

Faculty of Commerce & Management
Rama University, Uttar Pradesh, Kanpur

Action Taken Report
On
Feedback from Student
[For BBA(Digital Marketing)]
Academic Session 2023-24

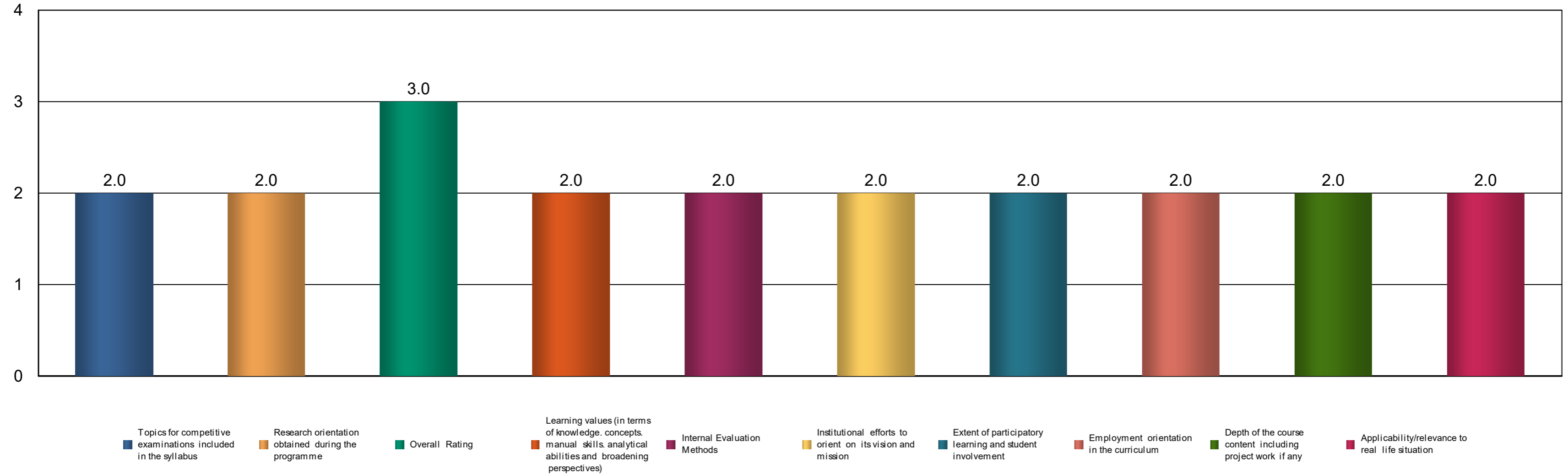
This Action Taken Report is prepared in response to the valuable feedback received from students of BBA programs offered by the Faculty of Commerce & Management, Rama University, Uttar Pradesh, Kanpur. The feedback encompasses a wide range of topics, and we remain committed to addressing the concerns raised while striving for continuous improvement. Based on the suggestions provided, the following actions have been implemented.

Suggestion	Action Taken
Increase career-oriented activities	Job-oriented course content and practical exposure introduced to boost employability.
Strengthen institutional efforts to orient students on its vision and mission	Orientation sessions and guest lecturers have been conducted to align students with institutional goals
Increase participatory learning and student involvement	More interactive sessions, workshops, and group activities have been included to enhance engagement.
Enhance employment orientation in the curriculum	Career-oriented modules, industry interactions, and internship opportunities have been expanded. (NEN)
Increase applicability and relevance to real-life situations	Practical training, industry visits, and live projects have been incorporated to provide hands-on experience.





Curriculum Program Feedback Analysis [Student], Session : 2023-2024



Faculty of Commerce & Management
Rama University, Uttar Pradesh, Kanpur

Action Taken Report
On
Feedback from Student
[For B.Com(H)]
Academic Session 2023-24

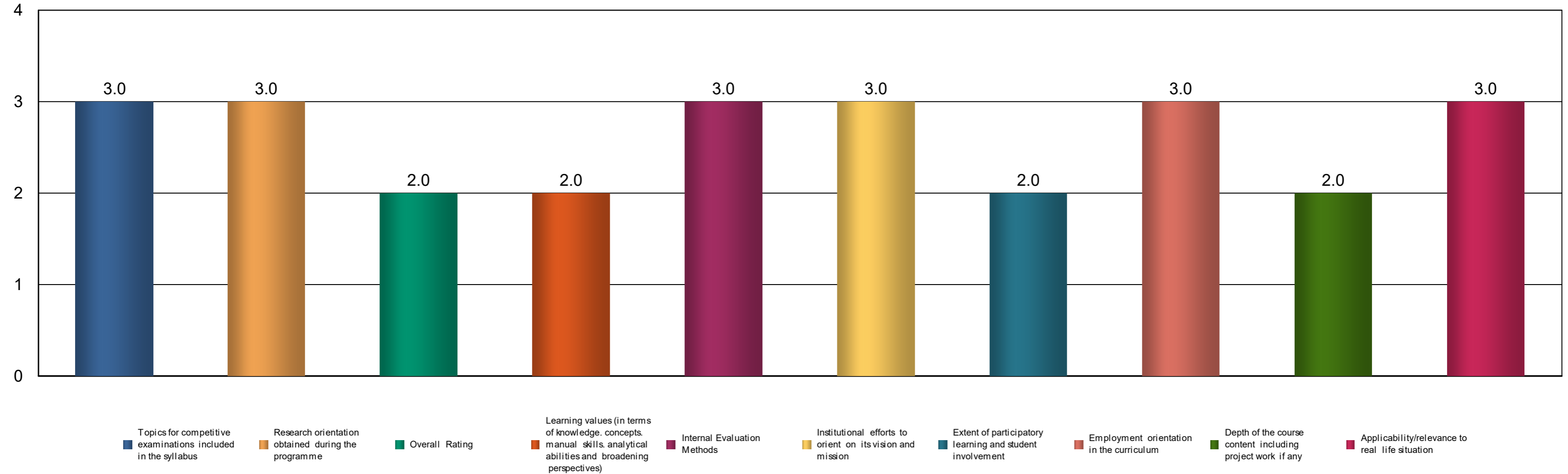
This Action Taken Report is prepared in response to the valuable feedback received from students of B.Com programs offered by the Faculty of Commerce & Management, Rama University, Uttar Pradesh, Kanpur. The feedback encompasses a wide range of topics, and we remain committed to addressing the concerns raised while striving for continuous improvement. Based on the suggestions provided, the following actions have been implemented.

Suggestion	Action Taken
Increase participatory learning and student involvement	More interactive sessions, workshops, and group activities have been included to enhance engagement.
Enhance employment orientation in the curriculum	Career-oriented modules, industry interactions, and internship opportunities have been expanded. (NEN)
Increase applicability and relevance to real-life situations	Practical training, industry visits, and live projects have been incorporated to provide hands-on experience.





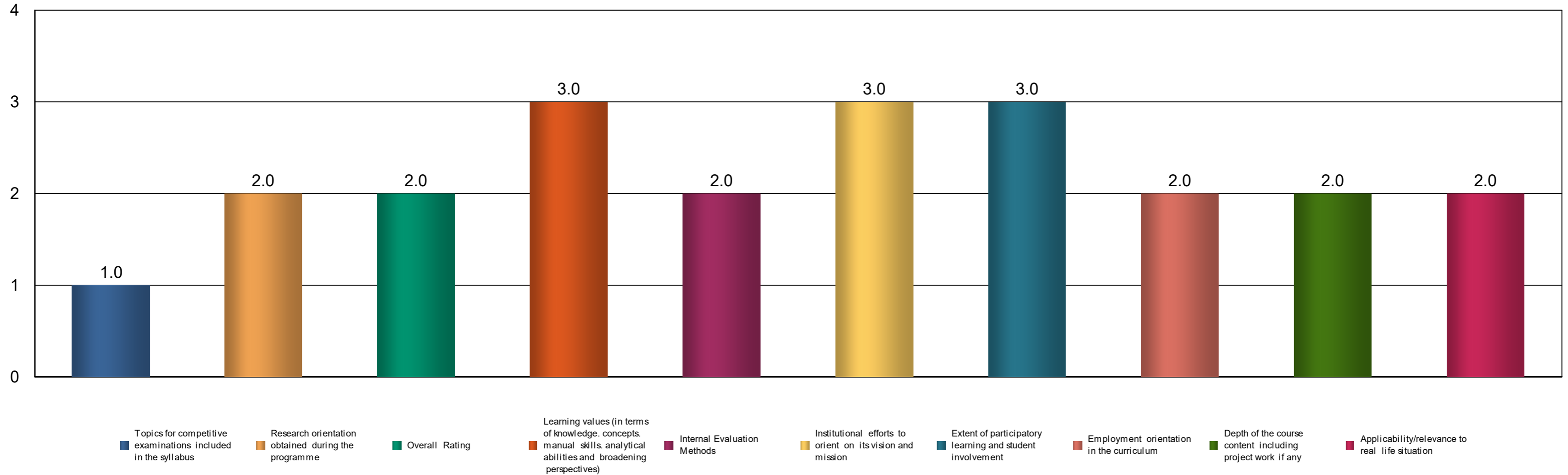
Curriculum Program Feedback Analysis [Student], Session : 2023-2024



Department	Program	Topics for competitive examinations included in the syllabus	Research orientation obtained during the programme	Overall Rating	Learning values (in terms of knowledge, concepts, manual skills, analytical abilities and broadening perspectives)	Internal Evaluation Methods	Institutional efforts to orient on its vision and mission	Extent of participatory learning and student involvement	Employment orientation in the curriculum	Depth of the course content including project work if any	Applicability/relevance to real life situation
DEPARTMENT OF COMMERCE AND	B.COM. (ECOM)	3.0	3.0	2.0	2.0	3.0	3.0	2.0	3.0	2.0	3.0



Curriculum Program Feedback Analysis [Student], Session : 2023-2024



Department	Program	Topics for competitive examinations included in the syllabus	Research orientation obtained during the programme	Overall Rating	Learning values (in terms of knowledge, concepts, manual skills, analytical abilities and broadening perspectives)	Internal Evaluation Methods	Institutional efforts to orient on its vision and mission	Extent of participatory learning and student involvement	Employment orientation in the curriculum	Depth of the course content including project work if any	Applicability/relevance to real life situation
DEPARTMENT OF COMMERCE AND	B.COM. (HONORS)	1.0	2.0	2.0	3.0	2.0	3.0	3.0	2.0	2.0	2.0

Faculty of Commerce & Management
Rama University, Uttar Pradesh, Kanpur

Action Taken Report .

On

Feedback from Students

[For MBA (DS/ ABM/ HHM/ MPM)]

Academic Session 2023-24

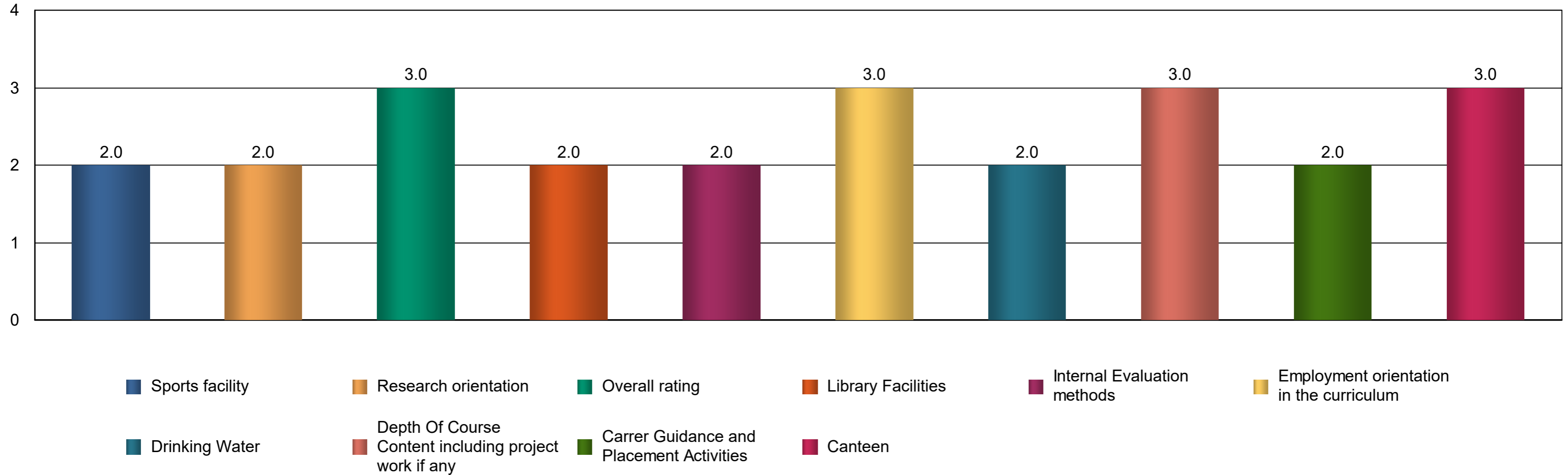
An action taken report in response to the valuable feedback received from our students of MBA programmes offered by Faculty of Commerce & Management, Rama University Uttar pradesh Kanpur. The feedback covers the wide range of topics and it is our commitment to address the concerns raised and continually improve our institution. The suggestions were implemented and following actions were taken

Suggestion	Action Taken
Enhance overall learning values (knowledge, concepts, skills, analytical abilities)	Course content has been revised to include case studies, practical applications, and interactive learning.
Strengthen institutional efforts to orient students on its vision and mission	Orientation sessions and guest lecturers have been conducted to align students with institutional goals
Increase participatory learning and student involvement	More interactive sessions, workshops, and group activities have been included to enhance engagement.
Enhance employment orientation in the curriculum	Career-oriented modules, industry interactions, and internship opportunities have been expanded. (NEN)





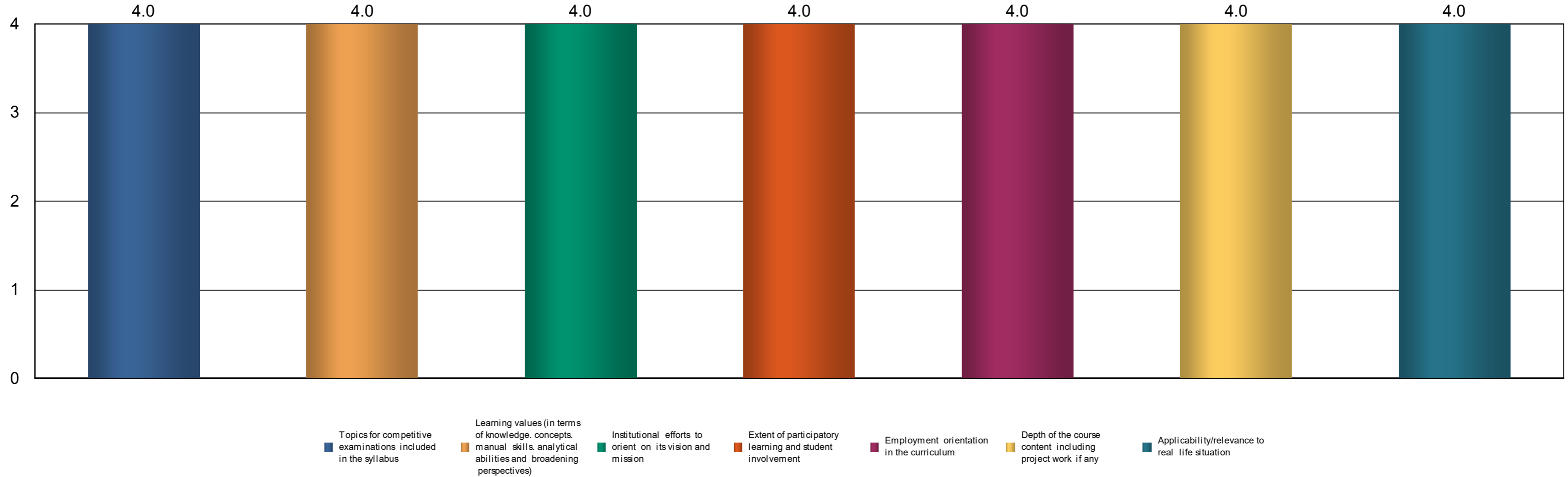
Curriculum Program Feedback Analysis [Student], Session : 2023-2024



Department	Program	Sports facility	Research orientation	Overall rating	Library Facilities	Internal Evaluation methods	Employment orientation in the curriculum	Drinking Water	Depth Of Course Content including project work if any	Carrer Guidance and Placement Activities	Canteen
DEPARTMENT OF COMMERCE AND	MBA IN DUAL SPECIALISATION (MARKETING, HR.	2.0	2.0	3.0	2.0	2.0	3.0	2.0	3.0	2.0	3.0



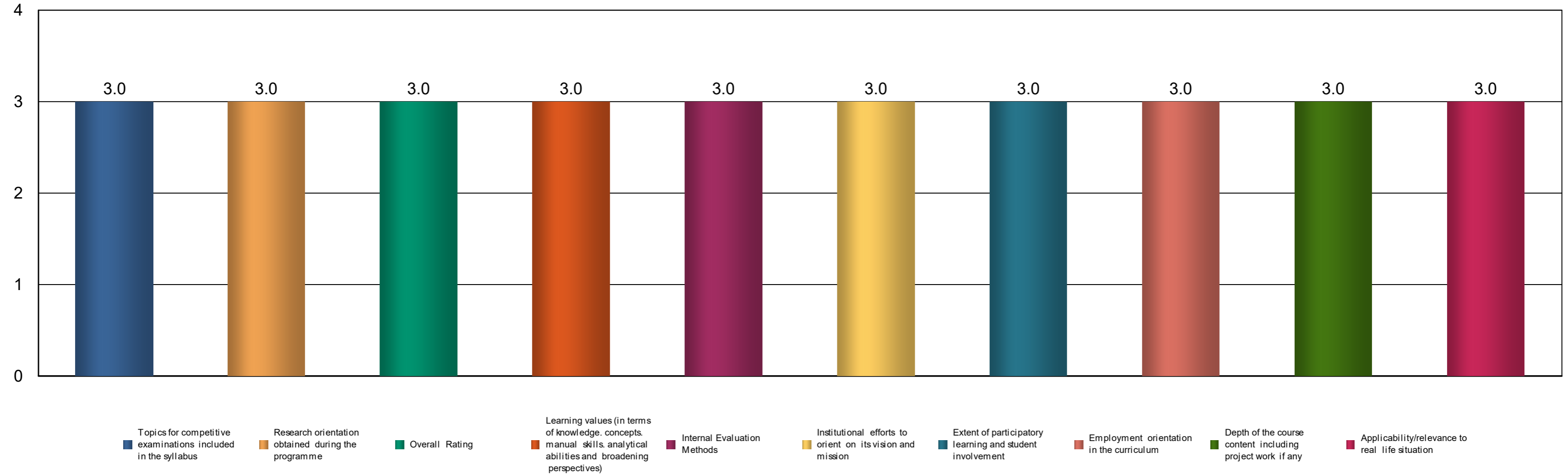
Curriculum Program Feedback Analysis [Student], Session : 2023-2024



Department	Program	Topics for competitive examinations included in the syllabus	Learning values (in terms of knowledge, concepts, manual skills, analytical abilities and broadening perspectives)	Institutional efforts to orient on its vision and mission	Extent of participatory learning and student involvement	Employment orientation in the curriculum	Depth of the course content including project work if any	Applicability/relevance to real life situation
DEPARTMENT OF HOSPITALITY	MBA PM	4.0	4.0	4.0	4.0	4.0	4.0	4.0

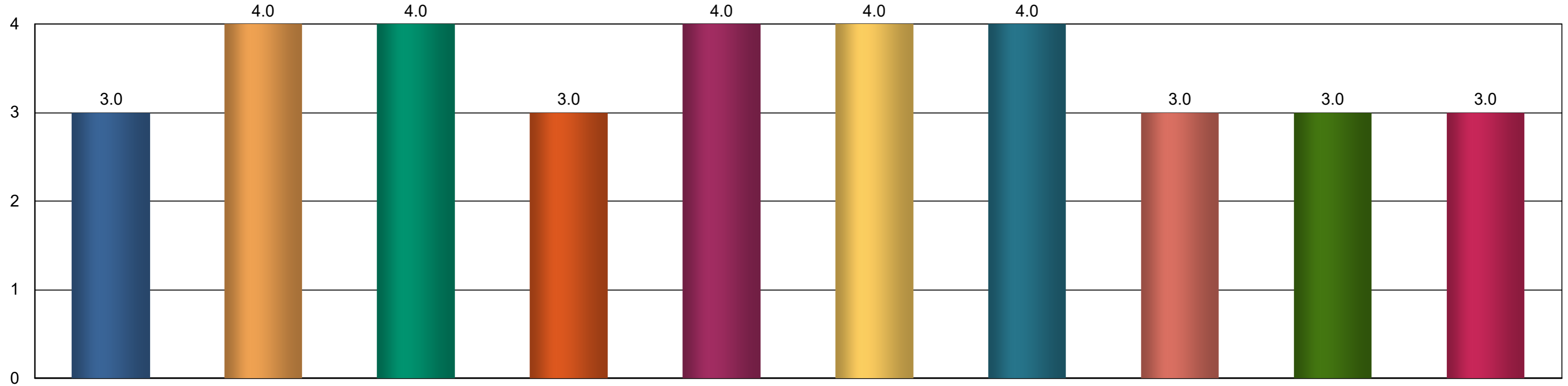


Curriculum Program Feedback Analysis [Student], Session : 2023-2024





Curriculum Program Feedback Analysis [Student], Session : 2023-2024



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Department	Program	Topics for competitive examinations included in the syllabus	Research orientation obtained during the programme	Overall Rating	Learning values (in terms of knowledge, concepts, manual skills, analytical abilities and broadening perspectives)	Internal Evaluation Methods	Institutional efforts to orient on its vision and mission	Extent of participatory learning and student involvement	Employment orientation in the curriculum	Depth of the course content including project work if any	Applicability/relevance to real life situation
DEPARTMENT OF RURAL MANAGEMENT	MBA (AGRI BUSINESS MANAGEMENT)	3.0	4.0	4.0	3.0	4.0	4.0	4.0	3.0	3.0	3.0