

**DEPARTMENT OF MANAGEMENT STUDIES**  
**FEEDBACK FROM STAKEHOLDERS AND ACTION**  
**TAKEN (2020-21)**

The department has formal and informal mechanisms to obtain feedback from stakeholders through various committees, associations, organizations, etc. The report for the year 2020-21 is presented below.

**1. a. Employers Feedback**

- The Curriculum has to be in alignment with Industry 4.0 requirements;
- Courses on AI, Data Analytics are to be introduced

**1. b. Alumni Feedback**

- Business Analytics specialization needs to be upgraded to include TABLEAU, R, Big Data, etc.

**1. c. Students Feedback**

- Requested for full semester projects as it will help them in getting absorbed in companies where they are doing projects

**1. d. Parents' Feedback**

- Students' Rooms should be sanitized on a daily basis

## Analysis for Employers Feedback (2020-21)

Employers are members of the Board of Studies (BOS) of Departments / Schools /School Level Advisory Committee (SLAC) / Planning & Monitoring Board. Meeting of BOS / SLAC of various departments was conducted during December 2019 – January 2020;

- ❖ The Institute has obtained feedback from Employer through online feedback on the following parameters

|    | Criteria for Analysis                                    |
|----|--|
| C1 | Infrastructure and Placement                             |
| C2 | Resumes and Etiquette                                    |
| C3 | Competency and skill sets                                |
| C4 | Communication skills                                     |
| C5 | Subject basic and business knowledge                     |
| C6 | Performance during GD and PI                             |
| C7 | Awareness about the company profile and job requirements |



**No of Respondents: 20**

**Average Score: 73**

### Course of Action -Annexure:

Suggestions were given by Employer were taken and new course was introduced

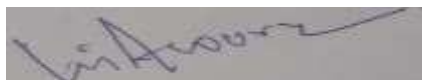
The following were the list of New Subjects to be introduced and the subjects revised for the year 2020:

| Course Code | Courses   | Credits |
|-------------|---|---------|
| 20MS2001    | Women Empowerment                                       | New     |
| 20MS2002    | Modelling for Business Plan                             | New     |
| 20MS2003    | Concept of Entrepreneurship                             | New     |
| 20MS2004    | Entrepreneurship and Product Development                | New     |
| 20MS2005    | Soft Skill  | New     |
| 20MS2006    | Professional Ethics                                     | New     |
| 20MS2007    | Business Plan   | New     |
| 20MS2008    | Artificial Intelligence for Business                    | New     |
| 20MS3001    | Accounting for Managers                                 | Revised |
| 20MS3002    | Applied Law for Business                                | Revised |
| 20MS3003    | Marketing for Business                                  | Revised |
| 20MS3004    | Organizational Behaviour and Management                 | Revised |
| 20MS3005    | Statistics for Business                                 | New     |
| 20MS3006    | Economics for Managers                                  | Revised |
| 20MS3007    | Artificial Intelligence for Business                    | New     |
| 20MS3008    | Business Research Methods                               | New     |
| 20MS3009    | Business Decision Model                                 | Revised |
| 20MS3010    | Corporate Strategy                                      | Revised |
| 20MS3011    | Financial Management                                    | Revised |
| 20MS3012    | Human Resource Management                               | Revised |
| 20MS3013    | Management Information System                           | Revised |
| 20MS3014    | Operations Management                                   | New     |
| 20MS3015    | Corporate Synthesis                                     | New     |
| 20MS3016    | Modeling for Business Plan                              | New     |
| 20MS3017    | Leadership Lab  | New     |
| 20MS3026    | Logistics Concepts and Planning                         | Revised |
| 20MS3027    | Warehousing and Supply Chain Management                 | Revised |
| 20MS3028    | Freight Transport Operations Management                 | Revised |
| 20MS3029    | International Logistics                                 | Revised |
| 20MS3030    | Reverse Logistics                                       | Revised |
| 20MS3031    | Supply Chain Management                                 | Revised |
| 20MS3032    | Materials and Inventory Management                      | Revised |
| 20MS3033    | Purchasing and Strategic Sourcing                       | Revised |
| 20MS3034    | Marketing Channel Design and Distribution Planning      | Revised |
| 20MS3035    | Enterprise Resource Planning                            | Revised |
| 20MS3036    | Spatial Data Analytics                                  | New     |
| 20MS3037    | Port Management in Logistics                            | Revised |
| 20MS3038    | Containerization Management                             | Revised |
| 20MS3039    | Supply Chain Risk Modeling and Management               | Revised |
| 20MS3040    | Lean Six Sigma in Logistics and Supply Chain Management | Revised |

**The subjects are Employability, Skill Development, and Entrepreneurship:**

Accounting for Managers, Applied Law for Business, Marketing for Business, Organizational Behaviour and Management, Statistics for Business, Economics for Managers, Artificial Intelligence for Business, Business Research Methods, Business Decision Model, Corporate Strategy, Financial Management, Human Resource Management, Management Information System, Operations Management and Corporate Synthesis.

The BoS minutes have accommodated the suggestions received from Alumni, Students, Parents, and Recruiters. The revision has been approved by the Board.



*Dr. G.T. Thiru Arooran*  
Assistant Professor & CDC Coordinator



*Dr. C. Samuel Joseph*  
Professor & Head – DMS



## Karunya INSTITUTE OF TECHNOLOGY AND SCIENCES

(Declared as Deemed to be University under Sec.3 of the UGC Act, 1956)

A CHRISTIAN MINORITY RESIDENTIAL INSTITUTION

AICTE Approved & NAAC Accredited

### DEPARTMENT OF MANAGEMENT STUDIES

Minutes of Board of Studies held on 10.07.2020, between 10.00 am and 12.30 pm over zoom platform

| S. No | Members Attended   |
|-------|--|
| 1     | Dr. Joseph Kennady, Dean, SSAMM, DMS   |
| 2     | Dr. C. Samuel Joseph, Professor & HoD, DMS   |
| 3     | Dr. Thamarai Selvan, Associate Professor, NIT, Trichy –<br><b>External Member - Academic Expert</b>            |
| 4     | Mr. Balasubramanian, Executive Director, Auto Prints, Coimbatore –<br><b>External Member - Industry Expert</b> |
| 5     | Dr. George, Dean, FISAT Business School, Cochin –<br><b>External Member - Alumni Representative</b>            |
| 6     | Dr. J. Clement Sudhagar, Professor   |
| 7     | Mr. Lawrence, Professor  |
| 8     | Dr. K.Kumara Pillai, Professor   |
| 9     | Dr. R. Amudha, Associate Professor   |
| 10    | Dr. F. J. Peter Kumar, Associate Professor   |
| 11    | Dr. S. Anthony Raj, Associate Professor  |
| 12    | Dr. B. Kalpana Sai, Associate Professor  |
| 13    | Dr. R. Amuthan, Associate Professor  |
| 14    | Dr. Sudha, Assistant Professor   |
| 15    | Mrs. Nisha Malini, Assistant Professor   |
| 16    | Dr. G. T. Thiru Arooran, Assistant Professor   |
| 17    | Mrs. Praising Linijah, Assistant Professor   |
| 18    | Dr. S. Senith, Assistant Professor   |
| 19    | Mr. Jerrin Isacc Sam, Assistant Professor  |

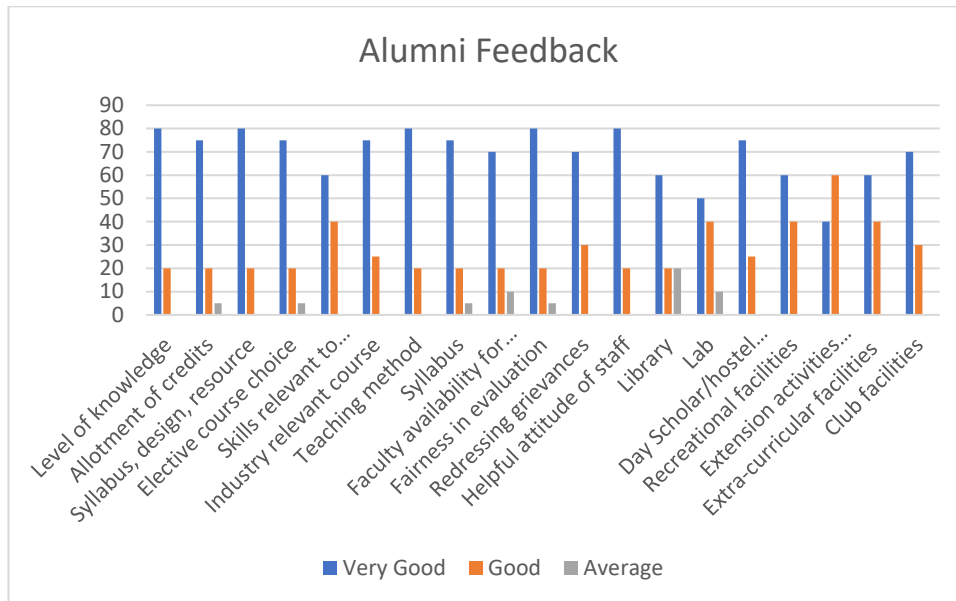
#### Agenda

1. To approve the Program Objectives, Program Specific objectives for the MBA Program
2. To Extend the II MBA specialisation subjects with 18MS code for 19 batch without any change as credits are mapped already.
3. To Introduce, discuss and approve the new elective in Logistics and Supply chain management
4. To introduce, discuss, approve the core courses for I MBA core subjects with for the forthcoming MBA batch (2020-22), Curriculum, and total credits

## Analysis for Alumni(2020-21)

**The Institute has obtained feedback from alumni through online feedback on the following parameters**

|     | Criteria for Analysis                |
|-----|--------------------------------------|
| C1  | Level of knowledge                   |
| C2  | Allotment of credits                 |
| C3  | Syllabus, design, resource           |
| C4  | Elective course choice               |
| C5  | Skills relevant to the placement     |
| C6  | Industry relevant course             |
| C7  | Teaching method                      |
| C8  | Syllabus                             |
| C9  | Faculty availability for interaction |
| C10 | Fairness in evaluation               |
| C11 | Redressing grievances                |
| C12 | The helpful attitude of staff        |
| C13 | Library                              |
| C14 | Lab                                  |
| C15 | Day Scholar/hostel facilities        |
| C16 | Recreational facilities              |



**No of Respondents: 103**

**Cumulative Score 79**

Suggestions were given by Alumni:

- Business Analytics Specialization needs to be upgraded in include Tableau, R, Bigdata
- As a follow-up action, the above-mentioned courses were implemented in core specialization subjects in March 2021 BOS. MBA BOS-09-03-2021/S.No.10- Electives on Business Analytics – All subjects have been revised and upgraded with approval from BOS.

## DEPARTMENT OF MANAGEMENT STUDIES

Minutes of Board of Studies held on 09.03.2021, between 02.00 pm and 5.15 pm over zoom platform

| S. No | Members Attended  |
|-------|---|
| 1     | Dr. C. Samuel Joseph, Professor & HoD, DMS  |
| 2     | Dr. Arul Rajan, Professor, PSGIM, Coimbatore – <b>External Member - Academic Expert</b>   |
| 3     | Mrs. Asha Christopher, Talent Acquisition & BD Manager, Park Global Services Pvt Ltd, Coimbatore – <b>External Member - Industry Expert</b> |
| 4     | Mr. Niranjith, Managing Director, Arun Rekha Ovens Pvt Ltd, Coimbatore – <b>External Member - Alumni Representative</b>                     |
| 5     | Dr. J. Clement Sudhakar, Professor  |
| 6     | Mr. Lawrence, Professor   |
| 7     | Dr. R. Amudha, Associate Professor  |
| 8     | Dr. F. J. Peter Kumar, Associate Professor  |
| 9     | Dr. S. Anthony Raj, Associate Professor   |
| 10    | Dr. B. Kalpana Sai, Associate Professor   |
| 11    | Dr. R. Amuthan, Associate Professor   |
| 12    | Dr. Sudha, Assistant Professor  |
| 13    | Mrs. Nisha Malini, Assistant Professor  |
| 14    | Dr. G. T. Thiru Arooran, Assistant Professor  |
| 15    | Mrs. Praising Linijah, Assistant Professor  |
| 16    | Dr. S. Senith, Assistant Professor  |

### Agenda

1. To ratify the following service courses which were offered after the academic council meeting 2020

| S. No. | Course Code | Courses                              | Credits |
|--------|-------------|--------------------------------------|---------|
| 1      | 20MS2005    | Soft Skill                           | 1:0:0:1 |
| 2      | 20MS2006    | Professional Ethics                  | 2:0:0:2 |
| 3      | 20MS2007    | Business Plan                        | 3:0:0:3 |
| 4      | 20MS2008    | Artificial Intelligence for Business | 3:0:0:3 |
| 5      | 21MS2001    | Business Skills                      | 2:0:0:2 |
| 6      | 21MS2002    | Entrepreneurship Development         | 3:0:0:3 |
| 7      | 21MS2003    | Business Analytics                   | 3:0:0:3 |



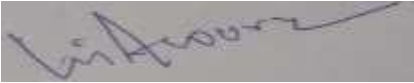
### Minutes of the Meeting

| S. No | Topic   | Remarks/ Approval by BoS   |
|-------|---|--|
| 1     | The servicing courses for B.Tech/ UG programs were placed for ratification.   | The board suggested a few corrections for the subject Business Skills and All the courses ratified and approved by BoS |
| 2     | The curriculum for the 2020 MBA batch that was approved by Academic Council in the previous year 2020, was changed to introduce lab-based courses in all electives during the III semester. Placed for Board's ratification | Approved by BoS  |
| 3     | Ratification of MBA POs and PEOs  | The board suggested a few changes in the mission statement and Approved  |
| 4     | Ratification of Online Courses for MBA 2019 and 2020 batches  | Ratified and approved by BoS and suggested to encourage as many students in NPTEL than other online platforms          |
| 5     | Electives on International Business   | All subjects have been revised and upgraded with Approval from BoS   |
| 6     | Electives on Logistics and Shipping   | All subjects have been revised and upgraded with Approval from BoS   |
| 7     | Electives on Human Resource Management  | All subjects have been revised and upgraded with Approval from BoS   |
| 8     | Electives on Marketing  | All subjects have been revised and upgraded with Approval from BoS   |
| 9     | Electives on Finance  | All subjects have been revised and upgraded with Approval from BoS   |
| 10    | Electives on Business Analytics   | All subjects have been revised and upgraded with Approval from BoS   |
| 11    | New subject   | Artificial Intelligence for Business for I MBA – The new subject and all other core subjects for IMBA has been revised |

NOTE: The request for the syllabus formation from the Mechanical department on the courses Entrepreneurship Development and Business Analytics was received in an email dated 10.09.2021.

2. To ratify the changes in the semester III of 2020 MBA batch, approved by Vice-Chancellor, which was initiated after the academic council meeting 2020
3. To ratify the changes in MBA POs and PEOs that were incorporated after the approval in the academic council meeting 2020.
4. To ratify the Online Courses of 2019 and 2020 MBA Batches
5. To get approved the domain-based elective courses (Each domain 4 courses with 3:0:0 credits, 9 courses 4:0:0 and two courses 2:0:0)

The external members appreciated the Electives syllabi as “Comprehensive, in-depth and that it meets the Industry 4.0 requirements for a full-length Management Program”. The subjects had inputs suggested by Alumni, Recruiters, and Parents.



Dr. G.T. Thiru Arooran  
Joseph  
Curriculum Coordinator  
– DMS



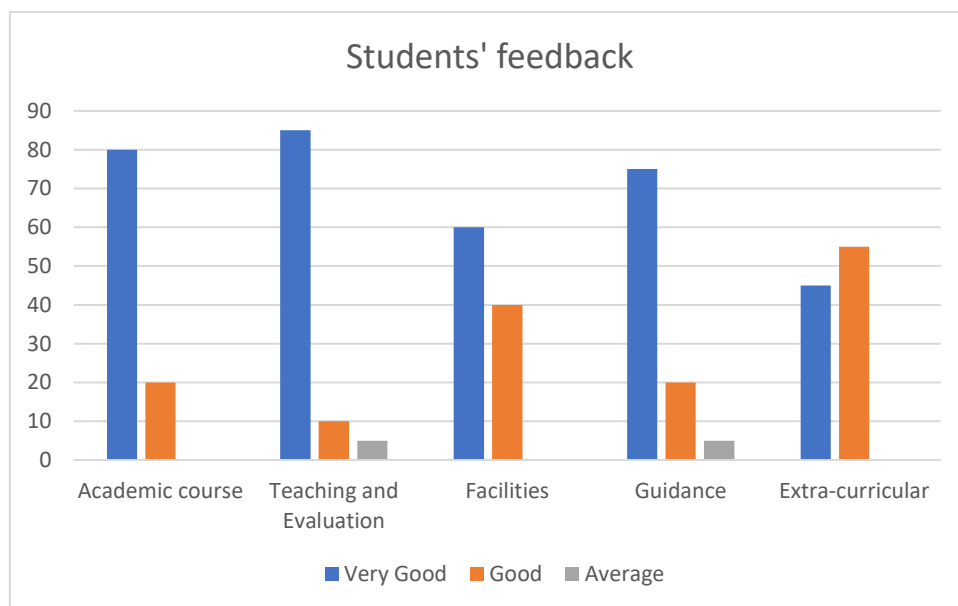
Dr. C. Samuel  
Professor & Head

## Analysis for Students (2020-21)

The Institute has obtained feedback from Students through online feedback -on the following parameters

|    | Criteria for Analysis   |
|----|-------------------------|
| C1 | Academic course         |
| C2 | Teaching and Evaluation |
| C3 | Facilities              |
| C4 | Guidance                |
| C5 | Extra-curricular        |

### Feedback Analysis- Ranking in 5 Point Scale

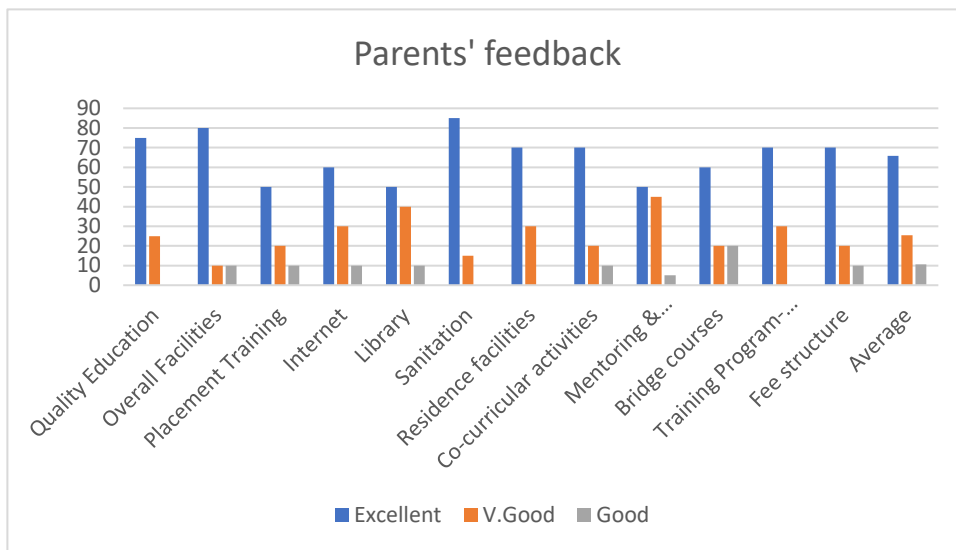


No of Respondents: 176

Cumulative score: 69

## Analysis for Parents (2020-21)

The Institute has obtained feedback from Parents through onlinefeedback -on the following parameters



No of Respondents: 56

Cumulative score: 66