



Action Taken Report of Department of Business Administration

Action Taken Report (ATR) on Curriculum

A structured (rating-based) feedback form, designed by IQAC feedback committee, is circulated among stakeholders such as Students, Teachers, Alumni, and Industry experts by the department to get their suggestions with regard to the quality of the curriculum. The responses from stakeholders are analysed by the members of the feedback committee and suggestions are communicated to the department. The suggestions are discussed in the BOS meeting and necessary changes are recommended to the curriculum. These recommendations are forwarded to the Academic Council for approval. Based on the amendments made by the Academic Council, an Action Taken Report (ATR) is prepared by the department and is submitted to the IQAC.





Criterion I - **Curricular Aspects**

Action Taken Report 2016-17

Suggestions Received	Action Taken
Make the assessment and evaluation process more effective	As per the feedback received, the question bank system was introduced for the fair conduct of examination.
Ensure the credibility of the question bank	Implementation of structured vetting procedures (both internal and external) to improve the quality of examination questions.
Need for ICT enabled teaching-learning process	Decided to implement an ICT based teaching- learning process.
Improve the instructional design pattern to maximise the effectiveness and efficiency of learning experience	Adopted ADDIE format for curriculum design.

Action Taken Report 2017-18

Suggestions Received	Action Taken
Revisit Global Business Environment Course	Revisited the syllabus of GBE, added latest content and renamed it as UBB 1710 Business Environment.
Introduce a course to familiarise students with Indian ethos and values	Designed a course UBB1716 Indian Ethos and Values. Presented it before BoS, gained approval and introduced the same in the 2017 syllabus.
Add IPR content	Added IPR content to Industrial Laws course, presented the course as UBB1718 IPR & Industrial Laws before BoS and after getting approval introduced the course in 2017 syllabus.
Enrich Research Methodology course	Revisited the Research Methodology, renamed it as UBB 1723 Business Research Methods after enriching it with content related to business research.
Offer a course related to Branding	Designed a course named UBB 1724 Brand Management, presented it in the BoS, gained approval and introduced the same in 2017 syllabus.
Include Income Tax in the syllabus	Designed a course named





Criterion I - **Curricular Aspects**

	UBB1727 Business Taxation, presented it in BoS, and introduced it in the 2017 syllabus.
Introduce Stock Market & Financial Software	Decided to introduce a Value added course. Designed a course named Financial Software & Introduction to Stock Market and introduced the same in the 2017 syllabus.
Familiarise the students with contents related to Banking, Insurance & Retail Sectors	Decided to introduce a Value added course. Designed a course named UBB17V2 Banking, Insurance & Retail Management. Introduced the same in 2017 syllabus
Train the students to attempt competitive exams leading to admissions in premier institutions and recruitments.	Decided to introduce three Value added courses. Designed courses UBB17N3 General Aptitude I, UBB 17N4 General Aptitude II and UBB 17V5 Soft skills training. Introduced the same in 2017 syllabus
Provide real time experience by introducing Internship	Introduced Summer Internship at the end of the IV Semester from 2017 admissions onwards.

Action Taken Report 2018-19

Suggestions Received	Action Taken
Provide career orientation and train the students in Business Etiquette	Revisited the Value added course Soft Skills Training added career orientation and Business Etiquette content and reintroduced the same in 2018 syllabus. UBB18V3 Career Orientation, Business Etiquette and Soft skills training

Action Taken Report 2019-20

Suggestions Received	Action Taken
Reinstate credits to Project Work	Reinstated 2 credits to project work after discussing it in the BoS. UBB1830 Project Work
Add Business Plan as a unit in the course Entrepreneurial Development.	Added the unit 'Business Plans' to the course UBB 1812 Entrepreneurial Development.





Criterion I - Curricular Aspects

Action Taken Report 2020-21

Suggestions Received	Action Taken
Merge courses to accommodate industry related contents	Merged certain courses titled UBB1901 Principles of Management, UBB1906 Business Communication & UBB1912 Indian Ethos & Values, and introduced a new course UBB2001 Principles of Management. Merged UBB1902 Managerial Economics & UBB1910 Business Environment, and introduced a new course UBB2002 Managerial Economics
Make tie up with industry and introduce more industry relevant courses	Initiated academic tie up with Tata Consultancy Services (TCS) and accommodated 8 courses after having a series of discussions with TCS. UBB2012 Insurance for B P S UBB2015 Retail & Market Research UBB2016 Banking for B P S UBB2017 Finance & Accounting for BPS UBB2022 Capital Market for B P S UBB2026 Managing Business Process UBBV2003 Campus to Corporate - I UBBV2004 Campus to Corporate - II
Introduce Gandhian values to students	Introduced a value added course UBBV2001 Gandhian Thoughts
Internship area needs more attention	Introduced a second stint of Internship at the end of the second semester: UBBV2002 Internship
Revisit the content of General aptitude course	Modified the content of the General Aptitude Course by updating it with latest contents: UBBV2006 General Aptitude





Criterion I - Curricular Aspects

Action Taken Report 2020-21

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Merge courses to accommodate industry related contents	Merged certain courses titled UBB1901 Principles of Management, UBB1906 Business Communication & UBB1912 Indian Ethos & Values, and introduced a new course UBB2001 Principles of Management. Merged UBB1902 Managerial Economics & UBB1910 Business Environment, and introduced a new course UBB2002 Managerial Economics
Make tie up with industry and introduce more industry relevant courses	Initiated academic tie up with Tata Consultancy Services (TCS) and accommodated 8 courses after having a series of discussions with TCS. UBB2012 Insurance for B P S UBB2015 Retail & Market Research UBB2016 Banking for B P S UBB2017 Finance & Accounting for BPS UBB2022 Capital Market for B P S UBB2026 Managing Business Process UBBV2003 Campus to Corporate - I UBBV2004 Campus to Corporate - II
Introduce Gandhian values to students	Introduced a value added course UBBV2001 Gandhian Thoughts
Internship area needs more attention	Introduced a second stint of Internship at the end of the second semester: UBBV2002 Internship
Revisit the content of General aptitude course	Modified the content of the General Aptitude Course by updating it with latest contents: UBBV2006 General Aptitude



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