



SYMBIOSIS INSTITUTE OF INTERNATIONAL BUSINESS (SIIB)
is a constituent of **SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY (SIU))**
(Estd. Under section 3 of the UGC act 1956, notification no. F-9-12/2001-U-3 of the Govt. of India)
Accredited by NAAC with 'A' grade

Curriculum Feedback Collection,
Analysis and Action Taken Report
For
Academic Year
2021-2022

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Accredited by NAAC with 'A' grade**Action Taken Report on Curriculum Feedback
for MBA_IB- for a.y.2021-2022**

| Suggestions given | Action Taken |
|---|---|
| Students: | |
| The students suggested the following actions: | The following actions were taken: |
| 1. Software courses like SPSS should be taught, as they will help students with their research projects. | 1. To improve research abilities, research software courses were partially covered in the "Research Methodology" course and the subsequent workshops. a. Advance KPI b. Advance Excel |
| 2. Real-world cases should receive more attention | 2. The faculty members increased the number of HBR cases used in their teaching and internal evaluation procedures. |
| Teacher | |
| The Teacher suggested the following actions: | The following actions were taken: |
| 1. Repositioning of course for Semester II in line with student requirements for SIP. Course on Consumer Behaviour should be shifted to Semester II as a Core Marketing course, and Integrated Marketing Communication to be shifted to Semester III. | 1. The Program Structure for the MBA(IB) 2021–23 batch was modified in accordance with these suggestions |
| Alumni: | |
| The following actions were suggested: 1. To increase their prospects for digital learning and in the sphere of international business, students are advised to select Coursera and Swayam courses on the latest trends. | The following actions were taken: 1. The following Courses offered through Coursera and Swayam are now required and are connected to individual course assessments. |

| | |
|---|---|
| | <ul style="list-style-type: none"> a. Introduction to Managerial Economics (Offered by IIMB) b. Managing Human Resource (Offered by the University of Minnesota) c. Supply Chain Principles (Offered by Georgia Tech) |
| 2. Given the growing demand for digital marketing, it should be addressed for all specializations. across all industries. | <p>2. The Q.I.C. at SIIB has created an integrated strategy that incorporates seminars, guest lectures, and workshops to answer the growing demand for "Digital Marketing," by arranging the following sessions: -</p> <ul style="list-style-type: none"> a. Digital Marketing workshop b. Next Gen Marketing Approaches c. Marketing Trends 2022 d. Being one with the Consumer Etc. |
| Industry Experts: | |
| Following actions were suggested: | The following actions were taken: |
| 1. Expand the range of skill-based topics covering the field of international business. | <p>1. The Q.I.C. discussed the proposals, and the following workshops, guest lectures, and seminars further investigated these Value-Added Courses:</p> <ul style="list-style-type: none"> a. Trending Skills for Industry b. Leadership Skills for Marketing c. Enabling Entrepreneurship d. HR strategies post pandemic e. Advanced Quant Analytics |
| 2. There should be more emphasis on business analytics across all specializations. | <p>2. The internal assessment of all programmes and specializations (MBA IB included the Swayam Course on "Predictive Analytics (Offered by IIMB)").</p> |



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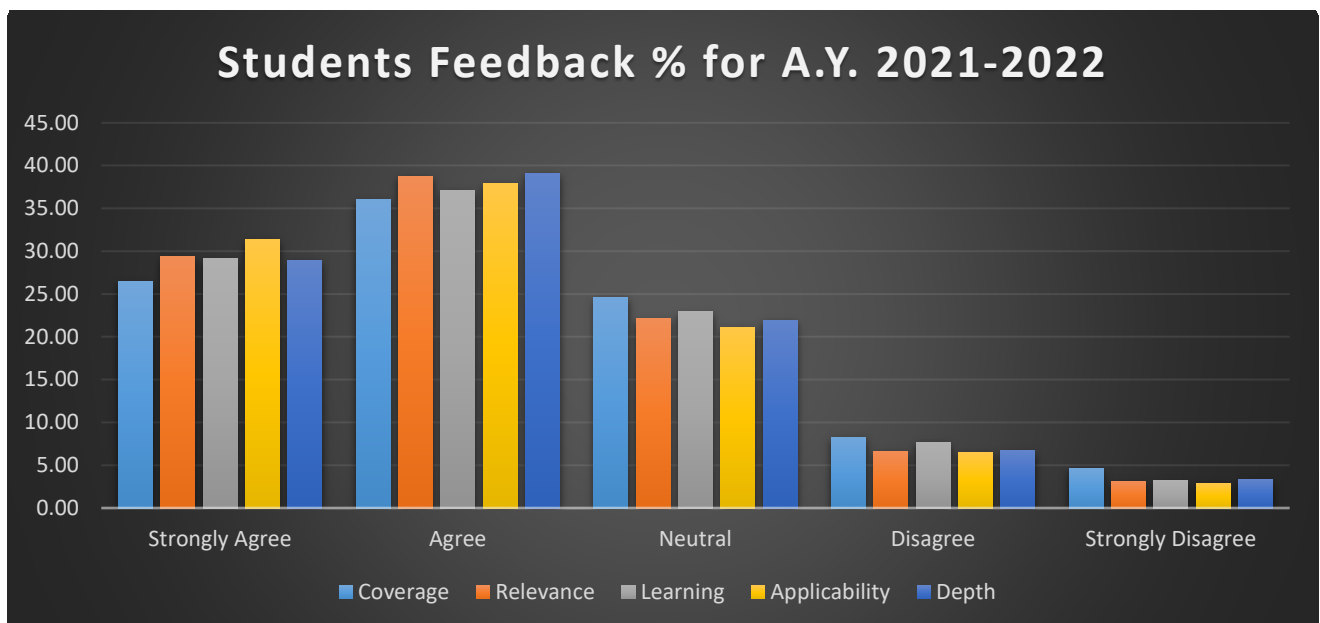
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Detailed Feedback Analysis and Review for Academic Year 2021-2022

| Sr No | Stakeholder | Number of Respondents |
|-------|----------------------------|-----------------------|
| 1 | Students | 274 |
| 2 | Teachers | 12 |
| 3 | Employers/Industry Experts | 2 |
| 4 | Alumni | 2 |

Students Feedback % for A.Y. 2021-2022

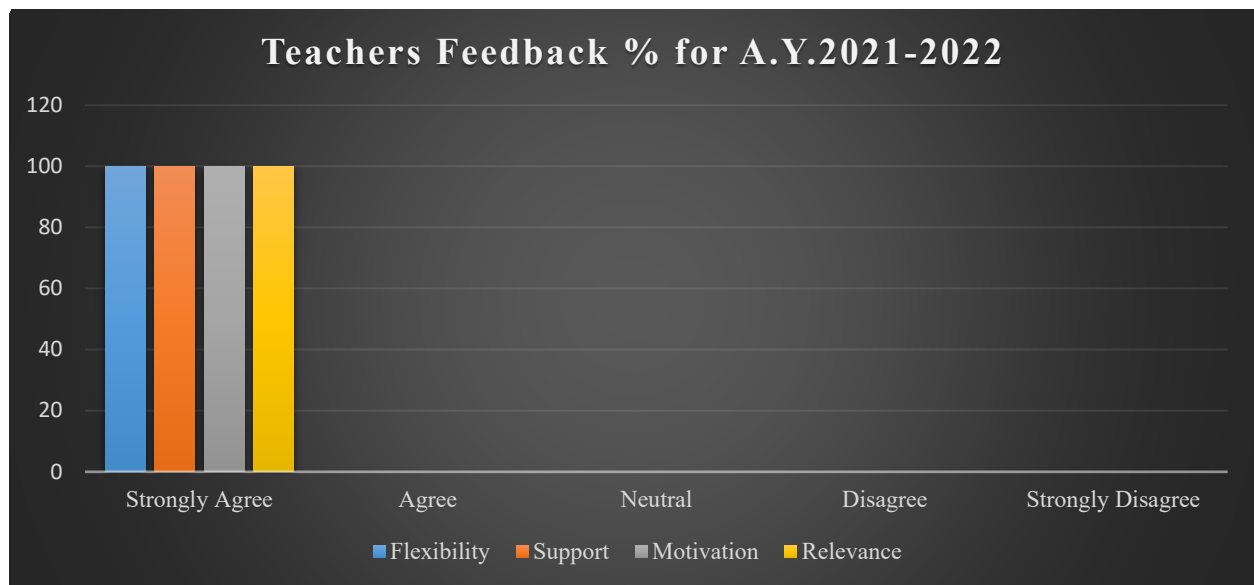
| Sr No | Parameter | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | Total |
|-------|---------------|----------------|-------|---------|----------|-------------------|-------|
| 1 | Coverage | 26.44 | 36.05 | 24.63 | 8.25 | 4.63 | 100 |
| 2 | Relevance | 29.36 | 38.75 | 22.14 | 6.62 | 3.13 | 100 |
| 3 | Learning | 29.10 | 37.11 | 22.91 | 7.67 | 3.21 | 100 |
| 4 | Applicability | 31.43 | 37.97 | 21.14 | 6.54 | 2.92 | 100 |
| 5 | Depth | 28.96 | 39.09 | 21.93 | 6.67 | 3.34 | 100 |





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| Teachers Feedback % for AY 2021-2022 | | | | | | | |
|--------------------------------------|-------------|----------------|-------|---------|----------|-------------------|-------|
| Sr No | Parameter | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | Total |
| 1 | Flexibility | 100 | 0 | 0 | 0 | 0 | 100 |
| 2 | Support | 100 | 0 | 0 | 0 | 0 | 100 |
| 3 | Motivation | 100 | 0 | 0 | 0 | 0 | 100 |
| 4 | Relevance | 100 | 0 | 0 | 0 | 0 | 100 |



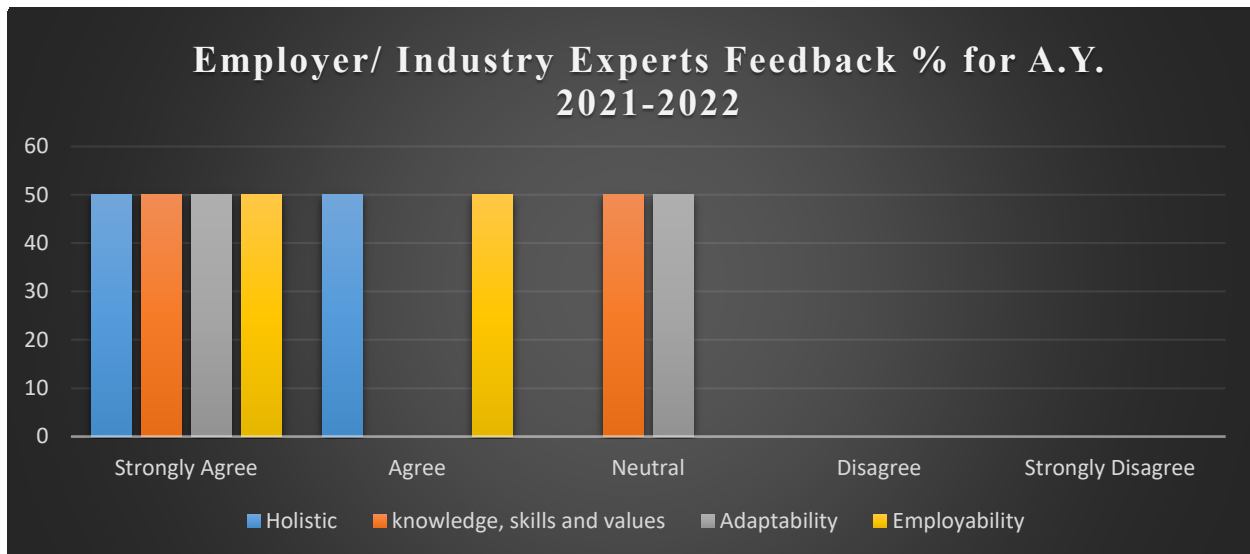


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Employer/ Industry Experts Feedback % for A.Y. 2021-2022

| Sr No | Parameter | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | Total |
|-------|------------------------------|----------------|-------|---------|----------|-------------------|-------|
| 1 | Holistic | 50 | 50 | 0 | 0 | 0 | 100 |
| 2 | Knowledge, skills and values | 50 | 0 | 50 | 0 | 0 | 100 |
| 3 | Adaptability | 50 | 0 | 50 | 0 | 0 | 100 |
| 4 | Employability | 50 | 50 | 0 | 0 | 0 | 100 |

Employer/ Industry Experts Feedback % for A.Y. 2021-2022





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| Alumni Feedback % A/Y. 2021-2022 | | | | | | | |
|----------------------------------|---|----------------|-------|---------|----------|-------------------|-------|
| Sr No | Parameter | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | Total |
| 1 | Applicability / relevance to real life situations | 0 | 50 | 50 | 0 | 0 | 100 |
| 2 | Depth | 0 | 50 | 0 | 50 | 0 | 100 |
| 3 | Employability / Growth | 0 | 50 | 50 | 0 | 0 | 100 |
| 4 | Involvement | 0 | 100 | 0 | 0 | 0 | 100 |

