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**SYMBIOSIS CENTRE FOR MANAGEMENT STUDIES, NOIDA**

**Symbiosis International (Deemed University) Pune**

(Established under Section 3 of UGC Act 1956 vide Notification No.F.9- 12/2001-U.3 of the Government of India)

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Founder Prof. Dr. S.B. Mujumdar M Sc, Ph D ( Awarded Padma Bhushan and Padma Shri by President of India )

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# Curriculum Feedback Collection Analysis and Action Taken Report For Academic Year 2022-23



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Dr. Nidhi Phutela  
Director

Symbiosis Centre for Management Studies, Noida





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Name of the Institute: Symbiosis Centre for Management Studies, Noida		
Name of the Program: Bachelors of Business Administration		
Alumni Feedback for Design and Review of Syllabus		
Academic Year 2022-23		
The feedback is taken from alumni through online mode during the alumni meet and by circulating google forms. The feedback collected is analyzed and appropriate actions are taken on the suggestions given by the alumni.		
No. of Respondents: 12		
Summary of Feedback Analysis and Action Taken:		
Sr. No.	Particulars/Action Point	Action Taken
1	The courses offered at SCMS-Noida were found satisfactory by the alumni. The courses offered in the institute have relevance to societal needs and employment potential. They stressed the inclusion of more practical courses based on Business intelligence and Application of analytics in different domain of HR, Marketing, and Finance	The programme structure already has the inclusion of various courses providing practical knowledge to the students. Under the Specialization 'Business Analytics' students have various courses to opt for.

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Name of the Institute: Symbiosis Centre for Management Studies, Noida		
Name of the Program: Bachelors of Business Administration		
Industry Experts' Feedback for Design and Review of Syllabus		
Academic Year 2022-23		
The feedback is taken from industry experts through online mode during the internship drives and online guest sessions and campus placements. The feedback collected is analyzed and appropriate actions are taken on the suggestions given by the industry experts.		
No. of Respondents: 12		
Summary of Feedback Analysis and Action Taken:		
Sr. No.	Particulars/Action Point	Action Taken
1	The industry experts suggested including more practical-oriented talks and courses based on current changes in the market such as and Fintech etc. The courses offered at SCMS, Noida were found satisfactory by industry experts.	Though the programme structure has various courses based on programming language and analytics, to add more value to these courses few webinars based on Current trends in AI and their application in enterprises have been conducted for the students.

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Name of the Institute: Symbiosis Centre for Management Studies, Noida		
Name of the Program: Bachelors of Business Administration		
Parents Feedback for Design and Review of Syllabus		
Academic Year 2022-23		
The feedback is taken from parents through online mode during the online parent-teacher meet by circulating google forms. The feedback collected is analyzed and appropriate actions are taken on the suggestions given by the parents.		
No. of Respondents: 67		
Summary of Feedback Analysis and Action Taken:		
Sr. No.	Particulars/Action Point	Action Taken
1	The parents were completely satisfied with the programme structure which has many choices to select from. They suggested organizing some sessions on some industrial visits, skill development and personality development.	The suggestions given were discussed from time to time and a value-added course has been designed and conducted for the students.

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Name of the Institute: Symbiosis Centre for Management Studies, Noida		
Name of the Program: Bachelors of Business Administration		
Students Feedback for Design and Review of Syllabus		
Academic Year 2022-23		
The feedback is taken from students through online mode during the online open house discussion with the Director. The feedback collected is analyzed and appropriate actions are taken on the suggestions given by the students.		
No. of Respondents: 80		
Summary of Feedback Analysis and Action Taken:		
Sr. No.	Particulars/Action Point	Action Taken
1	The students were highly satisfied with the programme structure which is according to the industry requirements. They requested for hands on workshops and exercises for Business Analytics and Finance courses. For the analytics specialization students have suggested availability as per CBCS (choic based credit system).	The suggestions given by students were taken into consideration and case based / business scenario-based workshop for business analytics and financial management. The program structure of 2022-25 was revised as per the CBCS requirements. The student's request was considered and appropriate steps were taken.

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Name of the Institute: Symbiosis Centre for Management Studies, Noida		
Name of the Program: Bachelors of Business Administration		
Faculty Feedback for Design and Review of Syllabus		
Academic Year 2022-23		
The feedback is taken from faculties in online meet during the faculty meetings with the director. The feedback collected is analyzed and appropriate actions are taken on the suggestions given by the faculty.		
No. of Respondents: 12		
Summary of Feedback Analysis and Action Taken:		
Sr. No.	Particulars/Action Point	Action Taken
1	The faculty found the courses offered at SCMS, Noida satisfactory. A few faculty members suggested to include basics of research in different analytical courses. Few faculties were also willing to suggest new courses only after proper research and analysis.	The suggestion given by faculties to add research inputs has been considered and a few related topics have been included in the different Business Analytics course curriculum of 2022-25.

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Director

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Minutes of the 1<sup>st</sup> Meeting of Quality Improvement Cell (QIC) held on August 25, 2022, from 11.30 am to 1.30 pm in the conference room.

The following members attended the meeting.

S.No	Name & Institute	Designation
1	Dr. Nidhi Phutela	Chairperson, QIC
2	Mr. Abhishek Singh	External Member
3	Dr. Kirti Priya Gupta	Teaching Member
4	Dr. Priya Grover	Teaching Member
5	Dr. Anindita Bhattacharjee	Teaching Member
6	Dr. Nidhi Natrajan	Teaching Member
7	Mr. Ashok Kumar Sharma	Administrative Member
8	Ms. Parul Tyagi	Administrative Member
9	Dr. Rinku Sanjeev	Member Secretary, QIC
10	Dr. Smita Wagholikar	Deputy Head & University Representative, QMB

The following members expressed their inability to attend the said meeting and were granted a leave of absence.

1	Dr. Reena Nupur	Teaching Member
2	Ms. Svasti Malik	Alumni
3	Ms. Surya Vajpeyi	Student

Special Invitees

1	Mr. Abhinav Pal	In-charge, Student Affairs Council and Library
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Director and QIC Chairperson Dr. Phutela opened the meeting with the welcome of all the Members and external Experts to the QIC meetings.

QIC Coordinator gave a brief description of the following agenda points.





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### ITEM NO.1

To confirm the minutes of the last QIC meeting for AY 2021-22 held on May 30, 2022.

Minutes of the last QIC Meeting for AY 2021-22, held on May 30, 2022, were discussed and confirmed.

#### **Resolution Item No.1: QIC: 25.8.2022**

*Resolved that the minutes of the last QIC meeting for AY 2021-22, held on May 30, 2022, are hereby confirmed.*

### ITEM NO.2

Review of Action Taken Report of the last QIC meeting for AY 2021-22 held on May 30, 2022

Members were briefed on the action taken report of the points discussed in the last QIC Meeting for AY 2021-22 held on May 30, 2022

#### **Resolution Item No.2: QIC: 25.8.2022**

**Resolved that members noted the points, appreciated the work done by the department, and suggested completing the ongoing activities.**

### ITEM NO.3

#### **Initiatives for Curricular Improvements & Teaching Learning Interventions**

Dr. Nidhi Natrajan briefed regarding the academic activities. She discussed the program structure for the batch 2022-25, highlighting the changes incorporated for the new courses approved in the previous academic year PRC. In the previous year's PRC, new courses were proposed in the area of analytics, marketing, finance & HR, duly approved by the BOS and further incorporated into the program structure. Apart from these new courses, a course on sustainability from the SIU catalogue was also added. Considering these changes being incorporated in the PS 2022-25.

Dr. Natrajan also highlighted the following points related to academic planning and teaching learning interventions:



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1. The academic calendar has been duly approved by the registrar's office, and the classes for the 2nd & 3rd years started from August 5, 2022. The first-year classes started on August 16, 2022.
2. The batch 2022-25 orientation programme was successfully conducted from 16th-18th Aug. The orientation programme covered all nine aspects as per UGC Deeksharambh guidelines. This included human values classes as well.
3. In order to deliver Human Values classes, the faculty members completed Universal Human Values Faculty Development Program conducted by UGC & AICTE.
4. The institute launched the block time timetable successfully in 2020 and proposed to continue the same.
5. Students of all batches have been provided with the course handout and detailed session plan designed in compliance with the Outcome Based Education (OBE) framework. The institute conducted an in-house OBE workshop for this in December 2021. The internal evaluation guidelines in line with OBE have been circulated.
6. Apart from the 150-course credits, the students also go through a few non-credit courses like fitness for life, Integrated Disaster Management Program (IDMP), and Environmental Studies (EVS).
7. At the end of the semester, student feedback & stakeholder feedback will be taken through LMS
8. Peer review of Faculty members is also planned.

Based on feedback from different stakeholders, Dr. Nidhi Natarajan mentioned the need for revamping the course structure in line with evolving industry requirements. This has been discussed further under agenda item No.4.

**Resolution Item No.3: QIC: 25.08.2022**

**Resolved that members noted that Implementation of Block Time Table  
for the AY 2022-2023 also.**





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### ITEM NO. 4

#### **Planning & designing of Value Added Course (VAC) & Collaborative Online International Learning (COIL) Course**

Dr. Nidhi Natarajan mentioned the need for VAC and COIL Courses based on the feedback of different stakeholders. It has been informed that in the PRC meeting held on August 23, 2022, the following courses were proposed to be added as VAC and COIL.

- One course has been proposed by Dr Sunita Dwivedi for marketing specialization in Marketing Analytics in PRC. The course content covered the concepts of marketing analytics and corresponding statistical analysis. The PRC suggested launching the course for the current batch as a value-added course to see the students' response and propose it as an elective for the next academic session.
- Dr. Priya Grover proposed a VAC course on Customer Relationship Management (CRM). The course is proposed based on the feedback from the students. It will help the student enhance their knowledge in this area.
- Dr. Kriti Priya Gupta proposed a VAC course on SPSS for the Even semester. The course is proposed based on the feedback of corporate experts. The course will help students to develop skills related to statistical analysis.

#### **COIL course proposed by the marketing department**

- Dr. Pragya Singh proposed a COIL course titled "Managing Innovations in VUCA 2.0 World". The course is proposed based on feedback from the students and alumni. This would be conducted in collaboration with foreign universities.

The courses where no revision is suggested are approved by the QIC to be forwarded to BOS.

**Resolution Item No.4: QIC: 25.08.2022**

***Resolved that members noted that Further discussions and Revised proposal for additional electives, VAC and COIL proposed in PRC meeting for the AY 2022-2023.***





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#### ITEM NO. 5

##### **Plan for Journal Publication and Research interventions for quality publication**

Dr Kriti Priya Gupta briefed about the research activities conducted by IRC. She mentioned about the need analysis conducted to identify potential training topics on research methodology. A total of 15 topics related to quantitative and qualitative analysis were identified, which were delivered by six internal faculty members under the study circle initiative. She also mentioned the future plan of IRC for getting such sessions conducted through external resource persons. She also shared the publication and conference presentation details for the last academic year.

She also mentioned the release of Volume 9, Issue 2 of the institute Journal of General Management. She also informed that the journal is now indexed in the Indian Citation Index (ICI), and plans to get it indexed in other reputable indexes are being worked upon.

*Resolution Item No.5: QIC: 25.08.2022*

*Resolved that members noted that Conducting FDPs with external resource persons & through STLRC for the AY 2022-2023.*

#### ITEM NO.6

##### **Discussion on procurement of physical and digital library resources**

Mr. Abhinav Pal shared about the book bank facility provided to the students. The book bank also contains access to various digital and e-resources for which training sessions are conducted in collaboration with central library. He also mentioned that specific e-resources such as PROWESS were procured based on student feedback. The library also monitors the usage of various e-resources. On this note, Dr. Phutela added that the library team will organize a Book Exhibition in the middle week of September 2022.

*Resolution Item No.6: QIC: 25.08.2022*

*Resolved that members noted that Book Exhibition for procurement of library resources on September 2022.*



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#### ITEM NO.7

##### **Discussion on Flagship events and Alumni Meet by Student Affairs Council**

Mr. Abhinav Pal shared that the student affair council is a student-driven body active in organizing various curricular and extra-curricular events. The council will be organizing the following flagship events in the current academic year

1. BIZCON (Management fest)
2. SYMCHARCHA (Debate Competition)
3. SYMUNC (Model UN)
4. SYMPERIA (Annual Sports Event)
5. SYMAROH (Cultural Fest)

Dr. Phutela mentioned that these events are attracting students from all across the country.

*Resolution Item No.7: QIC: 25.08.2022*

*Resolved that members noted that organization of Flagship Event by Student Affairs council for the AY 2022-2023.*

#### ITEM NO.8

##### **Discussion on Development initiative for Staff & Faculty members**

Dr. Rinku Sanjeev briefed about the following activities planned to be organized by Quality Improvement Cell.

1. Work Shop on 'Gender Awareness' for the new batch in October 2022
2. Staff Development Program (SDP) on 'Effective PowerPoint presentation skills' for non-teaching staff
3. Short Play on Gender sensitization in collaboration with the dramatics club of Student Affairs Council.





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### *Resolution Item No.8: QIC: 25.08.2022*

*Resolved that members noted that Organization of Various workshops for quality improvement by QIC for the AY 2022-2023.*

### ITEM NO.9

#### **Plan for international initiatives such as international conclave, Global Talk series and COIL**

Dr. Phutela emphasized the role of extra-curricular activities as teaching-learning interventions. On this note, Dr. Priya Grover mentioned the planning for organizing the Global Talk Series and International Conclave. She also mentioned international outreach initiatives such as Buddy Meetings for International Students and COIL courses. The Proposals for COIL courses have been discussed under agenda item 4.

### *Resolution Item No.9: QIC: 25.08.2022*

*Resolved that members noted & agreed to the proposal discussed in Item No.4.*

### ITEM NO.10

#### **Plan for ISR Initiatives**

Dr. Anindita reported about ISR activities. She mentioned the clothes donation drive in collaboration with NGO Goonj, which was done on July 31, 2022.

She proposed a Campaign for Green Diwali (an anti-pollution drive against firecrackers) and a Zero waste initiative: (Promoting reuse and recycling).

She proposed a short play in collaboration with the dramatics club of the student affairs club to sensitize people toward stopping female feticide.

One Blood Donation Camp has also been proposed in collaboration with Rotary Club.

### *Resolution Item No.10: QIC: 25.08.2022*

*Resolved that members noted that organization of various ISR Activities for the AY 2022-2023*





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### ITEM NO.11

#### Discussion on SCHC, SCEW & RWC Initiatives.

Dr. Anindita Bhattacharjee briefed about the workshop on Mental well-being, which will be conducted by Mentoring cell in association with SCEW.

Dr. Phutela informed that an orientation program of SCHC and RWC shall be organized for the new batch 2022-23.

*Resolution Item No.11: QIC: 25.08.2022*

**Resolved that members noted the points.**

#### Any other points with the permission of the Chair

As there was no other point for discussion, the meeting concluded with a vote of thanks to the Chair and all present.

QIC Coordinator

QIC-01/25-08-2022

Date:25-08-2022

Director

**Director**

Symbiosis Centre for Management Studies  
Plot No. 47 & 48, Block - A, Sector -62,  
Noida, U.P. 201 301.



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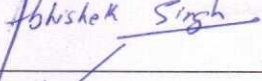



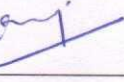


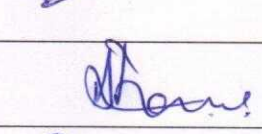

Name	Designation	Signature
Dr. Nidhi Phutela	Chairperson	
Mr. Abhishek Singh	Member	
Dr. <del>Kirti</del> Priya Gupta	Member	
Dr. Priya Grover	Member	
Dr. Anindita Bhattacharjee	Member	
Dr. Nidhi Natrajan	Member	
Dr. Reena Nupur	Member	
Mr. Abhinav Pal	Special Invitee	
Mr. Ashok Kumar Sharma	Member	
Ms. Parul Tyagi	Member	
Ms. Svasti Malik	Member	
Ms. Surya Vajpeyi	Member	
Dr. Rinku Sanjeev	Member-Secretary	



# Symbiosis Centre for Management Studies, NOIDA

## QIC Meeting- Attendance

August 25, 2022

Dr. Nidhi Phutela	Chairperson	
Mr. Abhishek Singh	Member	
Dr. Kirti Priya Gupta	Member	
Dr. Priya Grover	Member	
Dr. Anindita Bhattacharjee	Member	
Dr. Nidhi Natrajan	Member	
Dr. Reena Nupur	Member	
Mr. Abhinav Pal	Special Invitee	
Mr. Ashok Kumar Sharma	Member	
Ms. Parul Tyagi	Member	
Ms. Svasti Malik	Member	
Ms. Surya Vajpeyi	Member	
Dr. Rinku Sanjeev	Member-Secretary	