



Kristu Jayanti College

AUTONOMOUS Bengaluru

Reaccredited A++ Grade by NAAC | Affiliated to Bengaluru North University

Report on Feedback Analysed and Action Taken

2023 – 2024

Faculty of Commerce & Management

Department	Stakeholder	Feedback Received	Action Taken
Commerce UG	Student	<ul style="list-style-type: none">Introduce placement oriented programs	<ul style="list-style-type: none">Department is introducing B.com with business processing in association with TCS from the academic year 2024-25
	Teacher	<ul style="list-style-type: none">Include Basics of Excel	<ul style="list-style-type: none">Incorporated as VAC course for final years
	Alumni	<ul style="list-style-type: none">Include Stock trading course	<ul style="list-style-type: none">Introduced online trading certificate course (Stock byte) for first years
	Employer	<ul style="list-style-type: none">Include Practical application of GST	<ul style="list-style-type: none">Initiated GST filing online Course for the final years
Professional Accounting & Finance	Student	<ul style="list-style-type: none">The feedbacks highlighted that there was a need for enhanced collaboration with relevant industries to ensure more practical exposure.	<ul style="list-style-type: none">Based on the stakeholder feedback, Memorandum of Understanding (MoU) has been signed with Finzcurve Advisors LLP for providing coaching for CA and CS aspirants.
	Teacher	<ul style="list-style-type: none">More practical exposure is essential for students to enrich their learning experience and enhance their career readiness.	<ul style="list-style-type: none">Industry Academia Interaction and Expert lectures were organised to motivate students and to prepare them for industry roles and responsibilities.
	Alumni	<ul style="list-style-type: none">Teaching and mentoring by the senior students who are well versed in the subject could allow the students to participate in interactive learning in the class.	<ul style="list-style-type: none">“Facilitated learning” was implemented where the senior students who have strong subject knowledge will handle the sessions for their junior students.

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	Employer	<ul style="list-style-type: none"> Experts talk would give insights of industry to the students 	<ul style="list-style-type: none"> Expert lecture Series and Adjunct faculty sessions from industrial experts were organized for various courses in order to provide practical exposure to the students.
Commerce PG	Student	<ul style="list-style-type: none"> Research Paper Presentation & Publications 	<ul style="list-style-type: none"> 7-Day Workshop on Data Analysis Using SPSS Conducted.
	Teacher	<ul style="list-style-type: none"> Fintech and Quantitative Analysis of Stocks 	<ul style="list-style-type: none"> New courses to introduce in M.Com & M.Com FA, Fintech Management, Quantitative Investment Management Subjects
	Alumni	<ul style="list-style-type: none"> Hands-One Training on EViews and Workshop on Derivatives and WealthManagement 	<ul style="list-style-type: none"> New Courses to Introduce in M.Com & M.Com FA, Financial Modeling Using E Views, Entrepreneurship and Start up management, Derivatives Management, Wealth Management
	Employer	<ul style="list-style-type: none"> Up skilling & Re skilling accounting courses to be introduced in the curriculum 	<ul style="list-style-type: none"> New courses to introduce in M.Com & M.Com FA, International Financial Reporting Standards, International Accounting, Corporate Reporting Practices.
Management	Student	<ul style="list-style-type: none"> Students suggested for providing vocational training and to Provide workshops. Recommendations have been made to enhance skill development activities by placing a stronger emphasis on industry perspectives. Additionally, it is suggested to organize guest lectures featuring industry experts specializing in the relevant field as a means of further enrichment. 	<ul style="list-style-type: none"> The department offered a valuable workshop on self-branding and personal well-being, addressing crucial aspects for vocational purposes. Furthermore, specialized workshops like Virtuoso are provided to augment entrepreneurial skills. Department has inculcated various Skill development activities for each course to help the students in improving their employability skills.

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	Teacher	<ul style="list-style-type: none"> Teachers gave suggestions to modify the curriculum based on emerging trends in the business environment. To introduce the innovative subjects like Design Thinking Teachers suggested to guide the students to enrich their knowledge in bringing Research paper publication with specific to elective courses. 	<ul style="list-style-type: none"> Few Skill development courses like Self-Branding and Corporate Etiquette has been conducted in this academic year. Subjects like Design thinking and other innovative subjects are introduced for VII and VIII semester students as per NEP. Programmes like Anveshan (research- Paper presentations) Students were guided to undergo Research work during their final semester and they presented and published their research paper in the ISBN publication to improve their research skills and added value to their career.
	Alumni	<ul style="list-style-type: none"> Alumni's suggested to provide certificate courses or training courses especially in Business Analytics, Business Intelligence and Data Analytics. 	<ul style="list-style-type: none"> During this academic year, Department conducted Certificate Course on Data Analytics and Aptitude skills for all UG students and few more suggestions were taken and we have planned to provide more certificate courses in different areas in the upcoming academic year.
	Employer	<ul style="list-style-type: none"> Industry expert's emphasized more on soft skill training based on present scenario of industry. 	<ul style="list-style-type: none"> Based on the suggestion from Industry experts, Department organized Soft Skill training program on employability focusing on resume building, corporate etiquette and interview skills.
Professional Management Studies	Student	<ul style="list-style-type: none"> Suggested to include hands-on or practical training programs for gaining more practical knowledge. 	<ul style="list-style-type: none"> Added hands-on training programs through exhibitions, industrial visit, field visit and industrial collaborations.
	Teacher	<ul style="list-style-type: none"> Recommended some job-oriented courses useful for Entrepreneurs. 	<ul style="list-style-type: none"> Included certificate courses on Entrepreneurship of NPTEL.
	Alumni	<ul style="list-style-type: none"> Recommended to add certification courses for Business Analytics and Aviation management. 	<ul style="list-style-type: none"> Conducted certification courses for Business Analytics Students by IOA. Conducted cabin crew certification course for

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			aviation management.
	Employer	<ul style="list-style-type: none"> ▪ Suggested to bring in more focus on Research for students. ▪ Need to have weekly once or twice group discussion to improve communication skills. 	<ul style="list-style-type: none"> ▪ Developed a research forum for students pooled together and gave the opportunity to present at different conferences. ▪ Provided corporate etiquette training programs and group discussion sessions on club activity hours.
School of Management	Student	<ul style="list-style-type: none"> • Modern tools on Supply Chain Management, Artificial Intelligence and Machine Learning applications in SCM can be included in marketing subjects. • In Digital Marketing course practical exercises can be added on social media marketing. • In Macro Financial Services course (Finance elective), new banking system in India, and concept of international capital Markets can be included. • Courses on Artificial Intelligence and Machine Learning and Natural Language Processing for Business Analytics & Intelligence Stream (currently offered only as IOA certification courses) can be taught in regular classes. 	<ul style="list-style-type: none"> ▪ With the approval of board of studies members, in Supply Chain Management course (Marketing and Supply Chain Management Elective), Modern tools on Supply Chain Management, Artificial Intelligence and Machine Learning applications in SCM has been included in the curriculum. ▪ With the approval of board of studies members, in Digital Marketing course (Marketing and Supply Chain Management Elective), Practical exercises on Social Media Marketing, Measuring E- service benefits and Modern tool and techniques for Measuring Impact has been included in the curriculum. ▪ With the approval of board of studies members, concepts – ‘new banking system in India and concept of international capital Markets, has been included in the curriculum- ‘Macro Financial Services course’ (Finance elective). ▪ With the approval of board of studies members, two courses - Artificial Intelligence and Machine Learning and Natural Language Processing have been included as the regular

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	Teacher	<p>Pre Pre-requisite Course can be conducted for the following:</p> <ul style="list-style-type: none"> • Financial Accounting Process from Journal Entry to Final Accounts can be introduced. • Functions, roles skills and theories on management. • Formative Assessment is changed to Activity based evaluation with no midterm examination conducted for the course: Human Resource Management (Trimester 1) • In Entrepreneurial Ecosystem course (Trimester 3), scenario analysis can be added as an activity. • In the course, Workplace Stress and Wellbeing Employee Engagement Approaches- MAGIC model of engagement, Retention Strategies can be added. • In Product and Brand Management, topics on Design Thinking, Corporate Branding, Competitive Modern branding tools, Competitive Benchmarking, 	<p>courses (Business Analytics & Intelligence elective).</p> <p>Discussed in the board of studies and approved to include the following contents in the respective courses for the student batch 2024-2025</p> <ul style="list-style-type: none"> • In Trimester 1, Financial Accounting for Managers course, as pre-requisite Course on Financial Accounting Process • In Trimester 1, Fundamentals of Management Practice course, as pre-requisite Course on concepts- Functions, roles skills and theories on management • With the approval of board of studies members, in Human Resource Management course (Trimester 1), for formative assessment, mid- term examination is replaced with Activity based evaluation. • With the approval of board of studies members, in Entrepreneurial Ecosystem course (Trimester 3), scenario analysis activity has been included in the curriculum. • With the approval of board of studies members, in the course, ‘Workplace Stress and Wellbeing, concepts- Employee Engagement Approaches- MAGIC model of engagement and retention Strategies have been included in the curriculum (Human Resource and Corporate Psychology elective course). • With the approval of board of studies members, in Digital Marketing course (Marketing and

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		Brand Equity and Value Chain, Brand Equity Measurement.	Supply Chain Management Elective), topics on Design Thinking for Innovation, Corporate Branding, Competitive Advantage and branding of products, Modern branding tools, Competitive Benchmarking, Brand Equity and Value Chain, Brand Equity Measurement has been included in the curriculum.
	Alumni	<ul style="list-style-type: none"> • In Applied Financial Econometrics course (Finance elective), Panel data Regression models, Least Squares Dummy variable (LSD V) model model (REM) or error components model (ECM) can be included. • Suggested to add 'Immigration Labour Management' in Global Human Resource Management course. • Crisis Communication in services Marketing can be included in marketing course. • More practical exercises on Power BI can be included along with excel. 	<ul style="list-style-type: none"> • With the approval of board of studies members, in Applied Financial Econometrics course (Finance elective), concepts and exercises on Panel data Regression models, Least Squares Dummy variable (LSD V) model model (REM) or error components model (ECM) has been included in the curriculum. • With the approval from members of curriculum advisory committee and board of studies, topics 'Immigration Labour Management' in Global Human Resource Management course (Human Resource and Corporate Psychology elective course) has been included in the curriculum. • With the approval from members of curriculum advisory committee and board of studies, in Services marketing course (Marketing and Supply chain Management Elective), 'Crisis Communication in Services Marketing' topic has been included. • With the approval from members of curriculum advisory committee and board of studies, in MS Excel with SQL course (Business Analytics & Intelligence elective) has been included.

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	Employer	<ul style="list-style-type: none"> • In IT related subject concepts like Dark factory and OLAP and its operations can be included. • In operations research course, Decision Tree can be included • In Business Analytics course, Decision Support System, Machine Learning model building, BI visualization tools can be included • In Performance and Reward Management (Human Resource elective course), concepts related to Benefits and Tax Implications, Strategic Reward and Reward Management can be added. • In the course Human Resource Management and Sustainability topics on High Commitment HRM, Health and Occupational Hazards can be included. • In the course Retail Operations Management, topics on ROI, Store Renovation and Modernization can be included. • Separate elective on Strategic Finance can be introduced • Suggested to have uniformity in the number of Units for the courses in the curriculum. 	<ul style="list-style-type: none"> • In the curriculum revision, for the student batch 2024-2025, in the course, Trimester 1 'Transforming Business through Information Technology', Dark factory concept and OLAP and its operations are incorporated with the approval of Curriculum advisory committee and Board of studies. • In the course, Trimester 1 'Operations Research', Decision Tree exercises are incorporated with the approval of Curriculum advisory committee and Board of studies. • In the course, Trimester 2 'Business Analytics', Decision Support System, Machine Learning model building, BI visualization tools are included with the approval of Curriculum advisory committee and Board of studies. • With the approval of members of board of studies, concepts – 'Benefits and Tax Implications, Strategic Reward and Reward Management' has been included in the course 'Performance and Reward Management (Human Resource and Corporate Psychology elective course)'. • With the approval from members of curriculum advisory committee and board of studies, topics on High Commitment HRM, Health and Occupational Hazards has been included in Human Resource Management and Sustainability (Human Resource and Corporate Psychology elective course).

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		<ul style="list-style-type: none"> New MBA programme on International Business can be introduced. 	<ul style="list-style-type: none"> With the approval from members of curriculum advisory committee and board of studies, topics on 'ROI per sq.ft. ROI per Transaction, Trolley Size Management, Retail Store Renovation and Modernization; Retail Insurance; AI tools in Retail Store Planning' has been included in the course' Retail Operations Management (Marketing and Supply chain Management Elective) New elective Stream on Strategic Finance with 10 elective courses have been approved by the members of the curriculum advisory committee and board of studies. The new electives will be offered for the upcoming student batch 2024-2025. With the approval of the members of Curriculum Advisory Committee and Board of Studies, new curriculum for the students batch 2024-2025 have been redesigned with all 2 credit courses with four units in the course and 3 and 4 credit courses with 5 units in the course. Introducing new programme in the school of Management, 'MBA in International Business' have been approved by the members of the curriculum advisory committee and board of studies and introduced as separate MBA programme for the upcoming student batch 2024-2025.
Economics	Student	<ul style="list-style-type: none"> Practical Sessions for all subjects, advanced Statistical tool, employability- oriented topics, Python programming and Aptitude 	<ul style="list-style-type: none"> Based on the feedback, changing the Programme into M.Sc Economics

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		workshop should be given.	
	Teacher	<ul style="list-style-type: none"> • More focus on bridge courses and skill-based courses based on the student's area of interests 	<ul style="list-style-type: none"> • Based on the feedback introduced VAC on IPR, Artificial Intelligence, ChatGPT and Finance introduced in the department as bridge courses
	Alumni	<ul style="list-style-type: none"> • Students should be given more insight into different types of fields they can choose from after graduating. 	<ul style="list-style-type: none"> • Based on the feedback the following subjects were introduced • Behavioral Economics • Financial Economics • Development Economics
	Employer	<ul style="list-style-type: none"> • Suggestions were given by the employers to introduce the courses which are more practically applicable in corporate like design thinking, project management. 	<ul style="list-style-type: none"> • Application-oriented topics in most of the courses R programming, Advance Statistical Methods, Advance research topics, Industrial visits have been organized

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