

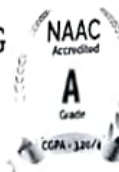


# LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

(An Autonomous Institution since 2010)

Approved by AICTE, New Delhi and Permanently Affiliated to JNTUK, Kakinada

L.B. Reddy Nagar, Mylavaram, NTR District, Andhra Pradesh - 521230



## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### **Consolidated feedback report collected from Stakeholders during academic year 2023-24.**

#### **Industry/Resource Person**

- Emphasized that effective communication, encompassing both verbal and non-verbal skills, is essential for students to succeed in today's dynamic, team-oriented, and digitally-driven industries.
- Better to provide courses like SPSS, Python, SQL, Power BI can be introduced to strengthen the technical skills of the students to grab the placements.
- Students are expected to analyze start-up companies, their operations, and the challenges they face in the current market, which will equip them with the knowledge and skills to become successful entrepreneurs.

#### **Alumni**

- More number of training programmes on SAP, Tally, Advanced Excel, Tableau, NISM & NCFM are required for getting better placements with good packages.
- Specialization like Business Analytics, Operations can benefit the students in the present competing market.
- No. of courses can be increased in all electives for the better choice of students.
- More emphasis on advanced topics in finance specialization such as investment banking, mutual funds.....
- Tally & VBA lab can be introduced to meet present job market needs.

#### **Students**

- More industrial exposure is required for gaining practical knowledge.
- Business Analytics specialization with trending courses can help the students enter into IT field.
- Additional courses in open electives can be introduced to enhance interdisciplinary knowledge.
- Frequent interactions with industry people help the students to understand market changes.
- More no. of training programs should be conducted to get better placements with attractive packages.

#### **Faculty**

- Students can be provided with different training programs to enhance their technical knowledge.
- Students are encouraged to enroll in various certification courses to expand their knowledge in diverse

areas.

- No. of courses in each elective can be added for better implementation of CBCS for students.
- Greater emphasis on case studies is essential for helping students develop strong analytical skills.
- Students should be provided with training programs which can develop their communication skills.
- Attainment target values of few courses can be modified for further batches.

#### **Parents**

- Additional placement-focused training programs are needed.
- Subjects on ethics and human values can be incorporated to help mold students' character.
- Courses which can strengthen their technical knowledge can be given priority.

#### **Action Taken Report:**

- Along with Courses like Business Communication & Personality Development and its related lab introduced in R23 regulations, classes are allocated for CSS faculty for enhancing students to succeed in today's dynamic, team-oriented, and digitally-driven industries.
- Skill development courses like SQL, Power BI, Tally & VBA are added in 2<sup>nd</sup> & 4<sup>th</sup> semesters respectively.
- The Start-Up Analysis & Presentation (SAP) course has been introduced in the R-23 regulation, requiring students to analyze 3-5 start-up companies and produce a report for evaluation.
- More no. of training programs on Advanced Excel, Tally & Tableau are planned in the coming A.Y 2024-25.
- Business Analytics specialization is introduced with different courses in both 3<sup>rd</sup> & 4<sup>th</sup> semesters respectively keeping in mind the expectations of the industry.
- The number of courses in each elective has been increased from 3 to 4 in the 3<sup>rd</sup> and 4<sup>th</sup> semesters to enhance the CBCS framework.
- Department is planning for more no. of industrial visits in and around vijayawada for better exposure of students.
- Students are encouraged to opt for Business Analytics specialization for better opportunities in the job market.
- Added more no. of courses in Open Elective is given R23 regulations and planning to give more priority in upcoming regulations also.
- National & International seminars, workshops are planned in the A.Y 2024-25 for making the students gain more exposure.
- More focus on conducting training programs in different areas to make the students industry ready.
- It is necessary to consult with the DAC and BOS to assess the feasibility of prioritizing certification courses in future regulations.
- After verifying the course structures of various premiere institutions, one course in each elective has been added.
- Case study Analysis & CVV course is introduced with effective guidelines to make the students develop their decision making skills.

- Frequent meetings with module and course coordinators are held to establish attainment values for new courses and adjust target values for existing courses.
- Mock interview sessions are planned for the students to help them get better placements.
- Interactive sessions on human values, ethics and personality development are planned in the A.Y 2024-25.
- Based on the recommendations of NBA expert team, Business Analytics specialization is added in R23 regulations and a separate course Case Study Analysis & CVV with credits is introduced.

  
Coordinator

  
Head of the Department