback received	Action Taken
School of Management	Faculty	➢ 45.45% of faculty have opined Syllabus is need based. ➢ 47.7% of faculty have opined that the courses / syllabus have good balance between theory and application ➢ 45% of the faculty have opined that they have the freedom to propose, modify, suggest and incorporate new topics in the syllabus.	• Inputs from faculty was collected , deliberated and course revisions were executed. • Application aspect of each course has been enhanced by thorough content revision. • A system has been created through which regular feedback and suggestions from faculty about new topic inclusion is enhanced.

As per the feedback received, Course Content Revisions are made for the AY 2022-23 as per Annexure -I and New Courses are introduced as per Annexure –II.

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Annexure – 1

List of Courses in which Content Revision is undertaken for MBA (E Business Management) for the Academic Year 2022-23

S.No.	***COURSE***	***Course Code***	***Credits***	***Type***	***Semester***
1	Contemporary Issues in Business	MBA3036	1	Core	III
2	E Commerce Business Models	MBA4055	2	Discipline Elective	III
3	E Commerce Infrastructure	MBA4056	2	Discipline Elective	IV
4	Fintech	MBA4057	2	Discipline Elective	IV
5	Market Research	MBA3039	3	Open Elective	III
6	Game Theory in Business	MBA3046	3	Open Elective	III
7	Data Story Telling	MBA3047	3	Open Elective	III
8	Environmental Sustainability and Value Creation	MBA3048	3	Open Elective	III
9	Design Thinking for Business Innovation	MBA2023	3	Open Elective	III

Annexure – 2

List of New Courses introduced for MBA (E Business Management) for the Academic Year 2022-23

S.No.	COURSE	Course Code	Credits	Type	Semester
1	Business Law	MBA3001	3	Core	III
2	Corporate Strategy	MBA3022	3	Core	III
3	Cost and Revenue Management	MBA3031	3	Discipline Elective	III
4	Digital Product Management	MBA3033	3	Discipline Elective	III
5	Search Engine Marketing	MBA4054	2	Discipline Elective	IV
6	E Commerce Supply Chain and Logistics Management	MBA3034	2	Discipline Elective	IV
7	Industry 4.O	MBA3049	3	Open Elective	III

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Action Taken Report (ATR) on Students Feedback received for MBA (E Business Management) during the AY 2021-22

Department	Stakeholder	Feedback received	Action Taken
School of Management	Student	➢ The students opined good (38.5 %) about the offering of the electives in terms of their relevance to the specialization streams and experiments in relation to the real-life applications. ➢ The students opined good (38.5 %) about the Course applicability to real life situations. ➢ The students opined good (38.5%) for the offering of the electives in terms of their relevance to the specialization streams. ➢ The students opined good (41.64%) for the relevance of the Text Books and reference books to the Courses.	• Number of electives under E Business have been increased. • Content of Majority of Courses have been revised and are associated with real business case studies. • Every Course has been mapped for employability, entrepreneurship or skill development with change in content. Change in teaching pedagogy has also been adopted to impart these skills effectively. • As there was scope for improvement, number of courses relevant to specialization streams have been significantly increased. • E Library Resources have been integrated with all courses with web links so that students can access it anytime anywhere.

As per the feedback received, Course Content Revisions are made for the AY 2022-23 as per Annexure -I and New Courses are introduced as per Annexure –II.

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Annexure – 1

List of Courses in which Content Revision is undertaken for MBA (E Business Management) for the Academic Year 2022-23

S.No.	*COURSE*	*Course Code*	*Credits*	*Type*	*Semester*
1	Contemporary Issues in Business	MBA3036	1	Core	III
2	E Commerce Business Models	MBA4055	2	Discipline Elective	III
3	E Commerce Infrastructure	MBA4056	2	Discipline Elective	IV
4	Fintech	MBA4057	2	Discipline Elective	IV
5	Market Research	MBA3039	3	Open Elective	III
6	Game Theory in Business	MBA3046	3	Open Elective	III
7	Data Story Telling	MBA3047	3	Open Elective	III
8	Environmental Sustainability and Value Creation	MBA3048	3	Open Elective	III
9	Design Thinking for Business Innovation	MBA2023	3	Open Elective	III

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Annexure – 2

List of New Courses introduced for MBA (E Business Management) for the Academic Year 2022-23

S.No.	COURSE	Course Code	Credits	Type	Semester
1	Business Law	MBA3001	3	Core	III
2	Corporate Strategy	MBA3022	3	Core	III
3	Cost and Revenue Management	MBA3031	3	Discipline Elective	III
4	Digital Product Management	MBA3033	3	Discipline Elective	III
5	Search Engine Marketing	MBA4054	2	Discipline Elective	IV
6	E Commerce Supply Chain and Logistics Management	MBA3034	2	Discipline Elective	IV
7	Industry 4.O	MBA3049	3	Open Elective	III

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Action Taken Report (ATR) on Alumni Feedback received for MBA (E Business Management) during the AY 2022-23

Department	Stakeholder	Feedback Received	Action Taken
School of management	Alumni	➢ 44.28% of the respondents felt that the course curriculum was stimulating intellectual thought process. ➢ Wanted the revision of few subjects in E-Business.	• Faculty worked on including the latest topics in the courses. • Participative and Experiential learning activities included.

As per the Feedback received and with the approval of BOS, New Courses are introduced as per Annexure I for the AY2023-24.

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Annexure – I

List of New Courses introduced in Academic Year 2023-24

Program	Semester	Batch	Code	Title of the course	Type of Course	L	P	C
MBA	III	2022	PPS4003	Aptitude Training Advanced	Core	0	2	1
MBA	III	2022	MBA3056	Financial Modelling	Specialisation	3	0	3
MBA	III	2022	MBA3053	Applied Artificial Intelligence and Machine Learning	Specialisation	3	0	3
MBA	III	2022	MBA3055	Story Telling and Business Intelligence	Specialisation	3	0	3
MBA (Business Analytics)	III	2022	MBA3054	Database Management	Specialisation	3	0	3

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Action Taken Report (ATR) on Employer Feedback received for MBA (E Business Management) during the AY 2022-23

Department	Stakeholder	Feedback Received	Action Taken
School of Management	Alumni	➢ Scope for practical learning in MBA program is essential. Hence, inclusion of industrial visits, field study, team building activities as part of assessments are needed. ➢ Students need to be better trained in soft and focus needs to be paid to professional approach.	• Industrial visits, field study, team building activities have been included as part of assessments in majority courses. • More focus is paid and credits have been increased for Personality Development Course from first to third semester.

As per the Feedback received and with the approval of BOS, New Courses are introduced as per Annexure I for the AY2023-24.

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Annexure – I

List of New Courses introduced in Academic Year 2023-24

Program	Semester	Batch	Code	Title of the course	Type of Course	L	P	C
MBA	III	2022	PPS4003	Aptitude Training Advanced	Core	0	2	1
MBA	III	2022	MBA3056	Financial Modelling	Specialisation	3	0	3
MBA	III	2022	MBA3053	Applied Artificial Intelligence and Machine Learning	Specialisation	3	0	3
MBA	III	2022	MBA3055	Story Telling and Business Intelligence	Specialisation	3	0	3
MBA (Business Analytics)	III	2022	MBA3054	Database Management	Specialisation	3	0	3

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Action Taken Report (ATR) on Faculty Feedback received for MBA (E Business Management) during the AY 2022-23

Department	Stakeholder	Feedback received	Action Taken
School of Management	Faculty	➢ 46.88% faculty respondents were of the opinion that the syllabus was need based. ➢ 50% of the faculty felt that the syllabus was well defined to teach. ➢ Faculty want few activities to develop their domain knowledge.	➢ Workshops and industry interactions have been conducted apart from e-resources of library for faculty development. Faculty worked on including the latest topics in the courses.

As per the Feedback received and with the approval of BOS, New Courses are introduced as per Annexure I for the AY2023-24.

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Annexure – I

List of New Courses introduced in Academic Year 2023-24

Program	Semester	Batch	Code	Title of the course	Type of Course	L	P	C
MBA	III	2022	PPS4003	Aptitude Training Advanced	Core	0	2	1
MBA	III	2022	MBA3056	Financial Modelling	Specialisation	3	0	3
MBA	III	2022	MBA3053	Applied Artificial Intelligence and Machine Learning	Specialisation	3	0	3
MBA	III	2022	MBA3055	Story Telling and Business Intelligence	Specialisation	3	0	3
MBA (Business Analytics)	III	2022	MBA3054	Database Management	Specialisation	3	0	3

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Action Taken Report (ATR) on Students Feedback received for MBA (E Business Management) during the AY 2022-23

Department	Stakeholder	Feedback received	Action Taken
School of Management	Student	➢ 51.98% of the student respondents felt that experiential learning kind of activities helped them to relate the concepts with real time situations and scenarios. ➢ Students required additional help with e-resources. ➢ Required help in internship.	➢ Various e-resources have been provided to enhance the knowledge of students in the domain. ➢ Internship opportunities created by placement cell.

As per the Feedback received and with the approval of BOS, New Courses are introduced as per Annexure I for the AY2023-24.

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Annexure – I

List of New Courses introduced in Academic Year 2023-24

Program	Semester	Batch	Code	Title of the course	Type of Course	L	P	C
MBA	III	2022	PPS4003	Aptitude Training Advanced	Core	0	2	1
MBA	III	2022	MBA3056	Financial Modelling	Specialisation	3	0	3
MBA	III	2022	MBA3053	Applied Artificial Intelligence and Machine Learning	Specialisation	3	0	3
MBA	III	2022	MBA3055	Story Telling and Business Intelligence	Specialisation	3	0	3
MBA (Business Analytics)	III	2022	MBA3054	Database Management	Specialisation	3	0	3

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Action Taken Report (ATR) on Employer Feedback received for MBA (Logistics and Supply Chain Management) during the AY 2020-21

Department	Stakeholder	Feedback received	Action Taken
School of Management	Employer	➢ Students need to be aware of industry exposure. ➢ The recruiters from IT companies and other industries suggested that the students need to be more participative and work with teams more effectively. ➢ Need to include content related to leadership in post Covid times. ➢ Stress on Team work and Team Building. ➢ Out of Box thinking, Parallel thinking and Design Thinking are skills that needs to be imbibed.	• Invited resource persons from industries were made to address the students. • The soft skill training focused more on participative games and team building. • Course titled 'Leadership – Physical and Digital' introduced for MBA 2021 batch onwards. • Course titled 'Team Dynamics' is introduced as Open Elective for MBA2021 Batch. • Course titled 'Design Thinking' has been in introduced in AY 2021-22.

As per the feedback received, Course Content Revisions are made for the AY 2021-22 as per Annexure -I and New Courses are introduced as per Annexure –II.

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Annexure - 1

List of Courses in which Content Revision is undertaken for MBA(Logistics and Supply Chain Management) for the Academic Year 2021-22

S. No.	Course Code	Batch	Program	Semester	Title of the Course	% Revision
1	MBA3003	2021-23	MBA	II	Business Ethics & Corporate governance	5%
2	MGO206	2020-22	MBA	IV	Leadership in Organizations	5%
3	MBA1009	2021-23	MBA	I	Microeconomics For Managers	10%
4	MBA1008	2021-23	MBA	II	Macro Economics for Managers	10%
5	MGT234	2020-22	MBA	III	Business Ethics and Corporate Governance	10%
11	MBA2027	2021-23	MBA	II	Human Resource Management	22.50%
13	MBA3035	2021-23	MBA	II	Contemporary Issues in Society	40%
14	MBA2020	2021-23	MBA	II	Fundamentals of Business Analytics	40%
16	PPS1003	2021-23	MBA	I	Personality Development - Basic	80%
18	ENG1006	2021-23	MBA	I	Communication Skills *	95%
19	MGO205	2020-22	MBA	IV	Psychology at Work	95%
11	DTM248	2020-22	MBA	IV	Design Thinking	

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Annexure – 2

List of New Courses introduced for MBA (Logistics and Supply Chain Management) for the Academic Year 2021-22

S. No.	Course Code	Batch	Program	Semester	Title of the Course
1	MBA1014	2021-23	MBA	I	Fundamentals of Marketing
2	MBA1013	2021-23	MBA	I	Leadership - Physical & Digital
3	MBA2021	2021-23	MBA	I	Fundamentals of Sales process- Physical & digital *
4	MBA2029	2021-23	MBA	II	Strategic Marketing Management
5	MBA3038	2021-23	MBA	II	Team Dynamics
8	MGT235	2020-22	MBA	II	Contemporary Issues in Business and Society -I
9	MGT236	2020-22	MBA	IV	Contemporary Issues in Business and Society -II
10	DTM246	2020-22	MBA	IV	Digital Entrepreneurship

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Action Taken Report (ATR) on Faculty Feedback received for MBA (Logistics and Supply Chain Management) during the AY 2020-21

Department	Stakeholder	Feedback received	Action Taken
School of Management	Faculty	➢ 43.8 percent of the faculties opined that the tests and examinations were conducted well in time with proper coverage of all units in the syllabus and syllabus is need based. ➢ 40.5 percent of the faculties opined that courses / syllabus has good balance between theory and application and course / program of studies carries sufficient number of optional papers. ➢ Suggestion was received to make the program suitable not only for Managers but also for Entrepreneurs in Digital age.	• Faculty consent has been taken to decide on the subject coverage and dates for examinations. • New course titled 'Digital Entrepreneurship' is introduced in AY 2021-22.

As per the feedback received, Course Content Revisions are made for the AY 2021-22 as per Annexure -I and New Courses are introduced as per Annexure –II.

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Annexure - 1

List of Courses in which Content Revision is undertaken for MBA (Logistics and Supply Chain Management) for the Academic Year 2021-22

S. No.	Course Code	Batch	Program	Semester	Title of the Course	% Revision
1	MBA3003	2021-23	MBA	II	Business Ethics & Corporate governance	5%
2	MGO206	2020-22	MBA	IV	Leadership in Organizations	5%
3	MBA1009	2021-23	MBA	I	Microeconomics For Managers	10%
4	MBA1008	2021-23	MBA	II	Macro Economics for Managers	10%
5	MGT234	2020-22	MBA	III	Business Ethics and Corporate Governance	10%
11	MBA2027	2021-23	MBA	II	Human Resource Management	22.50%
13	MBA3035	2021-23	MBA	II	Contemporary Issues in Society	40%
14	MBA2020	2021-23	MBA	II	Fundamentals of Business Analytics	40%
16	PPS1003	2021-23	MBA	I	Personality Development - Basic	80%
18	ENG1006	2021-23	MBA	I	Communication Skills *	95%
19	MGO205	2020-22	MBA	IV	Psychology at Work	95%
11	DTM248	2020-22	MBA	IV	Design Thinking	

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Annexure – 2

List of New Courses introduced for MBA (Logistics and Supply Chain Management) for the Academic Year 2021-22

S. No.	Course Code	Batch	Program	Semester	Title of the Course
1	MBA1014	2021-23	MBA	I	Fundamentals of Marketing
2	MBA1013	2021-23	MBA	I	Leadership - Physical & Digital
3	MBA2021	2021-23	MBA	I	Fundamentals of Sales process- Physical & digital *
4	MBA2029	2021-23	MBA	II	Strategic Marketing Management
5	MBA3038	2021-23	MBA	II	Team Dynamics
8	MGT235	2020-22	MBA	II	Contemporary Issues in Business and Society -I
9	MGT236	2020-22	MBA	IV	Contemporary Issues in Business and Society -II
10	DTM246	2020-22	MBA	IV	Digital Entrepreneurship

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Action Taken Report (ATR) on Students Feedback received for MBA (Logistics and Supply Chain Management) during the AY 2020-21

Department	Stakeholder	Feedback received	Action Taken
School of Management	Student	➢ The students opined excellent (36.3 %) about the offering of the electives in terms of their relevance to the specialization streams and experiments in relation to the real-life applications. ➢ Students suggested the need for job-oriented courses. ➢ They also requested to provide career guidance and expert talks by the industrialists.	• The board also suggested that the concepts learnt in Business statistics course should be practiced in the Course 'Data analysis for Spreadsheets'. • It was suggested to include the concept of Johari Window in Organizational Behaviour Course offered in I Semester. • It was suggested to include some components of the 'Story telling with Data' in Personality and Professional Skill Development courses. • New Course titled 'Fundamentals of sales – Physical and Digital' was introduced for 2021 Batch onwards. • Carrier guidance programs were given and counselling cell supported the development of soft skills and communication ability.

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As per the feedback received, Course Content Revisions are made for the AY 2021-22 as per Annexure -I and New Courses are introduced as per Annexure –II.

Annexure - 1

List of Courses in which Content Revision is undertaken for MBA (Logistics and Supply Chain Management) for the Academic Year 2021-22

S. No.	Course Code	Batch	Program	Semester	Title of the Course	% Revision
1	MBA3003	2021-23	MBA	II	Business Ethics & Corporate governance	5%
2	MGO206	2020-22	MBA	IV	Leadership in Organizations	5%
3	MBA1009	2021-23	MBA	I	Microeconomics For Managers	10%
4	MBA1008	2021-23	MBA	II	Macro Economics for Managers	10%
5	MGT234	2020-22	MBA	III	Business Ethics and Corporate Governance	10%
11	MBA2027	2021-23	MBA	II	Human Resource Management	22.50%
13	MBA3035	2021-23	MBA	II	Contemporary Issues in Society	40%
14	MBA2020	2021-23	MBA	II	Fundamentals of Business Analytics	40%
16	PPS1003	2021-23	MBA	I	Personality Development - Basic	80%
18	ENG1006	2021-23	MBA	I	Communication Skills *	95%
19	MGO205	2020-22	MBA	IV	Psychology at Work	95%
11	DTM248	2020-22	MBA	IV	Design Thinking	

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Annexure – 2

List of New Courses introduced for MBA (Logistics and Supply Chain Management) for the Academic Year 2021-22

S. No.	Course Code	Batch	Program	Semester	Title of the Course
1	MBA1014	2021-23	MBA	I	Fundamentals of Marketing
2	MBA1013	2021-23	MBA	I	Leadership - Physical & Digital
3	MBA2021	2021-23	MBA	I	Fundamentals of Sales process- Physical & digital *
4	MBA2029	2021-23	MBA	II	Strategic Marketing Management
5	MBA3038	2021-23	MBA	II	Team Dynamics
8	MGT235	2020-22	MBA	II	Contemporary Issues in Business and Society -I
9	MGT236	2020-22	MBA	IV	Contemporary Issues in Business and Society -II
10	DTM246	2020-22	MBA	IV	Digital Entrepreneurship

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Action Taken Report (ATR) on Alumni Feedback received for MBA(Logistics and Supply Chain Management) during the AY 2021-22

Department	Stakeholder	Feedback Received	Action Taken
School of Management	Alumni	➢ The alumni opined excellent (28.13 %) regarding the syllabus relevant to your course. ➢ 40 % 0f students have opined good for course curriculum fulfilling their expectations. ➢ Alumni have opined that A Course on Design Thinking is in high demand and need to be offered to all interested students.	• Suggestions by the alumni were considered they were included in new course introduction. • Curriculum has been revised by adding corporate requirements in every area of specialization. This includes projects, inclusion of recent developments in every field, etc. • Design Thinking Course has been introduced as an Open Elective.

As per the feedback received, Course Content Revisions are made for the AY 2022-23 as per Annexure -I and New Courses are introduced as per Annexure –II.

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Annexure – 1

List of Courses in which Content Revision is undertaken for MBA(Logistics and Supply Chain Management) for the Academic Year 2022-23

S.No.	*COURSE*	*Course Code*	*Credits*	*Type*	*Semester*
1	Contemporary Issues in Business	MBA3036	1	Core	III
2	Lean Supply Chain Management	MBA4027	2	Discipline Elective	III
3	Optimization Techniques	MBA3021	3	Discipline Elective	III
4	Digital Operations Management	MBA4079	2	Discipline Elective	IV
5	Lean Six Sigma	MBA4026	2	Discipline Elective	IV
6	Supply Chain Analytics	MBA4035	2	Discipline Elective	IV
7	Planning for Logistics	MBA4062	2	Discipline Elective	IV
8	Maritime Logistics	MBA4066	2	Discipline Elective	IV
9	Operations in Services - Insights & Applications	MBA4069	2	Discipline Elective	IV
10	Supply Chain Modelling & Design	MBA4063	2	Discipline Elective	IV
11	International Supply Chain Management	MBA4065	2	Discipline Elective	IV
12	Operations Research	MBA3044	2	Discipline Elective	IV
13	Market Research	MBA3039	3	Open Elective	III
14	Game Theory in Business	MBA3046	3	Open Elective	III
15	Data Story Telling	MBA3047	3	Open Elective	III
16	Environmental Sustainability and Value Creation	MBA3048	3	Open Elective	III
17	Design Thinking for Business Innovation	MBA2023	3	Open Elective	III

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Annexure – 2

List of New Courses introduced for MBA (Logistics and Supply Chain Management) for the Academic Year 2022-23

S.No.	COURSE	Course Code	Credits	Type	Semester
1	Business Law	MBA3001	3	Core	III
2	Corporate Strategy	MBA3022	3	Core	III
3	Management Accounting	MBA2025	2	Discipline Elective	III
4	Digital and Social Media Marketing	MBA3011	3	Discipline Elective	III
5	Distribution and Channel Development	MBA3045	3	Discipline Elective	III
6	Warehousing and Inventory Management	MBA3043	3	Discipline Elective	III
7	Production Planning & Control	MBA4029	2	Discipline Elective	IV
8	Product Innovation & Development	MBA4030	2	Discipline Elective	IV
9	Operations Strategy	MBA4031	2	Discipline Elective	IV
10	Operations Analytics	MBA3015	2	Discipline Elective	IV
11	Global Integrated Supply Chain Management	MBA3041	2	Discipline Elective	IV
12	E Commerce Supply Chain and Logistics Management	MBA3034	2	Discipline Elective	IV
13	Industry 4.O	MBA3049	3	Open Elective	III

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Action Taken Report (ATR) on Employer Feedback received for MBA (Logistics and Supply Chain Management)during the AY 2021-22

Department	Stakeholder	Feedback Received	Action Taken
School of management	Employer	➢ Students need to be aware of industry exposure. ➢ The recruiters from IT companies and other industries suggested that the students need to be more participative and work with teams more effectively.	• Invited resource persons from industries were made to address the students. • The soft skill training focused more on participative games and team building.

As per the feedback received, Course Content Revisions are made for the AY 2022-23 as per Annexure -I and New Courses are introduced as per Annexure –II.

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Annexure – 1

List of Courses in which Content Revision is undertaken for MBA (Logistics and Supply Chain Management) for the Academic Year 2022-23

S.No.	*COURSE*	*Course Code*	*Credits*	*Type*	*Semester*
1	Contemporary Issues in Business	MBA3036	1	Core	III
2	Lean Supply Chain Management	MBA4027	2	Discipline Elective	III
3	Optimization Techniques	MBA3021	3	Discipline Elective	III
4	Digital Operations Management	MBA4079	2	Discipline Elective	IV
5	Lean Six Sigma	MBA4026	2	Discipline Elective	IV
6	Supply Chain Analytics	MBA4035	2	Discipline Elective	IV
7	Planning for Logistics	MBA4062	2	Discipline Elective	IV
8	Maritime Logistics	MBA4066	2	Discipline Elective	IV
9	Operations in Services - Insights & Applications	MBA4069	2	Discipline Elective	IV
10	Supply Chain Modelling & Design	MBA4063	2	Discipline Elective	IV
11	International Supply Chain Management	MBA4065	2	Discipline Elective	IV
12	Operations Research	MBA3044	2	Discipline Elective	IV
13	Market Research	MBA3039	3	Open Elective	III
14	Game Theory in Business	MBA3046	3	Open Elective	III
15	Data Story Telling	MBA3047	3	Open Elective	III
16	Environmental Sustainability and Value Creation	MBA3048	3	Open Elective	III
17	Design Thinking for Business Innovation	MBA2023	3	Open Elective	III

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Annexure – 2

List of New Courses introduced for MBA (Logistics and Supply Chain Management) for the Academic Year 2022-23

S.No.	COURSE	Course Code	Credits	Type	Semester
1	Business Law	MBA3001	3	Core	III
2	Corporate Strategy	MBA3022	3	Core	III
3	Management Accounting	MBA2025	2	Discipline Elective	III
4	Digital and Social Media Marketing	MBA3011	3	Discipline Elective	III
5	Distribution and Channel Development	MBA3045	3	Discipline Elective	III
6	Warehousing and Inventory Management	MBA3043	3	Discipline Elective	III
7	Production Planning & Control	MBA4029	2	Discipline Elective	IV
8	Product Innovation & Development	MBA4030	2	Discipline Elective	IV
9	Operations Strategy	MBA4031	2	Discipline Elective	IV
10	Operations Analytics	MBA3015	2	Discipline Elective	IV
11	Global Integrated Supply Chain Management	MBA3041	2	Discipline Elective	IV
12	E Commerce Supply Chain and Logistics Management	MBA3034	2	Discipline Elective	IV
13	Industry 4.O	MBA3049	3	Open Elective	III

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Action Taken Report (ATR) on Faculty Feedback received for MBA (Logistics and Supply Chain Management) during the AY 2021-22

Department	Stakeholder	Feedback received	Action Taken
School of Management	Faculty	➢ 37.3% of faculty have opined Syllabus is need based. ➢ 44.1% of faculty have opined that the courses / syllabus have good balance between theory and application ➢ 36.6 % of the faculty have opined that they have the freedom to propose, modify, suggest and incorporate new topics in the syllabus.	• Inputs from faculty was collected , deliberated and course revisions were executed. • Application aspect of each course has been enhanced by thorough content revision. • A system has been created through which regular feedback and suggestions from faculty about new topic inclusion is enhanced.

As per the feedback received, Course Content Revisions are made for the AY 2022-23 as per Annexure -I and New Courses are introduced as per Annexure –II.

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Annexure – 1

List of Courses in which Content Revision is undertaken for MBA (Logistics and Supply Chain Management) for the Academic Year 2022-23

S.No.	*COURSE*	*Course Code*	*Credits*	*Type*	*Semester*
1	Contemporary Issues in Business	MBA3036	1	Core	III
2	Lean Supply Chain Management	MBA4027	2	Discipline Elective	III
3	Optimization Techniques	MBA3021	3	Discipline Elective	III
4	Digital Operations Management	MBA4079	2	Discipline Elective	IV
5	Lean Six Sigma	MBA4026	2	Discipline Elective	IV
6	Supply Chain Analytics	MBA4035	2	Discipline Elective	IV
7	Planning for Logistics	MBA4062	2	Discipline Elective	IV
8	Maritime Logistics	MBA4066	2	Discipline Elective	IV
9	Operations in Services - Insights & Applications	MBA4069	2	Discipline Elective	IV
10	Supply Chain Modelling & Design	MBA4063	2	Discipline Elective	IV
11	International Supply Chain Management	MBA4065	2	Discipline Elective	IV
12	Operations Research	MBA3044	2	Discipline Elective	IV
13	Market Research	MBA3039	3	Open Elective	III
14	Game Theory in Business	MBA3046	3	Open Elective	III
15	Data Story Telling	MBA3047	3	Open Elective	III
16	Environmental Sustainability and Value Creation	MBA3048	3	Open Elective	III
17	Design Thinking for Business Innovation	MBA2023	3	Open Elective	III

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Annexure – 2

List of New Courses introduced for MBA (Logistics and Supply Chain Management)for the Academic Year 2022-23

S.No.	COURSE	Course Code	Credits	Type	Semester
1	Business Law	MBA3001	3	Core	III
2	Corporate Strategy	MBA3022	3	Core	III
3	Management Accounting	MBA2025	2	Discipline Elective	III
4	Digital and Social Media Marketing	MBA3011	3	Discipline Elective	III
5	Distribution and Channel Development	MBA3045	3	Discipline Elective	III
6	Warehousing and Inventory Management	MBA3043	3	Discipline Elective	III
7	Production Planning & Control	MBA4029	2	Discipline Elective	IV
8	Product Innovation & Development	MBA4030	2	Discipline Elective	IV
9	Operations Strategy	MBA4031	2	Discipline Elective	IV
10	Operations Analytics	MBA3015	2	Discipline Elective	IV
11	Global Integrated Supply Chain Management	MBA3041	2	Discipline Elective	IV
12	E Commerce Supply Chain and Logistics Management	MBA3034	2	Discipline Elective	IV
13	Industry 4.O	MBA3049	3	Open Elective	III

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Action Taken Report (ATR) on Students Feedback received for MBA (Logistics and Supply Chain Management) during the AY 2021-22

Department	Stakeholder	Feedback received	Action Taken
School of Management	Student	➢ The students opined excellent (36.5 %) about the offering of the electives in terms of their relevance to the specialization streams and experiments in relation to the real-life applications. ➢ The students opined good (34.5 %) about the Course applicability to real life situations. ➢ The students opined average (8.4 %) about the Learning value in terms of skills, concepts, knowledge and analytical abilities. ➢ The students opined excellent (35.8%) for the relevance of the Text Books and reference books to the Courses. ➢ The students opined good (35.2%) for allocation of the credits to the courses.	• Number of discipline Elective Courses have been increased. Students are given wide choice to pick courses in each area of specialization. • Content of Majority of Courses have been revised and are associated with real business case studies. • Every Course has been mapped for employability, entrepreneurship or skill development with change in content. Change in teaching pedagogy has also been adopted to impart these skills effectively. • E Library Resources have been integrated with all courses with web links so that students can access it anytime anywhere. • Lab component of Fundamentals of Business Analytics, Courses in Business Analytics specialization, Digital Marketing has been increased by 20 %. Also, Open Electives like, Data Story Telling

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			with lab components have been offered. • Credits for few courses have been increased to lessen the number of courses.

As per the feedback received, Course Content Revisions are made for the AY 2022-23 as per Annexure -I and New Courses are introduced as per Annexure –II.

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Annexure – 1

List of Courses in which Content Revision is undertaken for MBA (Logistics and Supply Chain Management) for the Academic Year 2022-23

S.No.	*COURSE*	*Course Code*	*Credits*	*Type*	*Semester*
1	Contemporary Issues in Business	MBA3036	1	Core	III
2	Lean Supply Chain Management	MBA4027	2	Discipline Elective	III
3	Optimization Techniques	MBA3021	3	Discipline Elective	III
4	Digital Operations Management	MBA4079	2	Discipline Elective	IV
5	Lean Six Sigma	MBA4026	2	Discipline Elective	IV
6	Supply Chain Analytics	MBA4035	2	Discipline Elective	IV
7	Planning for Logistics	MBA4062	2	Discipline Elective	IV
8	Maritime Logistics	MBA4066	2	Discipline Elective	IV
9	Operations in Services - Insights & Applications	MBA4069	2	Discipline Elective	IV
10	Supply Chain Modelling & Design	MBA4063	2	Discipline Elective	IV
11	International Supply Chain Management	MBA4065	2	Discipline Elective	IV
12	Operations Research	MBA3044	2	Discipline Elective	IV
13	Market Research	MBA3039	3	Open Elective	III
14	Game Theory in Business	MBA3046	3	Open Elective	III
15	Data Story Telling	MBA3047	3	Open Elective	III
16	Environmental Sustainability and Value Creation	MBA3048	3	Open Elective	III
17	Design Thinking for Business Innovation	MBA2023	3	Open Elective	III

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Annexure – 2

List of New Courses introduced for MBA (Logistics and Supply Chain Management) for the Academic Year 2022-23

S.No.	COURSE	Course Code	Credits	Type	Semester
1	Business Law	MBA3001	3	Core	III
2	Corporate Strategy	MBA3022	3	Core	III
3	Management Accounting	MBA2025	2	Discipline Elective	III
4	Digital and Social Media Marketing	MBA3011	3	Discipline Elective	III
5	Distribution and Channel Development	MBA3045	3	Discipline Elective	III
6	Warehousing and Inventory Management	MBA3043	3	Discipline Elective	III
7	Production Planning & Control	MBA4029	2	Discipline Elective	IV
8	Product Innovation & Development	MBA4030	2	Discipline Elective	IV
9	Operations Strategy	MBA4031	2	Discipline Elective	IV
10	Operations Analytics	MBA3015	2	Discipline Elective	IV
11	Global Integrated Supply Chain Management	MBA3041	2	Discipline Elective	IV
12	E Commerce Supply Chain and Logistics Management	MBA3034	2	Discipline Elective	IV
13	Industry 4.O	MBA3049	3	Open Elective	III

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Action Taken Report (ATR) on Alumni Feedback received for MBA(Logistics and Supply Chain Management) during the AY 2022-23

Department	Stakeholder	Feedback Received	Action Taken
School of Management	Alumni	➢ Alumni wanted to volunteer for few functional sessions. ➢ Alumni felt that few subjects required latest topics in the industry.	• Alumni interaction was organized to interact with students with functional knowledge session. • Included latest topics in Warehouse Management and approved by BOS.

As per the Feedback received and with the approval of BOS, New Courses are introduced as per Annexure I for the AY2023-24.

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Annexure – I

List of New Courses introduced in Academic Year 2023-24

Program	Semester	Batch	Code	Title of the course	Type of Course	L	P	C
MBA	III	2022	PPS4003	Aptitude Training Advanced	Core	0	2	1
MBA	III	2022	MBA3056	Financial Modelling	Specialisation	3	0	3
MBA	III	2022	MBA3053	Applied Artificial Intelligence and Machine Learning	Specialisation	3	0	3
MBA	III	2022	MBA3055	Story Telling and Business Intelligence	Specialisation	3	0	3
MBA (Business Analytics)	III	2022	MBA3054	Database Management	Specialisation	3	0	3

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Action Taken Report (ATR) on Employer Feedback received for MBA (Logistics and Supply Chain Management)during the AY 2022-23

Department	Stakeholder	Feedback Received	Action Taken
School of management	Employer	➢ The recruiters from Logistics and Supply Chain expressed addition of few topics in existing courses. ➢ Students should be trained on professional grooming techniques. ➢ Aptitude needs to be strong. ➢ Communication skills to be improved among students.	• Personality development and grooming sessions were conducted on a regular basis as well as included as a credit course. • Effective communication activities are included in soft skills session. • Aptitude sessions are part of credit courses and assessments are done to increase the effectiveness.

As per the Feedback received and with the approval of BOS, New Courses are introduced as per Annexure I for the AY2023-24.

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Annexure – I

List of New Courses introduced in Academic Year 2023-24

Program	Semester	Batch	Code	Title of the course	Type of Course	L	P	C
MBA	III	2022	PPS4003	Aptitude Training Advanced	Core	0	2	1
MBA	III	2022	MBA3056	Financial Modelling	Specialisation	3	0	3
MBA	III	2022	MBA3053	Applied Artificial Intelligence and Machine Learning	Specialisation	3	0	3
MBA	III	2022	MBA3055	Story Telling and Business Intelligence	Specialisation	3	0	3
MBA (Business Analytics)	III	2022	MBA3054	Database Management	Specialisation	3	0	3

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Action Taken Report (ATR) on Faculty Feedback received for MBA (Logistics and Supply Chain Management) during the AY 2022-23

Department	Stakeholder	Feedback received	Action Taken
School of Management	Faculty	➢ 50% of the faculty felt that the syllabus was well defined to teach. ➢ Faculty required some more additional resources to build effective teaching environment.	➢ Workshops and industry interactions have been conducted apart from e-resources of library for faculty development. ➢ FDP in Supply Chain was conducted.

As per the Feedback received and with the approval of BOS, New Courses are introduced as per Annexure I for the AY2023-24.

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Annexure – I

List of New Courses introduced in Academic Year 2023-24

Program	Semester	Batch	Code	Title of the course	Type of Course	L	P	C
MBA	III	2022	PPS4003	Aptitude Training Advanced	Core	0	2	1
MBA	III	2022	MBA3056	Financial Modelling	Specialisation	3	0	3
MBA	III	2022	MBA3053	Applied Artificial Intelligence and Machine Learning	Specialisation	3	0	3
MBA	III	2022	MBA3055	Story Telling and Business Intelligence	Specialisation	3	0	3
MBA (Business Analytics)	III	2022	MBA3054	Database Management	Specialisation	3	0	3

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Action Taken Report (ATR) on Students Feedback received for MBA (Logistics and Supply Chain Management) during the AY 2022-23

Department	Stakeholder	Feedback received	Action Taken
School of Management	Student	➢ 51.98% of the student respondents felt that experiential learning kind of activities helped them to relate the concepts with real time situations and scenarios. ➢ Students wanted some exposure in the ERP related to LSCM. ➢ Students required additional help with e-resources.	• Various ERP available in LSCM and certifications were oriented by the experts in industry interaction session. • Various e-resources have been provided to enhance the knowledge of students in the domain.

As per the Feedback received and with the approval of BOS, New Courses are introduced as per Annexure I for the AY2023-24.

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Annexure – I

List of New Courses introduced in Academic Year 2023-24

Program	Semester	Batch	Code	Title of the course	Type of Course	L	P	C
MBA	III	2022	PPS4003	Aptitude Training Advanced	Core	0	2	1
MBA	III	2022	MBA3056	Financial Modelling	Specialisation	3	0	3
MBA	III	2022	MBA3053	Applied Artificial Intelligence and Machine Learning	Specialisation	3	0	3
MBA	III	2022	MBA3055	Story Telling and Business Intelligence	Specialisation	3	0	3
MBA (Business Analytics)	III	2022	MBA3054	Database Management	Specialisation	3	0	3

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Action Taken Report (ATR) on Employer Feedback received for MBA (Business Analytics) during the AY 2021-22

Department	Stakeholder	Feedback Received	Action Taken
School of management	Employer	➢ Students need to be aware of industry exposure in the area of Python, Cloud Computing, Blockchain,etc. ➢ The recruiters from IT companies and other industries suggested that the students need to be more participative and work with teams more effectively.	• New courses have been introduced in Python, Cloud Computing and Blockchain. • Invited resource persons from industries were made to address the students. • The soft skill training focused more on participative games and team building.

As per the feedback received, Course Content Revisions are made for the AY 2022-23 as per Annexure -I and New Courses are introduced as per Annexure –II.

Annexure – 1

List of Courses in which Content Revision is undertaken for MBA (Business Analytics) Program in the Academic Year 2022-23

S.No.	*COURSE*	*Course Code*	*Credits*	*Type*	*Semester*
1	Contemporary Issues in Business	MBA3036	1	Core	III
2	Blockchain in Business	MBA4080	2	Discipline Elective	IV
3	Virtual & Augmented Reality in Business	MBA4043	2	Discipline Elective	IV
4	Supply Chain Analytics	MBA4035	2	Discipline Elective	IV
5	Website Data Analytics	MBA4048	2	Discipline Elective	IV

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6	Data Analytics Using Cloud Technology	MBA4039	2	Discipline Elective	IV
7	Text Mining	MBA4036	2	Discipline Elective	IV
8	Business Strategy in Digital Age	MBA4040	2	Discipline Elective	IV
9	Game Theory in Business	MBA3046	3	Open Elective	III
10	Data Story Telling	MBA3047	3	Open Elective	III
11	Environmental Sustainability and Value Creation	MBA3048	3	Open Elective	III
12	Design Thinking for Business Innovation	MBA2023	3	Open Elective	III

Annexure – 2

List of New Courses introduced for MBA (Business Analytics) for the Academic Year 2022-23

S.No.	COURSE	Course Code	Credits	Type	Semester
1	Business Law	MBA3001	3	Core	III
2	Corporate Strategy	MBA3022	3	Core	III
3	Applied Business Analytics	MBA3016	3	Discipline Elective	III
4	Business Forecasting	MBA3017	3	Discipline Elective	III
4	Predictive Analytics	MBA3018	2	Discipline Elective	III
5	HR Analytics	MBA3010	2	Discipline Elective	IV
6	Programming for Analytics	MBA4086	2	Discipline Elective	IV
7	Marketing Analytics	MBA4018	2	Discipline Elective	IV
8	Financial Analytics	MBA4007	2	Discipline Elective	IV
9	Data Visualization	MBA4033	2	Discipline Elective	IV
10	Industry 4.O	MBA3049	3	Open Elective	III

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Action Taken Report (ATR) on Faculty Feedback received for MBA (Business Analytics) during the AY 2021-22

Department	Stakeholder	Feedback received	Action Taken
School of Management	Faculty	➢ 32.5 % of faculty have opined Syllabus is suitable for the course. ➢ 35.65% of faculty have opined that the courses / syllabus have good balance between theory and application ➢ 42.48% of the faculty have opined that they have the freedom to propose, modify, suggest and incorporate new topics in the syllabus.	• Inputs from faculty was collected , deliberated and course revisions were executed more rigorously. • Application aspect of each course has been enhanced by thorough content revision. • A system has been created through which regular feedback and suggestions from faculty about new topic inclusion is enhanced.

As per the feedback received, Course Content Revisions are made for the AY 2022-23 as per Annexure -I and New Courses are introduced as per Annexure –II.

Annexure – 1

List of Courses in which Content Revision is undertaken for MBA (Business Analytics) Program in the Academic Year 2022-23

S.No.	*COURSE*	*Course Code*	*Credits*	*Type*	*Semester*
1	Contemporary Issues in Business	MBA3036	1	Core	III
2	Blockchain in Business	MBA4080	2	Discipline Elective	IV
3	Virtual & Augmented Reality in Business	MBA4043	2	Discipline Elective	IV

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4	Supply Chain Analytics	MBA4035	2	Discipline Elective	IV
5	Website Data Analytics	MBA4048	2	Discipline Elective	IV
6	Data Analytics Using Cloud Technology	MBA4039	2	Discipline Elective	IV
7	Text Mining	MBA4036	2	Discipline Elective	IV
8	Business Strategy in Digital Age	MBA4040	2	Discipline Elective	IV
9	Game Theory in Business	MBA3046	3	Open Elective	III
10	Data Story Telling	MBA3047	3	Open Elective	III
11	Environmental Sustainability and Value Creation	MBA3048	3	Open Elective	III
12	Design Thinking for Business Innovation	MBA2023	3	Open Elective	III

Annexure – 2

List of New Courses introduced for MBA (Business Analytics) for the Academic Year 2022-23

S.No.	COURSE	Course Code	Credits	Type	Semester
1	Business Law	MBA3001	3	Core	III
2	Corporate Strategy	MBA3022	3	Core	III
3	Applied Business Analytics	MBA3016	3	Discipline Elective	III
4	Business Forecasting	MBA3017	3	Discipline Elective	III
4	Predictive Analytics	MBA3018	2	Discipline Elective	III
5	HR Analytics	MBA3010	2	Discipline Elective	IV
6	Programming for Analytics	MBA4086	2	Discipline Elective	IV
7	Marketing Analytics	MBA4018	2	Discipline Elective	IV
8	Financial Analytics	MBA4007	2	Discipline Elective	IV
9	Data Visualization	MBA4033	2	Discipline Elective	IV
10	Industry 4.O	MBA3049	3	Open Elective	III

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Action Taken Report (ATR) on Students Feedback for MBA (Business Analytics) received during the AY 2021-22

Department	Stakeholder	Feedback received	Action Taken
School of Management	Student	➢ The students opined very good (37.76 %) about the syllabus of the courses that they have studied. ➢ The students opined excellent (33.98 %) about the Course applicability to real life situations. ➢ The students opined poor (6.54 %) about the Learning value in terms of skills, concepts, knowledge and analytical abilities. ➢ The students opined good (30.53%) for the offering of the electives in terms of their relevance to the specialization streams. ➢ The students opined good (3.65%) for the percentage of courses having LAB components. ➢ The students opined good (35.45%) for allocation of the credits to the courses.	• Regular inputs from experts from industry as well as students is taken to maintain quality content in syllabus. • Content of Majority of Courses in Business Analytics has been revised and are associated with real business case studies. • Every Course has been mapped for employability, entrepreneurship or skill development with change in content. Change in teaching pedagogy has also been adopted to impart these skills effectively. • As there was scope for improvement, number of courses relevant to specialization streams have been significantly increased. • E Library Resources have been integrated with all courses with web links so that students can access it anytime anywhere.

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			• Lab component of Courses in Business Analytics specialization, has been increased by 20 %. Also, Open Electives like, Data Story Telling with lab components have been offered. • Credits for few courses have been increased to lessen the number of courses.

As per the feedback received, Course Content Revisions are made for the AY 2022-23 as per Annexure -I and New Courses are introduced as per Annexure –II.

Annexure – 1

List of Courses in which Content Revision is undertaken for MBA (Business Analytics) Program in the Academic Year 2022-23

S.No.	*COURSE*	*Course Code*	*Credits*	*Type*	*Semester*
1	Contemporary Issues in Business	MBA3036	1	Core	III
2	Blockchain in Business	MBA4080	2	Discipline Elective	IV
3	Virtual & Augmented Reality in Business	MBA4043	2	Discipline Elective	IV
4	Supply Chain Analytics	MBA4035	2	Discipline Elective	IV
5	Website Data Analytics	MBA4048	2	Discipline Elective	IV
6	Data Analytics Using Cloud Technology	MBA4039	2	Discipline Elective	IV
7	Text Mining	MBA4036	2	Discipline Elective	IV

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8	Business Strategy in Digital Age	MBA4040	2	Discipline Elective	IV
9	Game Theory in Business	MBA3046	3	Open Elective	III
10	Data Story Telling	MBA3047	3	Open Elective	III
11	Environmental Sustainability and Value Creation	MBA3048	3	Open Elective	III
12	Design Thinking for Business Innovation	MBA2023	3	Open Elective	III

Annexure – 2

List of New Courses introduced for MBA (Business Analytics) for the Academic Year 2022-23

S.No.	COURSE	Course Code	Credits	Type	Semester
1	Business Law	MBA3001	3	Core	III
2	Corporate Strategy	MBA3022	3	Core	III
3	Applied Business Analytics	MBA3016	3	Discipline Elective	III
4	Business Forecasting	MBA3017	3	Discipline Elective	III
4	Predictive Analytics	MBA3018	2	Discipline Elective	III
5	HR Analytics	MBA3010	2	Discipline Elective	IV
6	Programming for Analytics	MBA4086	2	Discipline Elective	IV
7	Marketing Analytics	MBA4018	2	Discipline Elective	IV
8	Financial Analytics	MBA4007	2	Discipline Elective	IV
9	Data Visualization	MBA4033	2	Discipline Elective	IV
10	Industry 4.O	MBA3049	3	Open Elective	III

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Action Taken Report (ATR) on Employer Feedback received for MBA (Digital Marketing) during the AY 2022-23

Department	Stakeholder	Feedback Received	Action Taken
School of Management	Alumni	➢ 42.04% of the alumni felt that the syllabus was very much relevant with the course. ➢ Wanted to focus more on the real -life application related guidance during studies. ➢ Lab components to be increased. ➢ Introduce the recent developments in the industry as course.	• Lab components have been increased with certain percentage in all the courses. • Faculty members conducted session on real life application of the tools ad techniques to help the students to gain more knowledge. • The courses related to Blockchain, AIML and Data Story Telling are included in Business Analytics

As per the Feedback received and with the approval of BOS, New Courses are introduced as per Annexure I for the AY2023-24.

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Annexure – I

List of New Courses introduced in Academic Year 2023-24

Program	Semester	Batch	Code	Title of the course	Type of Course	L	P	C
MBA	III	2022	PPS4003	Aptitude Training Advanced	Core	0	2	1
MBA	III	2022	MBA3056	Financial Modelling	Specialisation	3	0	3
MBA	III	2022	MBA3053	Applied Artificial Intelligence and Machine Learning	Specialisation	3	0	3
MBA	III	2022	MBA3055	Story Telling and Business Intelligence	Specialisation	3	0	3
MBA (Business Analytics)	III	2022	MBA3054	Database Management	Specialisation	3	0	3

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Action Taken Report (ATR) on Employer Feedback received for MBA (Business Analytics) during the AY 2022-23

Department	Stakeholder	Feedback Received	Action Taken
School of management	Employer	➢ Students should be trained on professional grooming techniques. ➢ Experiential learning should be increased in specialization courses. ➢ Students need to undergo courses related to Blockchain, AIML and Data Story Telling. ➢ Story Telling and Business Intelligence needs to be provided to Business Analytics students.	• Business Analytics topics involving hands on lab sessions are included across specialization. • Personality development and grooming sessions were conducted on a regular basis as well as included as a credit course. • The courses related to Blockchain, AIML and Data Story Telling are included in Business Analytics.

As per the Feedback received and with the approval of BOS, New Courses are introduced as per Annexure I for the AY2023-24.

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Annexure – I

List of New Courses introduced in Academic Year 2023-24

Program	Semester	Batch	Code	Title of the course	Type of Course	L	P	C
MBA	III	2022	PPS4003	Aptitude Training Advanced	Core	0	2	1
MBA	III	2022	MBA3056	Financial Modelling	Specialisation	3	0	3
MBA	III	2022	MBA3053	Applied Artificial Intelligence and Machine Learning	Specialisation	3	0	3
MBA	III	2022	MBA3055	Story Telling and Business Intelligence	Specialisation	3	0	3
MBA (Business Analytics)	III	2022	MBA3054	Database Management	Specialisation	3	0	3

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Action Taken Report (ATR) on Faculty Feedback received for MBA (Business Analytics) during the AY 2022-23

Department	Stakeholder	Feedback received	Action Taken
School of Management	Faculty	➢ Sufficient number of optional papers are existing in the curriculum. ➢ Faculty wanted to explore more with experiential learning activities as a part of pedagogy. ➢ Need students to work more on practical sessions. ➢ Story Telling and Business Intelligence needs to be provided to Business Analytics students.	• Faculty members of Business Analytics have been guided to work on designing experiential learning activities as well as more of practical sessions. • New course has been introduced from next academic year titled 'Story Telling and Business Intelligence'.

As per the Feedback received and with the approval of BOS, New Courses are introduced as per Annexure I for the AY2023-24.

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Annexure – I

List of New Courses introduced in Academic Year 2023-24

Program	Semester	Batch	Code	Title of the course	Type of Course	L	P	C
MBA	III	2022	PPS4003	Aptitude Training Advanced	Core	0	2	1
MBA	III	2022	MBA3056	Financial Modelling	Specialisation	3	0	3
MBA	III	2022	MBA3053	Applied Artificial Intelligence and Machine Learning	Specialisation	3	0	3
MBA	III	2022	MBA3055	Story Telling and Business Intelligence	Specialisation	3	0	3
MBA (Business Analytics)	III	2022	MBA3054	Database Management	Specialisation	3	0	3

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Action Taken Report (ATR) on Students Feedback for MBA (Business Analytics) received during the AY 2022-23

Department	Stakeholder	Feedback received	Action Taken
School of Management	Student	➢ 75.75% of the students felt that the specialization stream for business analytics is good and can be improved. ➢ Wanted more focus on lab components. ➢ Wanted books to be available in library for the new courses.	• Portions of some of the Courses in Business Analytics has been revised and are associated with real business case studies. • All the Courses have been mapped for employability, entrepreneurship or skill development with change in content. • As there was scope for improvement, number of courses relevant to specialization streams have been significantly increased. • Lab component of Courses in Business Analytics specialization, has been increased.

As per the Feedback received and with the approval of BOS, New Courses are introduced as per Annexure I for the AY2023-24.

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Annexure – I

List of New Courses introduced in Academic Year 2023-24

Program	Semester	Batch	Code	Title of the course	Type of Course	L	P	C
MBA	III	2022	PPS4003	Aptitude Training Advanced	Core	0	2	1
MBA	III	2022	MBA3056	Financial Modelling	Specialisation	3	0	3
MBA	III	2022	MBA3053	Applied Artificial Intelligence and Machine Learning	Specialisation	3	0	3
MBA	III	2022	MBA3055	Story Telling and Business Intelligence	Specialisation	3	0	3
MBA (Business Analytics)	III	2022	MBA3054	Database Management	Specialisation	3	0	3

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Action Taken Report (ATR) on Employer Feedback received for MBA (Digital Marketing)during the AY 2019-20

Department	Stakeholder	Feedback received	Action Taken
School of Management	Employer	➢ 36.3% of recruiters have opined excellent for adequacy of core courses. ➢ 55.3% of employers have opined good for Curriculum followed by the Employee relevant to Employability	• The number of core courses have been maintained • New courses have been introduced in Digital Marketing area for enhancing employability skills as there is scope to excel in this area..

As per the feedback received, New Courses are introduced for the AY 2020-21 as per Annexure 1

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List of New Courses introduced in MBA (Digital Marketing) for 2022-23 Batch

Sl. No.	Course Code	Course Title	L	T	P	C
1	MGT235	Contemporary Issues in Business and Society -I	1	0	0	1
2	MGT231	Business Laws	3	0	0	3
3	MGT233	Corporate Strategy	3	0	0	3
4	DMK201	Digital Marketing Strategy	3	0	0	3
5	ECM204	Digital Consumer Behavior	3	0	0	3
6	DMK203	Email Campaigning and Affiliate Marketing	3	0	0	3
7	DMK204	Search Engine Optimization and Marketing	3	0	0	3
8	DMK206	Mobile Marketing	3	0	0	3
9	ECM205	Digital Product Management	1	0	0	3
10	DMK208	Social Media Marketing	2	1	0	2
11	ECM207	Cyber Law and Security	2	0	0	2
12	DMK214	Digital Display Advertising	2	0	0	2
13	DMK210	Search Engine Marketing	2	0	0	2
14	ECM217	Word Press Website Designing	3	0	0	2

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Action Taken Report (ATR) on Faculty Feedback received for MBA (Digital Marketing) during the AY 2019-20

Department	Stakeholder	Feedback received	Action Taken
School of management	Faculty	➢ 40.5 percent of the faculties opined that syllabus is need based. ➢ 42 % of faculty have opined very good for the Aims and objectives of the syllabi are well defined and clear to teachers and students	• Feedback given by the subject teachers was considered for creating content and therefore need based syllabus is hereby retained. • Clarity of course objectives are communicated to students and faculty on a regular basis.

As per the feedback received, New Courses are introduced as per Annexure –1.

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Annexure - 1

List of New Courses introduced for MBA (Digital Marketing) in the Academic Year 2020-21

Sl. No.	Course Code	Course Title	L	T	P	C
1	MGT235	Contemporary Issues in Business and Society -I	1	0	0	1
2	MGT231	Business Laws	3	0	0	3
3	MGT233	Corporate Strategy	3	0	0	3
4	DMK201	Digital Marketing Strategy	3	0	0	3
5	ECM204	Digital Consumer Behavior	3	0	0	3
6	DMK203	Email Campaigning and Affiliate Marketing	3	0	0	3
7	DMK204	Search Engine Optimization and Marketing	3	0	0	3
8	DMK206	Mobile Marketing	3	0	0	3
9	ECM205	Digital Product Management	1	0	0	3
10	DMK208	Social Media Marketing	2	1	0	2
11	ECM207	Cyber Law and Security	2	0	0	2
12	DMK214	Digital Display Advertising	2	0	0	2
13	DMK210	Search Engine Marketing	2	0	0	2
14	ECM217	Word Press Website Designing	3	0	0	2

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Action Taken Report (ATR) on Students Feedback received during the AY 2019-20 – MBA Digital Marketing

Department	Stakeholder	Feedback received	Action Taken
School of Management	Student	➢ The students opined very good (37.82 %) and good (34.41 %) about the courses they have studied in Digital Marketing basket. ➢ 44.6% of students opined that they are Learning value in terms of skills, concepts, knowledge and analytical abilities. ➢ 37.8% Students suggested that the allocation of the credits to the courses is good. ➢ They also requested to provide career guidance and expert talks by the industrialists.	• Curriculum was maintained with minor changes. • Learning value in terms of skills, concepts, knowledge and analytical abilities are being retained. • In order to improve upon more credit allocation to digital marketing electives, additional courses have been introduced. • Carrier guidance programs were given and counselling cell supported the development of soft skills and communication ability.

As per the feedback received, New Courses are introduced as per Annexure 1 for the AY 2020-21

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Annexure - 1

List of New Courses introduced for MBA (Digital Marketing) in the Academic Year 2020-21

Sl. No.	Course Code	Course Title	L	T	P	C
1	MGT235	Contemporary Issues in Business and Society -I	1	0	0	1
2	MGT231	Business Laws	3	0	0	3
3	MGT233	Corporate Strategy	3	0	0	3
4	DMK201	Digital Marketing Strategy	3	0	0	3
5	ECM204	Digital Consumer Behavior	3	0	0	3
6	DMK203	Email Campaigning and Affiliate Marketing	3	0	0	3
7	DMK204	Search Engine Optimization and Marketing	3	0	0	3
8	DMK206	Mobile Marketing	3	0	0	3
9	ECM205	Digital Product Management	1	0	0	3
10	DMK208	Social Media Marketing	2	1	0	2
11	ECM207	Cyber Law and Security	2	0	0	2
12	DMK214	Digital Display Advertising	2	0	0	2
13	DMK210	Search Engine Marketing	2	0	0	2
14	ECM217	Word Press Website Designing	3	0	0	2

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Action Taken Report (ATR) on Employer Feedback received for MBA (Digital Marketing) during the AY 2020-21

Department	Stakeholder	Feedback received	Action Taken
School of Management	Employer	➢ 40.6% of employers have opined that students have Clear idea about the purpose of the Course. ➢ The recruiters from IT companies and other industries suggested that the students need to be more participative and work with teams more effectively. ➢ Need to include content related to leadership in post Covid times. ➢ Stress on Team work and Team Building. ➢ Out of Box thinking, Parallel thinking and Design Thinking are skills that needs to be imbibed.	• Same has been complied in preparing course plans.. • The soft skill training focused more on participative games and team building. • Course titled 'Leadership – Physical and Digital' introduced for MBA 2021 batch onwards. • Course titled 'Team Dynamics' is introduced as Open Elective for MBA2021 Batch. • Course titled 'Design Thinking' has been in introduced in AY 2021-22.

As per the feedback received, Course Content Revisions are made for the AY 2021-22 as per Annexure -I and New Courses are introduced as per Annexure –II.

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Annexure - 1

List of Courses in which Content Revision is undertaken in MBA (Digital Marketing) for the Academic Year 2021-22

S. No.	Course Code	Batch	Program	Semester	Title of the Course	% Revision
1	MBA3003	2021-23	MBA	II	Business Ethics & Corporate governance	5%
2	MGO206	2020-22	MBA	IV	Leadership in Organizations	5%
3	MBA1009	2021-23	MBA	I	Microeconomics For Managers	10%
4	MBA1008	2021-23	MBA	II	Macro Economics for Managers	10%
5	MGT234	2020-22	MBA	III	Business Ethics and Corporate Governance	10%
6	MBA2027	2021-23	MBA	II	Human Resource Management	22.50%
7	MBA3035	2021-23	MBA	II	Contemporary Issues in Society	40%
8	MBA2020	2021-23	MBA	II	Fundamentals of Business Analytics	40%
9	MGO207	2020-22	MBA	IV	Customer Relationship Management	70%
10	PPS1003	2021-23	MBA	I	Personality Development - Basic	80%
11	ENG1006	2021-23	MBA	I	Communication Skills *	95%
12	MGO205	2020-22	MBA	IV	Psychology at Work	95%
13	DTM248	2020-22	MBA	IV	Design Thinking	

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Annexure – 2

List of New Courses introduced for MBA (Digital Marketing) for the Academic Year 2021-22

S. No.	Course Code	Batch	Program	Semester	Title of the Course
1	MBA1014	2021-23	MBA	I	Fundamentals of Marketing
2	MBA1013	2021-23	MBA	I	Leadership - Physical & Digital
3	MBA2021	2021-23	MBA	I	Fundamentals of Sales process- Physical & digital *
4	MBA2029	2021-23	MBA	II	Strategic Marketing Management
5	MBA3038	2021-23	MBA	II	Team Dynamics
6	DTM231	2020-22	MBA	III	Digital Transformation & Strategy
7	DTM232	2020-22	MBA	III	Industry 4.0
8	MGT235	2020-22	MBA	II	Contemporary Issues in Business and Society -I
9	MGT236	2020-22	MBA	IV	Contemporary Issues in Business and Society -II
10	DTM246	2020-22	MBA	IV	Digital Entrepreneurship

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Action Taken Report (ATR) on Faculty Feedback received for MBA (Digital Marketing) during the AY 2020-21

Department	Stakeholder	Feedback received	Action Taken
School of Management	Faculty	➢ 48.84 percent of the faculties opined that the tests and examinations were conducted well in time with proper coverage of all units in the syllabus and syllabus is need based. ➢ 46.51 percent of the faculties opined that courses / syllabus has good balance between theory and application and course / program of studies carries sufficient number of optional papers. ➢ Suggestion was received to make the program suitable not only for Managers but also for Entrepreneurs in Digital age.	• The SOM has the Board of Studies (BoS) meeting once a year. Feedback given by the subject teachers were put forward to the committee for consideration and the recommendations were implemented. • New course titled 'Digital Entrepreneurship' is introduced in AY 2021-22.

As per the feedback received, Course Content Revisions are made for the AY 2021-22 as per Annexure -I and New Courses are introduced as per Annexure –II.

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Annexure - 1

List of Courses in which Content Revision is undertaken in MBA (Digital Marketing) for the Academic Year 2021-22

S. No.	Course Code	Batch	Program	Semester	Title of the Course	% Revision
1	MBA3003	2021-23	MBA	II	Business Ethics & Corporate governance	5%
2	MGO206	2020-22	MBA	IV	Leadership in Organizations	5%
3	MBA1009	2021-23	MBA	I	Microeconomics For Managers	10%
4	MBA1008	2021-23	MBA	II	Macro Economics for Managers	10%
5	MGT234	2020-22	MBA	III	Business Ethics and Corporate Governance	10%
6	MBA2027	2021-23	MBA	II	Human Resource Management	22.50%
7	MBA3035	2021-23	MBA	II	Contemporary Issues in Society	40%
8	MBA2020	2021-23	MBA	II	Fundamentals of Business Analytics	40%
9	MGO207	2020-22	MBA	IV	Customer Relationship Management	70%
10	PPS1003	2021-23	MBA	I	Personality Development - Basic	80%
11	ENG1006	2021-23	MBA	I	Communication Skills *	95%
12	MGO205	2020-22	MBA	IV	Psychology at Work	95%
13	DTM248	2020-22	MBA	IV	Design Thinking	

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Annexure – 2

List of New Courses introduced for MBA (Digital Marketing) for the Academic Year 2021-22

S. No.	Course Code	Batch	Program	Semester	Title of the Course
1	MBA1014	2021-23	MBA	I	Fundamentals of Marketing
2	MBA1013	2021-23	MBA	I	Leadership - Physical & Digital
3	MBA2021	2021-23	MBA	I	Fundamentals of Sales process- Physical & digital *
4	MBA2029	2021-23	MBA	II	Strategic Marketing Management
5	MBA3038	2021-23	MBA	II	Team Dynamics
6	DTM231	2020-22	MBA	III	Digital Transformation & Strategy
7	DTM232	2020-22	MBA	III	Industry 4.0
8	MGT235	2020-22	MBA	II	Contemporary Issues in Business and Society -I
9	MGT236	2020-22	MBA	IV	Contemporary Issues in Business and Society -II
10	DTM246	2020-22	MBA	IV	Digital Entrepreneurship

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Action Taken Report (ATR) on Students Feedback received for MBA (Digital Marketing) during the AY 2020-21

Department	Stakeholder	Feedback received	Action Taken
School of Management	Student	➢ 35 % of Students suggested the syllabus of the courses they studied as good. ➢ 15% of students rated average for the sequence of the Courses they studied in the previous semester	• As there was scope to enhance the syllabus, new courses have been introduced in digital marketing basket. • Semester grid was rearranged for ensuring pre requisites of the courses.

As per the feedback received, Course Content Revisions are made for the AY 2021-22 as per Annexure -I and New Courses are introduced as per Annexure –II.

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Annexure - 1

List of Courses in which Content Revision is undertaken in MBA (Digital Marketing) for the Academic Year 2021-22

S. No.	Course Code	Batch	Program	Semester	Title of the Course	% Revision
1	MBA3003	2021-23	MBA	II	Business Ethics & Corporate governance	5%
2	MGO206	2020-22	MBA	IV	Leadership in Organizations	5%
3	MBA1009	2021-23	MBA	I	Microeconomics For Managers	10%
4	MBA1008	2021-23	MBA	II	Macro Economics for Managers	10%
5	MGT234	2020-22	MBA	III	Business Ethics and Corporate Governance	10%
6	MBA2027	2021-23	MBA	II	Human Resource Management	22.50%
7	MBA3035	2021-23	MBA	II	Contemporary Issues in Society	40%
8	MBA2020	2021-23	MBA	II	Fundamentals of Business Analytics	40%
9	MGO207	2020-22	MBA	IV	Customer Relationship Management	70%
10	PPS1003	2021-23	MBA	I	Personality Development - Basic	80%
11	ENG1006	2021-23	MBA	I	Communication Skills *	95%
12	MGO205	2020-22	MBA	IV	Psychology at Work	95%
13	DTM248	2020-22	MBA	IV	Design Thinking	

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Annexure – 2

List of New Courses introduced for MBA (Digital Marketing) for the Academic Year 2021-22

S. No.	Course Code	Batch	Program	Semester	Title of the Course
1	MBA1014	2021-23	MBA	I	Fundamentals of Marketing
2	MBA1013	2021-23	MBA	I	Leadership - Physical & Digital
3	MBA2021	2021-23	MBA	I	Fundamentals of Sales process- Physical & digital *
4	MBA2029	2021-23	MBA	II	Strategic Marketing Management
5	MBA3038	2021-23	MBA	II	Team Dynamics
6	DTM231	2020-22	MBA	III	Digital Transformation & Strategy
7	DTM232	2020-22	MBA	III	Industry 4.0
8	MGT235	2020-22	MBA	II	Contemporary Issues in Business and Society -I
9	MGT236	2020-22	MBA	IV	Contemporary Issues in Business and Society -II
10	DTM246	2020-22	MBA	IV	Digital Entrepreneurship

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Action Taken Report (ATR) on Employer Feedback received for MBA (Digital Marketing) during the AY 2021-22

Department	Stakeholder	Feedback Received	Action Taken
School of Management	Alumni	➢ The alumni opined good (33.74 %) regarding the syllabus relevant to your course. ➢ 48.8 % 0f students have opined good for electives in terms of their relevance to the specialization streams. ➢ Alumni have opined that A Course on Design Thinking is in high demand and need to be offered to all interested students.	• Suggestions by the alumni were considered they were included in new course introduction. • New courses have been introduced to maintain course relevance to industry. • Design Thinking Course has been introduced as an Open Elective.

As per the feedback received, Course Content Revisions are made for the AY 2022-23 as per Annexure -I and New Courses are introduced as per Annexure –II.

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Annexure – 1

List of Courses in which Content Revision is undertaken for MBA (Digital Marketing) for the Academic Year 2022-23

S.No.	*COURSE*	*Course Code*	*Credits*	*Type*	*Semester*
1	Contemporary Issues in Business	MBA3036	1	Core	III
2	Market Research	MBA3039	3	Open Elective	III
3	Game Theory in Business	MBA3046	3	Open Elective	III
4	Data Story Telling	MBA3047	3	Open Elective	III
5	Environmental Sustainability and Value Creation	MBA3048	3	Open Elective	III
6	Design Thinking for Business Innovation	MBA2023	3	Open Elective	III

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Annexure – 2

List of New Courses introduced for MBA (Digital Marketing) for the Academic Year 2022-23

S.No.	COURSE	Course Code	Credits	Type	Semester
1	Business Law	MBA3001	3	Core	III
2	Corporate Strategy	MBA3022	3	Core	III
3	Social Media Marketing	MBA3027	3	Discipline Elective	III
4	Search Engine Optimization	MBA3029	3	Discipline Elective	III
5	Web Design using Word Press	MBA4047	2	Discipline Elective	III
6	Email Campaigning and Affiliate Marketing	MBA3028	3	Discipline Elective	III
7	Mobile Marketing	MBA3030	3	Discipline Elective	III
8	Digital Consumer Behaviour	MBA4052	2	Discipline Elective	IV
9	Search Engine Marketing	MBA4054	2	Discipline Elective	IV
10	Digital Display Advertising	MBA4053	2	Discipline Elective	IV
11	Industry 4.O	MBA3049	3	Open Elective	III

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Action Taken Report (ATR) on Employer Feedback received for MBA (Digital Marketing) during the AY 2021-22

Department	Stakeholder	Feedback Received	Action Taken
School of management	Employer	➢ Students need to be aware of industry exposure. ➢ The recruiters from IT companies and other industries suggested that the students need to be more participative and work with teams more effectively.	• Invited resource persons from industries were made to address the students. • The soft skill training focused more on participative games and team building.

As per the feedback received, Course Content Revisions are made for the AY 2022-23 as per Annexure -I and New Courses are introduced as per Annexure –II.

Annexure – 1

List of Courses in which Content Revision is undertaken for MBA (Digital Marketing) for the Academic Year 2022-23

S.No.	*COURSE*	*Course Code*	*Credits*	*Type*	*Semester*
1	Contemporary Issues in Business	MBA3036	1	Core	III
2	Market Research	MBA3039	3	Open Elective	III
3	Game Theory in Business	MBA3046	3	Open Elective	III
4	Data Story Telling	MBA3047	3	Open Elective	III
5	Environmental Sustainability and Value Creation	MBA3048	3	Open Elective	III
6	Design Thinking for Business Innovation	MBA2023	3	Open Elective	III

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Annexure – 2

List of New Courses introduced for MBA (Digital Marketing) for the Academic Year 2022-23

S.No.	COURSE	Course Code	Credits	Type	Semester
1	Business Law	MBA3001	3	Core	III
2	Corporate Strategy	MBA3022	3	Core	III
3	Social Media Marketing	MBA3027	3	Discipline Elective	III
4	Search Engine Optimization	MBA3029	3	Discipline Elective	III
5	Web Design using Word Press	MBA4047	2	Discipline Elective	III
6	Email Campaigning and Affiliate Marketing	MBA3028	3	Discipline Elective	III
7	Mobile Marketing	MBA3030	3	Discipline Elective	III
8	Digital Consumer Behaviour	MBA4052	2	Discipline Elective	IV
9	Search Engine Marketing	MBA4054	2	Discipline Elective	IV
10	Digital Display Advertising	MBA4053	2	Discipline Elective	IV
11	Industry 4.O	MBA3049	3	Open Elective	III

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Action Taken Report (ATR) on Faculty Feedback received for MBA (Digital Marketing) during the AY 2021-22

Department	Stakeholder	Feedback received	Action Taken
School of Management	Faculty	➢ 42% of faculty have opined Syllabus is need based. ➢ 36.8% of faculty have opined that the courses / syllabus have good balance between theory and application ➢ 55.5% of the faculty have opined that they have the freedom to propose, modify, suggest and incorporate new topics in the syllabus.	• Inputs from faculty was collected , deliberated and course revisions were executed. • Application aspect of each course has been enhanced by thorough content revision. • A system has been created through which regular feedback and suggestions from faculty about new topic inclusion is enhanced.

As per the feedback received, Course Content Revisions are made for the AY 2022-23 as per Annexure -I and New Courses are introduced as per Annexure –II.

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Annexure – 1

List of Courses in which Content Revision is undertaken for MBA (Digital Marketing) for the Academic Year 2022-23

S.No.	*COURSE*	*Course Code*	*Credits*	*Type*	*Semester*
1	Contemporary Issues in Business	MBA3036	1	Core	III
2	Market Research	MBA3039	3	Open Elective	III
3	Game Theory in Business	MBA3046	3	Open Elective	III
4	Data Story Telling	MBA3047	3	Open Elective	III
5	Environmental Sustainability and Value Creation	MBA3048	3	Open Elective	III
6	Design Thinking for Business Innovation	MBA2023	3	Open Elective	III

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Annexure – 2

List of New Courses introduced for MBA (Digital Marketing) for the Academic Year 2022-23

S.No.	COURSE	Course Code	Credits	Type	Semester
1	Business Law	MBA3001	3	Core	III
2	Corporate Strategy	MBA3022	3	Core	III
3	Social Media Marketing	MBA3027	3	Discipline Elective	III
4	Search Engine Optimization	MBA3029	3	Discipline Elective	III
5	Web Design using Word Press	MBA4047	2	Discipline Elective	III
6	Email Campaigning and Affiliate Marketing	MBA3028	3	Discipline Elective	III
7	Mobile Marketing	MBA3030	3	Discipline Elective	III
8	Digital Consumer Behaviour	MBA4052	2	Discipline Elective	IV
9	Search Engine Marketing	MBA4054	2	Discipline Elective	IV
10	Digital Display Advertising	MBA4053	2	Discipline Elective	IV
11	Industry 4.O	MBA3049	3	Open Elective	III

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Action Taken Report (ATR) on Students Feedback received for MBA (Digital Marketing) during the AY 2021-22

Department	Stakeholder	Feedback received	Action Taken
School of Management	Student	➢ The students opined excellent (35.5 %) about the offering of the electives in terms of their relevance to the specialization streams and experiments in relation to the real-life applications. ➢ The students opined good (40.4 %) about the Course applicability to real life situations. ➢ The students opined good (36.5%) for the offering of the electives in terms of their relevance to the specialization streams. ➢ The students opined average (16.5%) for the relevance of the Text Books and reference books to the Courses. ➢ The students opined good (36.8%) for the percentage of courses having LAB components. ➢ The students opined good (40%) for allocation of the credits to the courses.	• Number of discipline Elective Courses have been increased. Students are given wide choice to pick courses in each area of specialization. • Content of Majority of Courses have been revised and are associated with real business case studies. • Every Course has been mapped for employability, entrepreneurship or skill development with change in content. Change in teaching pedagogy has also been adopted to impart these skills effectively. • As there was scope for improvement, number of courses relevant to specialization streams have been significantly increased. • E Library Resources have been integrated with all courses with web links so that students can access it anytime anywhere. • Lab component of Fundamentals of Business Analytics, Courses in Business Analytics specialization, Digital Marketing have been

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			increased by 20 %. Also, Open Electives like, Data Story Telling with lab components have been offered. • Credits for few courses have been increased to lessen the number of courses.

As per the feedback received, Course Content Revisions are made for the AY 2022-23 as per Annexure -I and New Courses are introduced as per Annexure –II.

Annexure – 1

List of Courses in which Content Revision is undertaken for MBA (Digital Marketing) for the Academic Year 2022-23

S.No.	*COURSE*	*Course Code*	*Credits*	*Type*	*Semester*
1	Contemporary Issues in Business	MBA3036	1	Core	III
2	Market Research	MBA3039	3	Open Elective	III
3	Game Theory in Business	MBA3046	3	Open Elective	III
4	Data Story Telling	MBA3047	3	Open Elective	III
5	Environmental Sustainability and Value Creation	MBA3048	3	Open Elective	III
6	Design Thinking for Business Innovation	MBA2023	3	Open Elective	III

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Annexure – 2

List of New Courses introduced for MBA (Digital Marketing) for the Academic Year 2022-23

S.No.	COURSE	Course Code	Credits	Type	Semester
1	Business Law	MBA3001	3	Core	III
2	Corporate Strategy	MBA3022	3	Core	III
3	Social Media Marketing	MBA3027	3	Discipline Elective	III
4	Search Engine Optimization	MBA3029	3	Discipline Elective	III
5	Web Design using Word Press	MBA4047	2	Discipline Elective	III
6	Email Campaigning and Affiliate Marketing	MBA3028	3	Discipline Elective	III
7	Mobile Marketing	MBA3030	3	Discipline Elective	III
8	Digital Consumer Behaviour	MBA4052	2	Discipline Elective	IV
9	Search Engine Marketing	MBA4054	2	Discipline Elective	IV
10	Digital Display Advertising	MBA4053	2	Discipline Elective	IV
11	Industry 4.O	MBA3049	3	Open Elective	III

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Action Taken Report (ATR) on Employer Feedback received for MBA (Digital Marketing) during the AY 2022-23

Department	Stakeholder	Feedback Received	Action Taken
School of Management	Alumni	➢ 44.28% of the respondents felt that the course curriculum was stimulating intellectual thought process. ➢ Wanted revision of syllabus in two subjects. ➢ Can create internship opportunities more for students while studies. ➢ Wanted to interact with existing students.	➢ Revisions have been taken care in required subjects as per the feedback. ➢ Placement cell has offered help in getting internship for the interested students additionally. Alumni interaction was organized with students.

As per the Feedback received and with the approval of BOS, New Courses are introduced as per Annexure I for the AY2023-24.

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Annexure – I

List of New Courses Introduced in Academic Year 2023-24

Program	Semester	Batch	Code	Title of the course	Type of Course	L	P	C
MBA	III	2022	PPS4003	Aptitude Training Advanced	Core	0	2	1
MBA	III	2022	MBA3056	Financial Modelling	Specialisation	3	0	3
MBA	III	2022	MBA3053	Applied Artificial Intelligence and Machine Learning	Specialisation	3	0	3
MBA	III	2022	MBA3055	Story Telling and Business Intelligence	Specialisation	3	0	3
MBA (Business Analytics)	III	2022	MBA3054	Database Management	Specialisation	3	0	3

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Action Taken Report (ATR) on Employer Feedback received for MBA (Digital Marketing) during the AY 2022-23

Department	Stakeholder	Feedback Received	Action Taken
School of management	Employer	➢ The recruiters expressed addition of few topics in Marketing. ➢ Students should be trained on professional grooming techniques. ➢ Content Development should be focused in Social Media Marketing. ➢ General knowledge in marketing domain of the students' needs to be enhanced. ➢ Presentation skills to be improved among students.	• General knowledge topics are covered in Contemporary Issues in Business. • Presentation component has been included in continuous assessment process. • Revision of syllabus is done and few new topics added in some of the Marketing subjects.

As per the Feedback received and with the approval of BOS, New Courses are introduced as per Annexure I for the AY2023-24.

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Annexure – I

List of New Courses introduced in Academic Year 2023-24

Program	Semester	Batch	Code	Title of the course	Type of Course	L	P	C
MBA	III	2022	PPS4003	Aptitude Training Advanced	Core	0	2	1
MBA	III	2022	MBA3056	Financial Modelling	Specialisation	3	0	3
MBA	III	2022	MBA3053	Applied Artificial Intelligence and Machine Learning	Specialisation	3	0	3
MBA	III	2022	MBA3055	Story Telling and Business Intelligence	Specialisation	3	0	3
MBA (Business Analytics)	III	2022	MBA3054	Database Management	Specialisation	3	0	3

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Action Taken Report (ATR) on Faculty Feedback received for MBA (Digital Marketing) during the AY 2022-23

Department	Stakeholder	Feedback received	Action Taken
School of Management	Faculty	➢ 46.88% faculty respondents were of the opinion that the syllabus was need based. ➢ General knowledge in marketing domain of the students' needs to be enhanced. ➢ 50% of the faculty felt that the syllabus was well defined to teach. ➢ Faculty required some more additional resources to build effective teaching environment.	• Activity sessions have been included to make students gain more knowledge apart from courses in marketing domain. • Article review sessions have been planned. • Workshops and industry interactions have been conducted apart from e-resources of library for faculty development. • FDP in marketing was conducted.

As per the Feedback received and with the approval of BOS, New Courses are introduced as per Annexure I for the AY2023-24.

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Annexure – I

List of New Courses introduced in Academic Year 2023-24

Program	Semester	Batch	Code	Title of the course	Type of Course	L	P	C
MBA	III	2022	PPS4003	Aptitude Training Advanced	Core	0	2	1
MBA	III	2022	MBA3056	Financial Modelling	Specialisation	3	0	3
MBA	III	2022	MBA3053	Applied Artificial Intelligence and Machine Learning	Specialisation	3	0	3
MBA	III	2022	MBA3055	Story Telling and Business Intelligence	Specialisation	3	0	3
MBA (Business Analytics)	III	2022	MBA3054	Database Management	Specialisation	3	0	3

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Action Taken Report (ATR) on Students Feedback received for MBA (Digital Marketing) during the AY 2022-23

Department	Stakeholder	Feedback received	Action Taken
School of Management	Student	➢ 51.98% of the student respondents felt that experiential learning kind of activities helped them to relate the concepts with real time situations and scenarios. ➢ 17.33% students expressed their opinion by asking for some improvements in specialization courses. ➢ Need industrial visits.	➢ Effort has been put into revising the existing courses of specialization in Digital Marketing by the Course Instructors. Industrial visits have been planned in the academic year in Digital Marketing area.

As per the Feedback received and with the approval of BOS, New Courses are introduced as per Annexure I for the AY2023-24.

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Annexure – I

List of New Courses introduced in Academic Year 2023-24

Program	Semester	Batch	Code	Title of the course	Type of Course	L	P	C
MBA	III	2022	PPS4003	Aptitude Training Advanced	Core	0	2	1
MBA	III	2022	MBA3056	Financial Modelling	Specialisation	3	0	3
MBA	III	2022	MBA3053	Applied Artificial Intelligence and Machine Learning	Specialisation	3	0	3
MBA	III	2022	MBA3055	Story Telling and Business Intelligence	Specialisation	3	0	3
MBA (Business Analytics)	III	2022	MBA3054	Database Management	Specialisation	3	0	3

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