

Action Taken Report

Step 1: The feedback collected from the stakeholders viz., teachers, parents, students, alumni and employers is analyzed and submitted to the member secretary AMC on 10/01/18.

Step 2: AMC in its meeting held on 06/03/2018 agreed to introduce Digital Marketing and Agribusiness Management from academic year 2018-19 and formed committee to prepare syllabus for those subjects/courses.

Step 3: The draft prepared by the committee was presented in the meeting of AMC held on 22/06/18 and the committee has approved the same unanimously.

Enclosures:

1. Feedback analysis report
2. Extract of resolution of meeting held on 06/03/18
3. Order of appointment of committee formed to design syllabi of MS-Excel and Business Communication courses
4. Draft of the syllabi for MS-Excel and Business Communication
5. Extract of the resolution of meeting held on 22/06/18



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Co-ordinator

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Director

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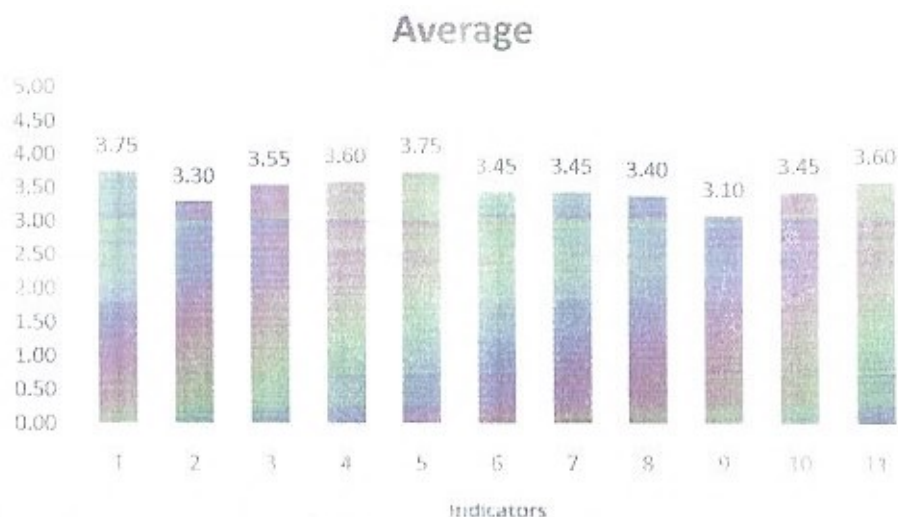
Institute of Professional Studies

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Analysis on Stakeholders feedback on MBA Curriculum

A survey was taken from the stakeholders namely: A) teachers B) Employer C) Alumni D) Students and E) Parents, prior to the beginning of the academic session of 2018-19 during the month of Dec 2017. The survey was designed to get the feedback about the course curriculum of MBA program in order to find out gap between the courses offered by the institute under university program and the expected outcome of the courses in term of meeting the current need of the industry, employability, skill enrichment and personal development.

A) Analysis of Teachers feedback about MBA Curriculum:



1.	The Curriculum of MBA Program clearly defines Program & Course Objectives
2.	The Curriculum of MBA Program comprehensive and extensively covers desired competency and skills
3.	The Curriculum of MBA Program is design to cover all dimensions of course in details.
4.	The Curriculum of MBA Program has inbuilt flexibility and offers wide basket of specialization and focusing on experimental learning
5.	The Curriculum of MBA Program incorporates choice based credit and grading system as per current practices in Education system
6.	The Curriculum of MBA Program is a blend of management concepts and their

	applications
7.	The Curriculum of MBA Program incorporates latest trends in Management.
8.	The Curriculum of MBA Program is designed according to changes in needs and concern of the Industry
9.	Learning Resources prescribed in the MBA curriculum are relevant, Adequate & useful
10.	The Curriculum of MBA Program has appropriate Concurrent Evaluation & University evaluation Pattern
11.	Overall Rating on MBA Curriculum

Descriptions:

Period: Dec 2017

Respondents: 20 Teachers from ASM's IPS

Questionnaire: 11 questions were asked on 1 to 5 point scale ranging from unsatisfactory to excellent. One open ended question was asked on suggestions for Improvement in MBA Curriculum.

Observation:

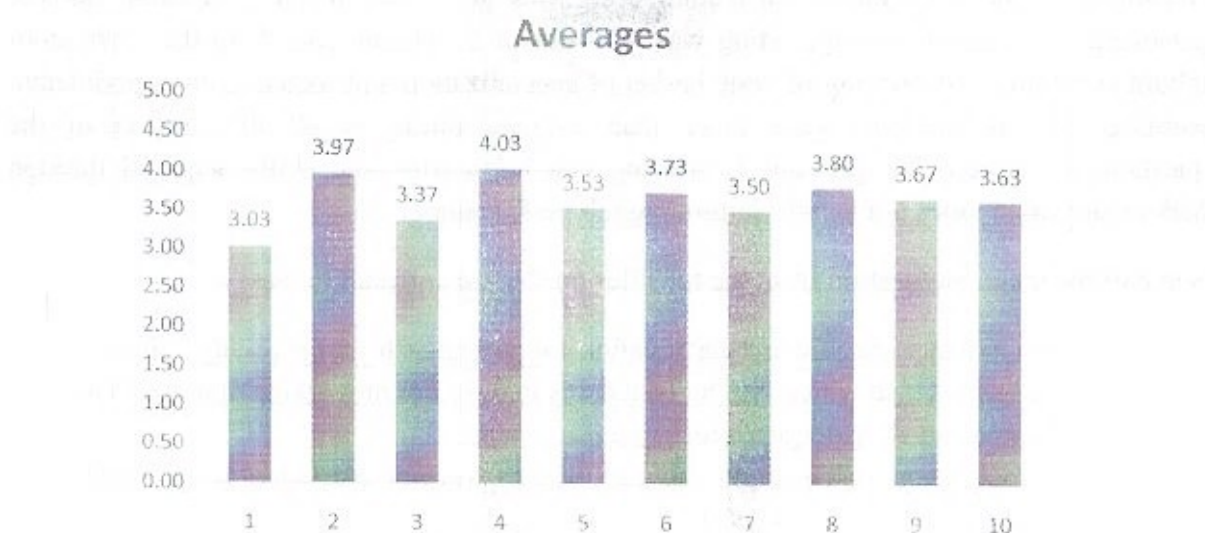
Overall rating of the MBA Curriculum was good i.e., 3.52 out of 5. According to teachers/faculty highest score i.e. 4.08 was attributed to inbuilt flexibility and offering of wide basket of specialization and focusing on experimental learning. They are of the opinion that course design covers all dimensions of course in details. The respondents were not very convinced on program comprehensive and extensively covers desired competency and skills.

Some of the major suggestion from the faculties on Course curriculum was:

1. Need of inclusion of certification courses apart from university courses which will help students in their placements
2. Industry specific add on courses taught and mentored by working individual from industry so that students learn and develop realtime working knowledge and practical skills called for in industry.
3. Suggestions came for courses like Tally, MS-Excel, ERP/SAP, Business Communications and Etiquettes, Digital Marketing, Cloud Computing etc.


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B) Analysis of Alumni feedback about MBA Curriculum:



1	Knowledge and skills acquired through MBA Curriculum helps in improving job performance
2	The Curriculum of MBA Program is designed to develop holistic personality of student.
3	The Curriculum of MBA Program is comprehensive and extensively covers desired competencies and skills.
4	The Curriculum of MBA Program is design to cover all dimensions of courses in details.
5	The Curriculum of MBA Program has inbuilt flexibility and offers wide basket of specialization and focusing on experimental learning.
6	The Curriculum of MBA Program incorporates choice based credit and grading system as per current practices in Education system
7	The Curriculum of MBA Program is a blend of management concepts and their applications.
8	The Curriculum of MBA Program incorporates latest trends in Management
9	The Curriculum of MBA Program is designed according to changes in needs and concern of the Industry
10	Overall Rating on MBA Curriculum

Descriptions:

Period: Dec 2017

Respondents: 30 Alumni of ASM's IPS

Questionnaire: 10 questions were asked on 1 to 5 point scale ranging from unsatisfactory to excellent. One open ended question was asked on suggestions for Improvement in MBA Curriculum.

Observation:

According to the respondents curriculum design was good and meant to develop holistic personality of student, average rating was 4.16 out of 5. Alumni rate 4 on the curriculum inbuilt flexibility and offering of wide basket of specialization and focusing on experimental learning. The respondents gave more than average rating to all the criteria in the questionnaire except for question 1 showing that knowledge and skills acquired through MBA Curriculum does not help in improving job performance

Some of the major suggestion from the faculties on Course curriculum was:

4. Add-on industry specific and certification courses apart from university courses should be provided which will help students in developing working and practical knowledge and skills required for good placements
5. Some courses should be taught and mentored by working individual from industry
6. Suggestions came for courses like Agribusiness, Logistics, Tally, MS-Excel, ERP/SAP, Business English, Digital Marketing, Cloud Computing etc.

C) Analysis of Employer's feedback about MBA Curriculum:

1	The Curriculum of MBA Program is designed to develop holistic personality of student.enhance employability and result in better career opportunities.
2	The Curriculum of MBA Program is designed to make management graduates employment ready.
3	The Curriculum of MBA Program is comprehensive and extensively covers desired competency and skills.
4	The Curriculum of MBA Program has inbuilt flexibility and offers wide basket of specialization and focusing on experimental learning.
5	The Curriculum of MBA Program is a blend of management concepts and their applications.
6	The Curriculum of MBA Program incorporates latest trends in Management
7	The Curriculum of MBA Program is designed according to changes in needs and concern of the Industry.
8	Overall Rating on MBA Curriculum


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Descriptions:

Period: Dec 2017

Respondents: 45 students (current) ASM's IPS

Questionnaire: 10 questions were asked on 1 to 5 point scale ranging from unsatisfactory to excellent. One open ended question was asked on suggestions for Improvement in MBA Curriculum.

Observation:

According to the respondents curriculum design was good and meant to develop holistic personality of student, average rating was 4.16 out of 5. Alumni rate 4 on the curriculum inbuilt flexibility and offering of wide basket of specialization and focusing on experimental learning. The respondents gave more than average rating to all the criteria in the questionnaire except for question 1 showing that knowledge and skills acquired through MBA Curriculum does not help in improving job performance

Some of the major suggestion from the faculties on Course curriculum was:

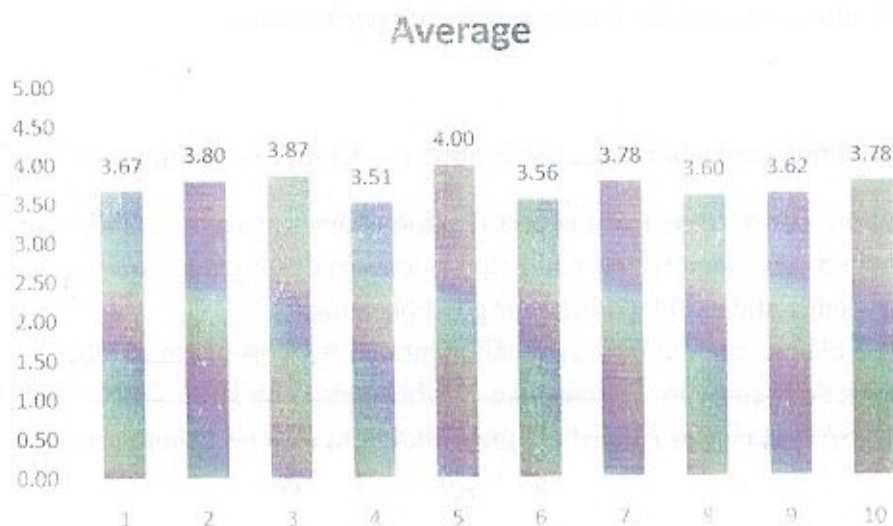
1. Add-on industry specific and certification courses apart from university courses should be provided which will help students in developing working and practical knowledge and skills required for good placements
2. Some courses should be taught and mentored by working individual from industry
3. Suggestions came for courses like Agribusiness, Logistics, Tally, MS-Excel, ERP/SAP, Business English, Digital Marketing, Cloud Computing etc.

The parents' feedback did not show significant variations on their opinions regarding the 8 different aspects asked to them towards the Curriculum of MBA Program. The Average score were clustered around closely between 3.75 to 4.05 points showing that they have attached unequivocally same weightage on all the criteria related MBA Curriculum and courses design. And all the rating for each of the indicators were good if not excellent.

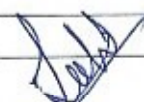
Suggestion from the parents on Course curriculum was: There were less suggestions coming from parents. Few of the suggestions that came were general and not specific to courses.

Student's Feedback (Curriculum related)

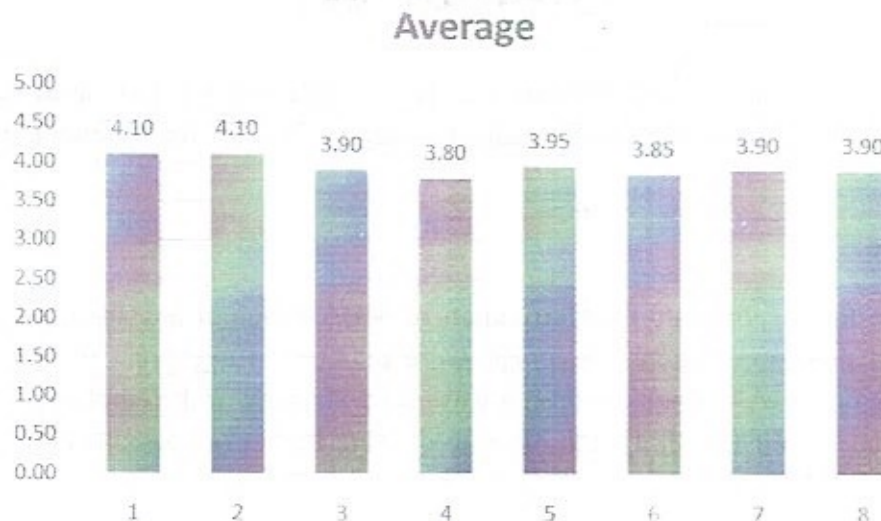
1	Knowledge and skills acquired through MBA Curriculum helps in improving job performance
2	The Curriculum of MBA Program is designed to develop holistic personality of student.
3	The Curriculum of MBA Program is comprehensive and extensively covers desired competencies and skills.



4	The Curriculum of MBA Program is design to cover all dimensions of courses in details.
5	The Curriculum of MBA Program has inbuilt flexibility and offers wide basket of specialization and focusing on experimental learning.
6	The Curriculum of MBA Program incorporates choice based credit and grading system as per current practices in Education system
7	The Curriculum of MBA Program is a blend of management concepts and their applications.
8	The Curriculum of MBA Program incorporates latest trends in Management
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10	Overall Rating on MBA Curriculum


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D) Parent's Feedback about MBA Curriculum



1	The Curriculum of MBA Program is designed to enhance employability and result in better career opportunities.
2	The Curriculum of MBA Program is designed to develop holistic personality of student.
3	The Curriculum of MBA Program has inbuilt flexibility and offers wide basket of specialization and focusing on experimental learning.
4	The Curriculum of MBA Program incorporates choice based credit and grading system as per current practices in Education system.
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7	The Curriculum of MBA Program is designed according to changes in needs and concern of the Industry.
8	Overall Rating on MBA Curriculum

Descriptions:

Period: Dec 2017

Respondents: 20 parents

Questionnaire: 8 questions were asked on 1 to 5 point scale ranging from unsatisfactory to excellent. One open ended question was asked on suggestions for Improvement in MBA Curriculum.

Observation:

Descriptions:

Period: Dec 2017

Respondents: 24 Companies


Questionnaire: 8 questions were asked on 1 to 5 point scale ranging from unsatisfactory to excellent. One open ended question was asked on suggestions for Improvement in MBA Curriculum.

Observation:

According to the respondents the Curriculum of MBA Program is a blend of management concepts and their applications. Average score of 4.05 on question 10 indicates that the overall rating on MBA Curriculum design was good. Majority of the employers also agree on the curriculum inbuilt flexibility and offering of wide basket of specialization and focusing on experimental learning. The respondents gave lowest rating to question 1 showing that knowledge and skills acquired through MBA Curriculum does not help in improving job performance


Some of the major suggestion from the faculties on Course curriculum was:

1. university courses should be more current and updated which will help students in developing working and practical knowledge and skills required for good placements
2. There should be frequent interactive sessions/opportunities between education institution and industry.
3. Various hands on training and sector specific (viz. pharma, agri, IT, manufacturing etc.) industry ready skill have to be built in the students so that they are readily absorbed when once they pass out of the colleges .
4. Basic working knowledge of office tools and applications.


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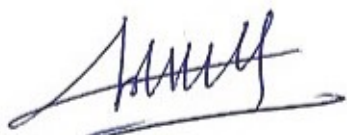
Date :

Extract from the minutes of the meetings of Internal Quality Assurance Cell, held on 06/03/2018 at ASM's Institute of Professional Studies at 4:00pm.

“Resolved Vide item number 07 and resolution number 01 that, the syllabus for the course ‘Agribusiness Management’ is to be designed in association with Patil Biaotech Pvt. Limited.”

“Resolved Vide item number 08 and resolution number 02 that, Prof. Sandeep Sarkale(Chairman), Dr. Sanjeet Singh & Prof. Isha Bhate, are hereby appointed to design the syllabus for the subject ‘Digital Marketing’.”

The resolution was passed unanimously.



Dr. S.J. Bokephode
Chairman, IQAC

Ref. No. ASM/IPS/

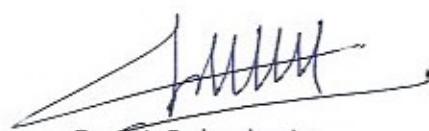
Date : 06/03/2018

OFFICE ORDER

It was resolved in the meeting of Internal Quality Assurance Cell held on 06/03/2018 that, the additional inputs are to be given to the students of MBA about Digital Marketing. In this connection the undersigned is appointing following members of the committee to design syllabus for the certificate course 'Digital Marketing'.

Sr. No.	Name	Designation	Signature
1	Prof. Sandeep Sarkale	Chairman	
2	Dr. Sanjeet Singh	Member	
3	Prof. Isha Bhate	Member	

The committee members are hereby requested to prepare a draft of syllabus and submit the same to the Member Secretary, Annual Monitoring Committee on or before 30/05/2018.


Dr. S.J. Bokephode
Director, ASM's IPS

DIGITAL MARKETING (OPTIONAL)

Today, no marketing plan or strategy is complete without digital strategy. Almost all industries have been using digital marketing to build brand, generate leads or sell. As the world is getting more and more digitized in every respect, Digital Marketing is a booming career option today. With striking features like cost-effectiveness, instant response, flexibility, convenience, effectiveness, Digital Marketing is making a strong impact in the world of Marketing and Advertising. This course helps the companies to Increase brand awareness, drive sales and/or leads

Course Objectives

- Understand the conceptual framework of Digital Marketing
- Understand How Customers behave in digital space
- Understand the concepts of Value Creation, delivery and communication in digital space
- Legal and Ethical Issues in Internet Marketing
- Understand the workings of paid advertisement and search engine optimized advertisements on popular search engine.
- Understand how to use web analytics and the concept of ROI in Digital space
- Understand the usage of Social Media

Scope

Course Duration

100Hrs, 3 Hours a week

Training Process

- Theory
- Practical
- Assignment
- Case study
- Evaluation

Content overview

- Digital Marketing vs. Traditional Marketing
- Affiliate Marketing
- Analytics Marketing
- Blog Marketing
- Content Marketing
- Email Marketing
- Inbound Marketing
- Mobile Marketing
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Social Media Marketing (SMM)
- Social Media Optimization (SMO)
- Email Marketing
- Internet Marketer



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- Mobile Marketing




Dr. Sanjeet Singh
Member, BOS



Prof. Sandeep Sarkale
Chairman, BOS



Prof. Isha Bhate
Member, BOS



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Ref. No. ASM/IPS/

Date :

Extract from the minutes of the meetings of Internal Quality Assurance Cell, held on 22/06/2018 at ASM's Institute of Professional Studies at 4:00pm.

“Resolved Vide item number 07 and resolution number 05 that, the draft of the syllabus for these courses ‘Digital Marketing’ prepared by the committee appointed under the chairman ship of Prof. Sandeep Sarkale is approved.”

The resolution was passed unanimously.



Dr. S.J. Bokephode
Chairman, AMC