



PAAVAI ENGINEERING COLLEGE

(Autonomous)

NH 44, PACHAL, NAMAKKAL-637018

DEPARTMENT OF MANAGEMENT STUDIES

ACTION TAKEN REPORT- STAKEHOLDERS FEEDBACK ON CURRICULUM & SYLLABUS

Academic Year 2024-2025

Date : 23.03.2024

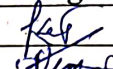
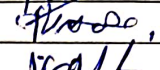

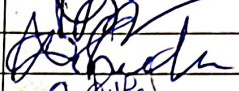
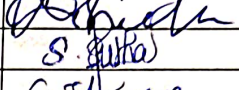
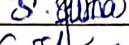
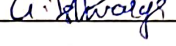
1. Feedback was collected.
2. The feedback was analyzed and reviewed through Internal Committee.
3. The Proposed draft of syllabus was put forth to DAC. The Constructive suggestions were taken from the Stake holder's feedback.
4. After detailed deliberation and discussion, the proposed draft of syllabus with modification was presented to BoS for final Approval.
5. After BoS recommendations, the curriculum and syllabus came into implementation.

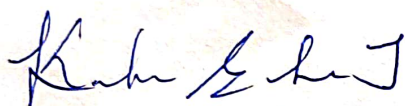
Feedback was requested from following Stakeholders

S.No.	Stake Holders	No of feedback form received
1.	Students	56
2.	Teachers	11
3.	Alumni	32
4.	Employer	15

Name of the course	Recommended by	Recommendation	Action Taken
Students Feedback			
Digital and Social media Marketing	S. Santhosh Kumar	New courses in tune with the recent developments in the field of Marketing in Digital and Social media Marketing	Recommendation considered and forwarded to the approval of DAC.
Data Analysis and Business Modelling	S. Deepa	Students emphasized that more data analysis and business modelling tools should be included.	Recommendation considered and forwarded to the approval of DAC.
Customer Relationship Management	V. M. Lingeswaran	To include more customer relationship management tools should be included	Recommendation considered and forwarded to the approval of DAC
Marketing Management	P. Sadana	AI in marketing and marketing tools, advertising and online Marketing, Global marketing should be included	Recommendation considered and forwarded to the approval of DAC
Faculty Feedback			
Total Credits of the Curriculum	Dr. T. Kalaiselvi	Community Engagement activities lab should be included.	Recommendation considered and forwarded to the approval of DAC.

Financial Management	Mrs. S. Megalatha	Role of Finance Manager should be included	Recommendation considered and forwarded to the approval of DAC.
Human Resource Management	Ms. A. Sheela	HRIS and HRIM should be included	Recommendation considered and forwarded to the approval of DAC.
Alumini Feedback			
Summer internship	K. S. Arun Kumar	Encourage students to practice business techniques in industries to develop their business plans.	Students are allowed to visit industries to learn about structures of organisation.
Industrial Vist	Gurusaran . S	Need more industrial visit for students to understand various concepts in business.	Planned to arrange industrial visits.
Financial Management	Swetha S	Portion is vast and it can be easy	Recommendation considered and forwarded to the approval of DAC.
Employer Feedback			
Accounting for Managers	Mr. V. Chitra Devi	Need to incorporate more practical financial statement analysis and real-world case studies	Recommendation considered, and faculty integrated case-based learning and hands-on financial analysis exercises in the curriculum
Project Work	Mr. Dinesh Kanna	Emphasize more on industry-relevant projects and real-time problem-solving.	Recommendation considered, and faculty encouraged students to collaborate with industries for live projects, case studies, and data-driven decision-making
Business Analytics	Mr. Ravi Chandran	Need to incorporate more hands-on training with industry-relevant tools.	Recommendation considered, and additional workshops, case studies, and practical sessions on data analytics tools were introduced.

S.No	Name of the Member	Designation	Role	Signature
1	Dr.T. Kalaiselvi	Director	Chairman/BOS	
2.	Dr. Thamarai Selvan P	AP	Member	
3	Mr. A. Velsamy	AP	Member	
4	Mrs. M. Bharani Eswari	AP	Member	
5	Ms. A. Sheela	AP	Member	
6	S. Subha	AP	Member	
7	Mrs.G.Ishwarya	AP	Member	



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