LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

Accredited by NAAC & NBA (CSE, IT, ECE, EEE & ME)
Approved by AICTE, New Delhi and Affiliated to JNTUK, Kakinada
L.B.Reddy Nagar, Mylavaram-521230, Krishna Dist, Andhra Pradesh, India

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Consolidated feedback report collected from Stakeholders during academic year 2020-21.

Industry/Resource Person

- Keeping in view the market trends, skill development lab for data analysis has to be modified.
- With regard to pandemic situation there is a need for introducing new courses which make the students familiar with online business transactions.
- Provide more practical orientation to students to reach the expectations of the industries.

Alumni

- Felt the need to introduce concepts relating to payroll system in HR specialization.
- Courses like Digital Marketing can be updated so as to develop skills required by present market.
- More number of industrial visits are required to have real time knowledge about the functioning of industries.
- Suggested to focus on introducing quality related courses, topics in the upcoming regulation.
- Syllabus of courses relating to Entrepreneurship can be updated which promote access towards business opportunities.

Students

- In view of increasing opportunities in MNCs, courses to understand their working patterns can be introduced
- The duration for project work can be increased and offline projects should be allowed next year for increasing the quality.
- More number of training programmes are required for getting placements.

Faculty

- Few courses can be replaced in systems & operations electives in view of present

needs of the market.

- Few contents like policy formulation can be added to strategic management in 3rd semester.
- Students can be updated with reward system along with performance management course since both are interlinked.
- Courses like CB & CRM can be merged as there is some connectivity.

Parents

- Provide training to students to get better placements.
- Suggested to introduce more specializations in MBA program.
- IT related courses can be introduced to enrich the students.

Action Taken Report:

- Modifications in Data Analysis Lab-3rd Semester are made according to the present requirements of the students.
- E-Business paper is added to Program Core so that all the students can be benefited.
- In view of more practical exposure, students are required to work on their projects in different areas.
- In operation elective. quality tool kit for managers for improving operational efficiency.
- In R20 Regulation, Entrepreneurship subject has been modified by adding concepts related to startups and innovation.
- To have broader view of MNCs, IHRM has been replaced with SHRM to adjust the credits.
- The duration of project work has been enhanced from 4 weeks to 6 weeks to avoid practical problems.
- Few courses under systems and operations electives are replaced with new ones.
- Reward Management has been added to Performance management so as to provide students better understanding.
- Courses like CB & CRM were merged to introduce sales and distribution management under marketing electives.
- Training on Arithmetic & Reasoning. Advanced Excel and Tally have been conducted.
- As per the suggestion of parents. cyber security & laws in introduced.

Coordinator

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