

**F.14 Records of Program Curriculum and Process used to
Identify extend of Compliance of Curriculum for attaining
POs & PSOs**

Master of Education
(M.Ed.)



AMITY
UNIVERSITY
—MUMBAI—

Amity Business School Mumbai

Program Structure

Curriculum & Examination Scheme

Master of Business Administration (Marketing & Sales)

Batch 2023-25

Batch 2022-24

Batch 2021-23



Program Objectives

MBA Program in Marketing and Sales Objectives

- **Develop Comprehensive Expertise:** Equip students with in-depth knowledge of marketing and sales principles, strategies, and tactics, while fostering soft skills essential for effective communication and collaboration.
- **Enhance Planning and Decision-Making Skills:** Develop students' ability to formulate and execute marketing and sales plans, emphasizing strategic decision-making to achieve organizational goals in dynamic business environments.
- **Cultivate Effective Communication:** Enhance students' communication skills to convey marketing and sales strategies persuasively, tailoring messages to diverse stakeholders and cultural contexts.
- **Promote Applied Research and Analysis:** Nurture students' research aptitude to enable them to analyze market trends, consumer behavior, and competitive landscapes, supporting informed marketing and sales strategies.
- **Foster Professionalism and Ethical Practices:** Instill a strong sense of professionalism with an emphasis on ethical practices, integrating leadership and problem-solving abilities within marketing and sales roles.
- **Emphasize Societal Responsibility:** Cultivate an understanding of societal responsibilities in marketing and sales activities, encouraging students to consider the social impact of their decisions.
- **Integrate Environmental Sustainability:** Promote awareness of environmental sustainability within marketing and sales strategies, encouraging students to develop eco-friendly practices.
- **Cultivate Lifelong Learning:** Instigate a commitment to continuous learning by fostering a culture of exploration, innovation, and adaptation to evolving marketing and sales trends and technologies.



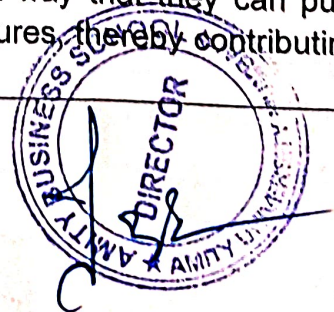
Program Outcomes

PO No.	Description
PO1	Apply knowledge of management theories and practices to solve business problems.
PO2	Foster Analytical and critical thinking abilities for data-based decision-making.
PO3	Ability to develop Value-based Leadership ability.
PO4	Ability to understand, analyze, and communicate global, economic, legal, and ethical aspects of business.
PO5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Program Specific Outcomes

PSO	Description
PSO1	To apply the fundamental knowledge of Management, Theory & Practice in their selected area of Specialization for effective development.
PSO2	To inculcate critical thinking, problem-solving, decision-making, and entrepreneurial skills among students through experiential learning using case studies, business simulation software, company projects, internships, and domain expert sessions.
PSO3	To develop human values professional ethics interpersonal integrity through various social and club activities, Leadership development labs project extracurricular activities ensuring overall personality and professional development

PEO	Program Educational Objectives Statements
PEO1	To train the students of the Management program for a logical and practical approach to problem-solving and function effectively as skilled managers who can respond to changing environments in a social and global context.
PEO2	To groom the students to work in multicultural and multidisciplinary teams for effective problem-solving and understand the principles of group dynamics, Teamwork, and growth of the Management profession.
PEO3	To encourage and train the students in a way that they can pursue higher studies, and start independent ventures, thereby contributing to the fields of Business.



MBA (Marketing & Sales) Batch 2023-25

Program Structure

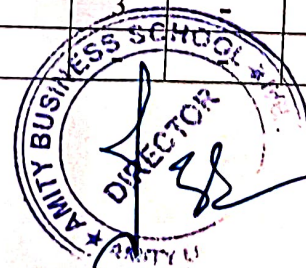
Semester	SEM I	SEM II	SEM III	SEM IV	TOTAL CREDITS
Credits	30	32	35	24	121

SEMESTER -I

Course Code	Course Title	L	T	P	C
MGT4101	Management Process & Organizational Behaviour	3	-	-	3
MGT4102	Accounting for Managers	3	-	-	3
MGT4103	Managerial Economics	3	-	-	3
MGT4104	Operations Management	3	-	-	3
MGT4105	Information Technology for Managers	3	-	-	3
MGT4106	Quantitative Techniques in Management	3	-	-	3
MGT4107	Entrepreneurship and New Ventures	3	-	-	3
MGT4108	Leadership Development Lab-I	-	-	1	-
MGT4109	Marketing Management-I	3	-	-	3
CSS4151	Basics of Communication	2	-	-	2
BEH4151	Self-Development & Interpersonal Skills	1	-	-	1
	Foreign Language – I	3	-	-	3
LAN4151	French-I				
LAN4152	German-I				
LAN4153	Spanish-I				
				TOTAL	30

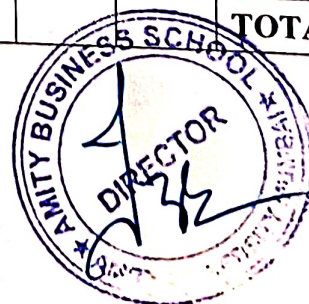
SEMESTER –II

Course Code	Course Title	L	T	P	C
MGT4210	Marketing Management-II	3	-	-	3
MGT4202	Financial Management	3	-	-	3
MGT4203	Human Resource Management	3	-	-	3
MGT4204	Business Research Methods	3	-	-	3
MGT4205	Legal Aspects of Business	3	-	-	3
MMS4201	Product & Brand Management	3	-	-	3
MMS4202	Digital & Social Media Marketing	3	-	-	3
MIB4409	International Supply Chain Management	3	-	-	3
MGT4208	Leadership Development Lab-II (NTCC)			1	-



MGT 4211	Business Ethics & Corporate Governance	2	-	-	2
CSS4251	Corporate Communication	1	-	-	2
BEH4251	Behavioural Communication & Relationship Management	1	-	-	1
	Foreign Language – II	3	-	-	3
LAN4251	French-II				
LAN4252	German-II				
LAN4253	Spanish-II				
				TOTAL	32

SEMESTER –III					
Course Code	Course Title	L	T	P	C
MGT4401	Strategic Management	3	-	-	3
MIB4304	International Marketing & Documentation	3	-	-	3
MMS4304	Marketing Analytics	3	-	-	3
MMS4305	Sales Management	3	-	-	3
MMS4306	Consumer Behaviour	3	-	-	3
MMS4307	Distribution & Logistics Management	3	-	-	3
MGT4312	Creating & Managing New Business in Emerging Markets	3	-	-	3
MGT4301	Simulation-I	4	-	-	-
CSS4351	Interpersonal Communication	2	-	-	2
BEH4351	Leading Through Teams	1	-	-	1
	Foreign Language – III	2	-	-	2
LAN4351	French-III				
LAN4352	German-III				
LAN4353	Spanish-III				
MGT4335	Summer Internship (Evaluation)	-	-	9	9
	Any ONE domain Elective				
MMS4341	Domain Elective-I- Luxury Brand Management (NTNC)	1	-	-	-
MMS4342	Domain Elective-II- Market Forecasting Strategy & modelling (NTNC)	1	-	-	-
				TOTAL	35



SEMESTER –IV

SEMESTER –IV					
Course Code	Course Title	L	T	P	C
MMS4410	Marketing of Services & CRM	3	-	-	3
MMS4411	Rural Marketing	3	-	-	3
MMS44308	Integrated Marketing Communication	3	-	-	3
MGT4452	Principles of Retailing	3			3
CSS4451	Communication in Context	2	-	-	2
BEH4451	Professional Excellence	1	-	-	1
MGT4301	Simulation-I	4	-	-	-
MGT4437	Dissertation (Commencing in Sem – III)	-	-	-	9
	Any ONE domain Elective				
MMS4441	Domain Electives-III- Sales management in Crisis situation (NTNC)	1	-	-	-
MMS4442	Domain Electives-IV- Omni-channel strategies (NTNC)	1	-	-	-
		TOTAL			24



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MBA (Marketing & Sales) Batch 2022-24
Program Structure

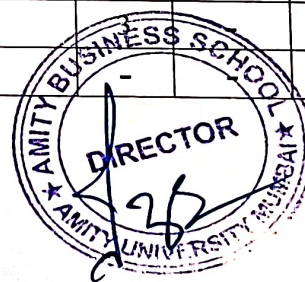
Semester	SEM I	SEM II	SEM III	SEM IV	TOTAL CREDITS
Credits	30	32	35	24	121

SEMESTER -I

Course Code	Course Title	L	T	P	C
MGT4101	Management Process & Organizational Behaviour	3	-	-	3
MGT4102	Accounting for Managers	3	-	-	3
MGT4103	Managerial Economics	3	-	-	3
MGT4104	Operations Management	3	-	-	3
MGT4105	Information Technology for Managers	3	-	-	3
MGT4106	Quantitative Techniques in Management	3	-	-	3
MGT4107	Entrepreneurship and New Ventures	3	-	-	3
MGT4108	Leadership Development Lab-I	-	-	1	-
MGT4109	Marketing Management-I	3	-	-	3
CSS4151	Basics of Communication	2	-	-	2
BEH4151	Self-Development & Interpersonal Skills	1	-	-	1
	Foreign Language – I	3	-	-	3
LAN4151	French-I				
LAN4152	German-I				
LAN4153	Spanish-I				
				TOTAL	30

SEMESTER –II

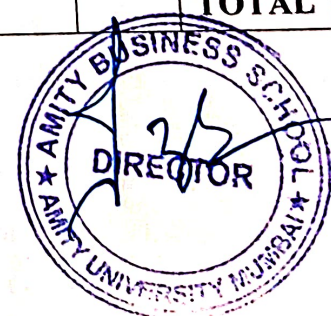
Course Code	Course Title	L	T	P	C
MGT4210	Marketing Management-II	3	-	-	3
MGT4202	Financial Management	3	-	-	3
MGT4203	Human Resource Management	3	-	-	3
MGT4204	Business Research Methods	3	-	-	3
MGT4205	Legal Aspects of Business	3	-	-	3
MMS4201	Product & Brand Management	3	-	-	3
MMS4202	Digital & Social Media Marketing	3	-	-	3
MIB4409	International Supply Chain Management			-	3
MGT4208	Leadership Development Lab-II (NTCC)	-		1	-



MGT 4211	Business Ethics & Corporate Governance	2	-	-	2
CSS4251	Corporate Communication	1	-	-	2
BEH4251	Behavioural Communication & Relationship Management	1	-	-	1
	Foreign Language – II	3	-	-	3
LAN4251	French-II				
LAN4252	German-II				
LAN4253	Spanish-II				
				TOTAL	32

SEMESTER –III

Course Code	Course Title	L	T	P	C
MGT4401	Strategic Management	3	-	-	3
MIB4304	International Marketing & Documentation	3	-	-	3
MMS4304	Marketing Analytics	3	-	-	3
MMS4305	Sales Management	3	-	-	3
MMS4306	Consumer Behaviour	3	-	-	3
MMS4307	Distribution & Logistics Management	3	-	-	3
MGT4312	Creating & Managing New Business in Emerging Markets	3	-	-	3
MGT4301	Simulation-I	4	-	-	-
CSS4351	Interpersonal Communication	2	-	-	2
BEH4351	Leading Through Teams	1	-	-	1
	Foreign Language – III	2	-	-	2
LAN4351	French-III				
LAN4352	German-III				
LAN4353	Spanish-III				
MGT4335	Summer Internship (Evaluation)	-	-	9	9
	Any ONE domain Elective				
MMS4341	Domain Elective-I- Luxury Brand Management (NTNC)	1	-	-	-
MMS4342	Domain Elective-II- Market Forecasting Strategy & modelling (NTNC)	1	-	-	-
				TOTAL	35



SEMESTER –IV

SEMESTER –IV					
Course Code	Course Title	L	T	P	C
MMS4410	Marketing of Services & CRM	3	-	-	3
MMS4411	Rural Marketing	3	-	-	3
MMS44308	Integrated Marketing Communication	3	-	-	3
MGT4452	Principles of Retailing	3			3
CSS4451	Communication in Context	2	-	-	2
BEH4451	Professional Excellence	1	-	-	1
MGT4301	Simulation-I	4	-	-	-
MGT4437	Dissertation (Commencing in Sem – III)	-	-	-	9
	Any ONE domain Elective				
MMS4441	Domain Electives-III- Sales management in Crisis situation (NTNC)	1	-	-	-
MMS4442	Domain Electives-IV- Omni-channel strategies (NTNC)	1	-	-	-
		TOTAL			24

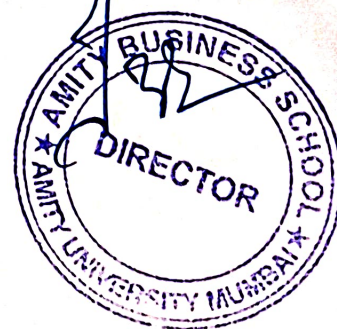


Program Structure- MBA (Marketing & Sales) Batch 2021-23

Semester	Sem I	Sem II	Sem III	Sem IV	TOTAL CREDITS
Credits	30	31	35	24	120

SEMESTER -I

Course Code	Course Title	L	T	P	C
MGT4101	Management Process & Organizational Behaviour	4	-	-	4
MGT4102	Accounting for Management	4	-	-	4
MGT4103	Economic Analysis	3	-	-	3
MGT4104	Operations Management	3	-	-	3
MGT4105	Information Technology for Managers	2	-	2	3
MGT4106	Quantitative Techniques in Management	3	-	1	4
MGT4107	Entrepreneurship and New Ventures	3	-	-	3
MGT4108	Leadership Development Lab-I	-	-	2	1
CSS4151	Basics of Communication	1	-	-	1
BEH4151	Self-Development & Interpersonal Skills	1	-	-	1
	Foreign Language - I	3	-	-	3
LAN4151	French-I				
LAN4152	German-I				
LAN4153	Spanish-I				
				TOTAL	30



SEMESTER -II

Course Code	Course Title	L	T	P	C
MGT4201	Marketing Management	3	-	-	3
MGT4202	Financial Management	3	-	-	3
MGT4203	Human Resource Management	3	-	-	3
MGT4204	Business Research Methods	4	-	-	4
MGT4205	Legal Aspects of Business	3	-	-	3
MMS4201	Product & Brand Management	3	-	-	3
MMS4202	Digital & Social Media Marketing	3	-	-	3
MMS4203	B2B Marketing	3	-	-	3
MGT4208	Leadership Development Lab-II	-	-	2	1
CSS4251	Corporate Communication	1	-	-	1
BEH4251	Behavioural Communication & Relationship Management	1	-	-	1
	Foreign Language - II	3	-	-	3
LAN4251	French-II				
LAN4252	German-II				
LAN4253	Spanish-II				
				TOTAL	31



SEMESTER -III

Course Code	Course Title	L	T	P	C
MIB4304	International Marketing & Documentation	3	-	-	3
MMS4304	Marketing Analytics	3	-	-	3
MMS4305	Sales Management	3	-	-	3
MMS4306	Consumer Behaviour	3	-	-	3
MMS4307	Distribution & Logistics Management	3	-	-	3
MMS4308	Integrated Marketing Communication	3	-	-	3
MMS4309	Retail & Mall Management	3	-	-	3
MGT4301	Simulation-I	-	-	2	1
CSS4351	Interpersonal Communication	1	-	-	1
BEH4351	Leading Through Teams	1	-	-	1
	Foreign Language – III	2	-	-	2
LAN4351	French-III				
LAN4352	German-III				
LAN4353	Spanish-III				
MGT4335	Summer Internship (Evaluation)	-	-	9	9
	Any ONE domain Elective				
MMS4341	Domain Elective-I- Luxury Brand Management (NTNC)	1	-	-	-
MMS4342	Domain Elective-II- Market Forecasting Strategy & modelling (NTNC)	1	-	-	-
				TOTAL	35



SEMESTER -IV

Course Code	Course Title	L	T	P	C
MGT4401	Strategic Management	3	-	-	3
MMS4410	Marketing of Services & CRM	3	-	-	3
MMS4411	Rural Marketing	3	-	-	3
MIB4409	International Supply Chain Management	3	-	-	3
MGT4402	Simulation-II	-	-	2	1
CSS4451	Communication in Context	1	-	-	1
BEH4451	Professional Excellence	1	-	-	1
MGT4437	Dissertation (Commencing in Sem – III)	-	-	-	9
	Any ONE domain Elective				
MMS4441	Domain Electives-III- Sales management in Crisis situation (NTNC)	1	-	-	-
MMS4442	Domain Electives-IV- Omni-channel strategies (NTNC)	1	-	-	-
			Total		
					24



State the Components of the Curriculum (15)

Program curriculum grouping based on course components

Course Component	Curriculum Content (% of the total number of credits of the program)	Total number of contact hours	Total number of credits
Program Core	68.62	83	83
Program Electives	9.91	12	12
Open Electives	6.91	08	08
Summer Project	7.43	09	09
Simulations/Domain Electives/Final Dissertation	7.43	09	09
Any other (Specify)			
Total number of Credits			121

Table 4.1: Components of the Curriculum

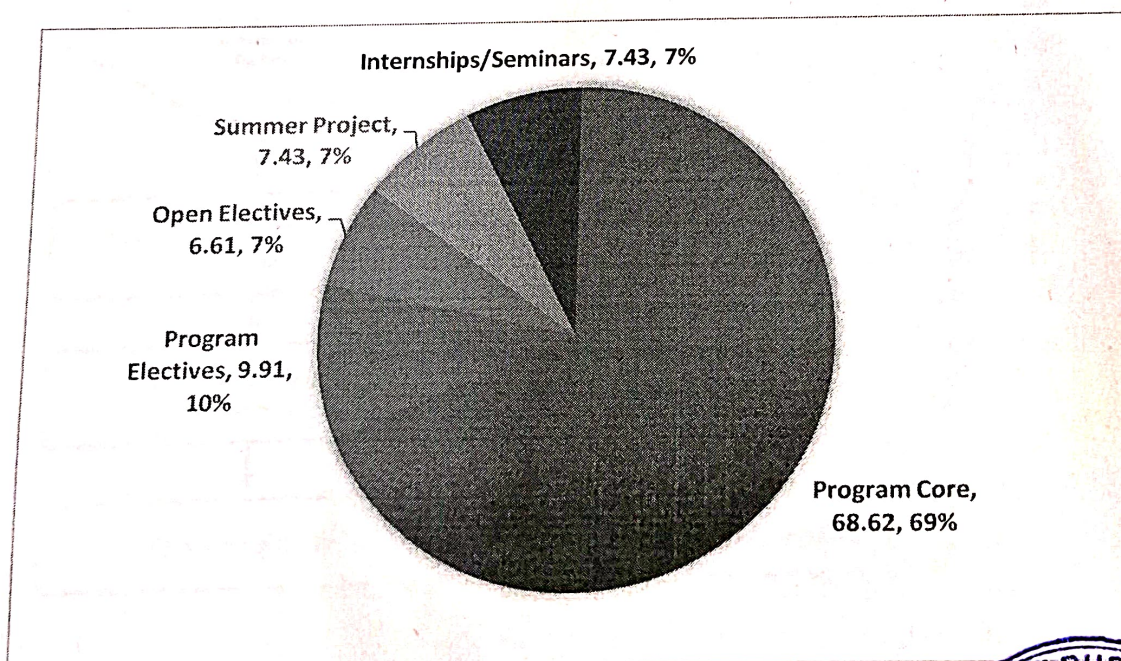
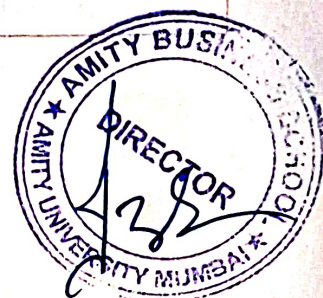
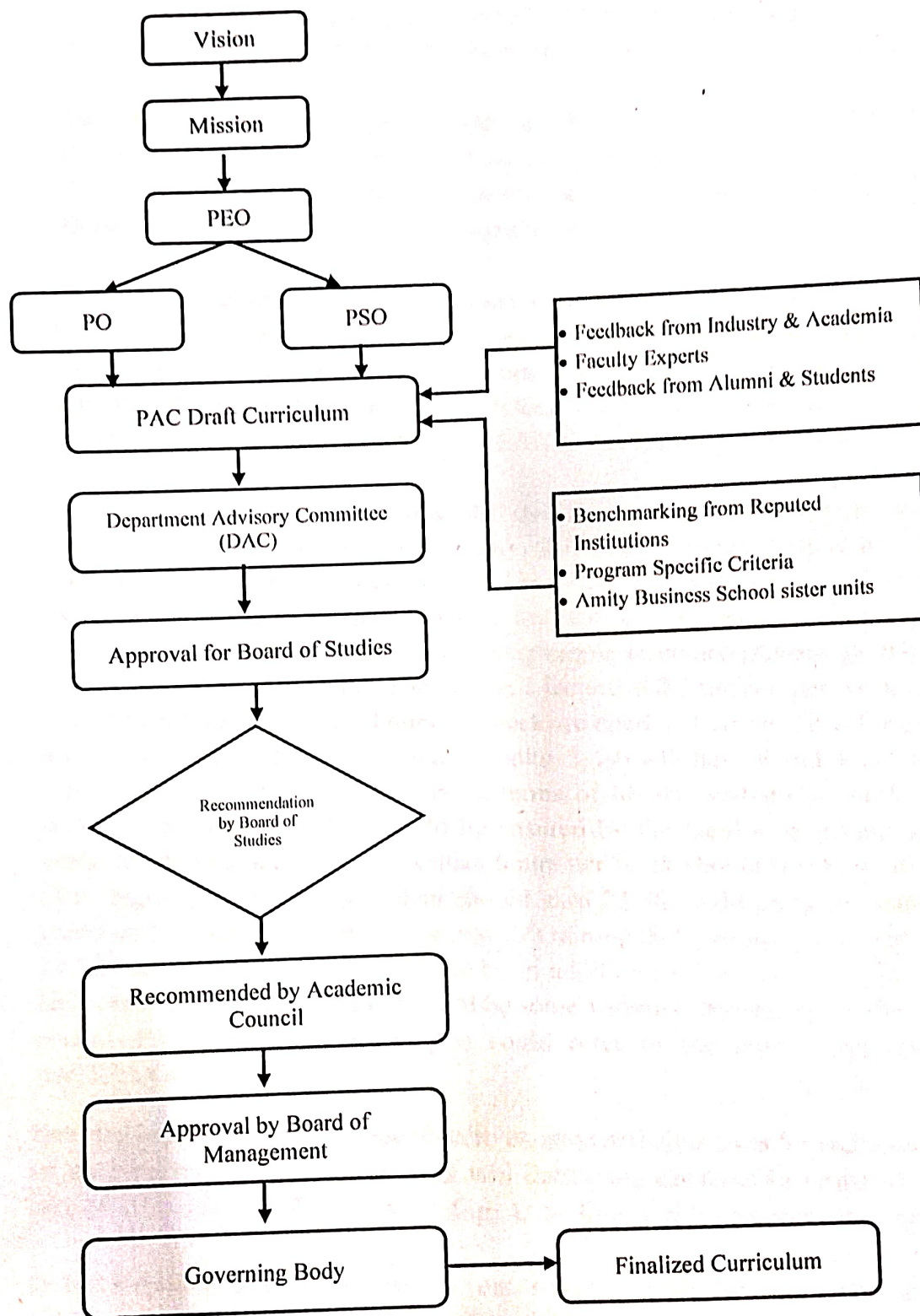


Figure 4.2. Transaction of the Curriculum



The process for designing/ improvement of the curriculum:



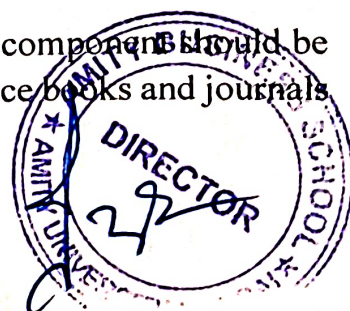
GUIDELINES FOR CURRICULUM DEVELOPMENT

STEPS-WISE GUIDELINES FOR DEVELOPING CURRICULUM

1. The Heads of Departments should develop the curriculum along-with faculty members. After brainstorming among them (if needed outside experts may be involved), the objective of the programme should be defined and documented. On this objective, would depend the programme structure.
2. The programme structure should include semester-wise courses (core and electives) to be taught, any internships to be undergone, project/dissertation-based courses etc. Each course should contain details of course code (refer to scheme of coding in Annexure-III)) classroom hours, practical/lab classes, tutorials, self-study hours and credit units. The broad guidelines as prescribed by AICTE/UGC etc. should be kept in mind.

Normally in a semester of 15-16 weeks' duration, a total 5 – 6 hours of work per week (including classes, tutorials, labs, library, self study, project, term paper etc.) by the student is required to earn 1 credit unit. The credit units attached to each course should be defined in terms of contact hours i.e. Lectures (L), Tutorials (T) and Practicals (P) as given in the enclosed format on programme structure (Annexure-III). Towards earning credits in terms of contact hours, 1 lecture and 1 tutorial per week are rated as 1 credit each and 2 practical hours per week are rated as 1 credit. Thus for example, an L-T-P structure of 3-0-0 will have 3 credits, 3-1-0 will have 4 and 3-1-2 will have 5 credits. Students should also work in terms of library, self-study, work on project and/or term paper etc. that should be ensured by the faculty by giving appropriate assignments to students. Total contact hours per week should be about 30. In a full-time degree programme, a student should earn 25-30 credit units per semester. The credit units attached to Summer Internship/Training (8-10 weeks), fieldwork etc. could be included in this total or could also be in addition to this total. However, these are only broad guidelines and there could be some variation depending on the nature of a course. For more information, you could refer to the norms and standards of AICTE/UGC.

3. Keeping in mind the programme objectives, aims and objectives for each course should be decided and written down. This will define the contents in terms of depth and breadth of a course and the methodology to be followed for teaching the contents.
4. Detailed syllabus should be worked out (module-wise) by the HOD and faculty members through detailed research and benchmarking them with the courses offered at leading institutions and universities. The syllabus then should be discussed with experts from the concerned areas and representatives from client/user organizations.
5. The evaluation scheme for each course with weightage for each component should be given. A list of one or two textbooks and a detailed list of reference books and journals



should be given. They should be written in a standard way, which is followed internationally.

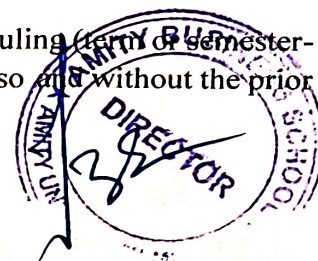
The distribution of marks over components of evaluation could be any, as follows*:

Component of evaluation	Frequency	Code	Weightage (%)**
Case Discussion/Presentation/Analysis	1 – 3	C	10-15
Home Assignment	1 – 3	H	5-10
Project	1	P	10-15
Seminar	1 – 2	S	5-10
Viva	1 – 2	V	5-10
Quiz	1 – 3	Q	5-10
Class Test (s)	1 – 2	CT	10-15
Term Paper	1	TP	10-15
End - Semester Examination	1	EE	70
Total			100

*A component not listed above may be included depending on the nature of a course.

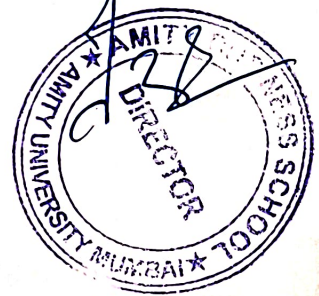
** The components for continuous evaluation, in addition to the class test(s) and their weightage should be selected so as to have a combined weightage of 20 marks. Class test(s) will have 20 marks. Total number of components for continuous evaluation, including class test(s) should be 3-4.

6. After this, the curriculum should be evaluated by the board of studies (as per the constitution and as approved by the University) of the institution concerned should be reviewed in terms of programme objectives, programme structure, course objectives and curriculum with reference to points mentioned above. The programme structure and the curriculum and scheme of examination for each course should be sent to this office with its recommendations by the Head of the institution as per the deadlines mentioned.
7. Finally, the curriculum should be forwarded to the University. This will be put up to academic council of the University for its approval and after the approval it will be notified.
8. No changes are permitted in the courses, their nomenclature, scheduling (term or semester-wise), and objectives without there being sound reasons for doing so and without the prior



approval from the university.

9. To facilitate consistency in evaluation and comparability of curriculum applicable to different batches of students, it is desirable not to review the curriculum of any course for three years except courses related to law, taxation etc. However, if it is felt during these three years that a course (with any credit weightage) needs to be added, it is possible with the approval of the University provided the new course has a new title and code number. Similarly, a course can be dropped with the approval of the University.



PROGRAMME STRUCTURE

FIRST SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits

SECOND SEMESTER

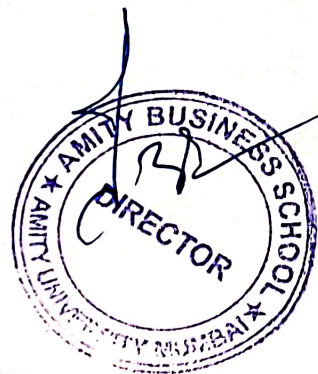
Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits

...Up to the last semester



SCHEME OF CODING

Each course will be assigned a unique course code consisting of five letters and five digits and the interpretation will be as follows. The first letter identifies the degree or diploma i.e. 'D' for Doctoral Degree, 'M' for Master's Degree, 'B' for Bachelor's Degree, 'H' for M. Phil. Degree, 'P' for a Post Graduate Diploma, 'G' for a Graduate Diploma/Diploma, 'A' for Advance Diploma and "I" for an Integrated Degree Programme. The second and third letters identify the name of the broad stream of the programme of study and the fourth and fifth letters identify the subject area. The first three letters have been given in the list of contents along with the programme name and the two-digit subject area codes have been given in the list of subject areas. The five digits have an interpretation wherein the first digit indicates the year of the programme, 2nd & 3rd digits indicate the semester (for programme with annual system, these are '00') whereas 4th & 5th digits indicate the course number. Practical courses have been given a code by adding 20 to the code of the corresponding papers, for term papers last two digits would be 30, for Viva-voce they will be 40 and for summer training the last digits of the code are 50 onwards and for dissertation, the last digits of the code are 60 onwards. For project work, the last digits are 70 onwards.

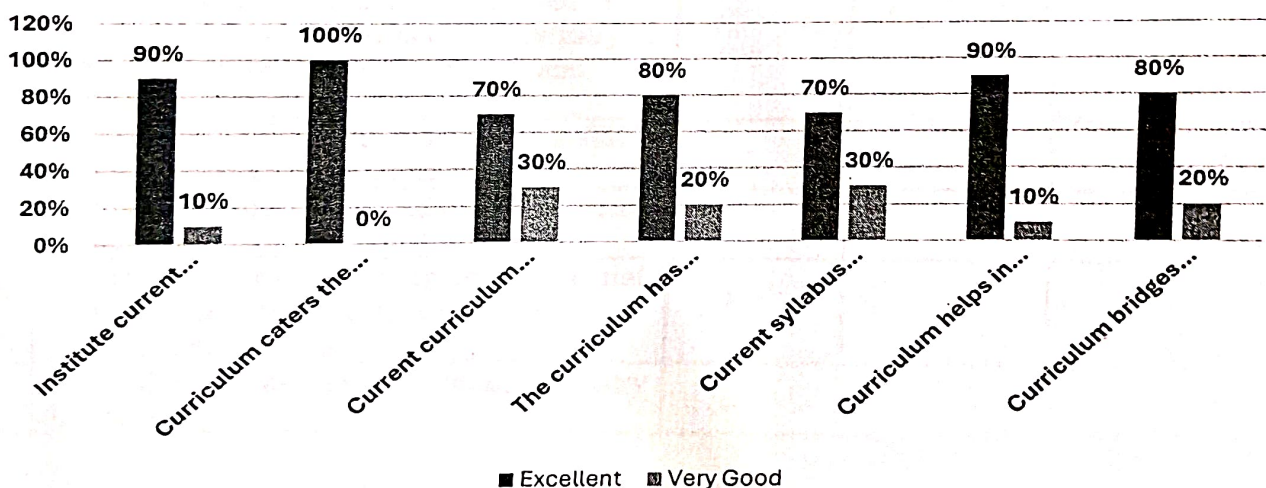


FEEDBACK ON CIRRICULUM FROM INDUSTRY PROFESSIONALS (2023-2025)

Industry Professionals were asked to respond to the following questions on a five - point scale: Poor (1) to Excellent (5). Responses of Industry Professionals (in count) are as follows:

Sr. No	Questions	Responses of Industry Professionals	
		Excellent	Very Good
1	Institute current Curriculum of MBA Program is relevant for employability	9	1
2	Curriculum caters the need of industry and helps in building efficiency and effectiveness of organization	10	0
3	Current curriculum has application based courses which caters the needs of industry in terms of knowledge, skills, attitude and innovation	7	3
4	The curriculum has rich content which fulfils required orientation of human resources	8	2
5	Current syllabus offers need based and meets to the expectations of industry	7	3
6	Curriculum helps in building entrepreneurial motives which helps to the students for starting their ventures	9	1
7	Curriculum bridges the gap between Industry & Academic	8	2

FEEDBACK ON CIRRICULUM FROM INDUSTRY PROFESSIONALS (2023-2025)



The survey results convey that Industry Professionals are satisfied with the MBA curriculum. In every category, the combined scores for "Excellent" and "Very Good" total 10 out of 10 respondents, indicating unanimous approval for all aspects evaluated. This consistently positive feedback suggests that the program is strongly aligned with industry needs and successfully prepares students for the professional world.



SAMPLE



AMITY UNIVERSITY MAHARASHTRA

Amity Business School

Mumbai - Pune Expressway, Panvel, Mumbai, Maharashtra 410206

Feedback on Curriculum from Industry Professionals

Name of the Organization/ Company: EbixCash Global Service Pvt. Ltd.

Position: HR Manager

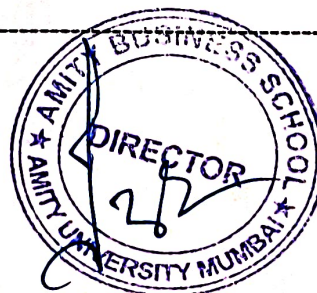
Dear Sir/Madam,

Amity Business School, Amity University Maharashtra, Mumbai continuously takes the effort in curriculum improvement with innovative approach to delivering the curriculum, along with the additional efforts we put in to prepare our students for the demands and challenges of the industry.

We would greatly appreciate it if you could take some time to share your valuable feedback regarding the curriculum to enhance knowledge and skills of our students. Your input will help us further enhance our programs and better prepare future graduates to meet your organization's needs.

Sr. No.	Details	Excellent (5)	Very Good (4)	Good (3)	Average (2)	Poor (1)
1	Institute current Curriculum of MBA Program is relevant for employability	✓				
2	Curriculum caters the need of industry and helps in building efficiency and effectiveness of organization	✓				
3	Current curriculum has application based courses which caters the needs of industry in terms of knowledge, skills, attitude and innovation	✓				
4	The curriculum has rich content which fulfils required orientation of human resources	✓				
5	Current syllabus offers need based and meets to the expectations of industry	✓				
6	Curriculum helps in building entrepreneurial motives which helps to the students for starting their ventures	✓				
7	Curriculum bridges the gap between Industry & Academic	✓				

Suggestions (if Any): NA



Signature



Student feedback form on Curriculum Amity Business School

Name of the student: Om Gallam

Enrolment number: A7000192307

Batch: 2023 - 25

Please give your valuable feedback on the curriculum to improve the quality of the programme.

Select your ranking on the scale 5 to 1 for each of the following parameters.

Excellent (5) Very Good (4) Good (3) Average (2) Poor (1)

No.	Questions	Rating
1	Rate the alignment of the syllabus and expected competencies for the program	5
2	The course content sufficiently covers the expected course outcomes (COs)	5
3	The modules in the syllabus is well-organized and follows a logical order.	4
4	The course syllabus enhanced my skills in formulating, analyzing, and resolving problems.	5
5	The electives chosen are directly pertinent to the selected specialization.	5
6	Assess the relevance of the elective courses with respect to current technological advancements.	4
7	Comprehension of concepts facilitated between theory and practical application through Simulation & Domain Workshops	5
8	Sufficient course materials are readily accessible.	4
9	Assignments and projects contributed to my understanding and learning of the course content.	5
10	The instructor successfully covered the entire syllabus during class sessions.	5



Om Gallam
Student Sign

SAMPLE

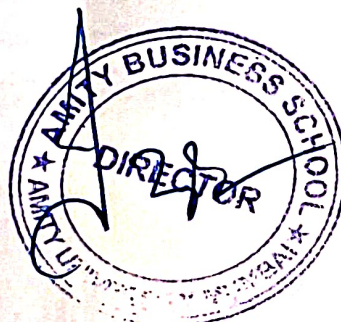


AMITY UNIVERSITY MAHARASHTRA
Amity Business School
 Mumbai - Pune Expressway, Panvel, Mumbai, Maharashtra 410206

Feedback on Curriculum by Alumni

The purpose of this feedback is to obtain alumni input on the quality of education they received and the level of preparation they had at Institute. The purpose of this survey is to assess the quality of the academic program. We seek your support in completing this survey.

Name : <u>Ayesha Pawane</u>						
Department: <u>MBA (ABS)</u>						
Year of Graduation : <u>2025</u>						
Designation and Present Organization: <u>ICICI Lombard General Insurance Company Ltd</u>						
Contact Details:						
Use the scale to rate your progress in the following areas as a result of taking this program. Grade: 5-Excellent, 4-Very Good, 3-Good, 2-Average, 1-Poor						
		5	4	3	2	1
1	Curriculum has balance between theory and experiments for gaining good technical knowledge and understand real life applications	✓				
2	Curriculum has provision for problem analysis and design of the solutions		✓			
3	Curriculum has incorporated usage of modern methods and techniques in the teaching and learning process	✓				
4	The Curriculum has provision for students to work individually as well as in team		✓			
5	The Curriculum encourages the students for innovations through projects	✓				
6	The Curriculum creates the awareness about effective communication, professional ethics, green environment, etc.		✓			
7	The Curriculum and content beyond Curriculum together enhance scope for better employability, higher order learning, entrepreneurship, and government services.	✓				
8	Teaching faculty and the infrastructure available for the effective curriculum implementation		✓			
9	Course(subject) that relates most with your current job: <u>Marketing Management</u>					
10	Need of any change/ inclusion of curriculum : <u>no</u>					



A. Pawane
 Signature



SAMPLE

AMITY UNIVERSITY MUMBAI

Established vide Maharashtra Act No. 13 of 2014, of Government of Maharashtra, and recognized under Section 2(f) of UGC Act 1956.

Amity Business School

Parent feedback form on Curriculum

Dear Parent,

You are requested to answer and rate the following questions which would help us in improving the quality and services offered by our Institution. The rating can be between 1 and 5.

Score 1: Very poor; 2: Poor; 3: Neutral; 4: Good; 5: Very Good

S. No.	Questions	Rating
Curriculum		
1	The program's curriculum is thoughtfully created to enhance students' learning opportunities.	5
2	The curriculum takes into account technological developments in the field of Management	4
3	The Choice Based Credit System (CBCS) incorporated in the Curriculum increases the student's academic flexibility.	5
4	Addition of electives and value added courses like communication skills/soft skills development are part of the curriculum.	5
5	Rating about Vision, Mission and PEO's	5
Teaching-Learning		
8	Does adequate number of faculty are available in the department to teach courses?	5
9	Does the specialization of faculties match with the competencies to teach assigned courses?	5
10	Does the faculty member adequately cover the course syllabus?	5
11	Is your ward receiving enough technical assistance to finish the Internship/Dissertation Work?	4
12	Does the department provide enough resources for students in terms of a library, lab, and other facilities?	4
Students		
13	Does the students are encouraged to participate in Inter-Collegiate/Inter-Institutional Technical Fest?	4
14	Do you receive relevant information like Attendance Percentage; Mid Term marks/Progress Report etc. from the department?	5
15	Does the department conduct parent-teacher interaction (PTI) meetings?	5
Mentoring		
15	Does the mentor of your ward offer a good mentoring?	5

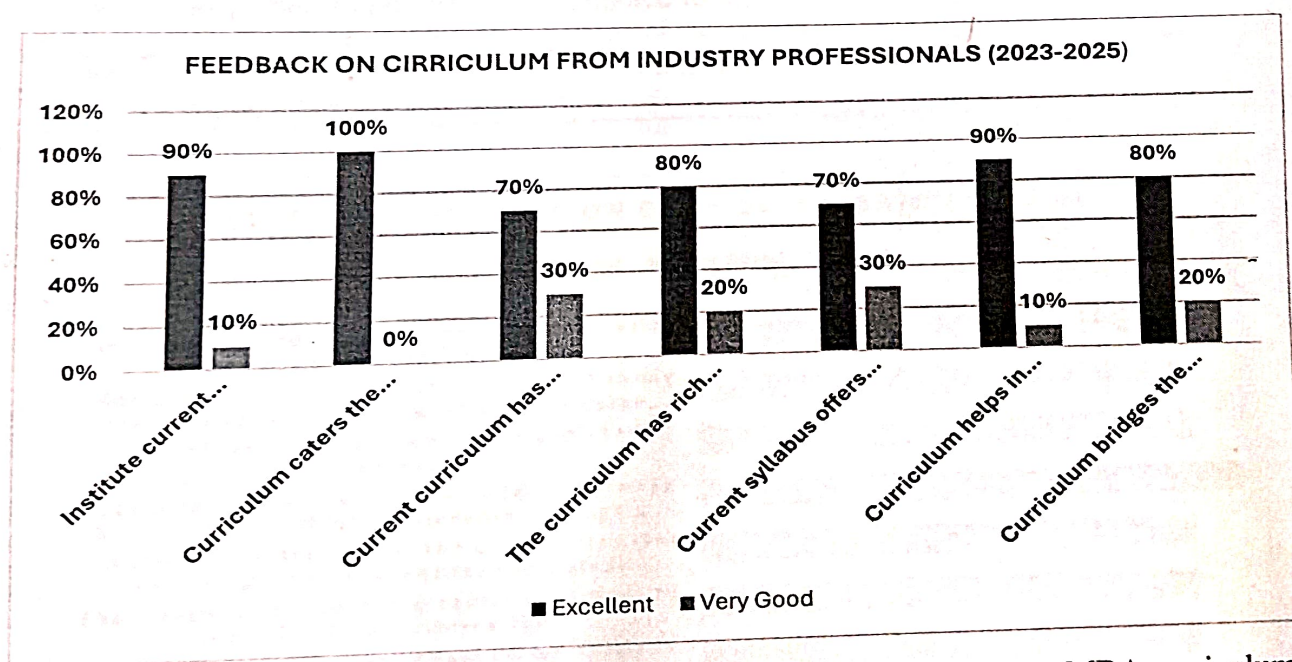


Signature of the Parent with Date

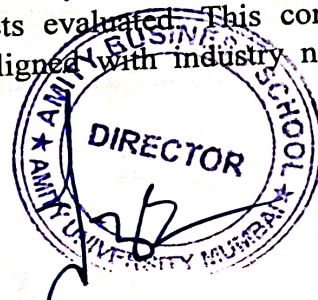
INDUSTRY PROFESSIONALS FEEDBACK REPORT ON CIRRICULUM (2023-2025)

Industry Professionals were asked to respond to the following questions on a five - point scale: Poor (1) to Excellent (5). Responses of Industry Professionals (in count) are as follows:

Sr. No	Questions	Responses of Industry Professionals	
		Excellent	Very Good
1	Institute current Curriculum of MBA Program is relevant for employability	9	1
2	Curriculum caters the need of industry and helps in building efficiency and effectiveness of organization	10	0
3	Current curriculum has application based courses which caters the needs of industry in terms of knowledge, skills, attitude and innovation	7	3
4	The curriculum has rich content which fulfils required orientation of human resources	8	2
5	Current syllabus offers need based and meets to the expectations of industry	7	3
6	Curriculum helps in building entrepreneurial motives which helps to the students for starting their ventures	9	1
7	Curriculum bridges the gap between Industry & Academic	8	2



The survey results convey that Industry Professionals are satisfied with the MBA curriculum. In every category, the combined scores for "Excellent" and "Very Good" total 10 out of 10 respondents, indicating unanimous approval for all aspects evaluated. This consistently positive feedback suggests that the program is strongly aligned with industry needs and successfully prepares students for the professional world.



STUDENTS FEEDBACK REPORT ON CURRICULUM (Batch 2023-2025)

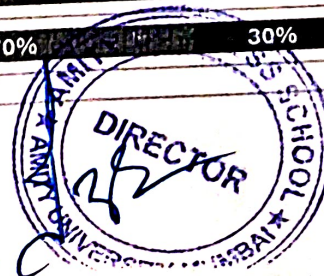
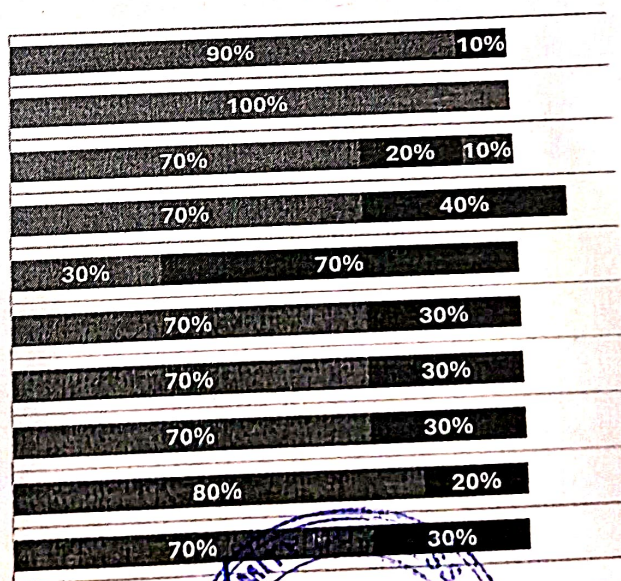
Students were asked to respond to the following questions on a five - point scale: Poor (1) to Excellent (5). Responses of Students (in count) are as follows:

Sr. No	Questions	Responses of Students		
		Excellent	Very Good	Good
1	Rate the alignment of the syllabus and expected competencies for the program	7	3	0
2	The course content sufficiently covers the expected course outcomes (COs)	8	2	0
3	The modules in the syllabus is well-organized and follows a logical order.	7	3	0
4	The course syllabus enhanced my skills in formulating, analyzing, and resolving problems.	7	3	0
5	The electives chosen are directly pertinent to the selected specialization.	7	3	0
6	Assess the relevance of the elective courses with respect to current technological advancements.	3	7	0
7	Comprehension of concepts facilitated between theory and practical application through Simulation & Domain Workshops	7	4	0
8	Sufficient course materials are readily accessible.	7	2	1
9	Assignments and projects contributed to my understanding and learning of the course content.	10	0	0
10	The instructor successfully covered the entire syllabus during class sessions.	9	1	0

STUDENTS FEEDBACK ON CURRICULUM (BATCH 2023-2025)

■ Excellent ■ Very Good ■ Good

The instructor successfully covered the entire syllabus during class sessions.
 Assignments and projects contributed to my understanding and learning of the course...
 Sufficient course materials are readily accessible.
 Comprehension of concepts facilitated between theory and practical application through...
 Assess the relevance of the elective courses with respect to current technological...
 The electives chosen are directly pertinent to the selected specialization.
 The course syllabus enhanced my skills in formulating, analyzing, and resolving...
 The modules in the syllabus is well-organized and follows a logical order.
 The course content sufficiently covers the expected course outcomes (COs)
 Rate the alignment of the syllabus and expected competencies for the program



STUDENTS FEEDBACK REPORT ON CURRICULUM (Batch 2023-2025)

Students were asked to respond to the following questions on a five - point scale: Poor (1) to Excellent (5). Responses of Students (in count) are as follows:

Sr. No	Questions	Responses of Students		
		Excellent	Very Good	Good
1	Rate the alignment of the syllabus and expected competencies for the program	7	3	0
2	The course content sufficiently covers the expected course outcomes (COs)	8	2	0
3	The modules in the syllabus is well-organized and follows a logical order.	7	3	0
4	The course syllabus enhanced my skills in formulating, analyzing, and resolving problems.	7	3	0
5	The electives chosen are directly pertinent to the selected specialization.	7	3	0
6	Assess the relevance of the elective courses with respect to current technological advancements.	3	7	0
7	Comprehension of concepts facilitated between theory and practical application through Simulation & Domain Workshops	7	4	0
8	Sufficient course materials are readily accessible.	7	2	1
9	Assignments and projects contributed to my understanding and learning of the course content.	10	0	0
10	The instructor successfully covered the entire syllabus during class sessions.	9	1	0

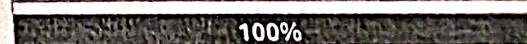
STUDENTS FEEDBACK ON CURRICULUM(BATCH 2023-2025)

■ Excellent ■ Very Good ■ Good

The instructor successfully covered the entire syllabus during class sessions.



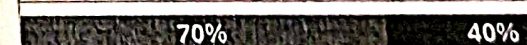
Assignments and projects contributed to my understanding and learning of the course...



Sufficient course materials are readily accessible.



Comprehension of concepts facilitated between theory and practical application through...



Assess the relevance of the elective courses with respect to current technological...



The electives chosen are directly pertinent to the selected specialization.



The course syllabus enhanced my skills in formulating, analyzing, and resolving...



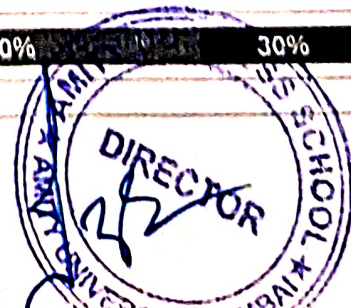
The modules in the syllabus is well-organized and follows a logical order.



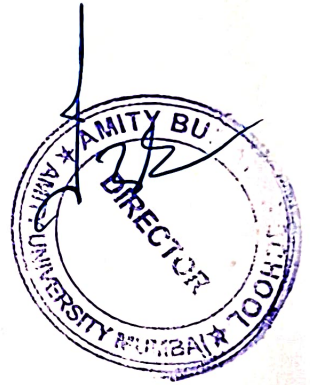
The course content sufficiently covers the expected course outcomes (COs)



Rate the alignment of the syllabus and expected competencies for the program



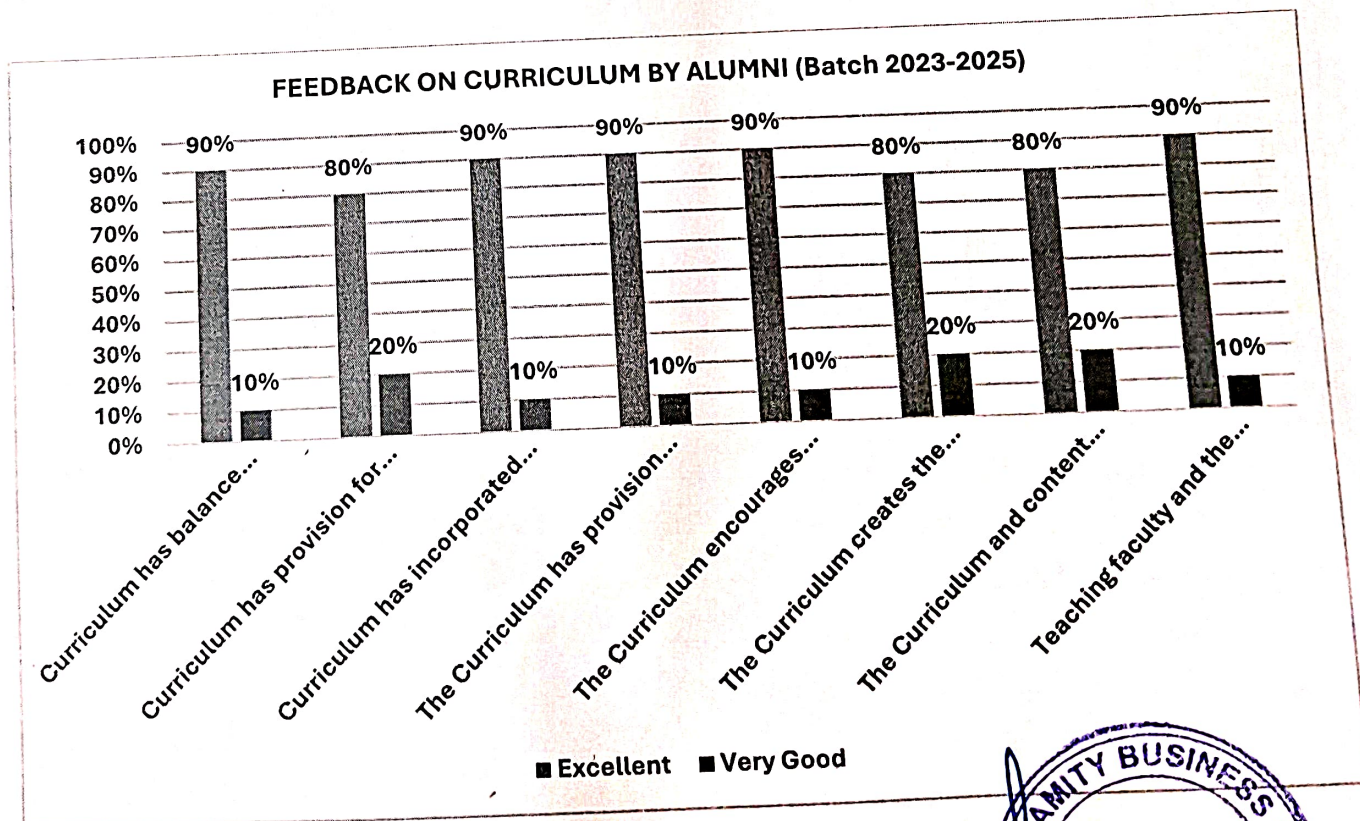
The analysis and interpretation is based on the provided student feedback data. The feedback is overwhelmingly positive, indicating a high level of student satisfaction with the program's syllabus, course content, and delivery. The program excels in its practical application of knowledge, the structure and coverage of the syllabus, and the overall alignment of the curriculum with expected outcomes and student skill development. The faculty has successfully created a supportive and effective learning environment with accessible materials and well-designed assessments.



ALUMNI FEEDBACK REPORT ON CURRICULUM (Batch 2023-2025)

Students were asked to respond to the following questions on a five - point scale: Poor (1) to Excellent (5). Responses of Students (in count) are as follows:

Sr. No	Questions	Responses of Alumni	
		Excellent	Very Good
1	Curriculum has balance between theory and experiments for gaining good technical knowledge and understand real life applications	9	1
2	Curriculum has provision for problem analysis and design of the solutions	8	2
3	Curriculum has incorporated usage of modern methods and techniques in the teaching and learning process	9	1
4	The Curriculum has provision for students to work individually as well as in team	9	1
5	The Curriculum encourages the students for innovations through projects	9	1
6	The Curriculum creates the awareness about effective communication, professional ethics, green environment, etc.	8	2
7	The Curriculum and content beyond Curriculum together enhance scope for better employability, higher order learning, entrepreneurship, and government services.	8	2
8	Teaching faculty and the infrastructure available for the effective curriculum implementation	9	1



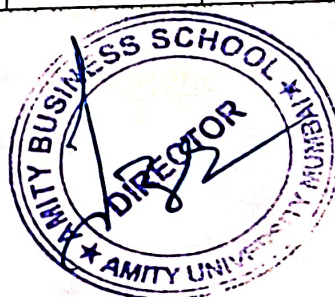
The responses are consistently high, with 90% of alumni rating most aspects as "Excellent" and the remaining 10% rating them as "Very Good". There are no "Good or "Poor" ratings, suggesting the curriculum meets or exceeds alumni expectations in key areas. The alumni feedback indicates a highly successful and effective curriculum that comprehensively prepares students for their professional lives, both in technical knowledge and essential soft skills.



PARENTS FEEDBACK REPORT ON CURRICULUM (Batch 2023-2025)

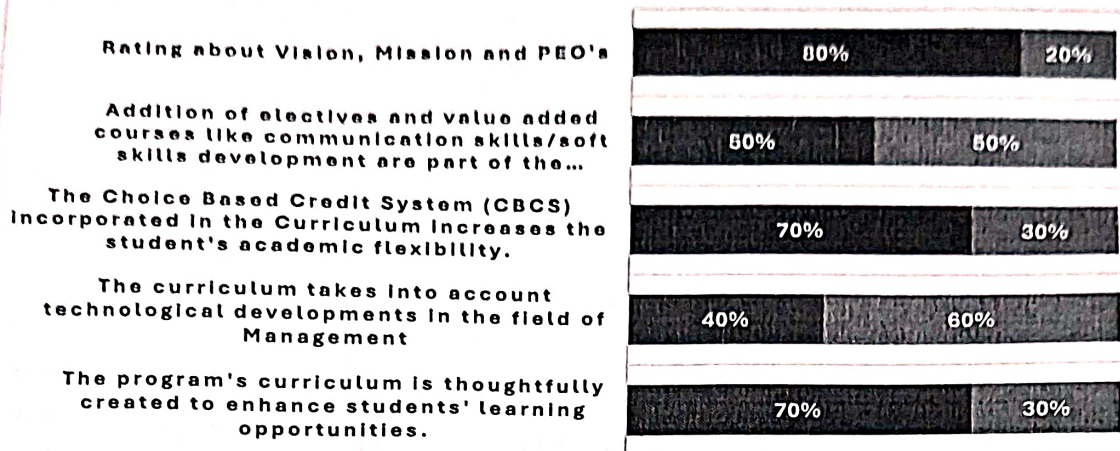
Students were asked to respond to the following questions on a five - point scale: Very Poor (1) to Very Good (5). Responses of Students (in count) are as follows:

(1) to Very Good (5). Responses of Students (in column) are as follows:				
Sr No	Questions	Responses of Parents		
		Very Good	Good	Neutral
a) Curriculum				
1	The program's curriculum is thoughtfully created to enhance students' learning opportunities.	7	3	0
2	The curriculum takes into account technological developments in the field of Management	4	6	0
3	The Choice Based Credit System (CBCS) incorporated in the Curriculum increases the student's academic flexibility.	7	3	0
4	Addition of electives and value added courses like communication skills/soft skills development are part of the curriculum.	5	5	0
5	Rating about Vision, Mission and PEO's	8	2	0
b) Teaching-Learning				
6	Does adequate number of faculty are available in the department to teach courses?	6	3	1
7	Does the specialization of faculties match with the competencies to teach assigned courses?	7	2	1
8	Does the faculty member adequately cover the course syllabus?	8	2	0
9	Is your ward receiving enough technical assistance to finish the Internship/Dissertation Work?	3	6	1
10	Does the department provide enough resources for students in terms of a library, lab, and other facilities?	4	6	0
c) Students				
11	Does the students are encouraged to participate in Inter-Collegiate/Inter-Institutional Technical Fest?	6	3	1
12	Do you receive relevant information like Attendance Percentage; Mid Term marks/Progress Report etc. from the department?	7	3	0
13	Does the department conduct parent-teacher interaction (PTI) meetings?	9	1	0
d) Mentoring				
14	Does the mentor of your ward offer a good mentoring?	8	2	0



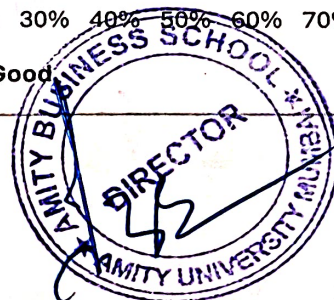
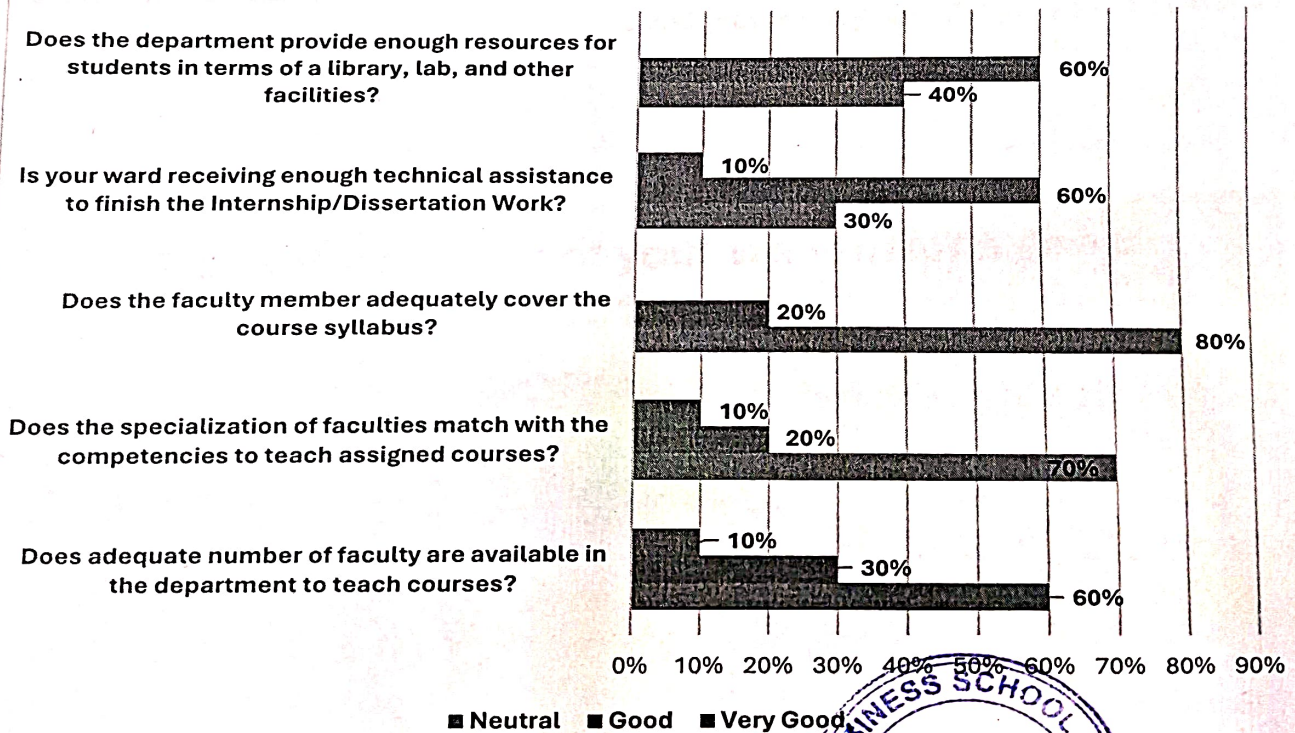
PARENTS FEEDBACK ON CURRICULUM (BATCH 2023-2025)

■ Very Good ■ Good ■ Neutral

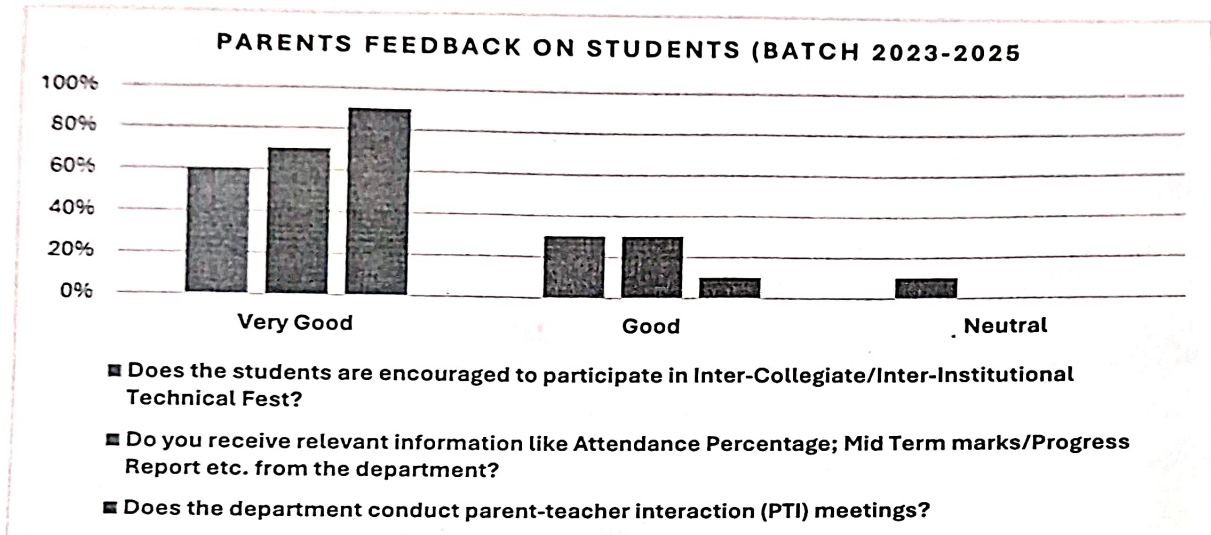


Curriculum: Parents rated the curriculum highly, with a strong majority of "Very Good" responses for questions regarding its creation, CBCS implementation, and alignment with the program's vision and mission. The incorporation of technology and value-added courses also received positive feedback, though with a slightly higher number of "Good" responses.

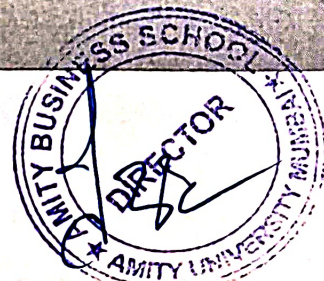
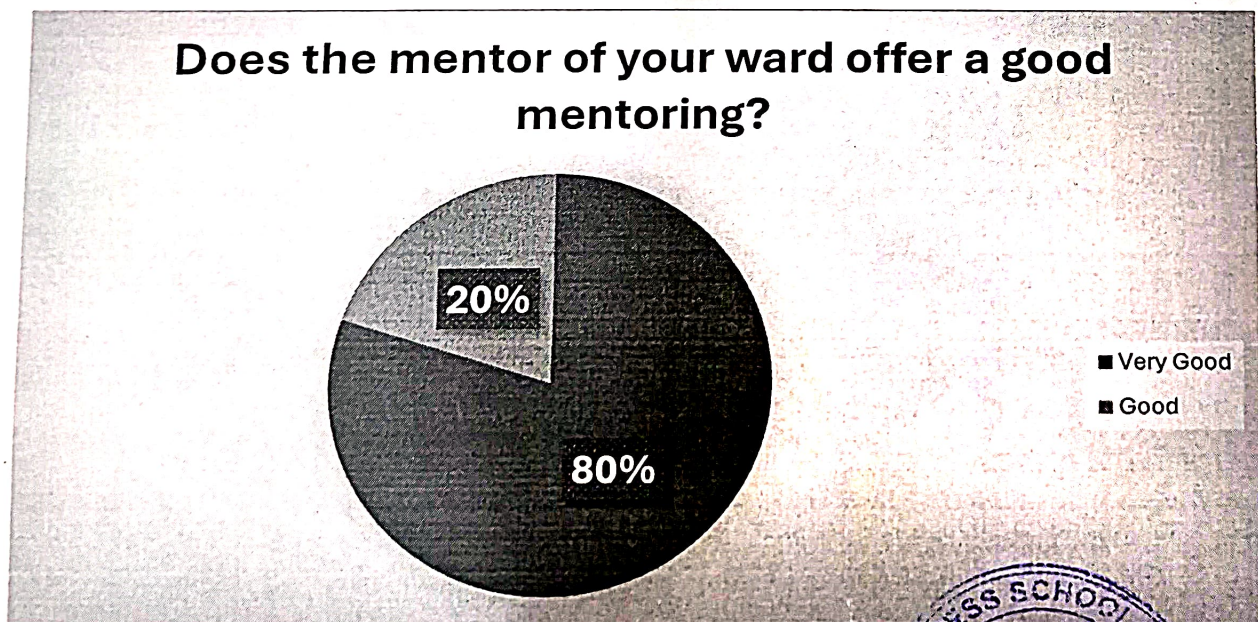
PARENTS FEEDBACK ON TEACHING-LEARNING (BATCH 2023-2025)



Teaching-Learning - The responses indicate satisfaction with the faculty. Parents believe there is an adequate number of faculty, and their specializations match the courses they teach. The faculty's coverage of the syllabus is also rated very positively. However, the responses for "technical assistance" for internships and the provision of "enough resources" show a slightly higher number of "Good" ratings, suggesting some room for improvement in these specific areas.



Students: Parent responses are overwhelmingly positive about student engagement. The department is seen as effectively encouraging participation in inter-collegiate fests and providing crucial information like attendance and progress reports. Parent-teacher interaction is particularly well-regarded, with nine out of ten parents rating it "Very Good."



Mentoring: The mentoring of students received the most consistently positive feedback, with a very high number of "Very Good" ratings, indicating a strong satisfaction with the mentorship program.

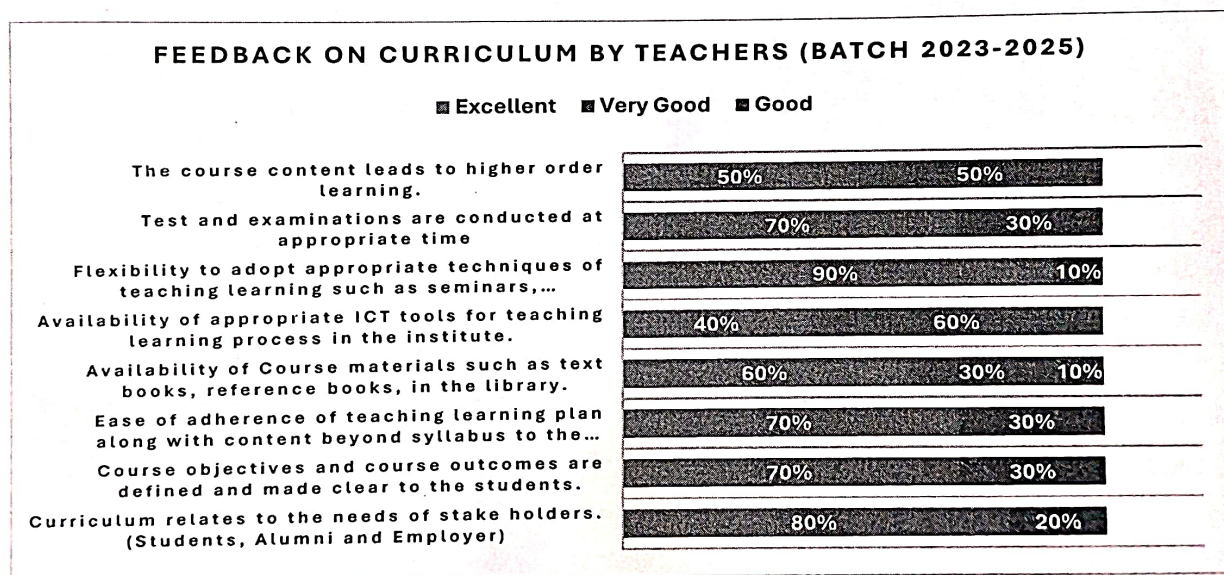
In conclusion, the survey data reflects a high level of satisfaction among parents regarding the program. The key strengths of the program appear to be its well-structured **curriculum**, effective **mentoring**, and a strong system for **parent-teacher interaction** and providing student-related information. While the overall sentiment is very positive, there is a minor area for potential enhancement in the **teaching-learning** category, specifically in providing more technical assistance for internships and ensuring a greater availability of resources.



TEACHERS FEEDBACK REPORT ON CURRICULUM (Batch 2023-2025)

Students were asked to respond to the following questions on a five - point scale: Poor (1) to Excellent (5). Responses of Students (in count) are as follows:

Sr. No	Questions	Responses of Teachers		
		Excellent	Very Good	Good
1	Curriculum relates to the needs of stake holders. (Students, Alumni and Employer)	8	2	0
2	Course objectives and course outcomes are defined and made clear to the students.	7	3	0
3	Ease of adherence of teaching learning plan along with content beyond syllabus to the institute's academic calendar.	7	3	0
4	Availability of Course materials such as text books, reference books, in the library.	6	3	1
5	Availability of appropriate ICT tools for teaching learning process in the institute.	4	6	0
6	Flexibility to adopt appropriate techniques of teaching learning such as seminars, presentations, group discussions, demonstrations, etc.	9	1	0
7	Test and examinations are conducted at appropriate time	7	3	0
8	The course content leads to higher order learning.	5	5	0



The teachers' survey results reflect a healthy and supportive academic environment. Key strengths lie in curriculum design, the clarity of academic goals, and significant teaching autonomy. The institution successfully provides a framework where teachers feel enabled to deliver their courses effectively. Minor attention to library resources and universal consistency in achieving higher-order learning outcomes could further enhance the already strong positive environment.

