

# AURORA'S PG COLLEGE (MCA)

Peerzadiguda, Uppal, Hyderabad

## Feedback Analysis and Action Taken Report (2021-2022)

Dt: 13-05-2022

Feedback regarding the MBA and MCA programs was gathered from students, faculty, alumni, and employers through online surveys. The subsequent analysis and action plan are detailed below:

### I. Analysis

#### 1. Feedback from Students

A majority of students (approximately 75% to 87%) provided positive feedback, appreciating how the curriculum promotes critical thinking, communication, leadership, and teamwork. However, around 13% to 25% of students expressed the need for increased practical exposure and more industry-relevant training. Suggestions included adding advanced courses to address emerging technologies and specialised business domains, which they felt were underrepresented.

#### 2. Feedback from Faculty

Faculty members were largely supportive of the curriculum, with 80% to 92% appreciating its relevance to industry needs, balance between theoretical and practical learning, and inclusion of emerging trends. However, some faculty suggested integrating more applied learning components, such as real-world case studies and project-based assignments. They also recommended offering advanced coursework to enhance research capabilities and career readiness for higher-level roles.

#### 3. Feedback from Alumni

Feedback from alumni highlighted satisfaction with the curriculum's practical application, with 78% to 88% noting its relevance to their current roles. Many praised the value of internships but suggested the inclusion of advanced topics, digital tools, and technologies to prepare students for rapid industry changes. Alumni also recommended incorporating global case studies and international business insights to broaden the curriculum's scope.

#### 4. Feedback from Employers

Employers provided positive feedback on graduates' technical skills, teamwork, and problem-solving abilities, with ratings of 82% to 90%. However, employers identified areas for improvement, including specialised training in industry-relevant tools, hands-on experience with practical applications, and the development of soft skills like leadership, time management, and negotiation. They also stressed the importance of integrating topics such as sustainability, digital transformation, and ethical practices into the curriculum.



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## II. Action Taken Report

In response to the feedback from students, faculty, alumni, and employers, the following actions have been implemented or are being planned to enhance the quality of the MBA and MCA programs:

### 1. Enhanced Internship and Career Services

- Internship programs will be expanded to include opportunities in emerging domains like sustainability, digital transformation, and advanced technologies.
- The career services team will offer tailored support, including resume workshops, mock interviews, and networking sessions to boost employability.

### 2. Enhanced Practical Learning Opportunities

- New initiatives will introduce industry-driven projects, case studies, and workshops to bridge the gap between theory and practice.
- Collaborations with industry partners will offer students live projects, internships, and research opportunities to gain real-world exposure.

### 3. Introduction of Advanced Courses

- In response to feedback, the college plans to include advanced courses in areas like artificial intelligence, blockchain, data analytics, and digital marketing.
- These specialised courses will align with industry demands and help students stay competitive in the evolving job market.

### 4. Incorporation of Global Perspectives

- To address alumni suggestions, global case studies and cross-cultural business discussions will be woven into the curriculum.
- Faculty will incorporate international business examples to prepare students for global opportunities.

### 5. Strengthening Soft Skills Development

- Modules and workshops on communication, negotiation, leadership, and time management will be offered additionally along with the curriculum.
- Students will benefit from a holistic education that combines technical expertise with interpersonal skills.

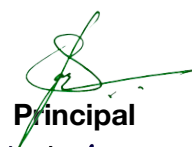
### 6. Integration of Industry-Specific Tools and Technologies

- New training modules will introduce tools such as Python for data analysis, SAP for enterprise management, and other domain-specific software.
- The college will partner with industry professionals to deliver certifications and workshops in these technologies.

Copy to:

1. The Governing Body
2. The College Academic Committee
3. The HoDs



  
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