



# HINDUSTAN

INSTITUTE OF TECHNOLOGY & SCIENCE  
(DEEMED TO BE UNIVERSITY)

HITS / CDF / 005

CENTRE FOR OPEN AND DIGITAL LEARNING

## ACTION TAKEN REPORT - FEEDBACK ANALYSIS ON CURRICULUM DEVELOPMENT


Programme Name: BBA (OL)

Year of Introduction: 2021


Sl.No	Name	Stake Holder	Feedback from Stakeholder	Action Taken
1	V R SAPTHIKA LINGA SHOBAA BBA / 2015-18 IT Change Analyst, Commercial bank	Alumni	Focus on developing soft skills	Webinar series on business communication was decided.
2	JERIN JOSE REJI 2018-19	Student	Communication skill courses can be included in curriculum.	Webinar series on business communication was decided.
3	ANJALI RAMANI 2018-19	Student	AI application to be explored	As part of the syllabus, AI application is available in various other courses.
4	SHELDON MICHAEL PUGAZHVENDAN 2018-19	Student	Digital marketing component can be taught	This is a vast subject whose introduction is given here and is available as a separate elective in PG courses
5	BHARATH SRENEVASAN 2018-19	Student	digital marketing units can be introduced	This is a vast subject whose introduction is given here and is available as a separate elective in PG courses
6	PARTHASARATHY, Product Manager, Infosys, Chennai F/O, NIRANJANA	Parent	More industrial exposure required	More lectures from eminent industrialist are arranged for benefiting the students in this regard

7	WILFRED RICHFIELD, Government School Teacher, A&N Islands F/O, STEFFY DANIEL	Parent	Soft skill courses can be introduced	Webinar series on business communication was decided.
8	SANTHOSH K THOMAS Own Business F/O, SANEESH	Parent	Communication Skills for students should be focused & improved	Webinar series on business communication was decided.
9	Mr.Karthik Executive Thomas Cook	Employer	Collaboration with industry in every domain must be ensured.	More lectures from eminent industrialist are arranged for benefiting the students in this regard
10	Ms.Vageesha Client Servicing India Mart	Employer	Real time exposure must be provided for courses like "Passenger Ground Services" in the Airport.	Escalated to the concerned team for updation to be made in the future curriculum.
11	Ms.Sonu Jose Management Trainee INFOSYS	Employer	Students must be encouraged to have discussion with students from other disciplines to widen their perspectives.	Discussion Forums are there, where the students are encouraged to participate and gain knowledge in various domain

19 JAN 2021

  
Coordinator (BoS)

MS. VEENA

  
HoD

Dr. BADRINARAYANAN

  
Chairman (BoS)

Dr. BADRINARAYANAN