



PRESIDENCY UNIVERSITY

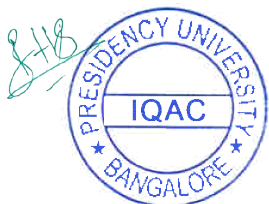
(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

School of Commerce

ATR OF STUDENTS FEEDBACK OF CURRICULUM FOR AY 2020-21

BBA AVIATION

Department	Stakeholder	Feedback received	Action Taken
School of Commerce	Faculty	<ul style="list-style-type: none">• Faculty members opined that the alignment of curriculum with the outcome and the program could be aligned in a better way• Theory and practical aspects should be balanced in the curriculum.• Unique learning pedagogies should be incorporated in the program	<ul style="list-style-type: none">• Based on the input given by the faculty, courses in the program were revised and These revised courses were presented in the Department Academic Council, passed in the Board of Studies and Academic Council.• School has introduced domain based courses for the higher semesters.• Activities that can provide practical insight to students have been introduced.

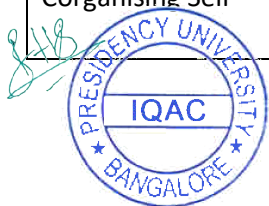


Annexure I : list of courses offered for the academic year 2020-2021

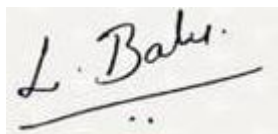
Course code	Course title	Credits
MGT131	Financial Management	4
MGT132	Marketing Management	4
MGT135	Managerial Economics	4
AVM105	Airport and Aircraft Emergencies and Safety Management	3
AVM106	Air Cargo and Logistics	3
MGT703	Industry Review Project	2
MGT141	Cost and Management Accounting	4
MGT142	Entrepreneurship Development	4
MGT143	Corporate Governance and Business Ethics	4
AVM107	Airline and Cabin Crew Management	3
AVM108	Aviation Maintenance Management	3

Annexure II – List of VAC courses offered for the academic years 2020-2021

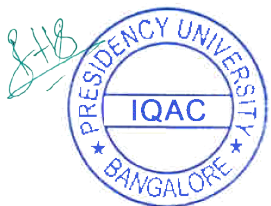
Name of the value-added courses offered	Course Code
Adhering To Commitments Through Inner Peace & Outer Dynamism -	VTSW1001
Attitudinal Shift	VTSW1002
Communication & Decision Making	VTSW1003
Corganising Self	VTSW1004



Developing Intrapersonal Skills Through Relaxation & Meditation	VTSW1005
Importance Of Spirituality	VTSW1006
Improving Efficiency & Productivity Through Sustained High Energy Levels	VTSW1007
Perseverance And Appreciating	VTSW1008
Self-Motivation And Leadership	VTSW1009
Stress Management	VTSW1010
Trainer, Learning & Development	VTSW1011



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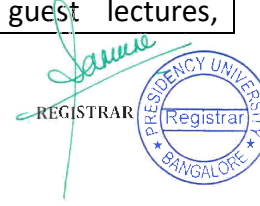
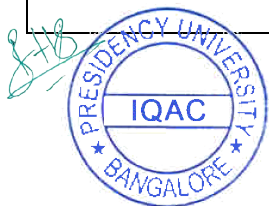
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School of Commerce

ATR OF INDUSTRY FEEDBACK OF CURRICULUM FOR AY 2020-21

BBA AVIATION

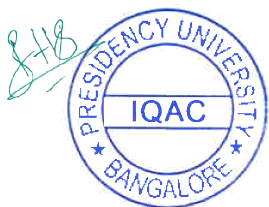
Department	Stakeholder	Feedback received	Action Taken
School of Commerce	Industry	<ul style="list-style-type: none">• Feedback from the industry has been to strengthen the core courses of the programs offered• Feedback from the industry highlighted the need for more practical content in the courses offered.• The industry feedback suggested to increase the course relevancy to workplace, workplace problems.• The feedback suggested to ignite entrepreneurial spirit among the students.	Based on the industry feedback the following changes were incorporated <ul style="list-style-type: none">• Based on the feedback from the industry the school proposed revision of courses in the academic council meeting, list of courses that were considered for revision is mentioned I annexure I.• Considering this request, the School devised programs for students-where industry experts delivered guest lectures,



		<ul style="list-style-type: none"> • Employability of students by exposure to industry and industry practices were suggested • The feedback suggested to ignite entrepreneurial spirit among the students. 	<p>internships for the students.</p> <ul style="list-style-type: none"> • Technology based courses such as analytics in the area of Marketing, HR and Finance were introduced in the curriculum. • Students were encouraged to take up field project as a part of their course assignment.
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Annexure I : list of courses offered for the academic year 2020-2021

Course code	Course title	Credits
MGT131	Financial Management	4
MGT132	Marketing Management	4
MGT135	Managerial Economics	4
AVM105	Airport and Aircraft Emergencies and Safety Management	3
AVM106	Air Cargo and Logistics	3
MGT703	Industry Review Project	2
MGT141	Cost and Management Accounting	4
MGT142	Entrepreneurship Development	4
MGT143	Corporate Governance and Business Ethics	4
AVM107	Airline and Cabin Crew Management	3
AVM108	Aviation Maintenance Management	3



Annexure II – List of VAC courses offered for the academic years 2020-2021

Name of the value-added courses offered	Course Code
Adhering To Commitments Through Inner Peace & Outer Dynamism -	VTSW1001
Attitudinal Shift	VTSW1002
Communication & Decision Making	VTSW1003
Corganising Self	VTSW1004
Developing Intrapersonal Skills Through Relaxation & Meditation	VTSW1005
Importance Of Spirituality	VTSW1006
Improving Efficiency & Productivity Through Sustained High Energy Levels	VTSW1007
Perseverance And Appreciating	VTSW1008
Self-Motivation And Leadership	VTSW1009
Stress Management	VTSW1010
Trainer, Learning & Development	VTSW1011

L. Balu

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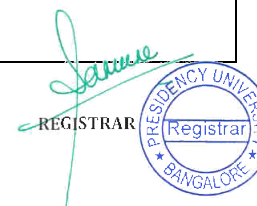
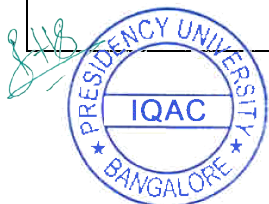
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School of Commerce

ATR OF STUDENTS FEEDBACK OF CURRICULUM FOR AY 2020-21

BBA AVIATION

Department	Stakeholder	Feedback received	Action Taken
School of Commerce	Students	<ul style="list-style-type: none">• Students were of the opinion that the syllabus has to be further upgraded and should be industry oriented based on the nature of the course.• Students have indicated the requirement of application based learning and necessity of courses being offered with a blend of domain and tech based application.• Students have suggested that that application based topics should be incorporated in the courses and experiential learning should be encouraged through field activities.	<ul style="list-style-type: none">• Based on the input given by the students, courses in the program were revised and These revised courses were presented in the Department Academic Council, passed in the Board of Studies and Academic Council.• School has introduced domain based analytics courses for the higher semesters.• Activities in the area of problem based learning, experiential based learning and skill development have been included in the courses.

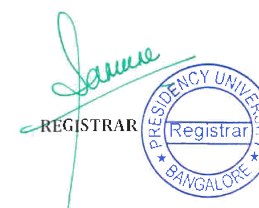
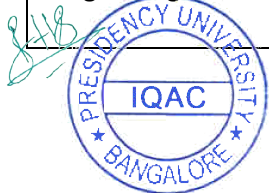


Annexure I : list of courses offered for the academic year 2020-2021

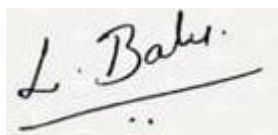
Course code	Course title	Credits
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MGT135	Managerial Economics	4
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MGT703	Industry Review Project	2
MGT141	Cost and Management Accounting	4
MGT142	Entrepreneurship Development	4
MGT143	Corporate Governance and Business Ethics	4
AVM107	Airline and Cabin Crew Management	3
AVM108	Aviation Maintenance Management	3

Annexure II – List of VAC courses offered for the academic years 2020-2021

Name of the value-added courses offered	Course Code
Adhering To Commitments Through Inner Peace & Outer Dynamism -	VTSW1001
Attitudinal Shift	VTSW1002
Communication & Decision Making	VTSW1003
Corganising Self	VTSW1004

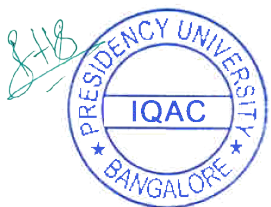


Developing Intrapersonal Skills Through Relaxation & Meditation	VTSW1005
Importance Of Spirituality	VTSW1006
Improving Efficiency & Productivity Through Sustained High Energy Levels	VTSW1007
Perseverance And Appreciating	VTSW1008
Self-Motivation And Leadership	VTSW1009
Stress Management	VTSW1010
Trainer, Learning & Development	VTSW1011



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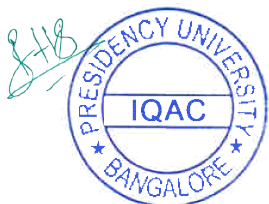
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School of Commerce

ATR OF STUDENTS FEEDBACK OF CURRICULUM FOR AY 2020-21

Department	Stakeholder	Feedback received	Action Taken
School of Commerce	Faculty	<ul style="list-style-type: none">• Faculty members opined that the alignment of curriculum with the outcome and the program could be aligned in a better way• Uniform weightage has to be given for theory and practical exposure in a course• Novel learning methods should be incorporated in the curriculum based on inputs from industry experts	<ul style="list-style-type: none">• Based on the input given by the students, courses in the program were revised and these revised courses were presented in the Department Academic Council, passed in the Board of Studies and Academic Council.• School has introduced domain-based analytics courses for the higher semesters.• Hands on activities that can provide practical insight about concepts from the course have been incorporated. .

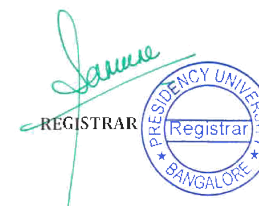
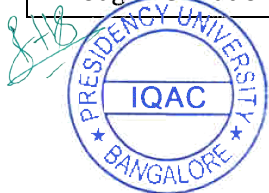


Annexure I – List of courses approved for the academic years 2020-2021


Course Code	Course Name	Credits
MGT131	Financial Management	4
MGT132	Marketing Management	4
MGT133	Innovation and Creativity in Business	4
MGT134	Corporate Law	4
MGT135	Managerial Economics	4
MGT141	Cost and Management Accounting	4
MGT142	Entrepreneurship Development	4
MGT143	Corporate Governance and Business Ethics	4
MGT144	Service Management	4
MGT701	Internship Project	4

Annexure II – List of VAC courses offered for the academic years 2020-2021

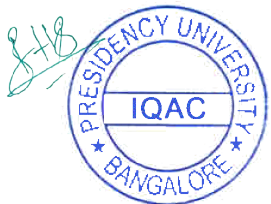
Name of the value-added courses offered	Course Code
Adhering To Commitments Through Inner Peace & Outer Dynamism -	VTSW1001
Attitudinal Shift	VTSW1002
Communication & Decision Making	VTSW1003
Corganising Self	VTSW1004
Developing Intrapersonal Skills Through Relaxation & Meditation	VTSW1005



Importance Of Spirituality	VTSW1006
Improving Efficiency & Productivity Through Sustained High Energy Levels	VTSW1007
Perseverance And Appreciating	VTSW1008
Self-Motivation And Leadership	VTSW1009
Stress Management	VTSW1010
Trainer, Learning & Development	VTSW1011



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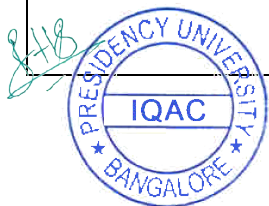
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School of Commerce

ATR OF INDUSTRY FEEDBACK OF CURRICULUM FOR AY 2020-21

BBA

Department	Stakeholder	Feedback received	Action Taken
School of Commerce	Industry	<p>Industry expert's feedback are mentioned below</p> <ul style="list-style-type: none">• Core courses and strategic level courses should be strengthened and incorporated• Focus on practical content• Course topics and class activities should be aligned from employability perspective.• Programs should facilitate students to have industry exposure.• The feedback suggested to ignite entrepreneurial spirit among the students.	<p>Based on the industry feedback the following changes were incorporated</p> <ul style="list-style-type: none">• Based on the feedback from the industry the school proposed revision of courses in the academic council meeting, list of courses that were considered for revision is mentioned I annexure I.• Considering this request, the School devised programs for students-where industry experts delivered guest lectures, internships for the students.• Technology based courses such as analytics in the area of Marketing, <i>Finance</i> and <i>HR</i>



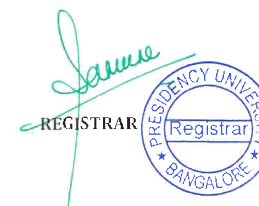
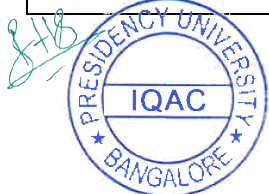
			<p>Finance were introduced in the curriculum.</p> <ul style="list-style-type: none"> • Students were encouraged to take up field project as a part of their course assignment.
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Annexure I – List of courses approved for the academic years 2020-2021

Course Code	Course Name	Credits
MGT131	Financial Management	4
MGT132	Marketing Management	4
MGT133	Innovation and Creativity in Business	4
MGT134	Corporate Law	4
MGT135	Managerial Economics	4
MGT141	Cost and Management Accounting	4
MGT142	Entrepreneurship Development	4
MGT143	Corporate Governance and Business Ethics	4
MGT144	Service Management	4
MGT701	Internship Project	4

Annexure II – List of VAC courses offered for the academic years 2020-2021

Name of the value-added courses offered	Course Code
Adhering To Commitments Through Inner Peace & Outer Dynamism -	VTSW1001

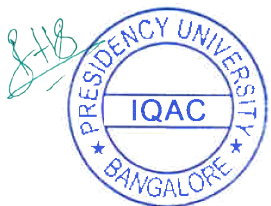


Attitudinal Shift	VTSW1002
Communication & Decision Making	VTSW1003
Corganising Self	VTSW1004
Developing Intrapersonal Skills Through Relaxation & Meditation	VTSW1005
Importance Of Spirituality	VTSW1006
Improving Efficiency & Productivity Through Sustained High Energy Levels	VTSW1007
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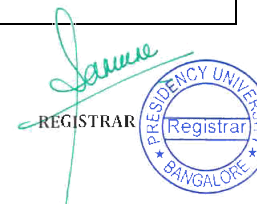
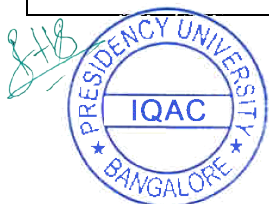
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School of Commerce

ATR OF STUDENTS FEEDBACK OF CURRICULUM FOR AY 2020-21

BBA

Department	Stakeholder	Feedback received	Action Taken
School of Commerce	Students	<p>Students feedback focused on the comments mention below</p> <ul style="list-style-type: none">• Course in respective programs and course content should be updated as per the industry trends• courses should be offered with a blend of domain and tech based application.• Students have suggested that that application based topics should be incorporated in the courses	<ul style="list-style-type: none">• Based on the input given by the students, courses in the program were revised and These revised courses were presented in the Department Academic Council, passed in the Board of Studies and Academic Council.• School has introduced domain based analytics courses for the higher semesters.• Activities in the area of problem based learning, experiential based learning and skill development have been included in the courses.

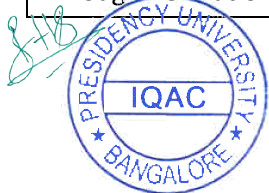


Annexure I – List of courses approved for the academic years 2020-2021

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MGT134	Corporate Law	4
MGT135	Managerial Economics	4
MGT141	Cost and Management Accounting	4
MGT142	Entrepreneurship Development	4
MGT143	Corporate Governance and Business Ethics	4
MGT144	Service Management	4
MGT701	Internship Project	4

Annexure II – List of VAC courses offered for the academic years 2020-2021

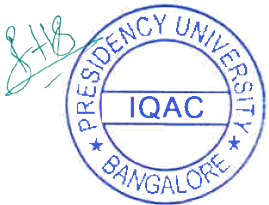
Name of the value-added courses offered	Course Code
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Communication & Decision Making	VTSW1003
Corganising Self	VTSW1004
Developing Intrapersonal Skills Through Relaxation & Meditation	VTSW1005



Importance Of Spirituality	VTSW1006
Improving Efficiency & Productivity Through Sustained High Energy Levels	VTSW1007
Perseverance And Appreciating	VTSW1008
Self-Motivation And Leadership	VTSW1009
Stress Management	VTSW1010
Trainer, Learning & Development	VTSW1011



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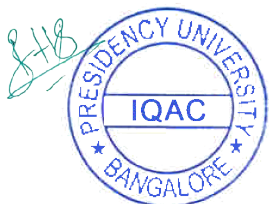
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School of Commerce

ATR OF STUDENTS FEEDBACK OF CURRICULUM FOR AY 2020-21

BBA – DIGITAL MARKETING

Department	Stakeholder	Feedback received	Action Taken
School of Commerce	Faculty	<ul style="list-style-type: none">• Faculty members felt that the program's alignment with the curriculum and the outcome might be improved.• The program should strike a balance between theoretical and applied components.• The program should feature distinctive teaching methods.	<ul style="list-style-type: none">• Courses in the program were altered based on student feedback, and these amended courses were presented to the Department Academic Council and approved by the Board of Studies and Academic Council.• For the upper semesters, the school has added domain-based analytics courses.• In classes, emphasis is placed on activity-based learning.

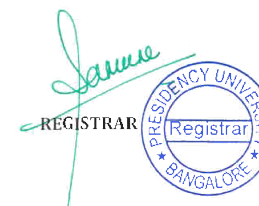
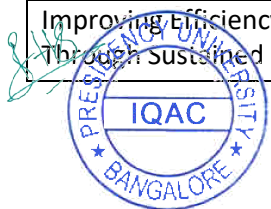


Annexure I – List of courses offered for the academic year 2020-2021


Course Code	Course Name	Credits
MGT111	Financial Accounting	4
MGT112	Management and Behavioral Practices (V2)	4
MGT113	Business Information Systems	4
MGT132	Marketing Management	3
MGT122	Human Resources Management	4
MGI223	Introduction to Digital Marketing	4
ULC207	University Learning Course	1

Annexure II – List of VAC courses offered for the academic years 2020-2021

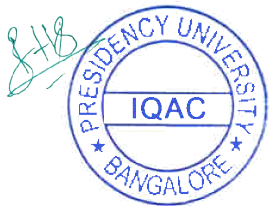
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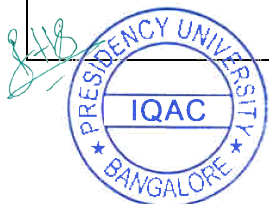
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School of Commerce

ATR OF INDUSTRY FEEDBACK OF CURRICULUM FOR AY 2020-21

BBA – DIGITAL MARKETING

Department	Stakeholder	Feedback received	Action Taken
School of Commerce	Industry	<ul style="list-style-type: none">• Management foundational courses need to be enhanced.• Practical learning should be emphasized in the course.• Current industry trends should be included in the course curriculum updates.• The emphasis of the curriculum should be on practical, activity-based assignments.	<p>The following modifications were implemented in response to suggestions from the industry.</p> <ul style="list-style-type: none">• The school offered course adjustments in the academic council meeting based on feedback from the industry; a list of courses under consideration for improvement is presented. I have Annexure I attached.• The School created programs for students that



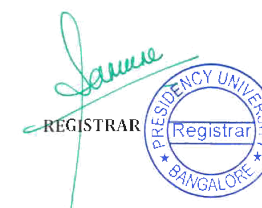
			<p>include internships for students and guest lectures from business leaders in response to this need.</p> <ul style="list-style-type: none"> • A field project was encouraged for students to complete as part of their course requirements.
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Annexure I – List of courses offered for the academic year 2020-2021

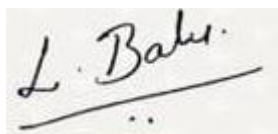
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MGT112	Management and Behavioral Practices (V2)	4
MGT113	Business Information Systems	4
MGT132	Marketing Management	3
MGT122	Human Resources Management	4
MGI223	Introduction to Digital Marketing	4
ULC207	University Learning Course	1

Annexure II – List of VAC courses offered for the academic years 2020-2021

Name of the value-added courses offered	Course Code
Adhering To Commitments Through Inner Peace & Outer Dynamism -	VTSW1001

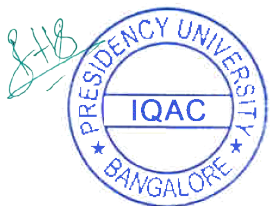


Attitudinal Shift	VTSW1002
Communication & Decision Making	VTSW1003
Corganising Self	VTSW1004
Developing Intrapersonal Skills Through Relaxation & Meditation	VTSW1005
Importance Of Spirituality	VTSW1006
Improving Efficiency & Productivity Through Sustained High Energy Levels	VTSW1007
Perseverance And Appreciating	VTSW1008
Self-Motivation and Leadership	VTSW1009
Stress Management	VTSW1010
Trainer, Learning & Development	VTSW1011



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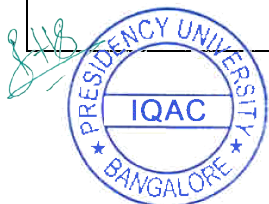
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School of Commerce

ATR OF STUDENTS FEEDBACK OF CURRICULUM FOR AY 2020-21

BBA – DIGITAL MARKETING

Department	Stakeholder	Feedback received	Action Taken
School of Commerce	Students	<ul style="list-style-type: none">• Based on the nature of the course, students felt that the syllabus needed to be improved and made more industry-relevant.• Students have expressed a need for application-based learning.• Students have proposed that application-based subjects be included in the courses.	<ul style="list-style-type: none">• Courses in the program were altered based on student feedback, and these amended courses were presented in the Department Academic Council, passed in the Board of Studies, and Academic Council.• For the upper semesters, the school has added domain-based analytics courses.• The courses involve activities such as problem-based learning, experiential learning, and skill development.



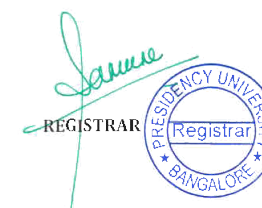
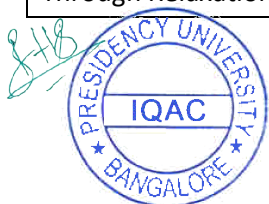
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Annexure I – List of courses offered for the academic year 2020-2021

Course Code	Course Name	Credits
MGT111	Financial Accounting	4
MGT112	Management and Behavioral Practices (V2)	4
MGT113	Business Information Systems	4
MGT132	Marketing Management	3
MGT122	Human Resources Management	4
MGI223	Introduction to Digital Marketing	4
ULC207	University Learning Course	1

Annexure II – List of VAC courses offered for the academic years 2020-2021

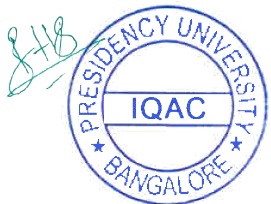
Name of the value-added courses offered	Course Code
Adhering To Commitments Through Inner Peace & Outer Dynamism -	VTSW1001
Attitudinal Shift	VTSW1002
Communication & Decision Making	VTSW1003
Corganising Self	VTSW1004
Developing Intrapersonal Skills Through Relaxation & Meditation	VTSW1005



Importance Of Spirituality	VTSW1006
Improving Efficiency & Productivity Through Sustained High Energy Levels	VTSW1007
Perseverance And Appreciating	VTSW1008
Self-Motivation and Leadership	VTSW1009
Stress Management	VTSW1010
Trainer, Learning & Development	VTSW1011



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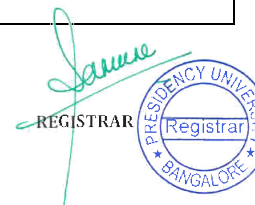
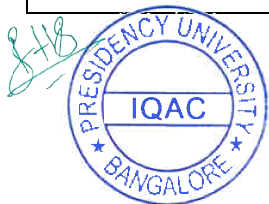
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School of Commerce

ATR OF STUDENTS FEEDBACK OF CURRICULUM FOR AY 2020-21

BBA

Department	Stakeholder	Feedback received	Action Taken
School of Commerce	Students	<p>Students feedback focused on the comments mention below</p> <ul style="list-style-type: none">• Course in respective programs and course content should be updated as per the industry trends• courses should be offered with a blend of domain and tech based application.• Students have suggested that that application based topics should be incorporated in the courses	<ul style="list-style-type: none">• Based on the input given by the students, courses in the program were revised and These revised courses were presented in the Department Academic Council, passed in the Board of Studies and Academic Council.• School has introduced domain based analytics courses for the higher semesters.• Activities in the area of problem based learning, experiential based learning and skill development have been included in the courses.

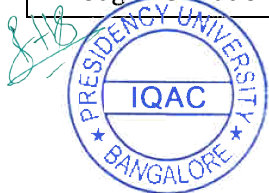


Annexure I – List of courses approved for the academic years 2020-2021

Course Code	Course Name	Credits
MGT131	Financial Management	4
MGT132	Marketing Management	4
MGT133	Innovation and Creativity in Business	4
MGT134	Corporate Law	4
MGT135	Managerial Economics	4
MGT141	Cost and Management Accounting	4
MGT142	Entrepreneurship Development	4
MGT143	Corporate Governance and Business Ethics	4
MGT144	Service Management	4
MGT701	Internship Project	4

Annexure II – List of VAC courses offered for the academic years 2020-2021

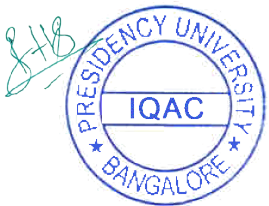
Name of the value-added courses offered	Course Code
Adhering To Commitments Through Inner Peace & Outer Dynamism -	VTSW1001
Attitudinal Shift	VTSW1002
Communication & Decision Making	VTSW1003
Corganising Self	VTSW1004
Developing Intrapersonal Skills Through Relaxation & Meditation	VTSW1005



Importance Of Spirituality	VTSW1006
Improving Efficiency & Productivity Through Sustained High Energy Levels	VTSW1007
Perseverance And Appreciating	VTSW1008
Self-Motivation And Leadership	VTSW1009
Stress Management	VTSW1010
Trainer, Learning & Development	VTSW1011



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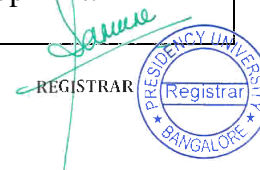
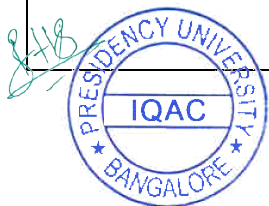
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School of Commerce

ATR OF STUDENTS FEEDBACK OF CURRICULUM FOR AY 2020-21

BBA – BUSINESS ANALYTICS

Department	Stakeholder	Feedback received	Action Taken
School of Commerce	Faculty	<ul style="list-style-type: none">• The faculty members expressed their viewpoint regarding the need for improved alignment between the curriculum, program, and desired outcomes.• It is imperative to maintain a balance between theoretical and practical components within the curriculum.• The program should incorporate distinctive pedagogical approaches to enhance learning.	<ul style="list-style-type: none">• Courses in the program were revised based on student feedback, and the revised courses were presented to the Department Academic Council and approved by the Board of Studies and Academic Council.• The school has introduced domain-specific analytics courses for upper semesters.• The courses include activities in the areas of problem-based learning, experiential learning, and skill development.



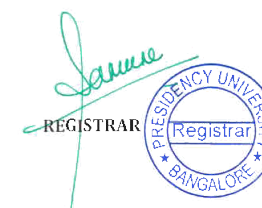
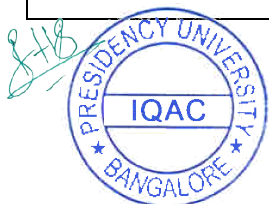
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Annexure I – List of courses offered for the academic year 2020-2021

Course code	Course title	Credits
MGT111	Financial Accounting	4
MGT112	Management and Behavioral Practices (V2)	4
MGT113	Business Information Systems	4
MGT132	Marketing Management	3
MGT122	Human Resources Management	4
MGI224	Application of Business Analytics	4
ULC207	University Learning Course	1

Annexure II – List of VAC courses offered for the academic year 2020-2021

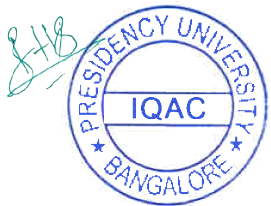
Name of the value-added courses offered	Course Code
Adhering To Commitments Through Inner Peace & Outer Dynamism -	VTSW1001
Attitudinal Shift	VTSW1002
Communication & Decision Making	VTSW1003
Corganising Self	VTSW1004



Developing Intrapersonal Skills Through Relaxation & Meditation	VTSW1005
Importance Of Spirituality	VTSW1006
Improving Efficiency & Productivity Through Sustained High Energy Levels	VTSW1007
Perseverance And Appreciating	VTSW1008
Self-Motivation and Leadership	VTSW1009
Stress Management	VTSW1010
Trainer, Learning & Development	VTSW1011



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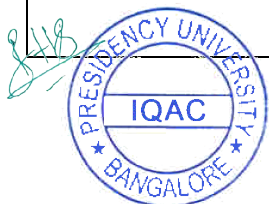
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School of Commerce

ATR OF STUDENTS FEEDBACK OF CURRICULUM FOR AY 2020-21

BCOM

Department	Stakeholder	Feedback received	Action Taken
School of Commerce	Faculty	<p>Following points could be inferred based on the faculty feedback</p> <ul style="list-style-type: none">• Course content in respective program should be effectively synchronized with Program outcome and course outcome• Courses should have provision for activity related to the course topics to help the students to gain application based insight of theory.• Unique learning pedagogies should be incorporated in the program	<ul style="list-style-type: none">• Based on the input given by the students, course in the program were revised and These revised courses were presented in the Department Academic Council, passed in the Board of Studies and Academic Council.• School has considered to introduce domain based analytics courses for the higher semesters.• Application based activities have been incorporated in the courses taught first and second semester taught in the academic year 2019-2020.

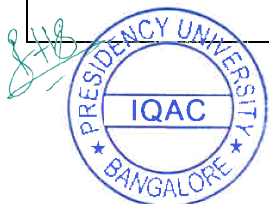


Annexure I – list of courses offered for the academic years 2020-2021

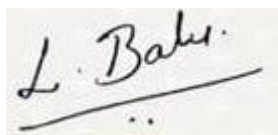
Course code	Course Title	Credits
COM301	Corporate Accounting-2	4
COM302	Company Law	4
COM303	Financial Management	4
COM304	Organizational Behavior	4
COM305	Introduction to Spreadsheet	3
COM401	Cost Accounting	4
COM402	Management Accounting	4
COM403	Principles and Practices of Auditing	4
COM404	Marketing Management	3
COM405	Research Methodology	3
COM406	Advanced Spreadsheets	3

Annexure II – List of VAC courses offered for the academic years 2020-2021

Name of the value-added courses offered	Course Code
Adhering To Commitments Through Inner Peace & Outer Dynamism -	VTSW1001
Attitudinal Shift	VTSW1002
Communication & Decision Making	VTSW1003
Corganising Self	VTSW1004

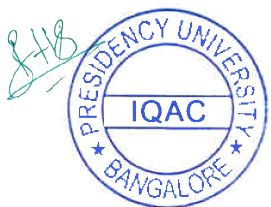


Developing Intrapersonal Skills Through Relaxation & Meditation	VTSW1005
Importance Of Spirituality	VTSW1006
Improving Efficiency & Productivity Through Sustained High Energy Levels	VTSW1007
Perseverance And Appreciating	VTSW1008
Self-Motivation And Leadership	VTSW1009
Stress Management	VTSW1010
Trainer, Learning & Development	VTSW1011



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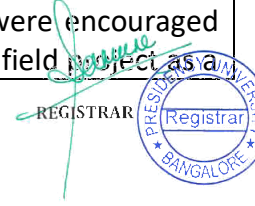
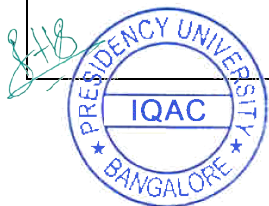
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School of Commerce

ATR OF INDUSTRY FEEDBACK OF CURRICULUM FOR AY 2020-21

BCOM

Department	Stakeholder	Feedback received	Action Taken
School of Commerce	Industry	<ul style="list-style-type: none">• Feedback from the industry has been to strengthen the core courses of the programs offered• Feedback from the industry highlighted the need for more practical content in the courses offered.• The industry feedback suggested to increase the course relevancy to workplace, workplace problems.• The feedback suggested to ignite entrepreneurial spirit among the students.	<p>Based on the industry feedback the following changes were incorporated</p> <ul style="list-style-type: none">• Based on the feedback from the industry the school proposed revision of courses in the academic council meeting, the course annexure I underwent change.• Technology based courses such as analytics in the area of Marketing, HR and Finance were introduced in the curriculum.• Students were encouraged to take up field project as a



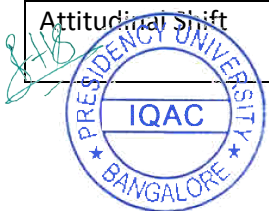
		<ul style="list-style-type: none"> • Employability of students by exposure to industry and industry practices were suggested 	part of their course assignment.
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Annexure I – list of courses offered for the academic years 2020-2021

Course code	Course Title	Credits
COM301	Corporate Accounting-2	4
COM302	Company Law	4
COM303	Financial Management	4
COM304	Organizational Behavior	4
COM305	Introduction to Spreadsheet	3
COM401	Cost Accounting	4
COM402	Management Accounting	4
COM403	Principles and Practices of Auditing	4
COM404	Marketing Management	3
COM405	Research Methodology	3
COM406	Advanced Spreadsheets	3

Annexure II – List of VAC courses offered for the academic years 2020-2021

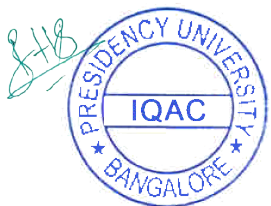
Name of the value-added courses offered	Course Code
Adhering To Commitments Through Inner Peace & Outer Dynamism -	VTSW1001
Attitudinal Shift	VTSW1002



Communication & Decision Making	VTSW1003
Corganising Self	VTSW1004
Developing Intrapersonal Skills Through Relaxation & Meditation	VTSW1005
Importance Of Spirituality	VTSW1006
Improving Efficiency & Productivity Through Sustained High Energy Levels	VTSW1007
Perseverance And Appreciating	VTSW1008
Self-Motivation And Leadership	VTSW1009
Stress Management	VTSW1010
Trainer, Learning & Development	VTSW1011

L. Balu

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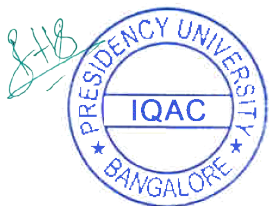
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School of Commerce

ATR OF STUDENTS FEEDBACK OF CURRICULUM FOR AY 2020-21

Department	Stakeholder	Feedback received	Action Taken
School of Commerce	Students	<ul style="list-style-type: none">• Based on the nature of the course, students felt that the syllabus needed to be enhanced further and made more industry-focused.• Students have expressed a need for application-based learning and the need for courses that combine tech and domain-based applications.• Students have requested that application-based subjects be included in the lessons and that field activities be used to promote experiential learning.	<ul style="list-style-type: none">• Based on the input given by the students, courses in the program were revised and These revised courses were presented in the Department Academic Council, passed in the Board of Studies and Academic Council.• School has introduced domain based analytics courses for the higher semesters.• Activities in the area of problem based learning, experiential based learning and skill development have been included in the courses.

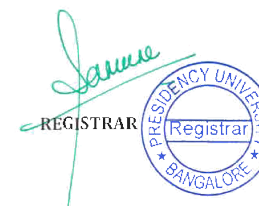
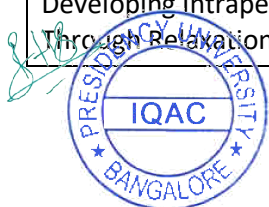


Annexure I – list of courses offered for the academic years 2020-2021

Course code	Course Title	Credits
COM301	Corporate Accounting-2	4
COM302	Company Law	4
COM303	Financial Management	4
COM304	Organizational Behavior	4
COM305	Introduction to Spreadsheet	3
COM401	Cost Accounting	4
COM402	Management Accounting	4
COM403	Principles and Practices of Auditing	4
COM404	Marketing Management	3
COM405	Research Methodology	3
COM406	Advanced Spreadsheets	3

Annexure II – List of VAC courses offered for the academic years 2020-2021

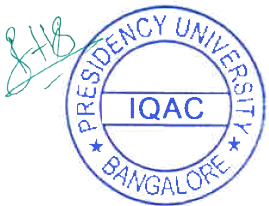
Name of the value-added courses offered	Course Code
Adhering To Commitments Through Inner Peace & Outer Dynamism - Attitudinal Shift	VTSW1001
Communication & Decision Making	VTSW1002
Corganising Self	VTSW1003
Developing Intrapersonal Skills Through Relaxation & Meditation	VTSW1004
	VTSW1005



Importance Of Spirituality	VTSW1006
Improving Efficiency & Productivity Through Sustained High Energy Levels	VTSW1007
Perseverance And Appreciating	VTSW1008
Self-Motivation And Leadership	VTSW1009
Stress Management	VTSW1010
Trainer, Learning & Development	VTSW1011



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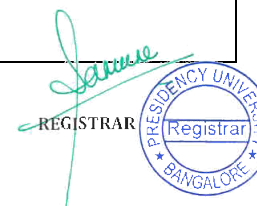
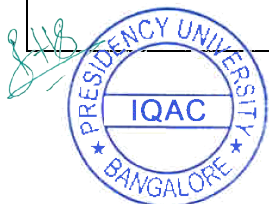
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School of Commerce

BCOM (Hons)

ATR OF STUDENTS FEEDBACK OF CURRICULUM FOR AY 2020-21

Department	Stakeholder	Feedback received	Action Taken
School of Commerce	Faculty	<ul style="list-style-type: none">• Faculty members felt that the program's alignment with the curriculum and the outcome might be improved.• The program should strike a balance between theoretical and applied components.• The program should feature distinctive teaching methods.	<ul style="list-style-type: none">• Students' feedback led to modifications being made to the program's courses, which were subsequently presented to the Department Academic Council and accepted by the Board of Studies and Academic Council.• The institution has created domain-based analytics courses for the upper-level semesters.• Activities in problem-based learning, experience learning, and skill development have all been incorporated into the lessons.

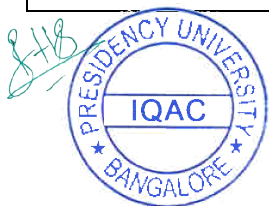


Annexure I – list of courses offered for the academic years 2020-2021

Course code	Course Title	Credits
COM301	Corporate Accounting-2	4
COM302	Company Law	4
COM303	Financial Management	4
COM304	Organizational Behavior	4
COM305	Introduction to Spreadsheet	3
COM401	Cost Accounting	4
COM402	Management Accounting	4
COM403	Principles and Practices of Auditing	4
COM404	Marketing Management	3
COM405	Research Methodology	3
COM406	Advanced Spreadsheets	3
MAH103	Financial Reporting	4
MAH104	Strategic Financial Management	4
BAH101	Business Analytics Fundamentals	4
BAH102	Essential Statistics for Business Analytics	4

Annexure II – List of VAC courses offered for the academic years 2020-2021

Name of the value-added courses offered	Course Code
Adhering To Commitments Through Inner Peace & Outer Dynamism -	VTSW1001

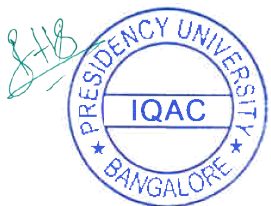


Attitudinal Shift	VTSW1002
Communication & Decision Making	VTSW1003
Corganising Self	VTSW1004
Developing Intrapersonal Skills Through Relaxation & Meditation	VTSW1005
Importance Of Spirituality	VTSW1006
Improving Efficiency & Productivity Through Sustained High Energy Levels	VTSW1007
Perseverance And Appreciating	VTSW1008
Self-Motivation And Leadership	VTSW1009
Stress Management	VTSW1010
Trainer, Learning & Development	VTSW1011

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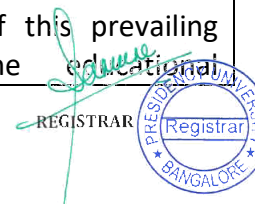
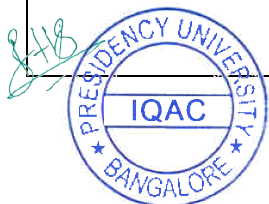
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School of Commerce

BCOM (Hons)

ATR OF INDUSTRY FEEDBACK OF CURRICULUM FOR AY 2020-21

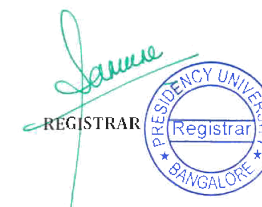
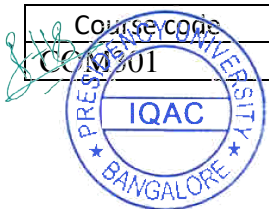
Department	Stakeholder	Feedback received	Action Taken
School of Commerce	Industry	<ul style="list-style-type: none">• According to industry feedback, the fundamental courses of the offered programs should be improved.• Industry feedback highlighted the need for more practical content in the offered courses.• The industry feedback suggested increasing the relevance of the course to the workplace and workplace problems.• The feedback suggested instilling an entrepreneurial mindset in the students.	<ul style="list-style-type: none">• Incorporation of the following changes was done based on feedback received from the industry.• The academic council meeting featured a presentation by the school, wherein a list of courses under consideration for modification was presented, based on feedback received from the industry. Appendix I.• In light of this prevailing need, the educational



		<ul style="list-style-type: none"> Students' employability was indicated to be enhanced by their exposure to industry and industry practices. The feedback suggested instilling students with an entrepreneurial spirit. 	<p>institution devised initiatives catering to the student body, encompassing opportunities for internships as well as hosting guest lectures delivered by industry experts.</p> <ul style="list-style-type: none"> The current curriculum incorporates technology-oriented courses, such as analytics, within the domains of marketing, human resources, and finance. Students were encouraged to undertake field projects as an integral component of their coursework.
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Annexure I – list of courses offered for the academic years 2020-2021

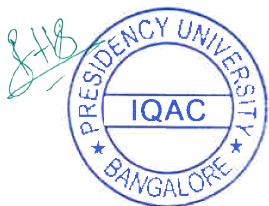
Course code	Course Title	Credits
CEM201	Corporate Accounting-2	4



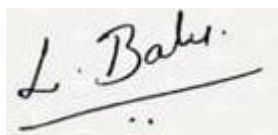
COM302	Company Law	4
COM303	Financial Management	4
COM304	Organizational Behavior	4
COM305	Introduction to Spreadsheet	3
COM401	Cost Accounting	4
COM402	Management Accounting	4
COM403	Principles and Practices of Auditing	4
COM404	Marketing Management	3
COM405	Research Methodology	3
COM406	Advanced Spreadsheets	3
MAH103	Financial Reporting	4
MAH104	Strategic Financial Management	4
BAH101	Business Analytics Fundamentals	4
BAH102	Essential Statistics for Business Analytics	4

Annexure II – List of VAC courses offered for the academic years 2020-2021

Name of the value-added courses offered	Course Code
Adhering To Commitments Through Inner Peace & Outer Dynamism -	VTSW1001
Attitudinal Shift	VTSW1002
Communication & Decision Making	VTSW1003
Corganising Self	VTSW1004

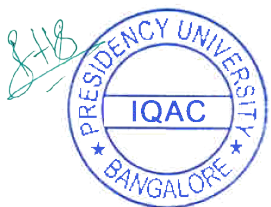


Developing Intrapersonal Skills Through Relaxation & Meditation	VTSW1005
Importance Of Spirituality	VTSW1006
Improving Efficiency & Productivity Through Sustained High Energy Levels	VTSW1007
Perseverance And Appreciating	VTSW1008
Self-Motivation And Leadership	VTSW1009
Stress Management	VTSW1010
Trainer, Learning & Development	VTSW1011



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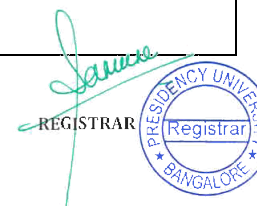
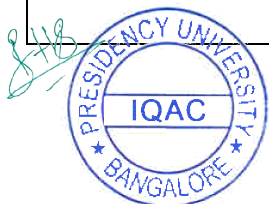
(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

School of Commerce

BCOM (Hons)

ATR OF STUDENTS FEEDBACK OF CURRICULUM FOR AY 2020-21

Department	Stakeholder	Feedback received	Action Taken
School of Commerce	Students	<ul style="list-style-type: none">• Students felt that, given the nature of the course, the curriculum should be enhanced to be more industry-focused.• Students have expressed a desire for application-based learning and courses that incorporate technical and domain-specific applications.• Students have requested that application-based subjects and field activities be incorporated into the curriculum to promote experiential learning.	<ul style="list-style-type: none">• These updated courses have been presented to the Department Academic Council and accepted by the Board of Studies and Academic Council based on student feedback.• The institution has devised domain-based analytics courses for the upper semesters.• The exercises emphasize problem-based learning, experience-based learning, and skill development..



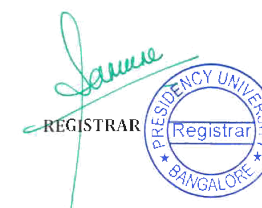
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Annexure I – list of courses offered for the academic years 2020-2021

Course code	Course Title	Credits
COM301	Corporate Accounting-2	4
COM302	Company Law	4
COM303	Financial Management	4
COM304	Organizational Behavior	4
COM305	Introduction to Spreadsheet	3
COM401	Cost Accounting	4
COM402	Management Accounting	4
COM403	Principles and Practices of Auditing	4
COM404	Marketing Management	3
COM405	Research Methodology	3
COM406	Advanced Spreadsheets	3
MAH103	Financial Reporting	4
MAH104	Strategic Financial Management	4
BAH101	Business Analytics Fundamentals	4
BAH102	Essential Statistics for Business Analytics	4

Annexure II – List of VAC courses offered for the academic years 2020-2021

Name of the value-added courses offered	Course Code



Adhering To Commitments Through Inner Peace & Outer Dynamism -	VTSW1001
Attitudinal Shift	VTSW1002
Communication & Decision Making	VTSW1003
Corganising Self	VTSW1004
Developing Intrapersonal Skills Through Relaxation & Meditation	VTSW1005
Importance Of Spirituality	VTSW1006
Improving Efficiency & Productivity Through Sustained High Energy Levels	VTSW1007
Perseverance And Appreciating	VTSW1008
Self-Motivation And Leadership	VTSW1009
Stress Management	VTSW1010
Trainer, Learning & Development	VTSW1011

L. Balu

Dr. Balu L

HOD- SOC

