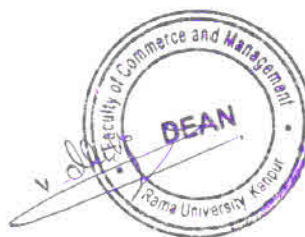


Faculty of Commerce & Management
Rama University, Uttar Pradesh, Kanpur

Action Taken Report
On Feedback from Faculty
[For BBA(Digital Marketing)]
Academic Session 2023-24

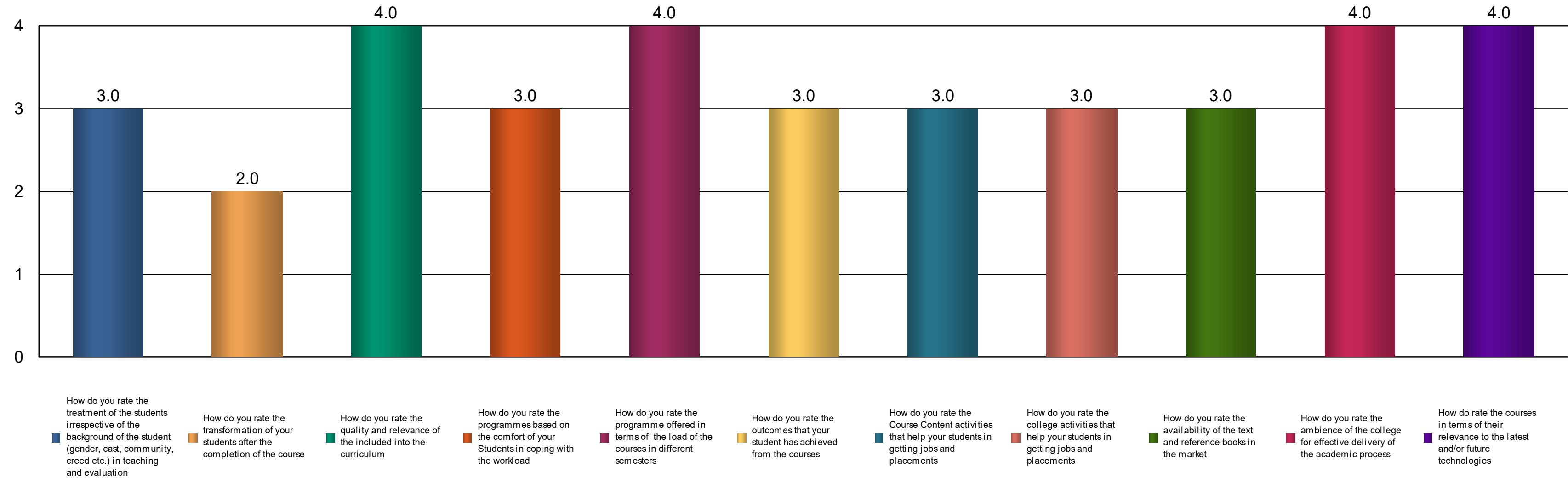
This Action Taken Report is prepared in response to the valuable feedback received from our esteemed teaching faculty members regarding various aspects of the BBA program offered by the Faculty of Commerce & Management, Rama University, Uttar Pradesh, Kanpur. The feedback encompasses a wide range of topics, and we remain committed to addressing the concerns raised while striving for continuous improvement. Based on the suggestions provided, the following actions have been implemented.

Suggestions	Action Taken
Improve curriculum quality and relevance	Contemporary subjects integrated and curriculum aligned with industry needs.
Increase career-oriented activities	Job-oriented course content and practical exposure introduced to boost employability.
Strengthen placement and job opportunities	Expert talks, career counseling, and networking events organized to support placements.
Ensure availability of essential academic resources	Improved access to text and reference books for students.
Align courses with emerging and future technologies	Curriculum updated to incorporate latest technological advancements.





Curriculum Program Feedback Analysis [Faculty], Session : 2023-2024



Department	Program	How do you rate the treatment of the students irrespective of the background of the student (gender, cast, community, creed etc.) in teaching and	How do you rate the transformation of your students after the completion of the course	How do you rate the quality and relevance of the included into the curriculum	How do you rate the programmes based on the comfort of your Students in coping with the workload	How do you rate the programme offered in terms of the load of the courses in different semesters	How do you rate the outcomes that your student has achieved from the courses	How do you rate the Course Content activities that help your students in getting jobs and placements	How do you rate the college activities that help your students in getting jobs and placements	How do you rate the availability of the text and reference books in the market	How do you rate the ambience of the college for effective delivery of the academic process	How do rate the courses in terms of their relevance to the latest and/or future technologies
DEPARTMENT OF COMMERCE AND	BBA (DIGITAL MARKETING)	3.0	2.0	4.0	3.0	4.0	3.0	3.0	3.0	3.0	4.0	4.0

Faculty of Commerce & Management
Rama University, Uttar Pradesh, Kanpur

Action Taken Report
On Feedback from Faculty
[For MBA (DS/ ABM/ HHM/ MPM)]
Academic Session 2023-24

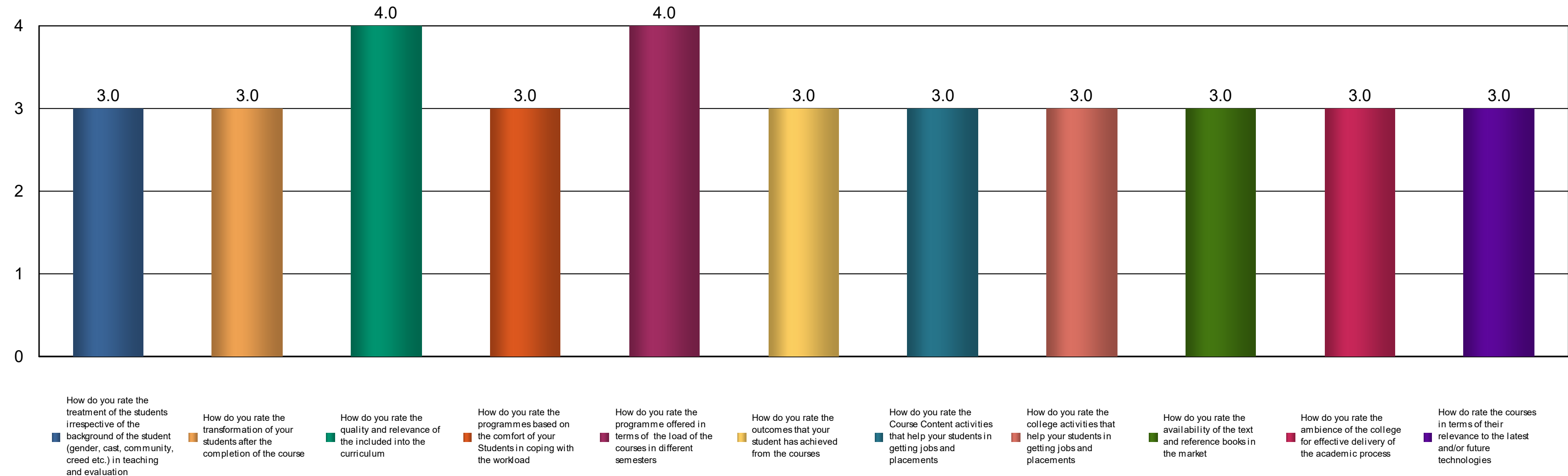
An action taken report in response to the valuable feedback received from our teaching faculty members on various aspects of MBA programmes offered by Faculty of Commerce & Management, Rama University Uttar pradesh Kanpur. The feedback covers the wide range of topics and it is our commitment to address the concerns raised and continually improve our institution. The suggestions were implemented and following actions were taken

S. No.	Suggestions from Faculty Feedback	Action Taken
1	Improve the transformation of student's post-course completion.	Increased industry exposure, and introduced skill-based learning courses like NEN (MOU activity).
2	Strengthen course content activities that enhance job placement opportunities.	Increased industry collaborations, guest lectures, workshops, and placement-driven training sessions.
3	Enhance college activities related to student placements.	Expanded placement cell activities, organized mock interviews, and provided soft skills training.





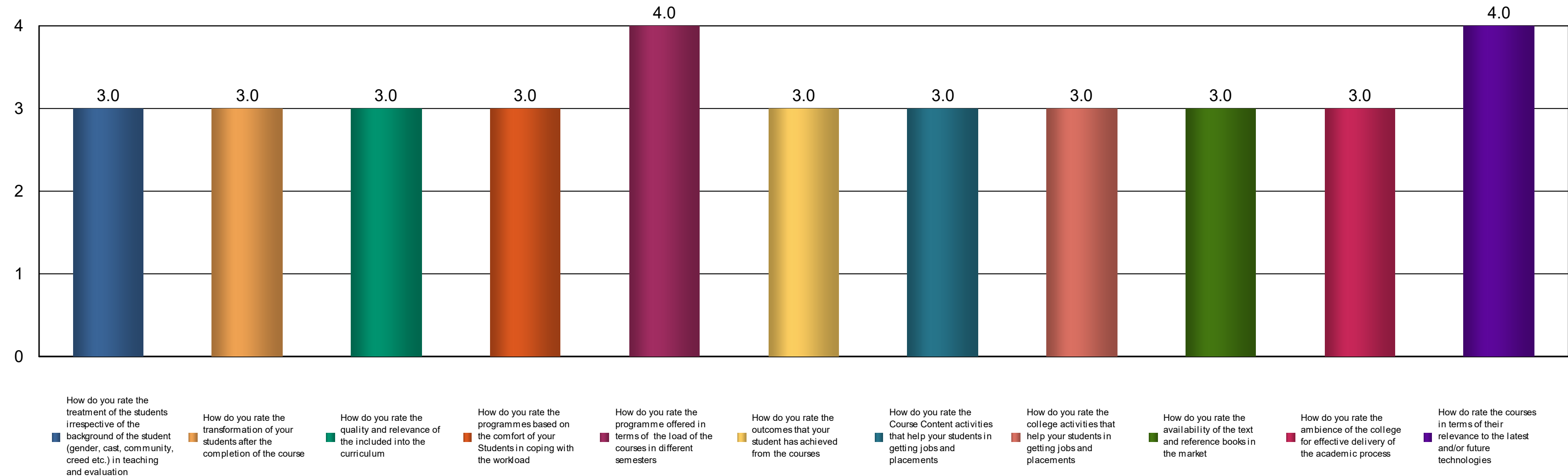
Curriculum Program Feedback Analysis [Faculty], Session : 2023-2024



Department	Program	How do you rate the treatment of the students irrespective of the background of the student (gender, cast, community, creed etc.) in teaching and	How do you rate the transformation of your students after the completion of the course	How do you rate the quality and relevance of the included into the curriculum	How do you rate the programmes based on the comfort of your Students in coping with the workload	How do you rate the programme offered in terms of the load of the courses in different semesters	How do you rate the outcomes that your student has achieved from the courses	How do you rate the Course Content activities that help your students in getting jobs and placements	How do you rate the college activities that help your students in getting jobs and placements	How do you rate the availability of the text and reference books in the market	How do you rate the ambience of the college for effective delivery of the academic process	How do rate the courses in terms of their relevance to the latest and/or future technologies
DEPARTMENT OF HOSPITALITY	MBA PM	3.0	3.0	4.0	3.0	4.0	3.0	3.0	3.0	3.0	3.0	3.0



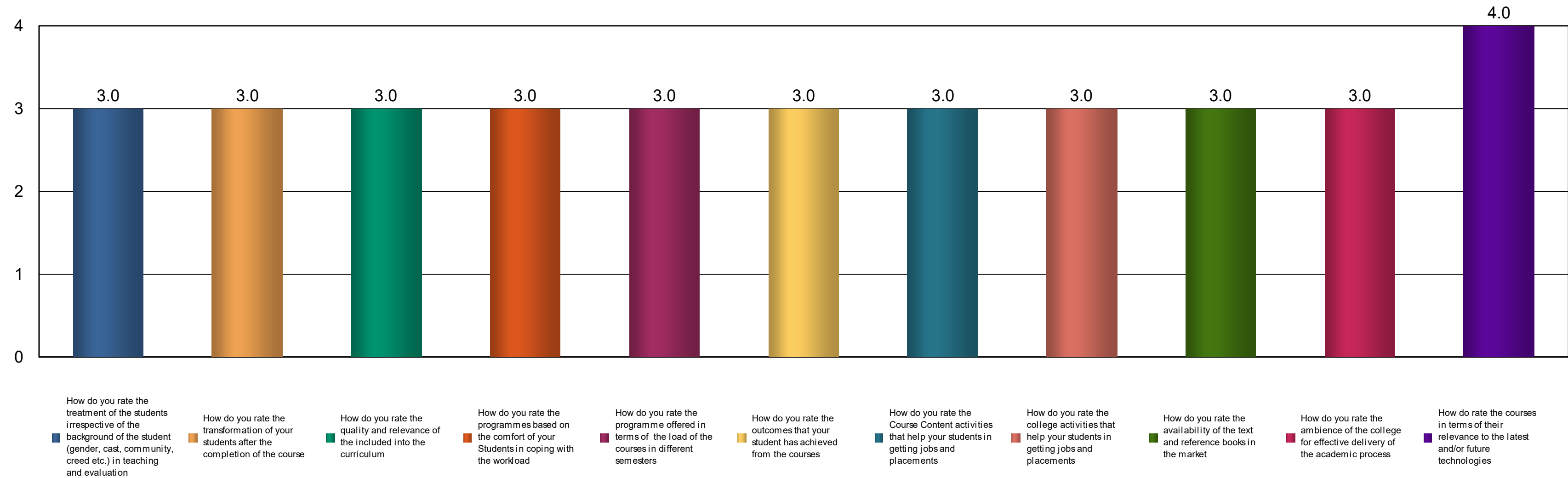
Curriculum Program Feedback Analysis [Faculty], Session : 2023-2024



Department	Program	How do you rate the treatment of the students irrespective of the background of the student (gender, cast, community, creed etc.) in teaching and	How do you rate the transformation of your students after the completion of the course	How do you rate the quality and relevance of the included into the curriculum	How do you rate the programmes based on the comfort of your Students in coping with the workload	How do you rate the programme offered in terms of the load of the courses in different semesters	How do you rate the outcomes that your student has achieved from the courses	How do you rate the Course Content activities that help your students in getting jobs and placements	How do you rate the college activities that help your students in getting jobs and placements	How do you rate the availability of the text and reference books in the market	How do you rate the ambience of the college for effective delivery of the academic process	How do rate the courses in terms of their relevance to the latest and/or future technologies
DEPARTMENT OF COMMERCE AND	MBA IN DUAL SPECIALISATION (MARKETING, HR.	3.0	3.0	3.0	3.0	4.0	3.0	3.0	3.0	3.0	3.0	4.0



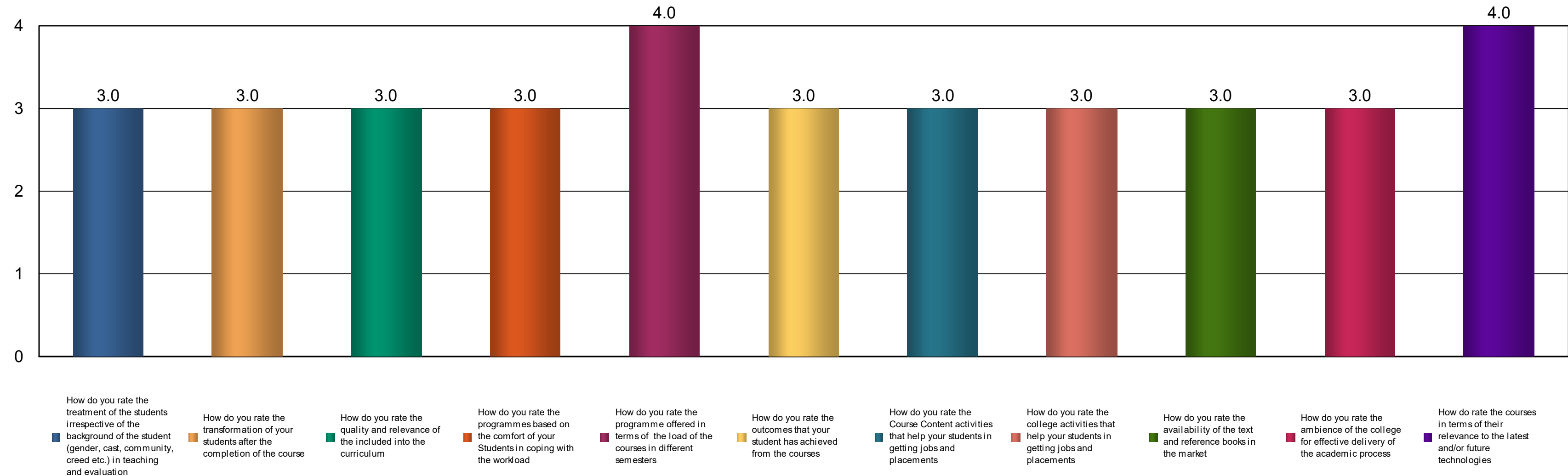
Curriculum Program Feedback Analysis [Faculty], Session : 2023-2024



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Curriculum Program Feedback Analysis [Faculty], Session : 2023-2024



Department	Program	How do you rate the treatment of the students irrespective of the background of the student (gender, cast, community, creed etc.) in teaching and	How do you rate the transformation of your students after the completion of the course	How do you rate the quality and relevance of the included into the curriculum	How do you rate the programmes based on the comfort of your Students in coping with the workload	How do you rate the programme offered in terms of the load of the courses in different semesters	How do you rate the outcomes that your student has achieved from the courses	How do you rate the Course Content activities that help your students in getting jobs and placements	How do you rate the college activities that help your students in getting jobs and placements	How do you rate the availability of the text and reference books in the market	How do you rate the ambience of the college for effective delivery of the academic process	How do rate the courses in terms of their relevance to the latest and/or future technologies
DEPARTMENT OF RURAL MANAGEMENT	MBA (AGRI BUSINESS MANAGEMENT)	3.0	3.0	3.0	3.0	4.0	3.0	3.0	3.0	3.0	3.0	4.0

Faculty of Commerce & Management
Rama University, Uttar Pradesh, Kanpur

Action Taken Report
On Feedback from Faculty
[For B.Com(H)]

Academic Session 2023-24

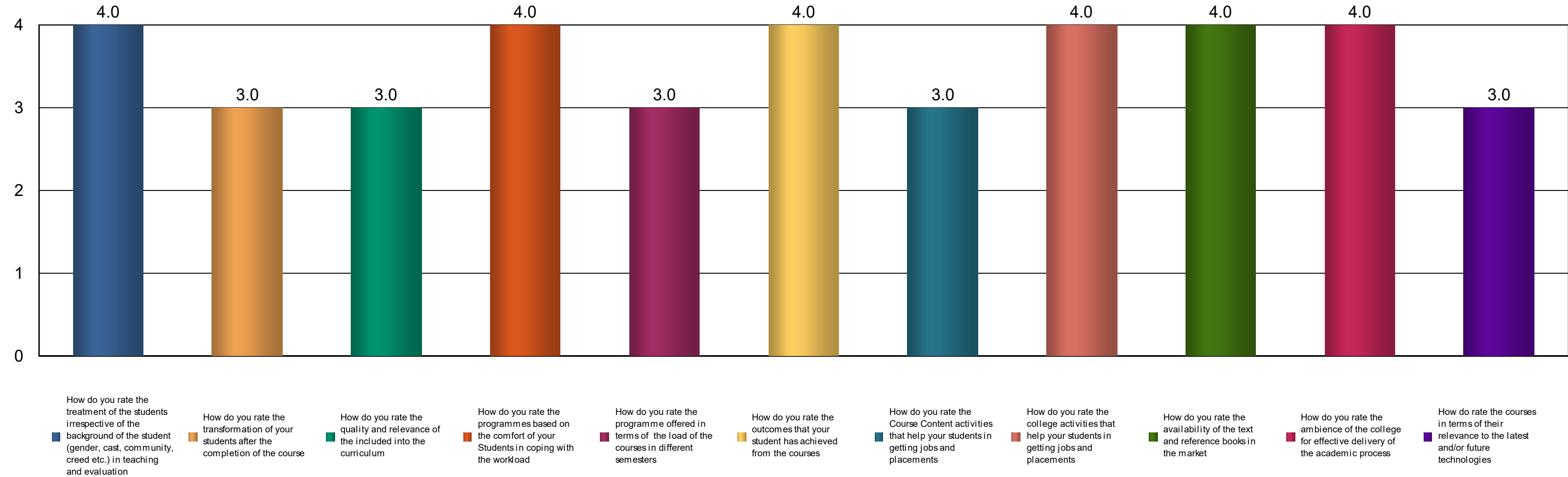
This Action Taken Report is prepared in response to the valuable feedback received from our esteemed teaching faculty members regarding various aspects of the B.Com programs offered by the Faculty of Commerce & Management, Rama University, Uttar Pradesh, Kanpur. The feedback encompasses a wide range of topics, and we remain committed to addressing the concerns raised while striving for continuous improvement. Based on the suggestions provided, the following actions have been implemented.

S. No.	Suggestions from Faculty Feedback	Action Taken
1	Improve the transformation of students & enhance the interaction with students	we conducted various student's centric activities like debate, presentation by students on their respective courses and increased the number of meetings with their mentors.
2	Strengthen course content activities that enhance job placement opportunities.	Increased industry collaborations, guest lectures, workshops, and placement-driven training sessions.
3	Enhance college activities related to student placements.	Expanded placement cell activities, organized mock interviews, and provided soft skills training.





Curriculum Program Feedback Analysis [Faculty], Session : 2023-2024



Department	Program	How do you rate the treatment of the students irrespective of the background of the student (gender, cast, community, creed etc.) in teaching and	How do you rate the transformation of your students after the completion of the course	How do you rate the quality and relevance of the included into the curriculum	How do you rate the programmes based on the comfort of your Students in coping with the workload	How do you rate the programme offered in terms of the load of the courses in different semesters	How do you rate the outcomes that your student has achieved from the courses	How do you rate the Course Content activities that help your students in getting jobs and placements	How do you rate the college activities that help your students in getting jobs and placements	How do you rate the availability of the text and reference books in the market	How do you rate the ambience of the college for effective delivery of the academic process	How do rate the courses in terms of their relevance to the latest and/or future technologies
DEPARTMENT OF COMMERCE AND	B.COM. (HONORS)	4.0	3.0	3.0	4.0	3.0	4.0	3.0	4.0	4.0	4.0	3.0