



आईएफटीएम विश्वविद्यालय, मुरादाबाद, उत्तर प्रदेश  
IFTM University, Moradabad, Uttar Pradesh  
NAAC ACCREDITED

# CURRICULUM FEEDBACK REPORT

## SCHOOL OF BUSINESS MANAGEMENT

### 2019-20

*Sanjeev D. Singh*

REGISTRAR  
IFTM UNIVERSITY  
MORADABAD.

Curriculum adopted by a University provides not only a structure for teaching; instead it's a measurable plan. It helps quantify the efforts being put by all the stake holders of the ecosystem. Its acceptance amongst all the stakeholders and suitability is a pre requisite to the ultimate purpose of learning and development, at the University.

To bridge any gap between the expectations and the perception in regards to the curriculum, an annual survey is conducted for all the key stakeholders' viz. students, teachers, alumni and employers.

*Sanjeev D. D. D.*  
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## SECTION – STUDENTS

*Sanjeev D. Singh*  
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For students, the questionnaire captured responses on 3 themes viz.:

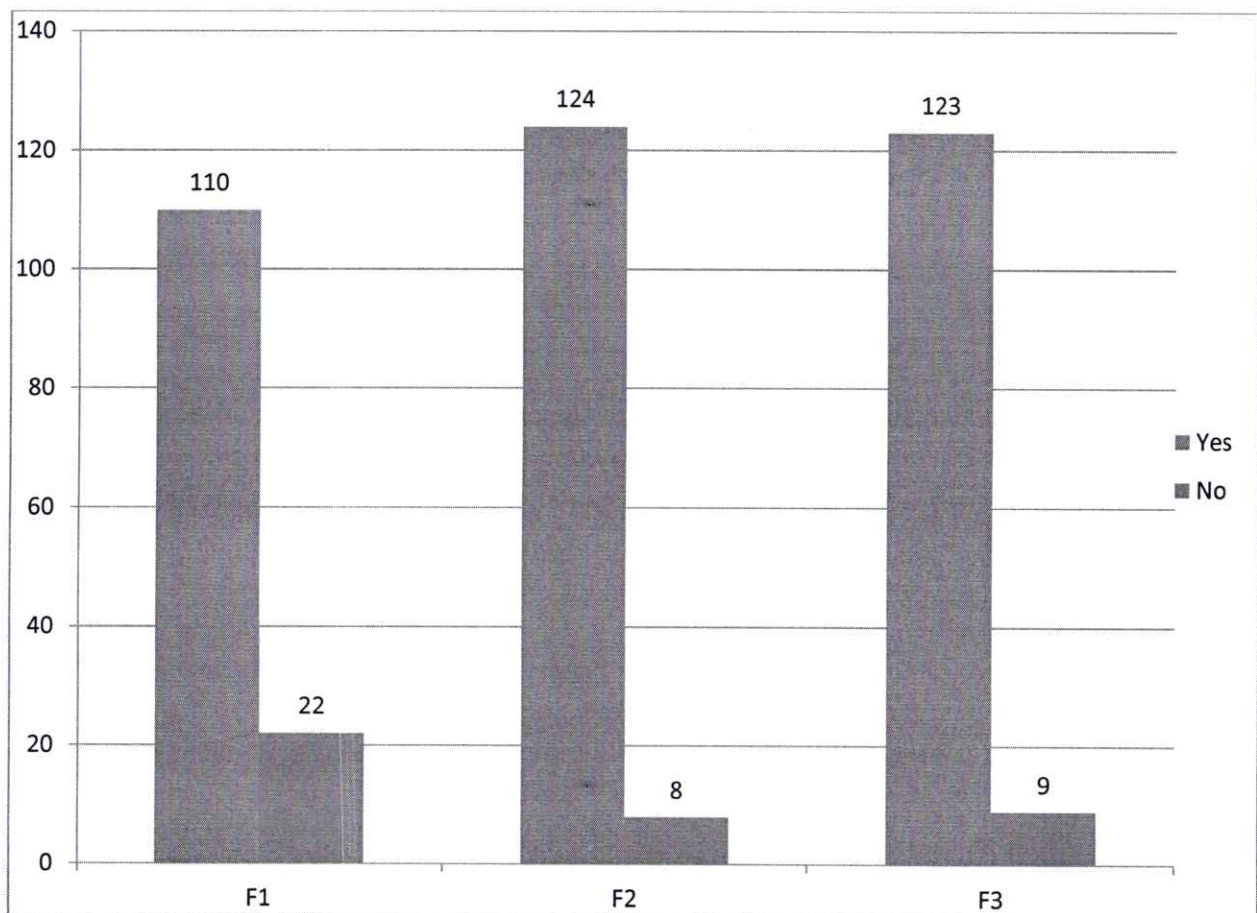
1. Acceptance of curriculum amongst students
2. Perceived relevance of the curriculum
3. Availability and acceptance of support material for subjects (curriculum)

## ACCEPTANCE OF CURRICULUM AMONGST STUDENTS –

1. F1: I found the curriculum easy and interesting
2. F2: The instructions given in the curriculum is easy to follow
3. F3: The syllabus has good balance between theory and practical exercises

	ACCEPTANCE		
	F1	F2	F3
Yes	110	124	123
No	22	8	9
<b>Total Responses</b>	<b>132</b>	<b>132</b>	<b>132</b>
Yes %	83.33333	93.93939	93.18182
No %	16.66667	6.060606	6.818182

83% of the respondents found the curriculum easy, which indicates that the curriculum is designed well according to the aptitude level of the students at large. 93% of the respondents found the balance right between theory and practical exercises. However, 6% of the students found the instructions in some of the subjects difficult to follow.



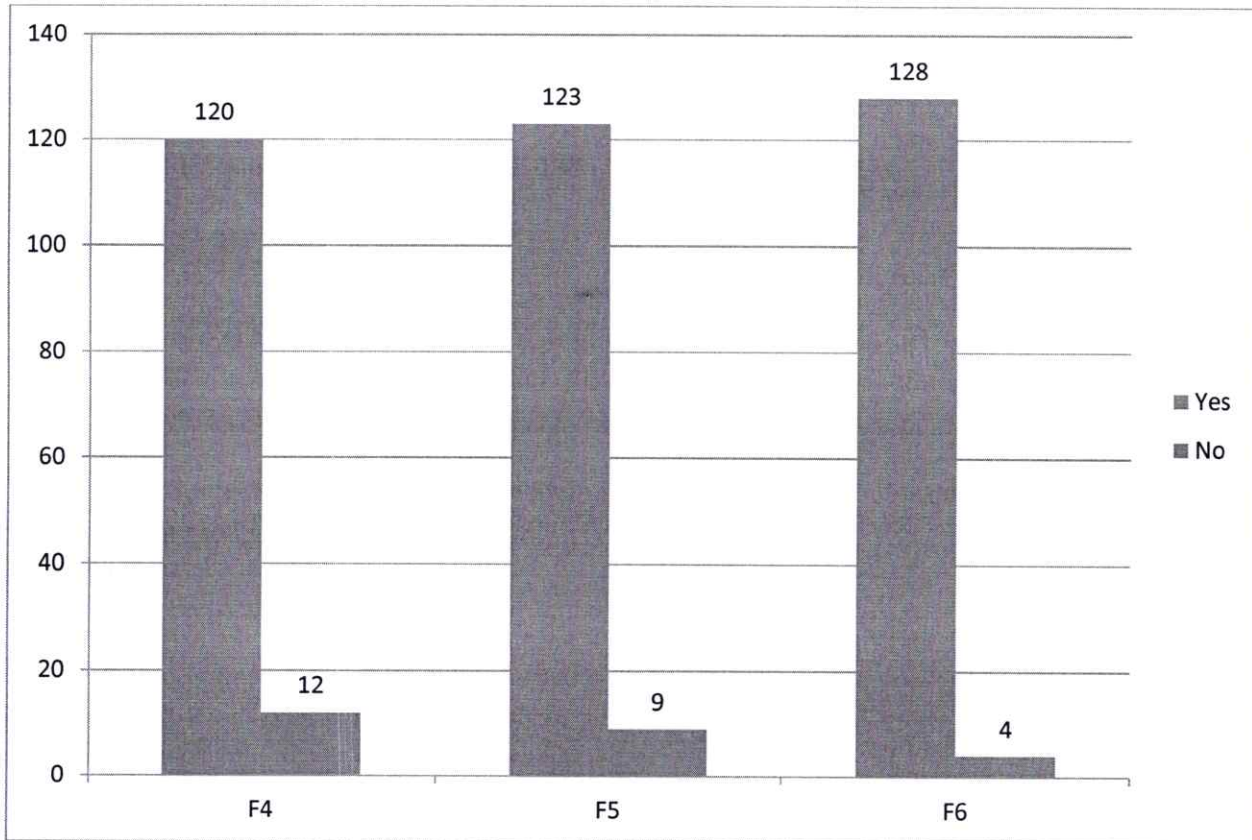
**PERCEIVED RELEVANCE OF THE CURRICULUM –**

- 4. F4: The subjects are relevant to my future job aspirations
- 5. F5: The subjects are very practical and seems applicable in daily life
- 6. F6: The course has helped me develop my personality

	PERCEIVED RELEVANCE		
	F4	F5	F6
Yes	120	123	128
No	12	9	4
<b>Total Responses</b>	<b>132</b>	<b>132</b>	<b>132</b>
Yes %	90.90909	93.18182	96.9697
No %	9.090909	6.818182	3.030303

97% of the respondents found that the curriculum has helped them develop their personality. 91% of the students found the subjects relevant according to their future job aspirations. 93% respondents found subjects practical and having application in real life.

The responses reflect the acceptance, usefulness and contemporary nature of the curriculum at the University.



*Sanjay Dora*  
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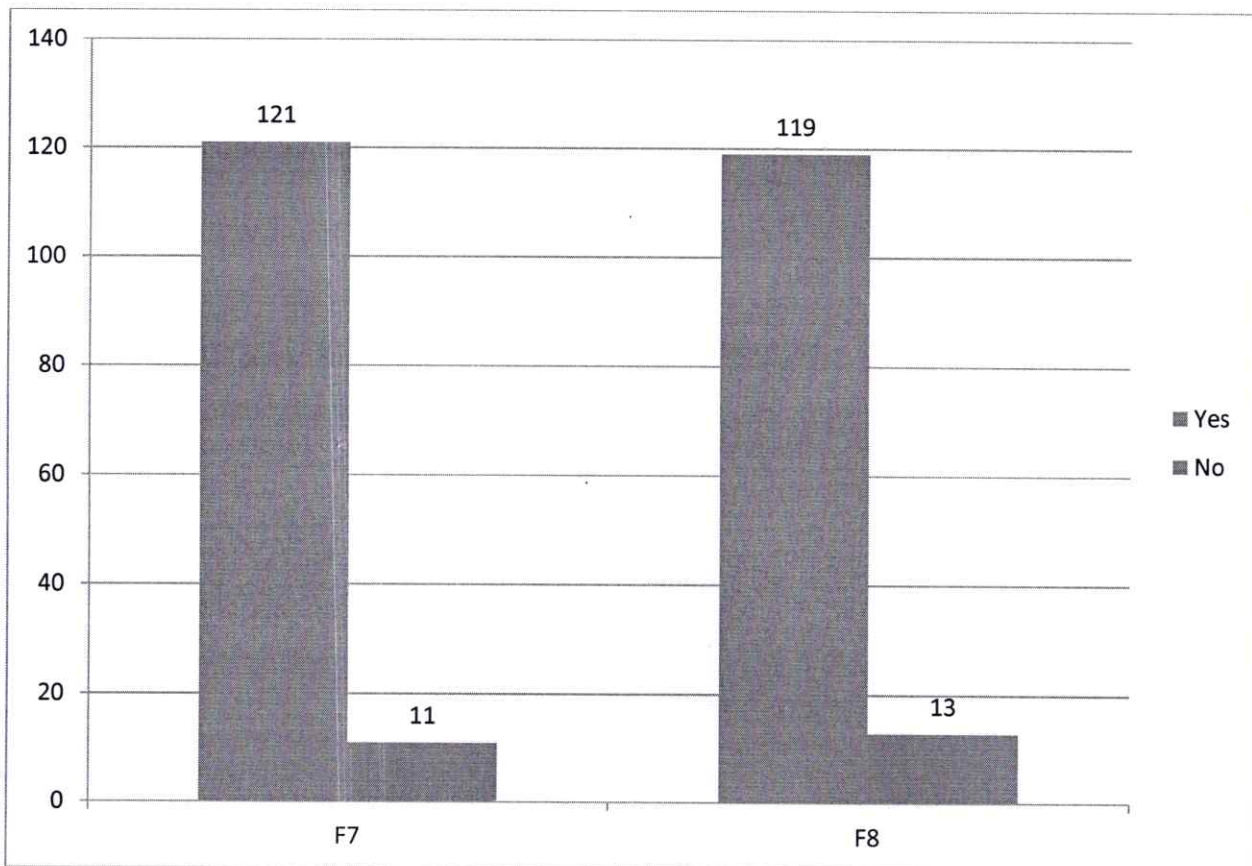
**SUPPORT MATERIAL FOR SUBJECTS (CURRICULUM) –**

- 7. F7: The reading material and references of the subject are easily available
- 8. F8: Course content is followed by corresponding reference materials?
- 9. F9: What other changes would you like to suggest improving the curriculum / course?

	SUPPORT MATERIAL	
	F7	F8
Yes	121	119
No	11	13
<b>Total Responses</b>	<b>132</b>	<b>132</b>
Yes %	91.66667	90.15152
No %	8.333333	9.848485

While, 90% of the respondents opined that they were provided with the reference material, 92% of the students shared that the required reading material is ubiquitously available.

The responses received for F9 were of subjective nature, which were collated and sent to the concerned stakeholders (departments / management) for further deliberation, suggestion and action.



*Sanjeev Doshi*

# SECTION – TEACHERS

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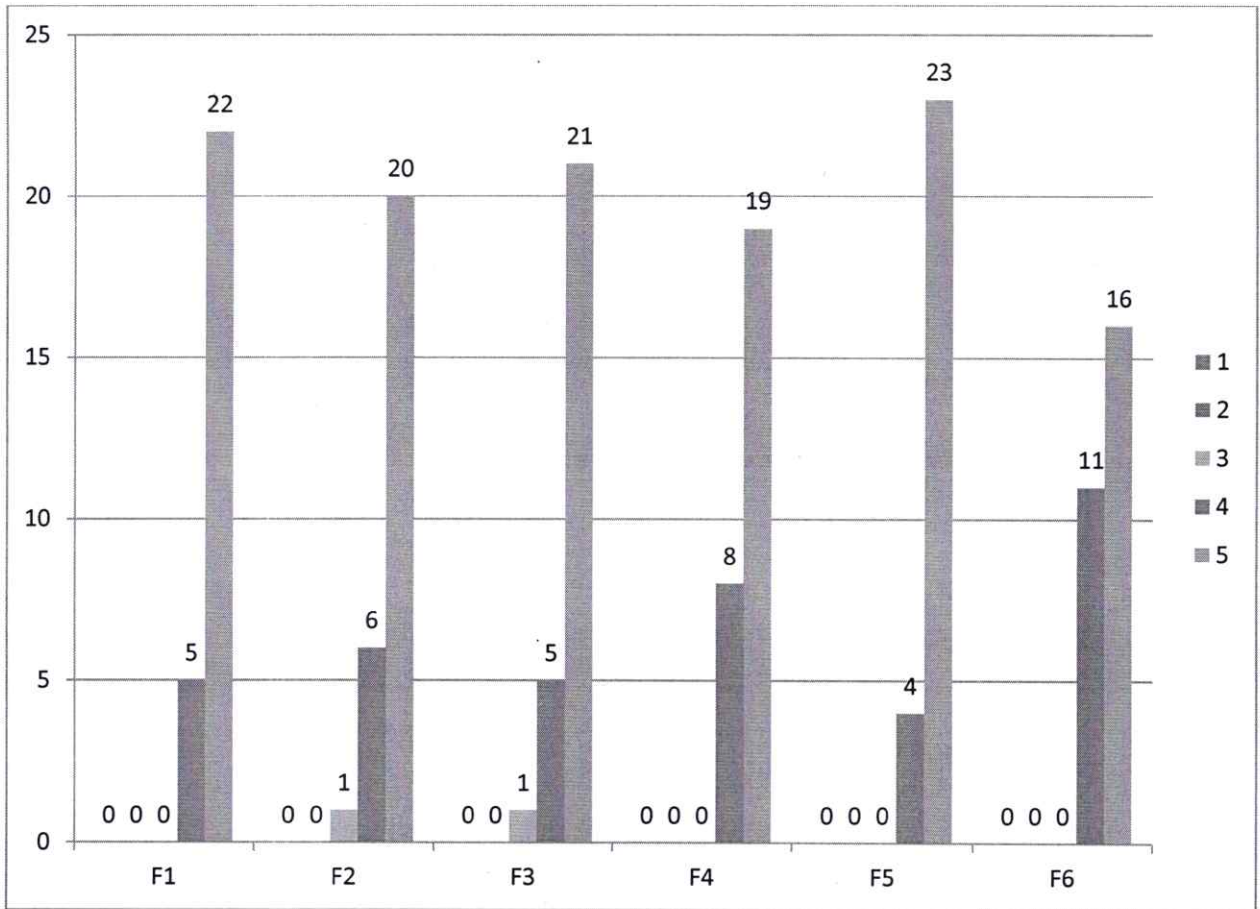
For teachers, in regards to the curriculum, questionnaire captured responses in the following areas:

- a. F1: Syllabus is suitable to the course
- b. F2: Syllabus is need based
- c. F3: Aims and objectives of the syllabi are well defined and clear to teachers and students
- d. F4: The course/syllabus has good balance between theory and application.
- e. F5: The course/syllabus has made me interested in the subject area.
- f. F6: The course/syllabus of this subject increased my knowledge and perspective in the subject area

All the respondents reflected their satisfaction towards the syllabus and agreed that the aims and objectives of syllabi are need based, well defined and clear to both teachers and students. All the respondents agreed that the syllabus is well curated and has made them inquisitive about the subject.

SYLLABUS / CURRICULUM							
	F1	F2	F3	F4	F5	F6	Average Rating
1	0	0	0	0	0	0	5
2	0	0	0	0	0	0	
3	0	1	1	0	0	0	
4	5	6	5	8	4	11	
5	22	20	21	19	23	16	
Average Rating	4.81	4.70	4.74	4.70	4.85	4.59	
No. of Participants in the survey	27	27	27	27	27	27	
% of teachers satisfied	100%	100%	100%	100%	100%	100%	
% of teachers dissatisfied	0%	0%	0%	0%	0%	0%	

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## SECTION – ALUMNI

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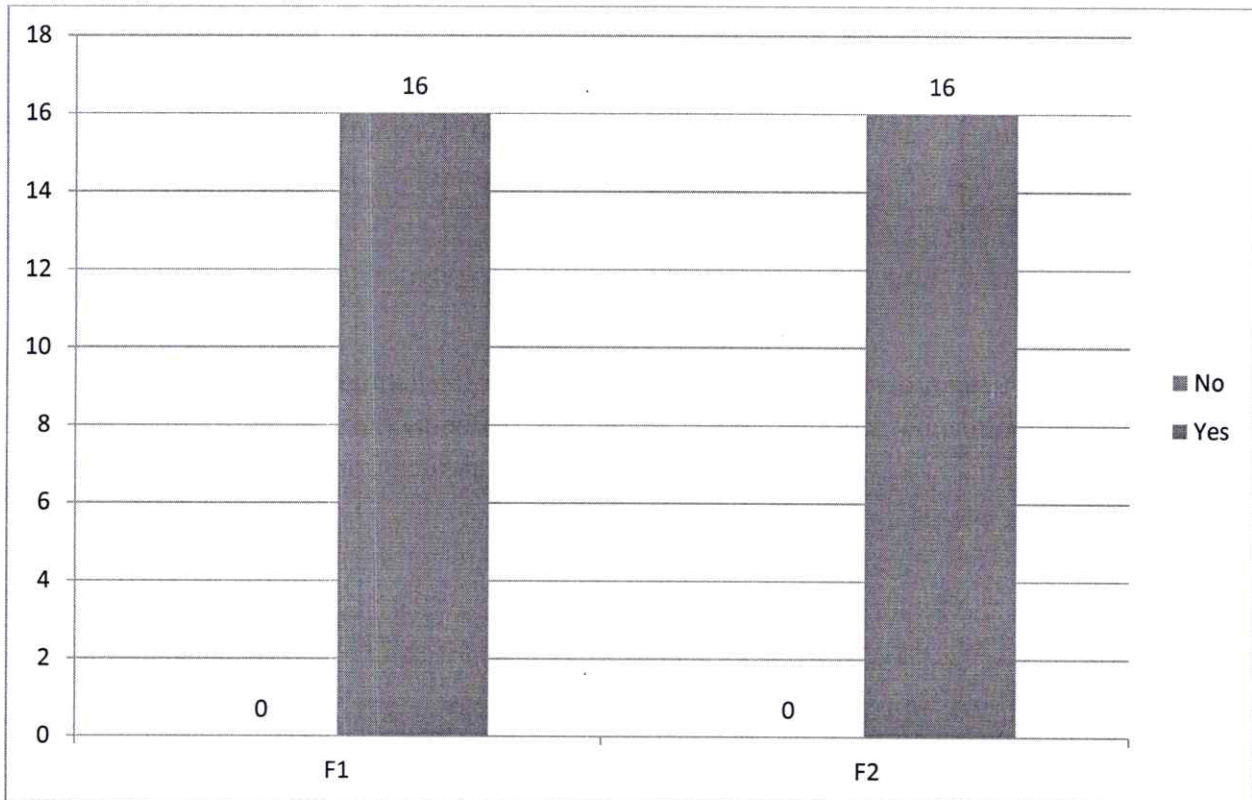
The responses of the alumni are likely to be free of any biases of any kind. To capture the responses of these erstwhile students of the University, an online survey is conducted every year. Amongst the many other dimensions, curriculum stands as the most important one.

The former students were asked dichotomous questions, viz.:

- a. F1: Have you obtained sufficient know-how (both in theory and practice) at IFTMU?
- b. F2: Is the education imparted at IFTMU useful and relevant in your present job?

	No	Yes	Grand Total	Agreed Percentage	Disagreed Percentage
F1	0	16	16	100	0
F2	0	16	16	100	0

The survey revealed that all the alumni found the education imparted i.e. curriculum at the University relevant and valuable. All the students felt that education imparted at the University meet the needs of the industry.



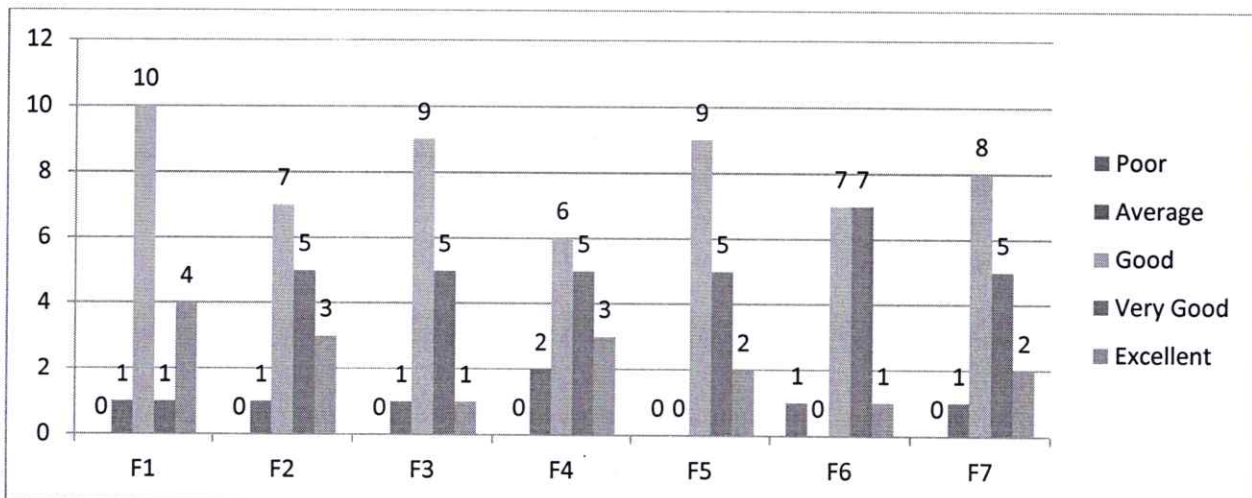
*Sanjeev Dorauf*  
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To understand the scenario better, some responses were sought on a 5 point scale, viz. for the factors:

- a. F1: Significance of the course(s) that you learnt in relation to your current job
- b. F2: Learning experience in terms of their relevance to the real life application
- c. F3: Professional courses and their suitability to the Industry
- d. F4: Industry Oriented Projects (if applicable)
- e. F5: Seminars & Workshop
- f. F6: Guest Lectures
- g. F7: Special Training Classes for bridging Industry/Academic gap

	Poor	Average	Good	Very Good	Excellent	Grand Total	Satisfied Percentage	Not Satisfied Percentage
F1	0	1	10	1	4	16	94	6
F2	0	1	7	5	3	16	94	6
F3	0	1	9	5	1	16	94	6
F4	0	2	6	5	3	16	88	13
F5	0	0	9	5	2	16	100	0
F6	1	0	7	7	1	16	94	6
F7	0	1	8	5	2	16	94	6

94% of the respondents rated their learning experience as satisfactory and almost the similar number found the courses relevant to their present work profile. 94% respondents found the courses suitable for the industry; however, 13% respondents showed their dissatisfaction from the industry oriented projects offered to them. On average 6% respondents voiced that the quality of guest lectures needs and special training courses shall go up.



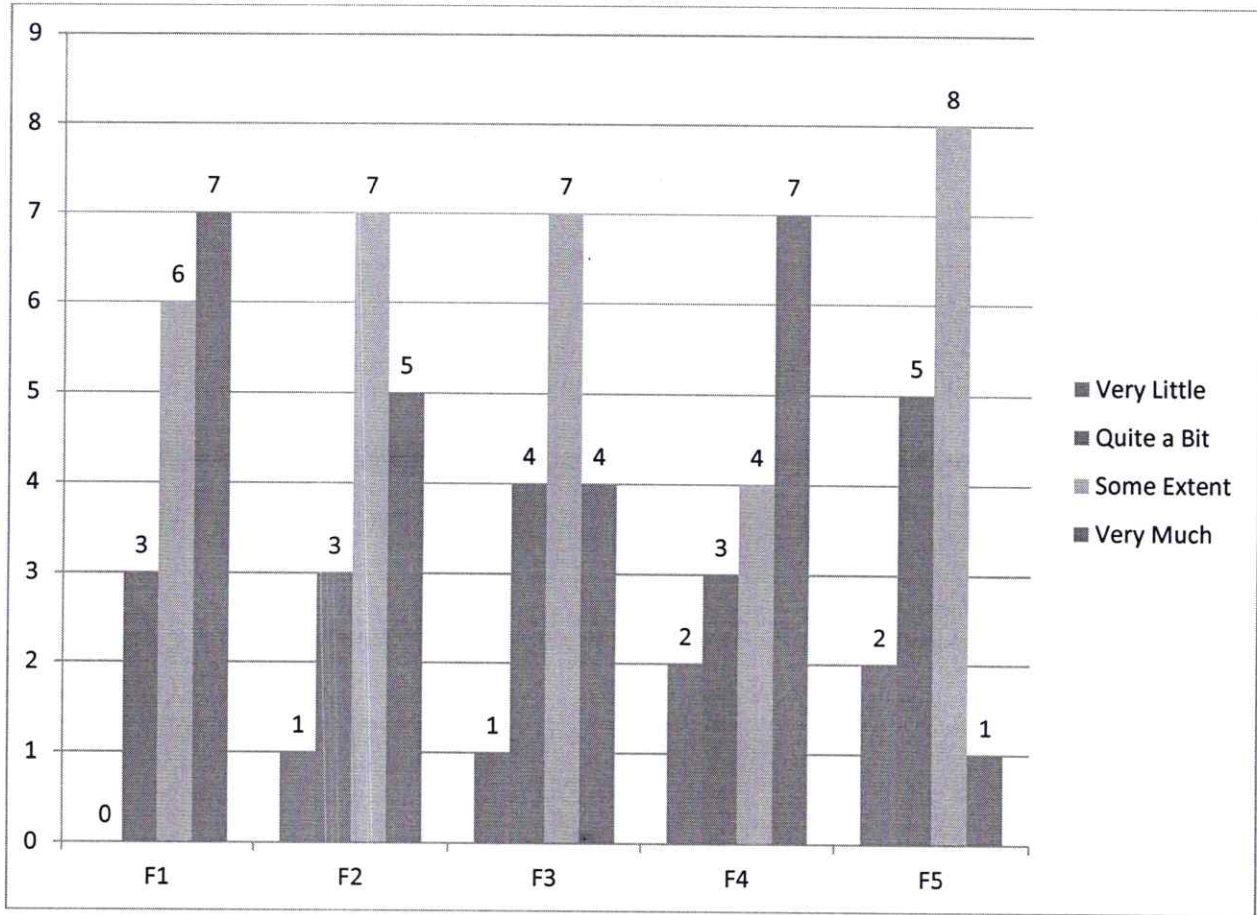
The perception of students about the level, up to which the University has succeeded in achieving the set educational objectives, was also measured. To evaluate it, questions were asked in reference to 5 factors viz.

- a. *F1: To educate students for graduate and postgraduate programs and to help them succeed in their chosen/ related fields.*
- b. *F2: Core Competence: To provide students with sound knowledge in their chosen area.*
- c. *F3: Breadth: To train students with knowledge relating to an array of professional fields undertaken so as to comprehend, analyze, design, and create innovative products and find solutions to improve the quality of life*
- d. *F4: Professionalism: To create professionally superior and ethically strong global manpower and to uphold moral values. With effective communication skills, teamwork skills, multidisciplinary approach, and an ability to improve the quality of life.*
- e. *F5: Learning Environment: To create an intellectual environment for research and development aware of emerging technologies leading to continual learning needed for a successful professional career, to create a center of excellence develop technocrats and business leaders.*

Majority of the students agreed that the educational program of the University has helped them succeed in their chosen field. These students testified that the University has been successful in achieving its program objectives to a great extent. 94% respondents agreed that they got to develop core competency in the chosen subject area and they have sound knowledge of it. They feel that it has helped them become successful professionals.

However, 13% respondents felt that the University should do more to create an environment more conducive for research and development and make better quality professionals.

	Very Little	Quite a Bit	Some Extent	Very Much	Total Responses	Satisfied Percentage	Not Satisfied Percentage
F1	0	3	6	7	16	100	0
F2	1	3	7	5	16	94	6
F3	1	4	7	4	16	94	6
F4	2	3	4	7	16	88	13
F5	2	5	8	1	16	88	13



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**SECTION – EMPLOYER  
(INDUSTRY)**

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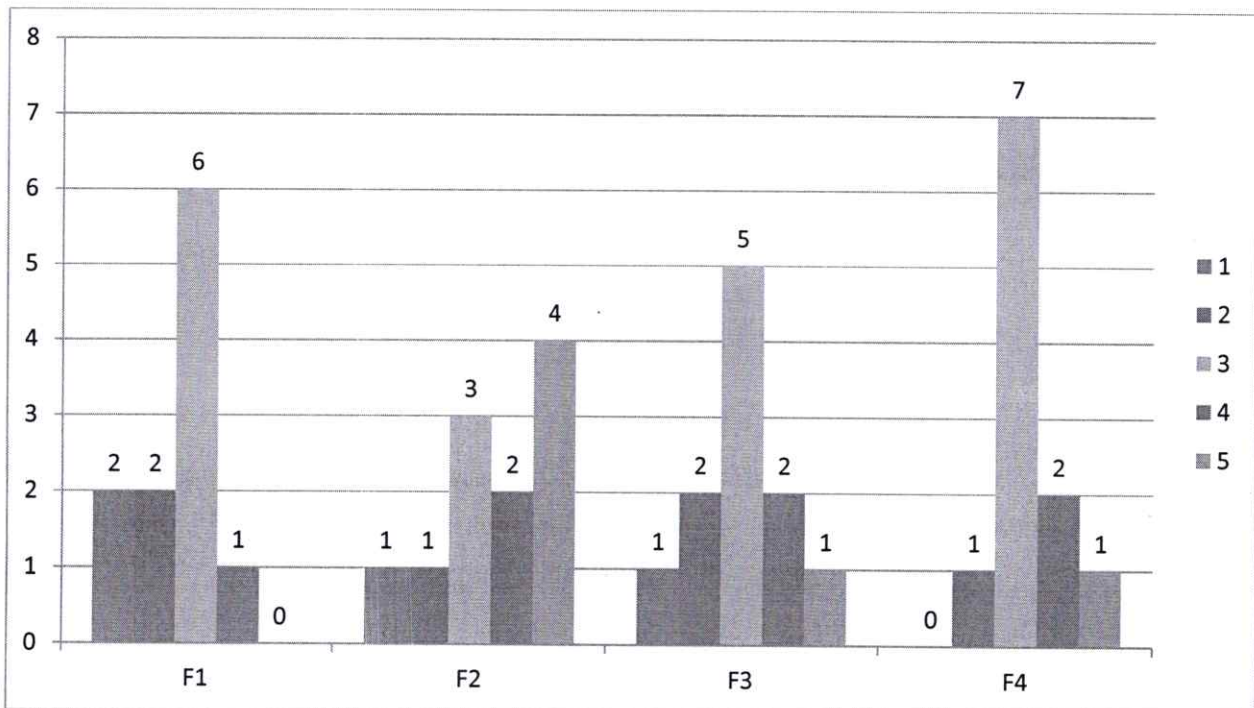


The technical skills demonstrated by the employed / professionals at workplace is a very important indicator of the quality and sufficiency of the curriculum. Responses were sought on the following parameters:

- a. F1: Technical knowledge/skill
- b. F2: Using technology and workplace equipment.
- c. F3: Developing practical solutions to work place problems
- d. F4: Innovativeness and creativity

	1	2	3	4	5	Satisfied %	Dissatisfied %
F1	2	2	6	1	0	64	36
F2	1	1	3	2	4	82	18
F3	1	2	5	2	1	73	27
F4	0	1	7	2	1	91	9

The survey with the employers, showed a substantial gap between their expectations and the present preparedness of the students. It was learnt, that more efforts are required on the part of the University to improve their technical competencies and ability to innovate.



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**IFTM University, Moradabad, Uttar Pradesh**  
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**STUDENT FEEDBACK REPORT**  
**SCHOOL OF BUSINESS MANAGEMENT**  
**2019-20**

*Sanjeev Prasad*  
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**MORADABAD.**

# SECTION – FACILITIES

*Sanjeev Dora*  
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## RESEARCH METHODOLOGY

<b>Data Type:</b>	Primary
<b>Data Collection Tool:</b>	Survey (Online)
<b>Sample Size:</b>	144
<b>Sample Frame:</b>	Students of IFTM University studying in 2019-20 in School of Business Management
<b>Sampling:</b>	Probability
<b>Questionnaire:</b>	5-point Likert scale (with 5 being most satisfied and 1 being least satisfied)

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In its pursuit of excellence, IQAC at IFTM University conducts a student survey every year; to learn about any scope of improvement in its functioning.

The student responses are sought in the following 5 areas viz.

1. Library
2. Institutional Facilities
3. Examination & Evaluation
4. Placement Cell
5. Student Support

Performance in these areas gets measured through responses given to specific questions (factors) in the questionnaire (Student Survey). In 2019-20, 144 students participated in the survey. The findings of the survey 2019-20 on the above mentioned 5 areas are presented in the following section.

## LIBRARY

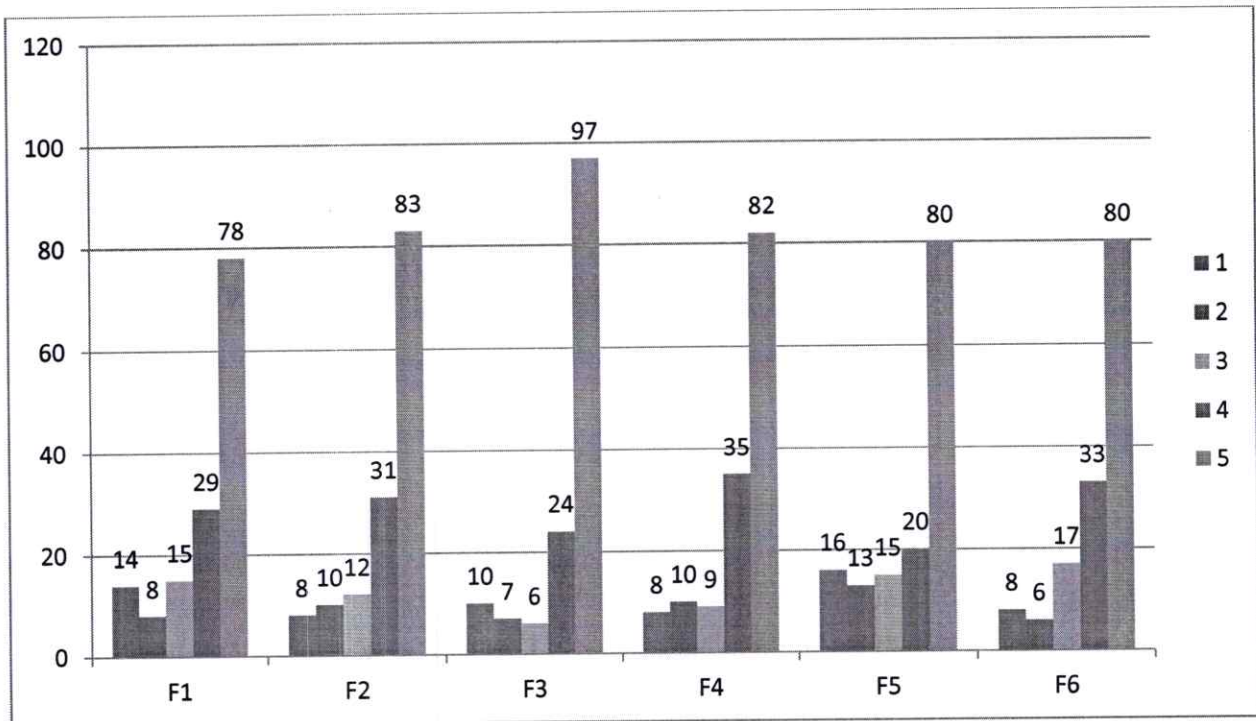
Library is the epicenter of knowledge in any academic institute. It provides its users place to brain storm and learn. The effectiveness of library facility was measured through the following factors.

1. F1: The prescribed books/reading materials are available in the library.
2. F2: Reading room and common room are available in the faculty/college building
3. F3: Available reading space in library is satisfactory
4. F4: The library staff are cooperative and helpful
5. F5: Photocopying facility in the library/Department is available and satisfactory
6. F6: Online educational resources are available and accessible

Out of 144 respondents, 85% were satisfied with the services of library and on a 5-point scale the average rating was 4. However, 20% respondents felt that reprography services in library need improvement. The survey also revealed that more than 88% of the respondents found that the library has ample reading space.

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LIBRARY							
	F1	F2	F3	F4	F5	F6	Cumulative Rating
1	14	8	10	8	16	8	4.145833
2	8	10	7	10	13	6	
3	15	12	6	9	15	17	
4	29	31	24	35	20	33	
5	78	83	97	82	80	80	
Average Rating	4.034722	4.1875	4.326389	4.201389	3.9375	4.1875	
No. of Participants in the survey	144	144	144	144	144	144	
% of students satisfied	85%	88%	88%	88%	80%	90%	
% of students dissatisfied	15%	13%	12%	13%	20%	10%	



*Sanjeev Doshi*

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## INSTITUTIONAL FACILITIES

The institutional facilities provide students an environment conducive to learning and help them realize their true potential. The performance on this parameter was measured through various factors viz.

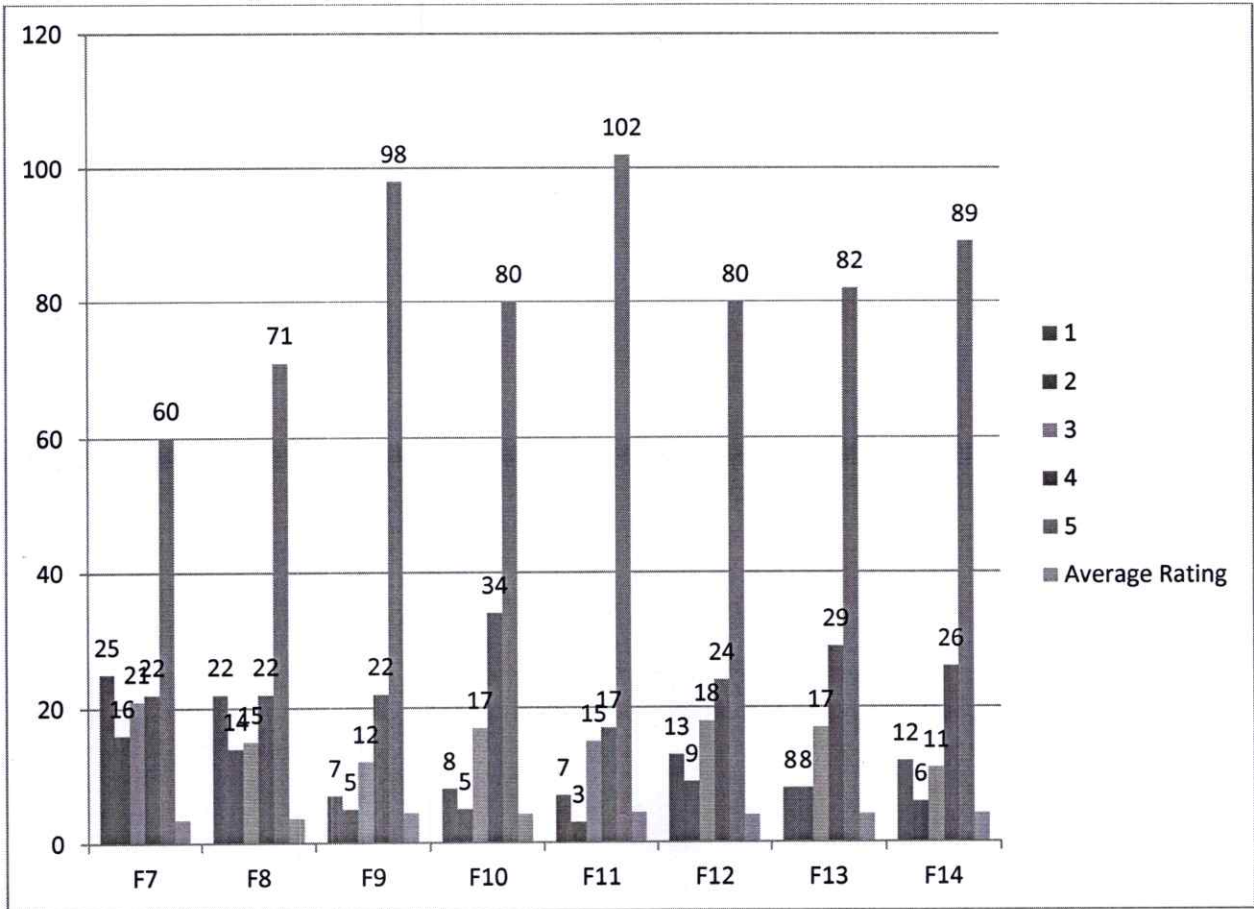
1. F7: Internet facilities are available in the department
2. F8: Toilets/washrooms are hygienic and properly maintained.
3. F9: Clean drinking water is available in the department and on the campus
4. F10: Equipment in the lab(s) is in working condition.
5. F11: The campus is green and Eco friendly
6. F12: The buildings/classrooms are accessible to differently abled persons.
7. F13: The classrooms are clean and well maintained
8. F14: The campus has adequate power supply.

Out of 144 respondents, 93% agreed that the environment at IFTM is ecofriendly and green. 88% respondents also agreed that the University campus has adequate power supply. However, 28% of the respondents viewed internet connectivity at their respective departments as not satisfactory. 25% of the respondents also felt that more cleanliness and hygiene is required to be maintained in the wash rooms.

INSTITUTIONAL FACILITIES									
	F7	F8	F9	F10	F11	F12	F13	F14	Cumulative Rating
1	25	22	7	8	7	13	8	12	<b>4.085069</b>
2	16	14	5	5	3	9	8	6	
3	21	15	12	17	15	18	17	11	
4	22	22	22	34	17	24	29	26	
5	60	71	98	80	102	80	82	89	
<b>Average Rating</b>	3.5277 78	3.7361 11	4.3819 44	4.2013 89	4.4166 67	4.0347 22	4.1736 11	4.2083 33	
<b>No. of Participants in the survey</b>	144	144	144	144	144	144	144	144	
<b>% of students satisfied</b>	72%	75%	92%	91%	93%	85%	89%	88%	
<b>% of students dissatisfied</b>	28%	25%	8%	9%	7%	15%	11%	13%	

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*Sanjeev Dhanraj*

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**MORADABAD.**



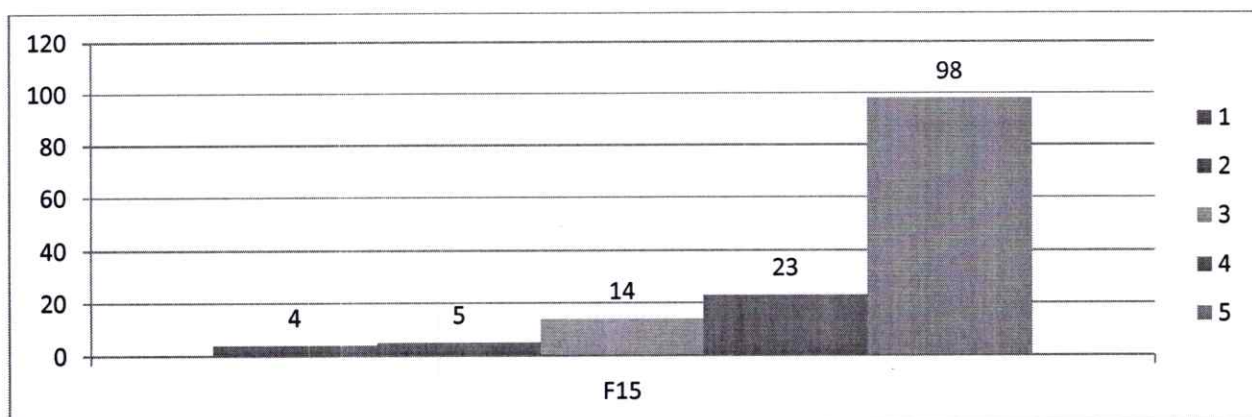
## EXAMINATION & EVALUATION

Examination and its evaluation were measured with the help of following factor.

1. F15: Results and attendance records are displayed on time

94% of the respondents agreed that the results and attendance records are displayed on time. The average rating for this area was 4.

EXAMINATION & EVALUATION		
	F15	Cumulative Rating
1	4	4.430556
2	5	
3	14	
4	23	
5	98	
Average Rating	4.430556	
No. of Participants in the survey	144	
% of students satisfied	94%	
% of students dissatisfied	6%	



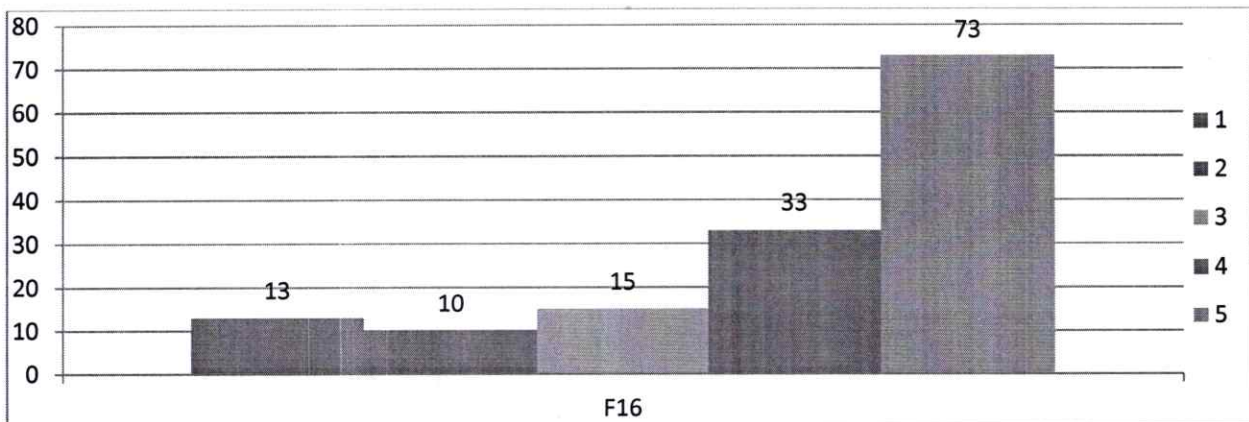
*Sanjeev D. D. D.*

## PLACEMENT CELL

The performance of placement cell and its functioning was found satisfactory by 84% of the respondents. The average rating being given to the University on this parameter was 4. Student's perception and experience with the placement cell was sought.

1. F16: The functioning of the placement cell(s) in the University/department is satisfactory.

PLACEMENT CELL		
	F16	Cumulative Rating
1	13	3.993056
2	10	
3	15	
4	33	
5	73	
<b>Average Rating</b>	3.993056	
<b>No. of Participants in the survey</b>	144	
<b>% of students satisfied</b>	84%	
<b>% of students dissatisfied</b>	16%	



*Sanjay Bora*

## STUDENT SUPPORT

Though University aims to facilitate its students proactively, it may happen that students have some grievances and suggestions. To get their concerns addressed, they may require meeting functionaries across departments.

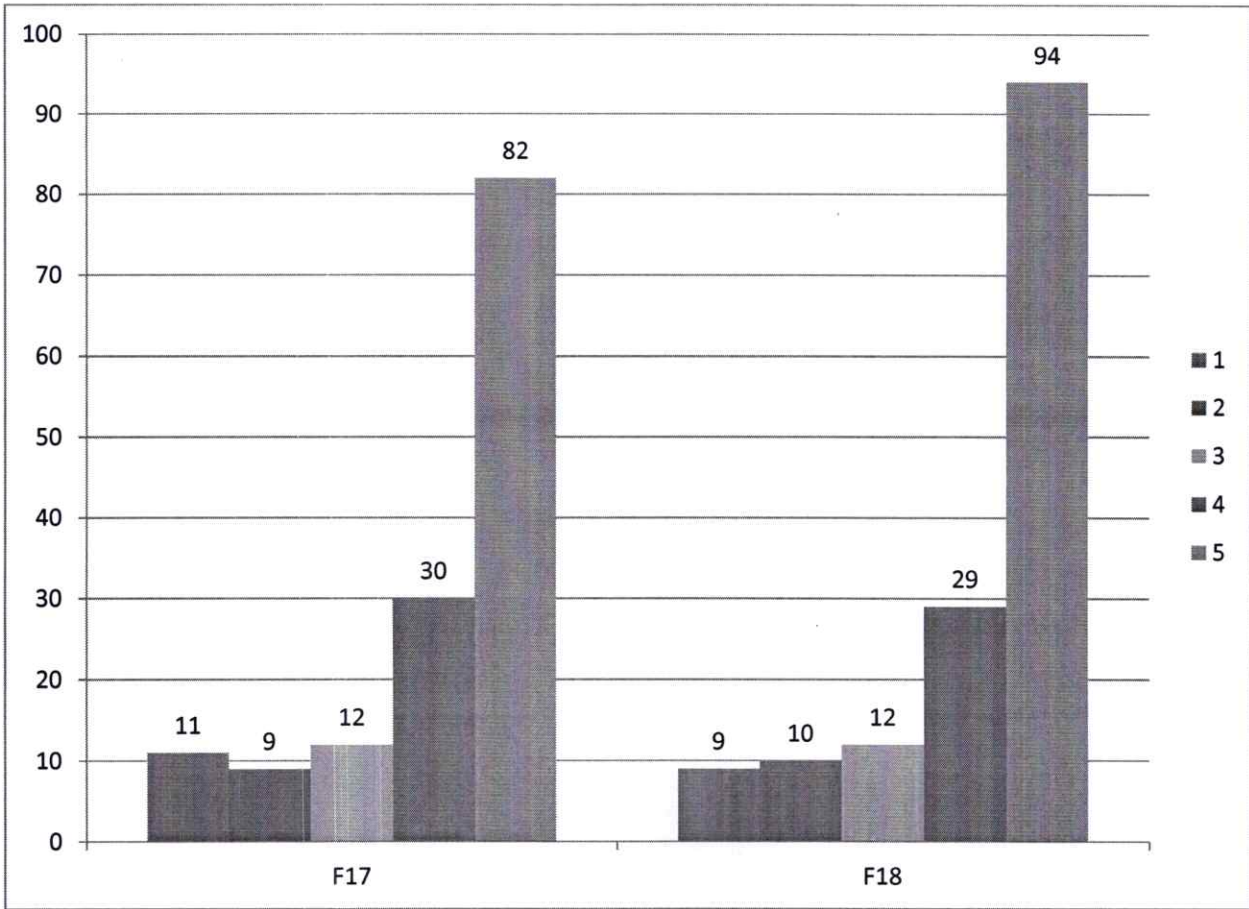
To measure performance in this area, responses were sought on the following factors –

1. F17: The office staff in the department is helpful.
2. F18: Grievances/problems are redressed/ solved well in time.

86% of the respondents found their interaction with office staff as helpful. About 12% of the respondents shared that grievances and problems needs to be solved more efficiently and effectively.

STUDENT SUPPORT			
	F17	F18	Cumulative Rating
1	11	9	4.179609
2	9	10	
3	12	12	
4	30	29	
5	82	94	
<b>Average Rating</b>	4.131944	4.227273	
<b>No. of Participants in the survey</b>	144	154	
<b>% of students satisfied</b>	86%	88%	
<b>% of students dissatisfied</b>	14%	12%	

*Sanjeev Bora*



*Sanjeev Dandia*

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**MORADABAD.**

# SECTION – TEACHING & EVALUATION

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## RESEARCH METHODOLOGY

<b>Data Type:</b>	Primary
<b>Data Collection Tool:</b>	Survey (Online)
<b>Sample Size:</b>	122
<b>Sample Frame:</b>	Students of IFTM University studying in 2019-20 in School of Business Management
<b>Sampling:</b>	Probability
<b>Questionnaire:</b>	5-point Likert scale (with 5 being most satisfied and 1 being least satisfied)

*Sanjeev D. Rawal*

Teaching and evaluation of students are at the core of any academic institute. It helps in bringing the desired change in the students and helps them contribute in making society a better place. To learn about the performance in these two areas, a questionnaire was prepared and administered through a survey.

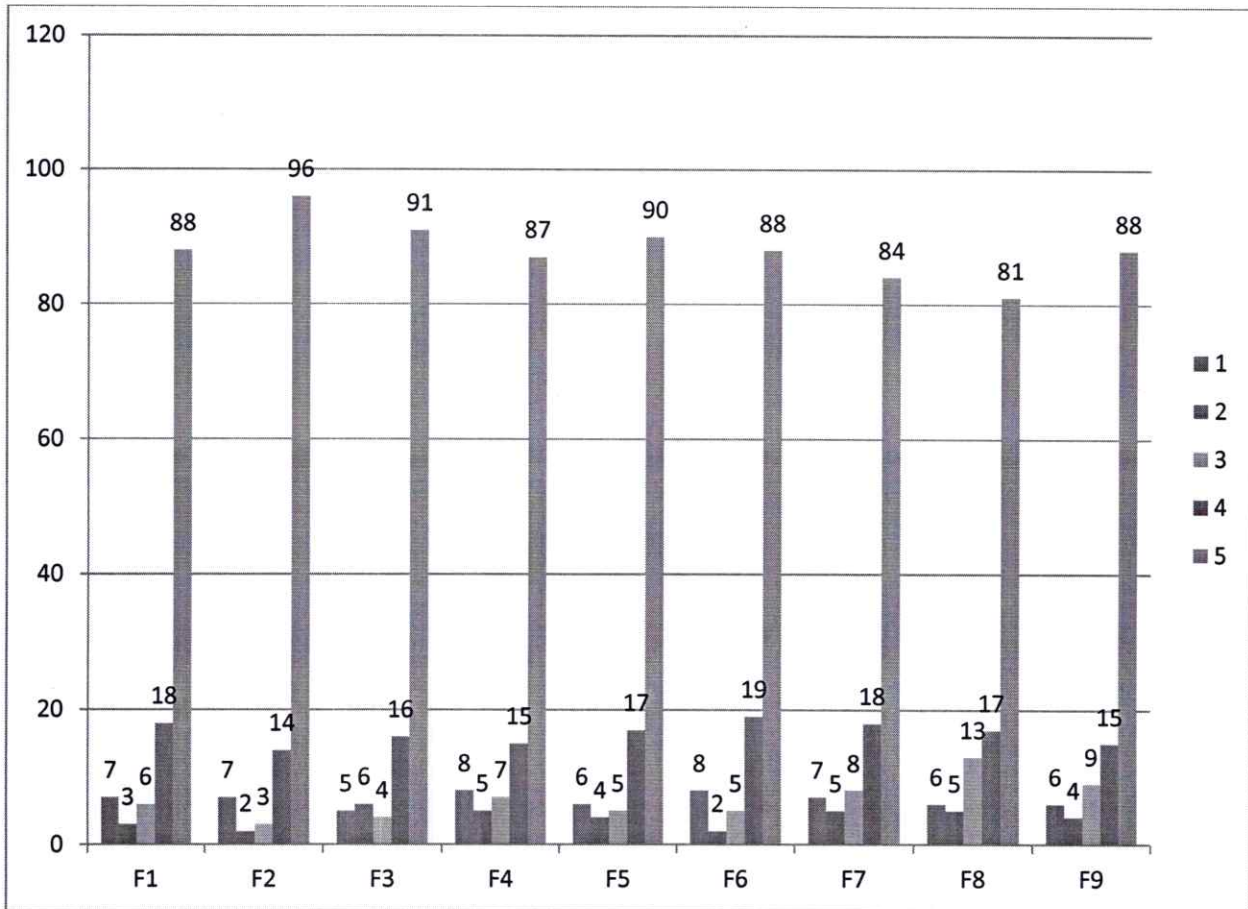
## TEACHING

Performance on teaching was evaluated through following 9 factors –

1. F1: The teacher is punctual in the class.
2. F2: The teacher comes well prepared for the lecture
3. F3: The teacher communicates clearly and inspires me by his/ her teaching.
4. F4: The teacher completes the entire syllabus in time.
5. F5: The teacher discusses topics and interacts in the class
6. F6: The teacher encourages for participation and discussion in class.
7. F7: The teacher uses modern teaching aids, handouts, suitable references, power-point presentations (PPT), web-resources, etc.
8. F8: The teacher's attitude towards the students is friendly & helpful.
9. F9: The teacher is available and accessible in Department.

TEACHING										
	F1	F2	F3	F4	F5	F6	F7	F8	F9	Average Rating
1	7	7	5	8	6	8	7	6	6	4.4380 69
2	3	2	6	5	4	2	5	5	4	
3	6	3	4	7	5	5	8	13	9	
4	18	14	16	15	17	19	18	17	15	
5	88	96	91	87	90	88	84	81	88	
Average Rating	4.45082	4.557377	4.491803	4.377049	4.483607	4.45082	4.368852	4.327869	4.434426	
No. of Participants in the survey	122	122	122	122	122	122	122	122	122	
% of students satisfied	92%	93%	91%	89%	92%	92%	90%	91%	92%	
% of students dissatisfied	8%	7%	9%	11%	8%	8%	10%	9%	8%	

*Sanjeev D. Rawaf*



93% of the students agreed that the teachers comes well prepared and on time to the class. Class room discussions are meaningful and help understanding the topic in a lucid manner. Teachers are friendly and inspire students to learn and participate in discussion. 92% students also found that teachers are available and accessible whenever needed by them. However, 10% students felt that modern teaching aids including AV systems are required and will enhance their class room experience and learning process.

*Sanjay D. Singh*



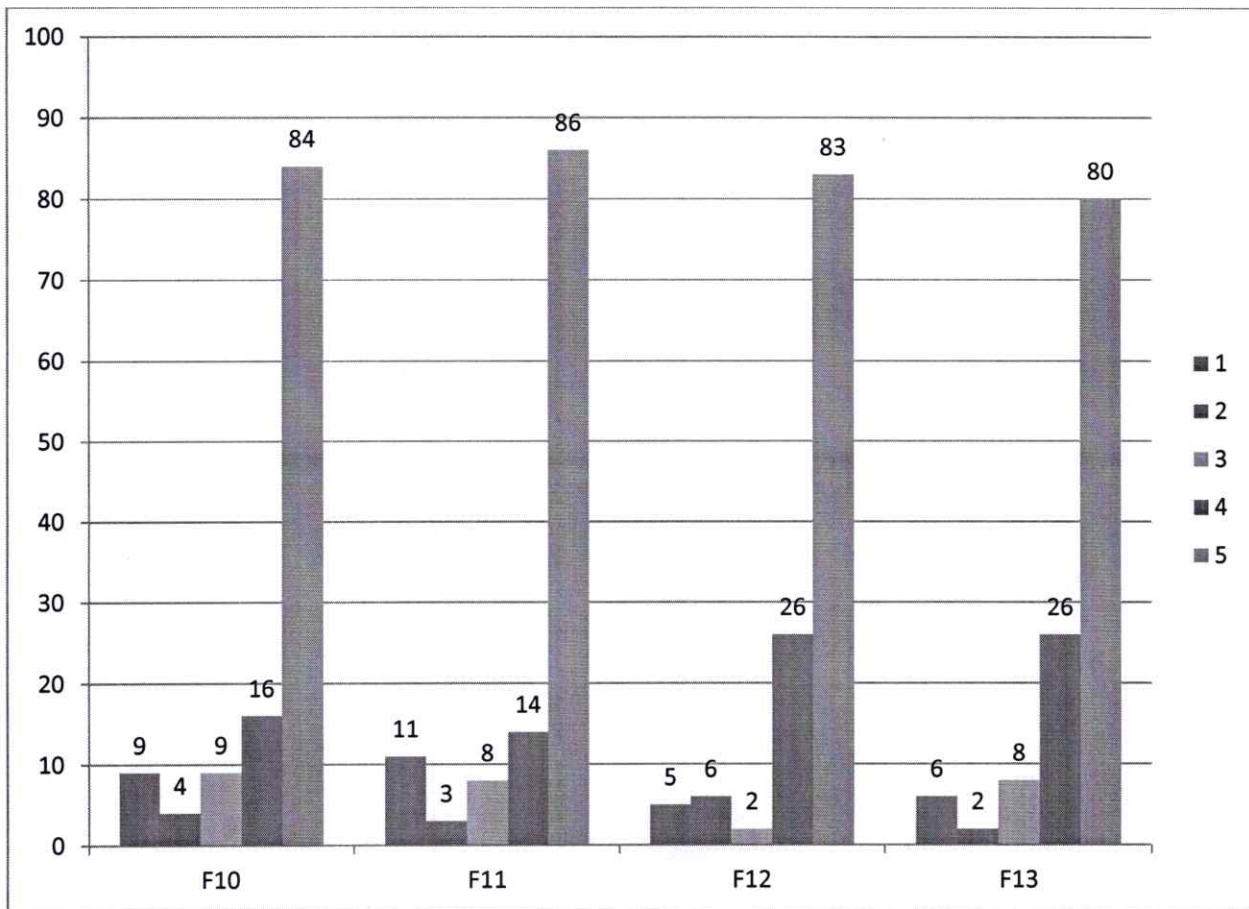
## EVALUATION

Performance of the “evaluation” criteria is based on 4 factors viz.

1. F10: The evaluation process is fair and unbiased.
2. F11: Regular and timely feedback is given on our (students’) performance.
3. F12: Periodical assessments are conducted as per schedule.
4. F13: I have learnt and understood the subject material/s in this course.

EVALUATION					
	F10	F11	F12	F13	Average Rating
1	9	11	5	6	4.375
2	4	3	6	2	
3	9	8	2	8	
4	16	14	26	26	
5	84	86	83	80	
Average Rating	4.327869	4.319672	4.442623	4.409836	
No. of Participants in the survey	122	122	122	122	
% of students satisfied	89%	89%	91%	93%	
% of students dissatisfied	11%	11%	9%	7%	

*Sanjeev D. Singh*



89% of the students were satisfied with the process and performance of evaluation exercise in the University. They agreed that the evaluation process is fair and unbiased. 91% of the students agreed that assessment is done as per the schedule and timely feedback on their performance is provided.

*Sanjay D. Chauhan*

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## SECTION – CURRICULUM

*Sanjeev Dey*

## RESEARCH METHODOLOGY

<b>Data Type:</b>	Primary
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<b>Sample Frame:</b>	Students of IFTM University studying in 2019-20 in School of Business Management
<b>Sampling:</b>	Probability
<b>Questionnaire:</b>	5-point Likert scale (with 5 being most satisfied and 1 being least satisfied)

*Sanjeev Dora*

Curriculum adopted by a University provides not only a structure for teaching; instead it's a measurable plan. It helps quantify the efforts being put by the students along with the other participants of the ecosystem. Its acceptance with all the stake holders is a pre requisite to the ultimate purpose, it tries to achieve.

To bridge any gap between the expectations and the perception about the curriculum, an annual survey is conducted by the University. The questionnaire captures responses on 3 themes viz. acceptance amongst students, perceived relevance and support material. The factors are as follows:

- a. *Acceptance of curriculum amongst students*
- b. *Perceived relevance of the curriculum*
- c. *Support Material for subjects (curriculum)*

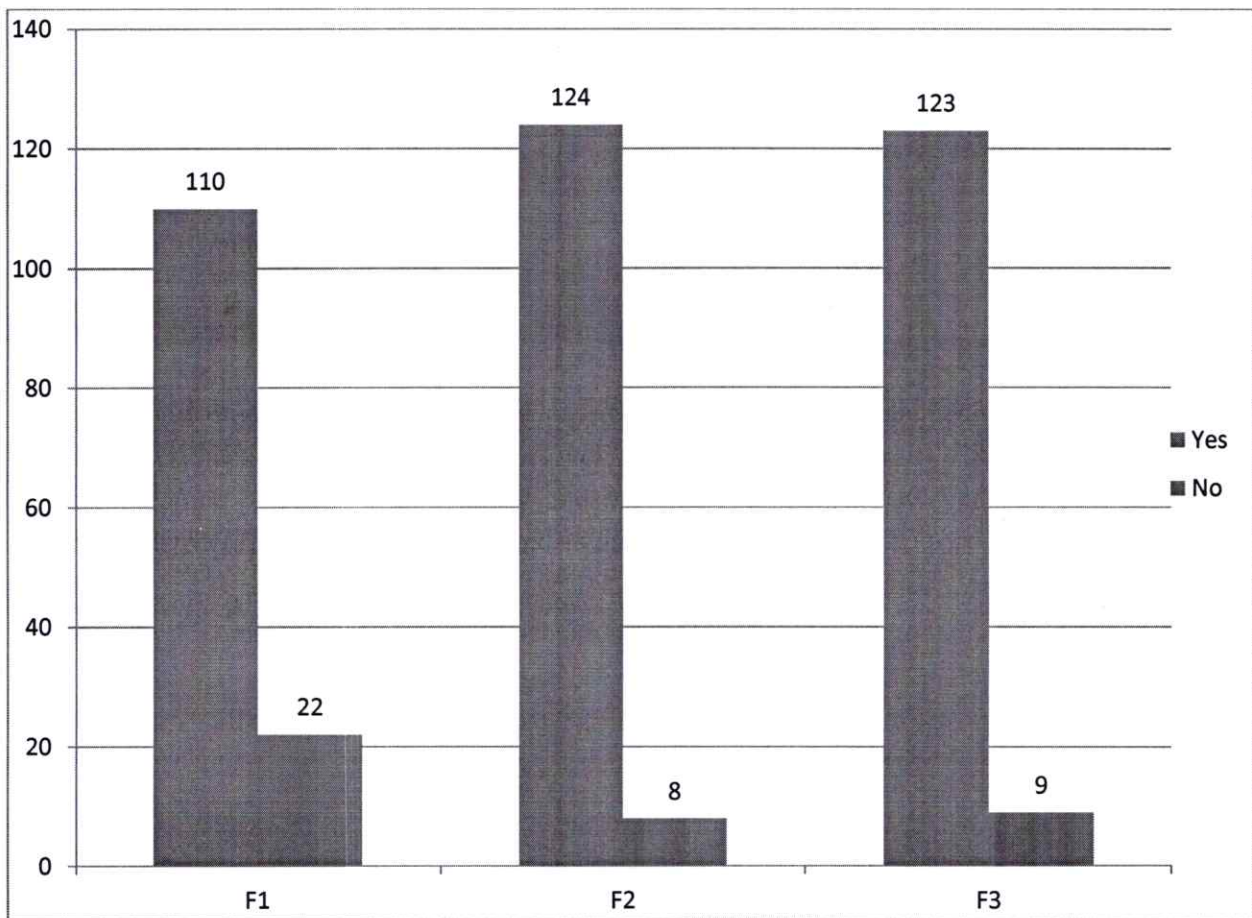
*Sanjeev Arora*

**ACCEPTANCE OF CURRICULUM AMONGST STUDENTS –**

1. F1: I found the curriculum easy and interesting
2. F2: The instructions given in the curriculum is easy to follow
3. F3: The syllabus has good balance between theory and practical exercises

	ACCEPTANCE		
	F1	F2	F3
Yes	110	124	123
No	22	8	9
<b>Total Responses</b>	<b>132</b>	<b>132</b>	<b>132</b>
Yes %	83.33333	93.93939	93.18182
No %	16.66667	6.060606	6.818182

83% of the respondents found the curriculum easy, which indicates that the curriculum is designed well according to the aptitude level of the students at large. 93% of the respondents found the balance right between theory and practical exercises. However, 6% of the students found the instructions in some of the subjects difficult to follow.



*Sanjeev Dora*

**REGISTRAR**  
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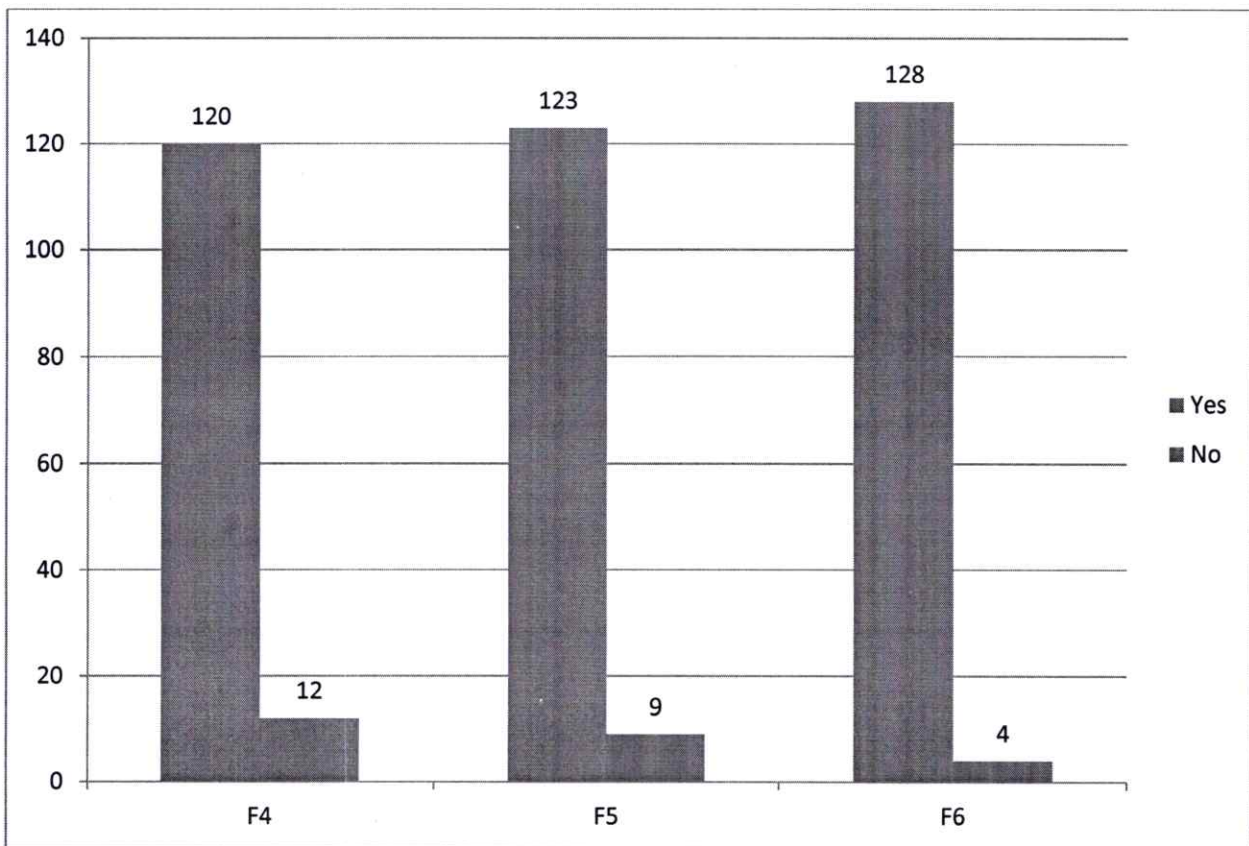
**PERCEIVED RELEVANCE OF THE CURRICULUM –**

- 4. F4: The subjects are relevant to my future job aspirations
- 5. F5: The subjects are very practical and seems applicable in daily life
- 6. F6: The course has helped me develop my personality

	PERCEIVED RELEVANCE		
	F4	F5	F6
Yes	120	123	128
No	12	9	4
<b>Total Responses</b>	<b>132</b>	<b>132</b>	<b>132</b>
Yes %	90.90909	93.18182	96.9697
No %	9.090909	6.818182	3.030303

97% of the respondents found that the curriculum has helped them develop their personality. 91% of the students found the subjects relevant according to their future job aspirations. 93% respondents found subjects practical and having application in real life.

The responses reflect the acceptance, usefulness and contemporary nature of the curriculum at the University.



*Samiul Haque*  
**REGISTRAR**  
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**MORADABAD.**

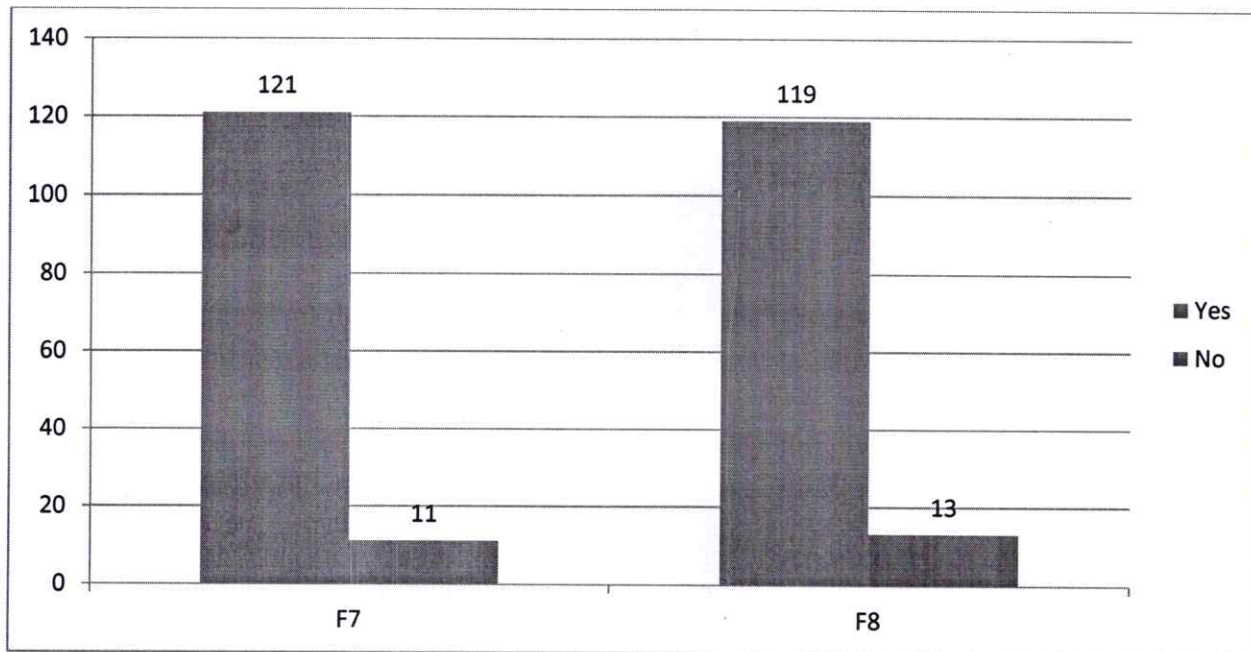
**SUPPORT MATERIAL FOR SUBJECTS (CURRICULUM) –**

- 7. F7: The reading material and references of the subject are easily available
- 8. F8: Course content is followed by corresponding reference materials?
- 9. F9: What other changes would you like to suggest improving the curriculum / course?

	SUPPORT MATERIAL	
	F7	F8
Yes	121	119
No	11	13
<b>Total Responses</b>	<b>132</b>	<b>132</b>
Yes %	91.66667	90.15152
No %	8.333333	9.848485

While, 90% of the respondents opined that they were provided with the reference material, 92% of the students shared that the required reading material is ubiquitously available.

The responses received for F9 were of subjective nature, which were collated and sent to the concerned stakeholders (departments / management) for further deliberation, suggestion and action.



**\*\*\* LAST PAGE OF THE REPORT \*\*\***

*Sanjeev Bora*

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**IFTM University, Moradabad, Uttar Pradesh**  
NAAC ACCREDITED

**TEACHERS' FEEDBACK REPORT**  
**SCHOOL OF BUSINESS MANAGEMENT**  
**2019-20**

*Sanjiv Dora*  
**REGISTRAR**  
**IFTM UNIVERSITY**  
**MORADABAD.**

## RESEARCH METHODOLOGY

<b>Data Type:</b>	Primary
<b>Data Collection Tool:</b>	Survey (Online)
<b>Sample Size:</b>	27
<b>Sample Frame:</b>	Teachers teaching at IFTM University in 2019-20 in School of Business Management
<b>Sampling:</b>	Probability Sampling
<b>Questionnaire:</b>	5-point Likert scale (Strongly Disagree – 1, Disagree – 2, Neither Agree Nor Disagree – 3, Agree – 4, Strongly Agree - 5)

Teachers are the backbone of any academic institute. No academic institute can thrive, unless its faculty is not satisfied. In its pursuit of excellence, IQAC at IFTM University conducts a teacher's survey every year; to learn about any scope of improvement in its functioning.

The survey attempted to capture the satisfaction level of teachers in reference to the following 6 areas viz.

1. Curriculum / Syllabus
2. Examination & Evaluation
3. Facilities
4. Course Content & Books
5. Freedom
6. Friendly & Favorable Environment

Performance in these areas gets measured through responses given to specific questions (factors) in the questionnaire (Teachers' Feedback Survey). In 2019-20, 27 faculty members participated in the survey. The findings of the survey 2019-20 on the above mentioned 6 areas are presented in the following section.

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IFTM UNIVERSITY  
MORADABAD.

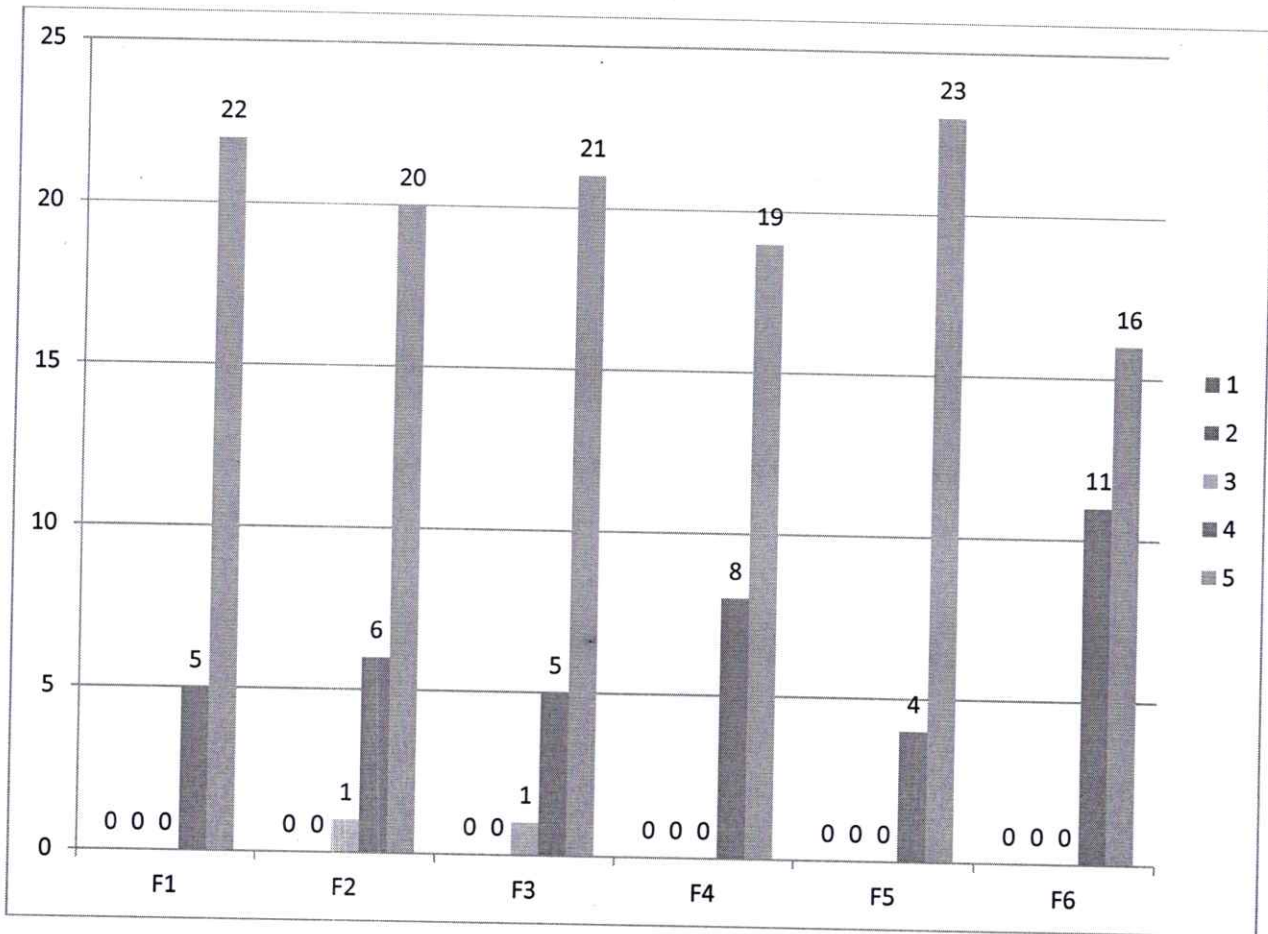
## CURRICULUM / SYLLABUS

The curriculum is the road map for a student. If well designed, it helps them embark upon the journey of personal joy and professional success.

1. F1: Syllabus is suitable to the course.
2. F2: Syllabus is need based.
3. F3: Aims and objectives of the syllabi are well defined and clear to teachers and students.
4. F4: The course/syllabus has good balance between theory and application.
5. F5: The course/syllabus has made me interested in the subject area.
6. F6: The course/syllabus of this subject increased my knowledge and perspective in the subject area.

All the respondents reflected their satisfaction towards the syllabus and agreed that the aims and objectives of syllabi are need based, well defined and clear to both teachers and students. All the respondents agreed that the syllabus is well curated and has made them inquisitive about the subject.

SYLLABUS / CURRICULUM							
	F1	F2	F3	F4	F5	F6	Average Rating
1	0	0	0	0	0	0	5
2	0	0	0	0	0	0	
3	0	1	1	0	0	0	
4	5	6	5	8	4	11	
5	22	20	21	19	23	16	
Average Rating	4.81	4.70	4.74	4.70	4.85	4.59	
No. of Participants in the survey	27	27	27	27	27	27	
% of teachers satisfied	100%	100%	100%	100%	100%	100%	
% of teachers dissatisfied	0%	0%	0%	0%	0%	0%	



Sanjeev Dsouza  
 REGISTRAR  
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 MORADABAD.

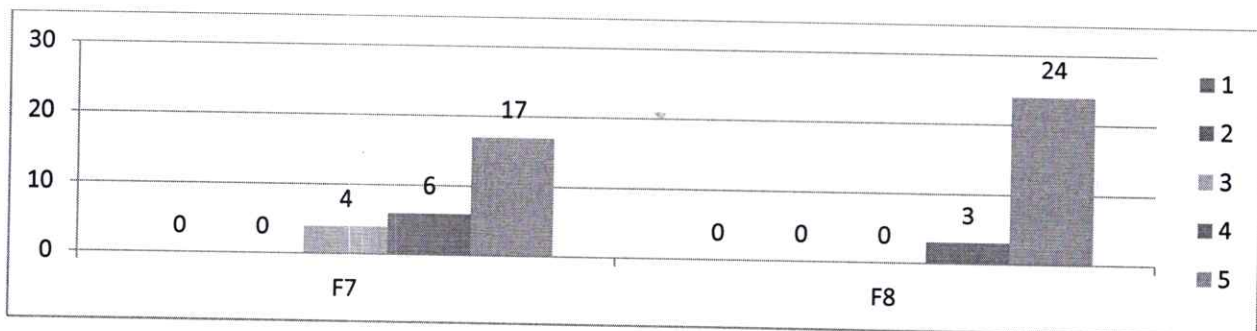
## EXAMINATION & EVALUATION

The examination and evaluation process at University is rigorous and conducive to the development of its students.

1. F7: The course/ programme of studies carries sufficient number of optional papers.
2. F8: Tests and examinations are conducted well in time with proper coverage of all units in the syllabus.

All the 27 respondents agreed that the examinations are conducted well on time and covers the entire syllabus. All the faculty members opined that the courses have sufficient optional papers.

EXAMINATION & EVALUATION			
	F7	F8	Average Rating
1	0	0	5
2	0	0	
3	4	0	
4	6	3	
5	17	24	
Average Rating	4.48	4.89	
No. of Participants in the survey	27	27	
% of teachers satisfied	100%	100%	
% of teachers dissatisfied	0%	0%	



*Sanjeev Arora*  
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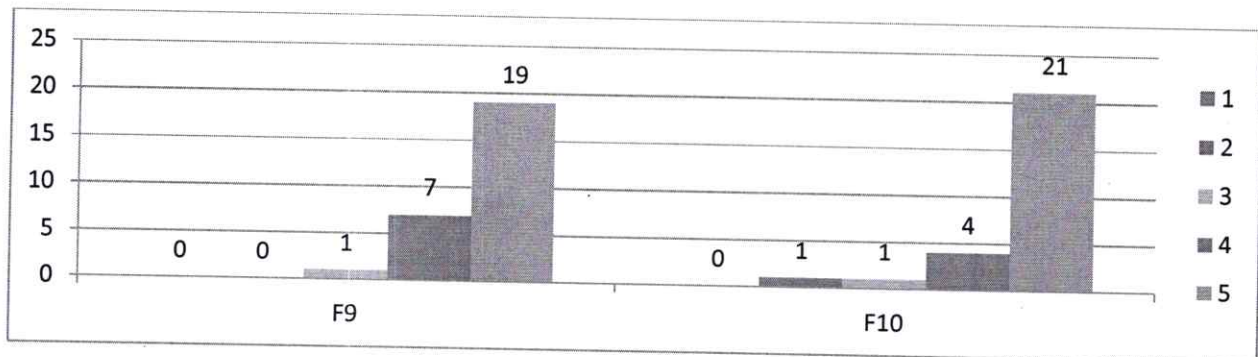
## FACILITIES

The University also believes that basic amenities like hygienic washrooms, a neat personal space to work, and reading room are essential to a teacher.

1. F9: Infrastructural facilities, such as teacher's rooms/carrels, class rooms, reading rooms and toilets are available in the Department.
2. F10: Staff canteen is available at the faculty level.

FACILITIES			
	F9	F10	Average Rating
1	0	0	5
2	0	1	
3	1	1	
4	7	4	
5	19	21	
Average Rating	4.67	4.67	
No. of Participants in the survey	27	27	
% of teachers satisfied	100%	96%	
% of teachers dissatisfied	0%	4%	

All the faculty members were found satisfied with various facilities and infrastructure meant for them; however meager 4% faculty members felt the need of a dedicated canteen.



## COURSE CONTENT & BOOKS

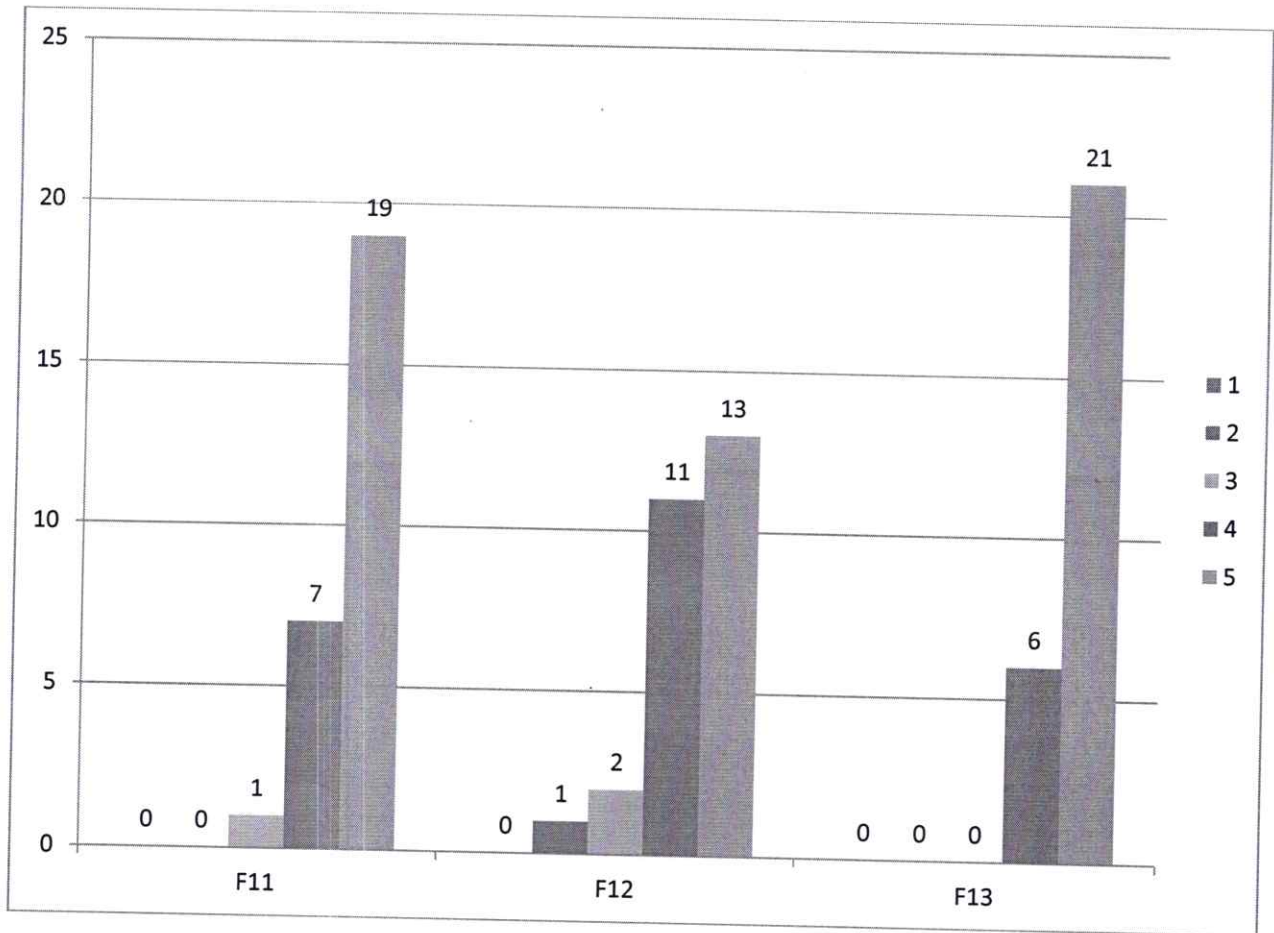
Availability of reference material, books and other forms of literature is important not only for students but teachers too. The performance on course content and books was measured through following 3 factors:

1. F11: Course content is followed by corresponding reference materials.
2. F12: Sufficient number of prescribed books is available in the library.
3. F13: The books prescribed/ listed as reference materials are relevant, updated appropriate.

All the respondents; agreed that the course content is followed by relevant reference material. However 4% felt that more copies of the prescribed books are required in the library.

COURSE CONTENT & BOOKS				
	F11	F12	F13	Average Rating
1	0	0	0	5
2	0	1	0	
3	1	2	0	
4	7	11	6	
5	19	13	21	
Average Rating	4.67	4.33	4.78	
No. of Participants in the survey	27	27	27	
% of teachers satisfied	100%	96%	100%	
% of teachers dissatisfied	0%	4%	0%	





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## FREEDOM

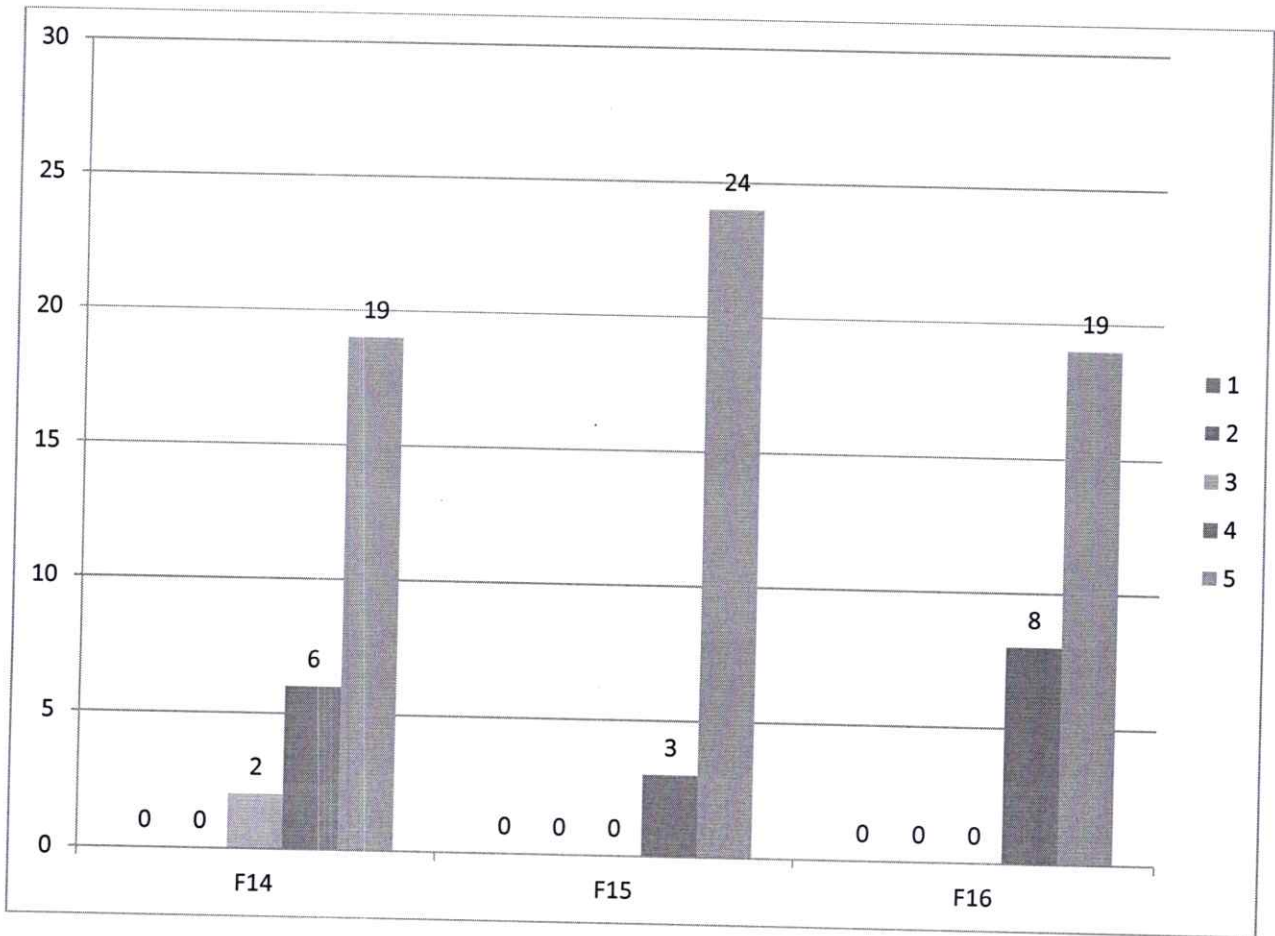
Freedom to bring novelty at work place, including in curriculum and pedagogy sans any reservations help an academician unleash his true potential. It not only benefits the academia but also enrich the experience of all the stake holders.

To measure performance in this area, responses were sought on the following factors –

1. F14: I have the freedom to propose, modify, suggest and incorporate new topics in the syllabus.
2. F15: I have the freedom to adopt new techniques/strategies of teaching such as seminar presentations, group discussions and learners' participation.
3. F16: I have the freedom to adopt/adapt new techniques/strategies of testing and assessment of students.

All the respondents agreed that they have the required freedom to try new pedagogies and evaluation techniques. They get sufficient opportunities to propose changes to the syllabus.

FREEDOM				
	F14	F15	F16	Average Rating
1	0	0	0	5
2	0	0	0	
3	2	0	0	
4	6	3	8	
5	19	24	19	
Average Rating	4.63	4.89	4.70	
No. of Participants in the survey	27	27	27	
% of teachers satisfied	100%	100%	100%	
% of teachers dissatisfied	0%	0%	0%	



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## FRIENDLY & FAVOURABLE ENVIRONMENT

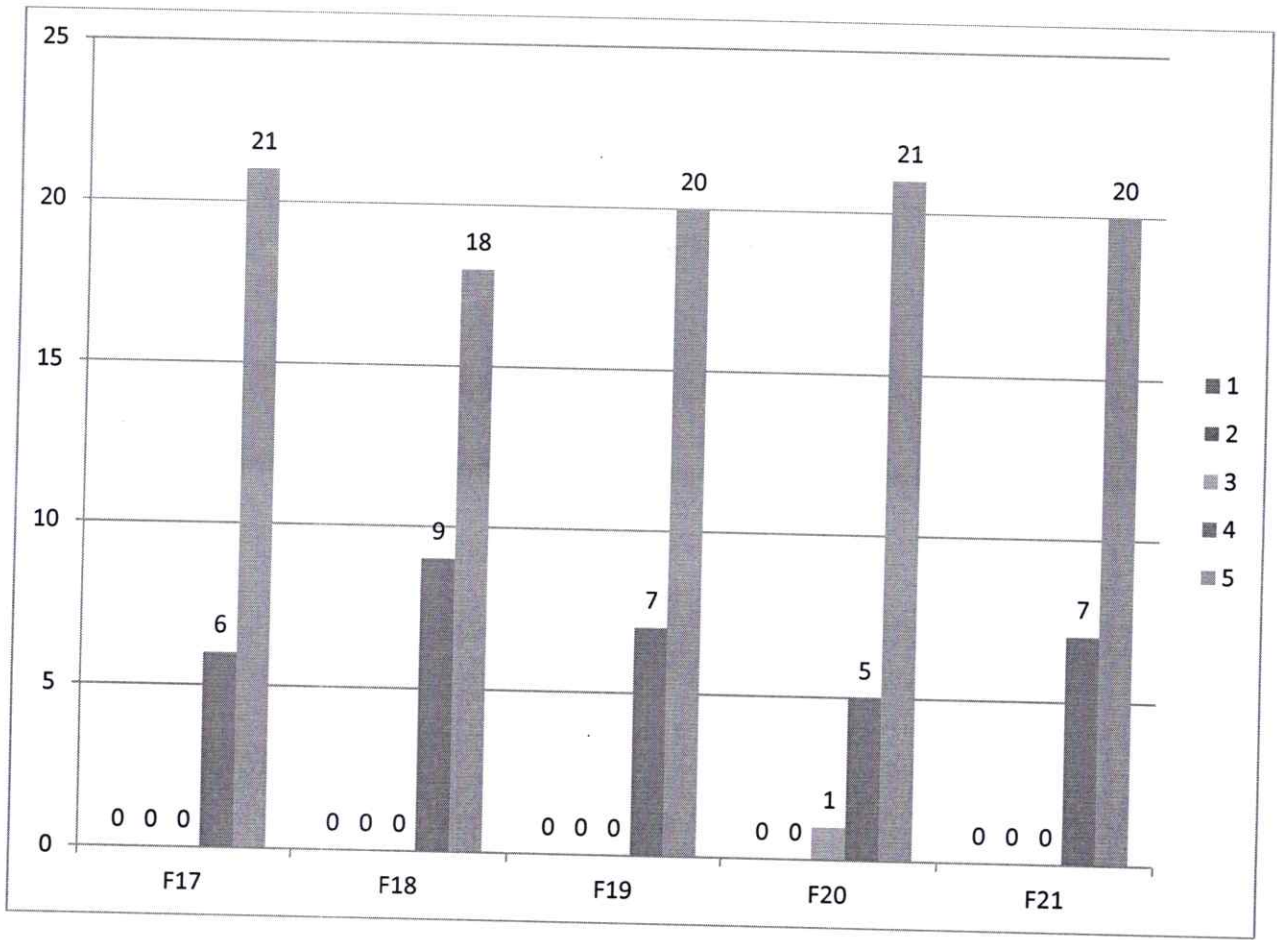
A friendly environment and favorable policies help faculty delivering their best. To measure the performance in this area, responses from faculty members were sought on the following factors –

1. F17: The environment in the department is conducive to teaching and research.
2. F18: The administration is teacher friendly.
3. F19: The University provides adequate and smooth support for projects and research facilities.
4. F20: The University provides adequate funding and support to faculty members for upgrading their skills and qualifications.
5. F21: Provisions for professional development are non-discriminatory and fair.

FRIENDLY & FAVOURABLE ENVIRONMENT						
	F17	F18	F19	F20	F21	Average Rating
1	0	0	0	0	0	5
2	0	0	0	0	0	
3	0	0	0	1	0	
4	6	9	7	5	7	
5	21	18	20	21	20	
Average Rating	4.78	4.67	4.74	4.74	4.74	
No. of Participants in the survey	27	27	27	27	27	
% of teachers satisfied	100%	100%	100%	100%	100%	
% of teachers dissatisfied	0%	0%	0%	0%	0%	

All the faculty members agreed that the environment at the University and its policies are conducive for teaching and undertaking research projects. All the respondents agreed that the support they get from the administration has enabled them to perform their duties in a better manner. The same number of respondents also agreed that University provides adequate support for project and research projects.

  
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**IFTM University, Moradabad, Uttar Pradesh**  
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**ALUMNI FEEDBACK REPORT**  
**SCHOOL OF BUSINESS MANAGEMENT**  
**2019-20**

*Sanjeev D. Rawf*  
**REGISTRAR**  
IFTM UNIVERSITY  
MORADABAD.

## RESEARCH METHODOLOGY

<b>Data Type:</b>	Primary
<b>Data Collection Tool:</b>	Survey (Online)
<b>Sample Size:</b>	16
<b>Sample Frame:</b>	Individuals who have been student at IFTM University in School of Business Management and passed out before 2019-20
<b>Sampling:</b>	Non Probability
<b>Questionnaire:</b>	5-point Likert scale (with 5 being most satisfied and 1 being least satisfied)

\* Scale with 5 points viz. *excellent, very good, good, average and poor* is interpreted and presented as satisfied and dissatisfied.

\*\* Responses excellent, very good and good are interpreted as *satisfied respondent* and responses average and poor are interpreted as dissatisfied.

*Sanjeev D. Rawat*  
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Alumni of any institute or a University are the true reflections of the quality of services rendered there. They are the ones having the complete experience, and their suggestions are evenhanded and valuable.

To learn about any possible need for improvement, the University tries to connect with its alumni every year. An online survey is administered to get their feedback, improve its functioning and fix any shortcoming if found.

The survey attempted to capture the satisfaction level of alumni in reference to the following 4 areas viz.

1. University Facilities & Overall Infrastructure
2. Grievances, Facilities & Academic Initiatives
3. Educational Objectives of the Program
4. Feedback about Training & Placement Cell

Performance in these areas gets measured through responses given to specific questions (factors) in the questionnaire (Alumni Feedback Survey). In 2019-20, responses could be elicited from 16 alumni.

*Sanjeev D. Patel*  
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## University Facilities & Overall Infrastructure:

To evaluate the performance on this parameter, questions were asked in reference to 17 factors viz.

1. F1: Admission Procedure
2. F2: Fee structure
3. F3: Environment
4. F4: Infrastructure & Lab facilities
5. F5: Faculty
6. F6: Project Guidance
7. F7: Quality of support material
8. F8: Training & Placement
9. F9: Library
10. F10: Canteen Facilities
11. F11: Hostel Facilities
12. F12: Overall Rating of the University
13. F13: Alumni Association/Network of Old Friends
14. F14: Caliber of students passing out of this University
15. F15: Professional courses and their suitability to the Industry
16. F16: Learning experience in terms of their relevance to the real life application
17. F17: Significance of the course(s) that you learnt in relation to your current job

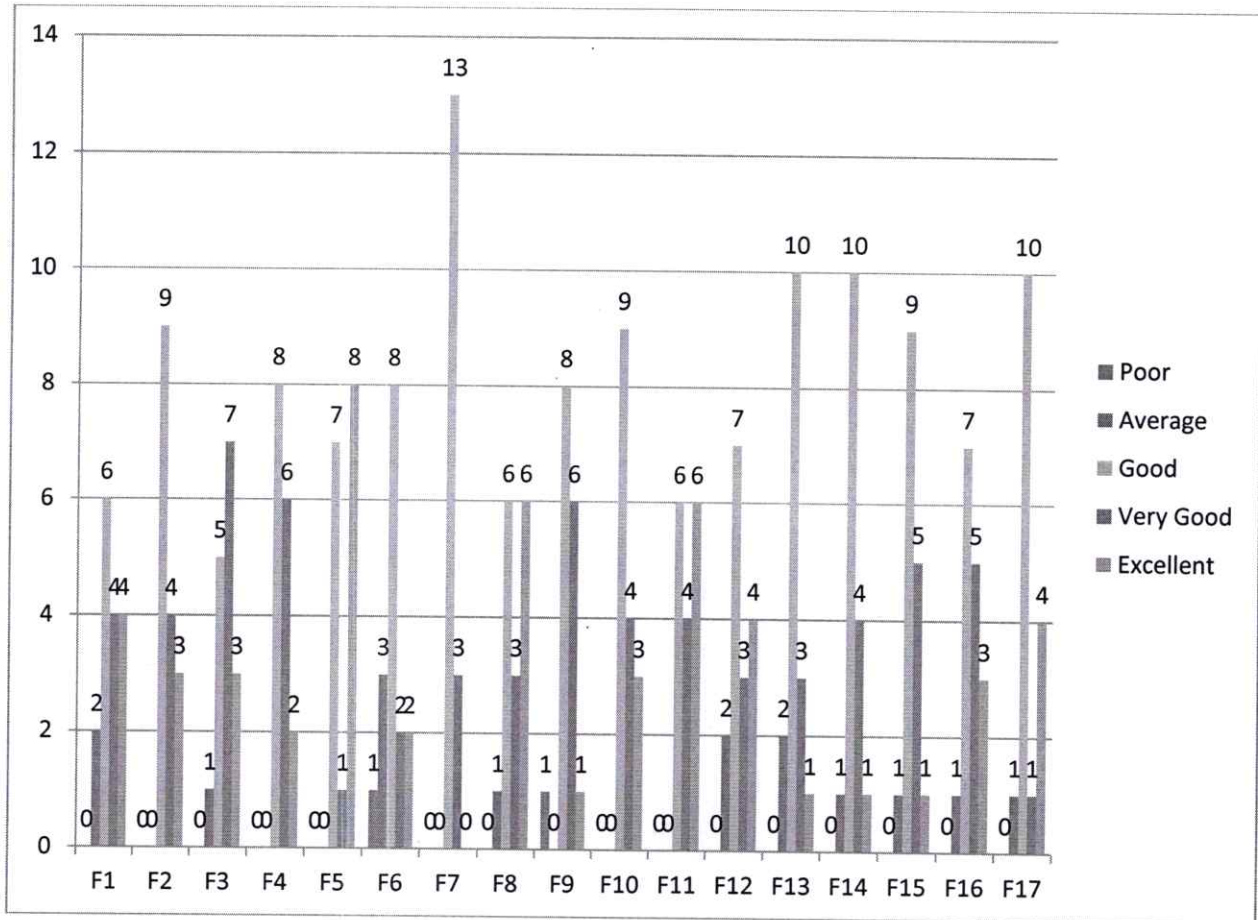
100% of respondents were found satisfied with the fee structure at the University and the faculty at the University. The same number of respondents was also happy with the quality of support material provided at the University. The quality of the support material provided to the students was seen as satisfactory by all the respondents. 94% of the alumnus shared their satisfaction with the environment of the campus and its library. Of all the respondents 94% also agreed that the course they have learnt at the University is in synchronization with their current work profile and the learning they got in the course is helping them expedite their job responsibilities. Overall also, 88% of the respondents voiced their satisfaction from the services rendered at the University.

However, 13% respondents felt that the admission procedure needs some adjustments to make it friendlier for the aspirants. 16% of the respondents opined that their peers were below par. The survey also unveiled that the training and placement cell of the University may need juggle to live up to the expectations of the students. 6% respondents felt there is a need for it.

	Poor	Average	Good	Very Good	Excellent	Total Responses	Satisfied Percentage	Not Satisfied Percentage
F1	0	2	6	4	4	16	88	13
F2	0	0	9	4	3	16	100	0
F3	0	1	5	7	3	16	94	6
F4	0	0	8	6	2	16	100	0
F5	0	0	7	1	8	16	100	0
F6	1	3	8	2	2	16	75	25
F7	0	0	13	3	0	16	100	0
F8	0	1	6	3	6	16	94	6
F9	1	0	8	6	1	16	94	6
F10	0	0	9	4	3	16	100	0
F11	0	0	6	4	6	16	100	0
F12	0	2	7	3	4	16	88	13
F13	0	2	10	3	1	16	88	13
F14	0	1	10	4	1	16	94	6
F15	0	1	9	5	1	16	94	6
F16	0	1	7	5	3	16	94	6
F17	0	1	10	1	4	16	94	6

Overall, the survey found that the respondents were satisfied with the facilities and infrastructure of the University. The average of rating of all the factors churned *very good* for facilities and infrastructure of the University.

Sanjeev Daxal  
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*Sanjeev Dhand*  
 REGISTRAR  
 IFTM UNIVERSITY  
 MORADABAD.

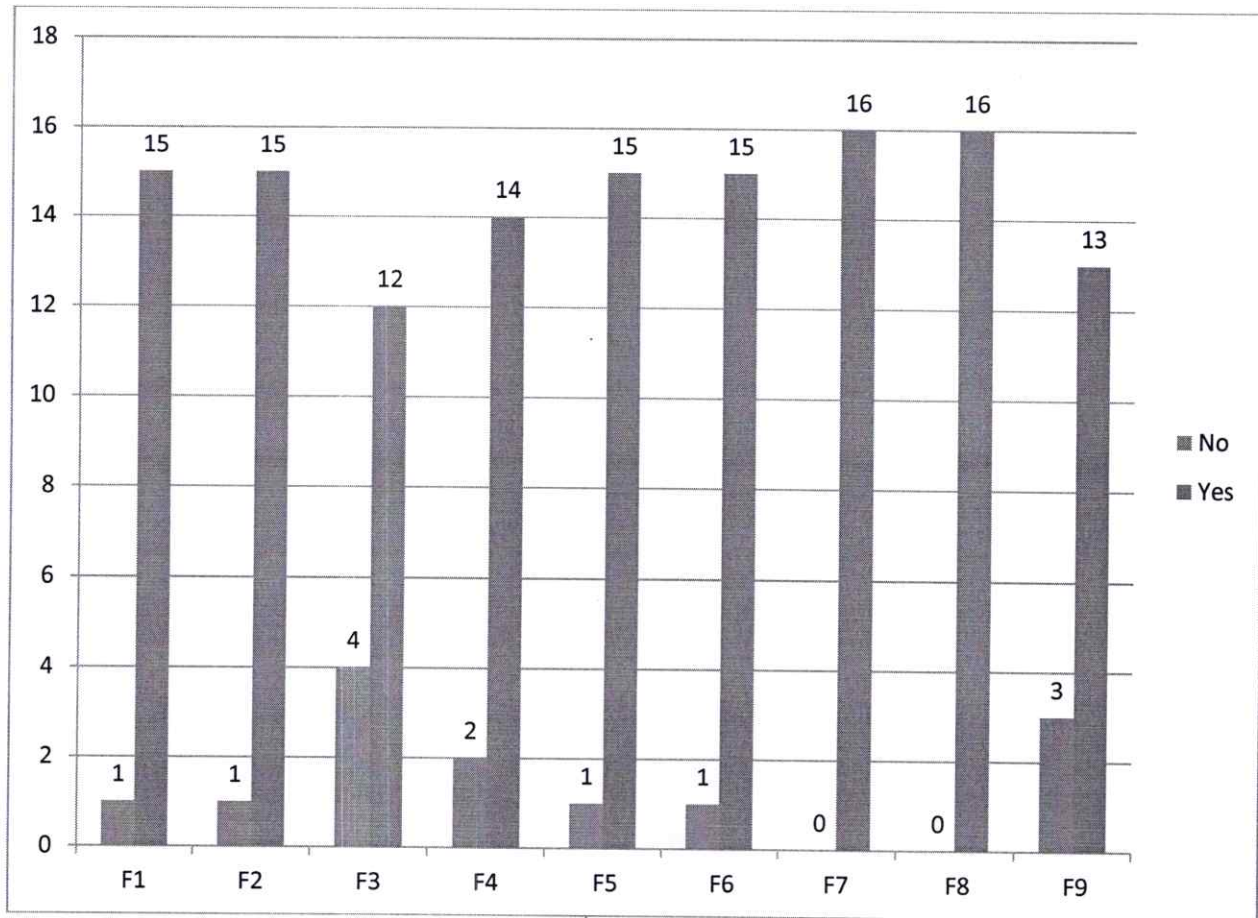
### Grievances, Facilities & Academic Initiatives:

Responses were also sought to capture the opinion of alumni about the different aspects of the University including handling of grievances, adequacy of various facilities and academic initiatives being taken by the University. The factors / questions are as follows:

1. F1: Do you feel proud to be associated with IFTM University as an Alumnus?
2. F2: Would you like to join the Department/School Alumni Association?
3. F3: Have you participated in any Alumni meet as of now (organized by your parent department)?
4. F4: Are you willing to contribute to the development of the Department/School?
5. F5: Were your grievances properly handled at the Department/School/University? [As a Student]
6. F6: Were your grievances properly handled at the Department/School/University? [As an Alumnus]
7. F7: Have you obtained sufficient know-how (both in theory and practice) at IFTMU?
8. F8: Is the education imparted at IFTMU useful and relevant in your present job?
9. F9: Were the Head of the Department & Teachers cooperative?

	No	Yes	Grand Total	Agreed Percentage	Disagreed Percentage
F1	1	15	16	94	6
F2	1	15	16	94	6
F3	4	12	16	75	25
F4	2	14	16	88	13
F5	1	15	16	94	6
F6	1	15	16	94	6
F7	0	16	16	100	0
F8	0	16	16	100	0
F9	3	13	16	81	19

*Sanjiv D. D. D.*  
**REGISTRAR**  
**IFTM UNIVERSITY**  
**MORADABAD.**

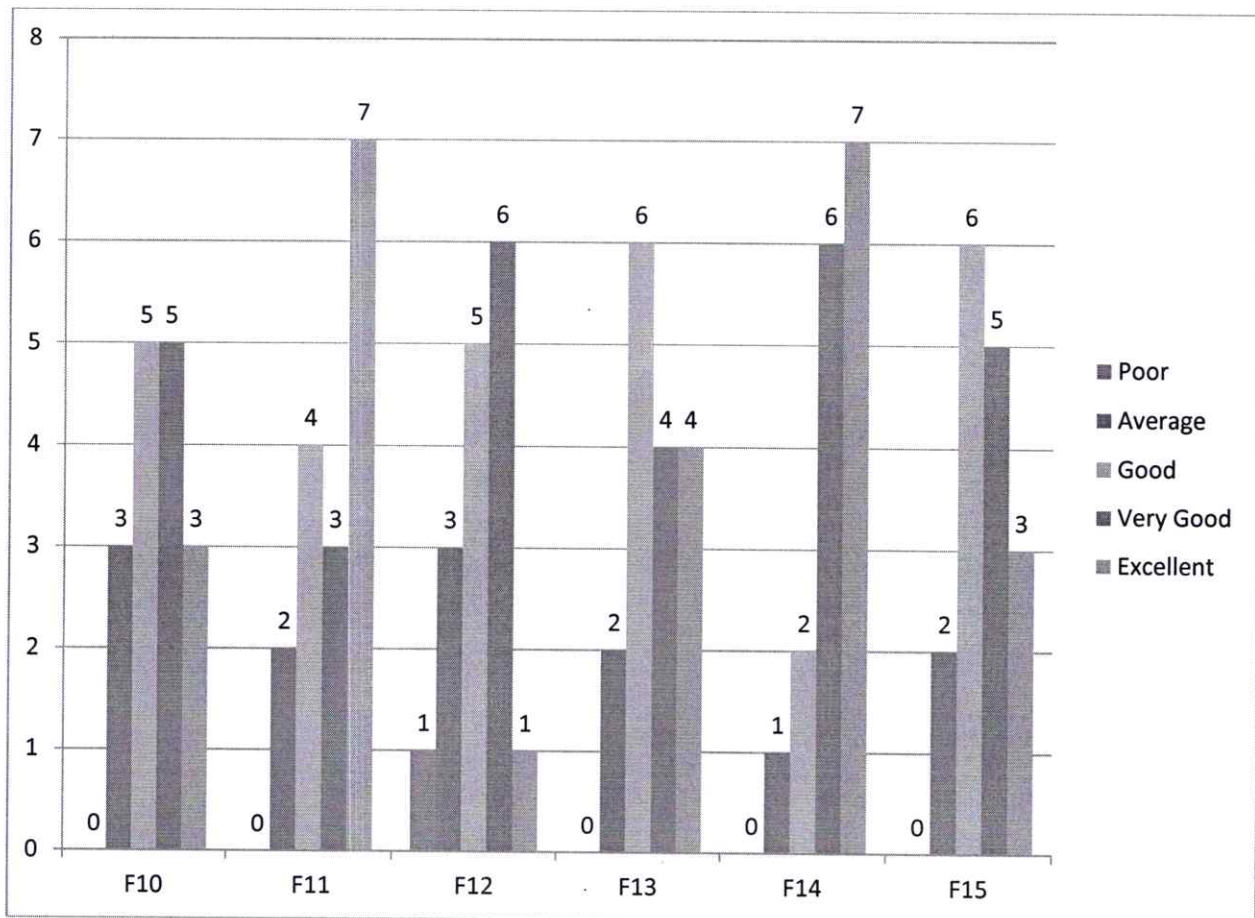


94% of the respondents take pride in being alumni of the University and were willing to join the alumni association of the University. 81% alumni found their faculty cooperative. However, 25% of them were found having not participated in any of the alumni meet. 13% of them were unwilling to contribute to the development of their department.

*Sanjiv D. Rawal*  
 REGISTRAR  
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- 10. F10: Laboratories & Equipment's facilities
- 11. F11: Library/Seminar/Reading Room
- 12. F12: Computer Facilities
- 13. F13: Internet & Wi-Fi
- 14. F14: Sports and Cultural
- 15. F15: Classrooms

	Poor	Average	Good	Very Good	Excellent	Grand Total	Satisfied Percentage	Not Satisfied Percentage
F10	0	3	5	5	3	16	81	19
F11	0	2	4	3	7	16	88	13
F12	1	3	5	6	1	16	75	25
F13	0	2	6	4	4	16	88	13
F14	0	1	2	6	7	16	94	6
F15	0	2	6	5	3	16	88	13



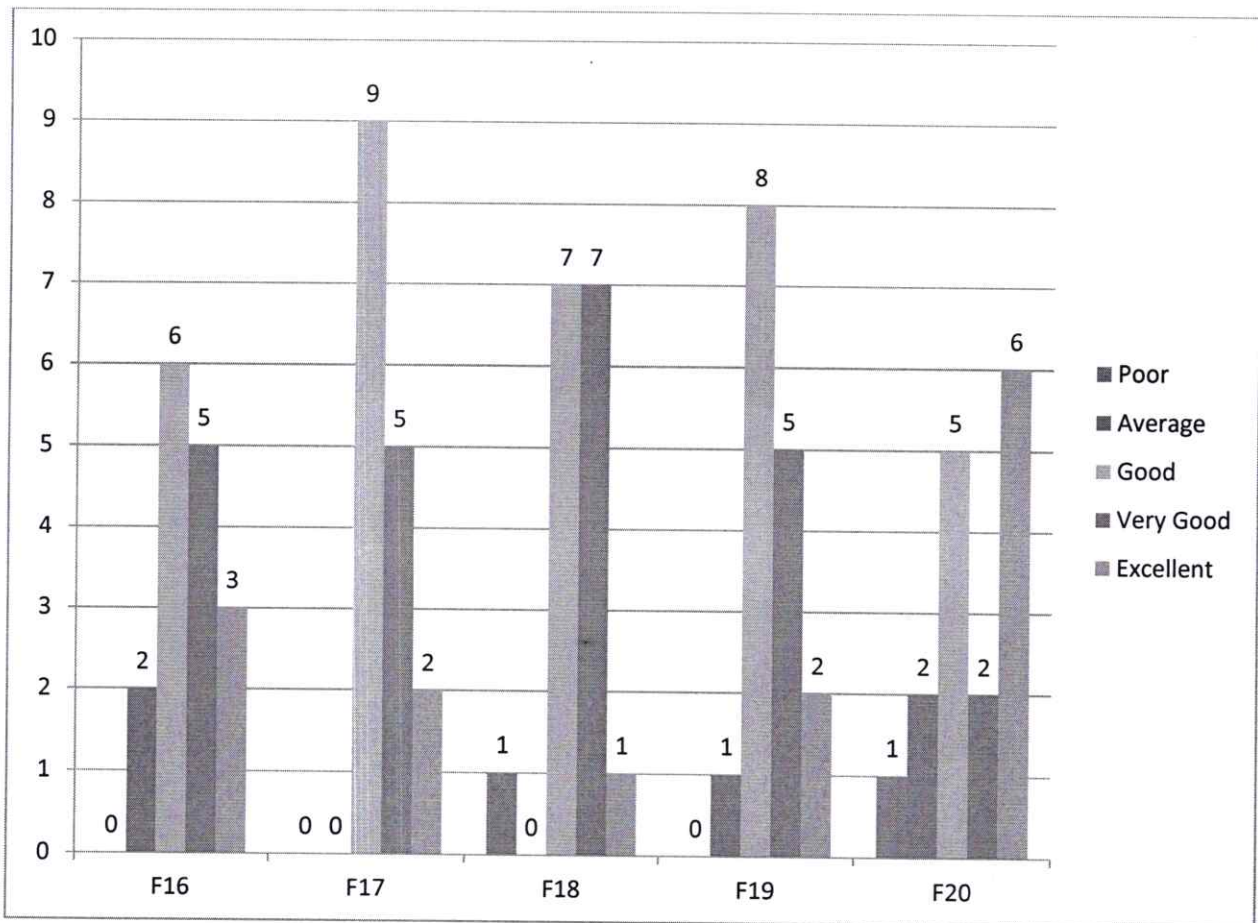
*Sanjeev Doraud*  
**REGISTRAR**  
 IFTM UNIVERSITY  
 MORADABAD

The adequacy of different facilities being provided to the students at the University was also patterned. 94% of the alumni were found happy about the sports and cultural events, organized by the University at regular intervals. 88% of the erstwhile students were found satisfied with the library of the University. However, the survey also revealed that laboratories, computer facilities and classrooms may need refurbishment, to align with the ever rising expectations of the modern day student.

*Sanjeev D. Singh*  
REGISTRAR  
IFTM UNIVERSITY  
MORADABAD.

- 16. F16: Industry Oriented Projects (if applicable)
- 17. F17: Seminars & Workshop
- 18. F18: Guest Lectures
- 19. F19: Special Training Classes for bridging Industry/Academic gap
- 20. F20: Student Development Activities organized by the University

	Poor	Average	Good	Very Good	Excellent	Grand Total	Satisfied Percentage	Not Satisfied Percentage
F16	0	2	6	5	3	16	88	13
F17	0	0	9	5	2	16	100	0
F18	1	0	7	7	1	16	94	6
F19	0	1	8	5	2	16	94	6
F20	1	2	5	2	6	16	81	19



*Sanjiv Arora*  
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The University undertakes many academic initiatives for the holistic development of its students and the survey also included the questions to capture the opinion of the alumni in this regard. While most of the students reflected their satisfaction from seminars, guest lectures organized by respective departments, 6% respondents opined that special training classes shall be organized to bridge the industry-academia gap.

Overall, 81% of the respondents shared their satisfaction from the initiatives being taken by the University, for the overall development of the students.

*Sanjeev Bhatnagar*  
REGISTRAR  
IFTM UNIVERSITY  
MORADABAD.

### Regarding Program Educational Objectives:

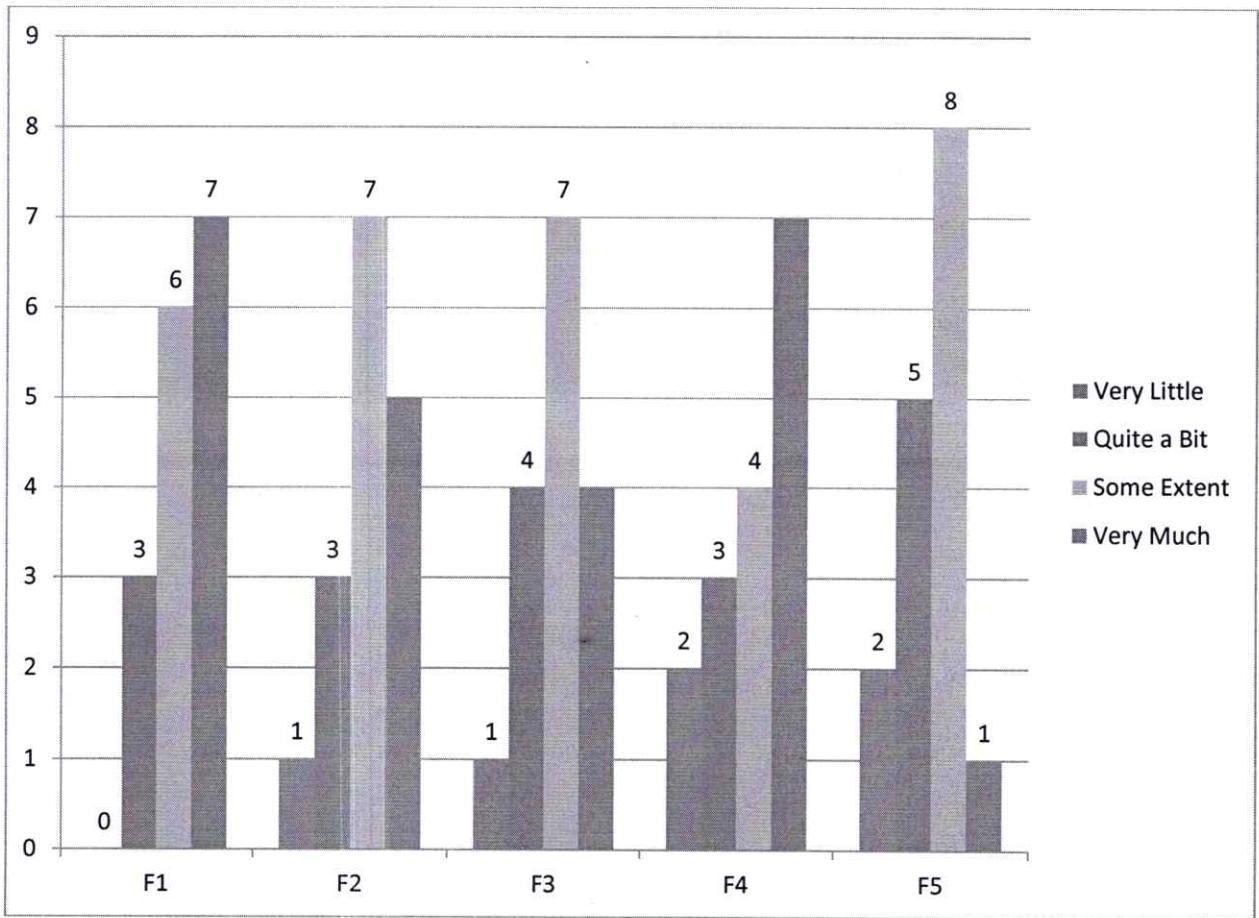
To evaluate the performance on this parameter, questions were asked in reference to 5 factors viz.

1. F1: To educate students for graduate and postgraduate programs and to help them succeed in their chosen/ related fields.
2. F2: Core Competence: To provide students with sound knowledge in their chosen area.
3. F3: Breadth: To train students with knowledge relating to an array of professional fields undertaken so as to comprehend, analyze, design, and create innovative products and find solutions to improve the quality of life
4. F4: Professionalism: To create professionally superior and ethically strong global manpower and to uphold moral values. With effective communication skills, teamwork skills, multidisciplinary approach, and an ability to improve the quality of life.
5. F5: Learning Environment: To create an intellectual environment for research and development aware of emerging technologies leading to continual learning needed for a successful professional career, to create a center of excellence develop technocrats and business leaders.

All the students agreed that the educational program of the University has helped them succeed in their chosen field. These students testified that the University has been successful in achieving its program objectives to a great extent. 94% respondents agreed that they got to develop core competency in the chosen subject area and they have sound knowledge of it. They feel that it has helped them become successful professionals.

However, 13% respondents felt that the University should do more to create an environment more conducive for research and development.

	Very Little	Quite a Bit	Some Extent	Very Much	Total Responses	Satisfied Percentage	Not Satisfied Percentage
F1	0	3	6	7	16	100	0
F2	1	3	7	5	16	94	6
F3	1	4	7	4	16	94	6
F4	2	3	4	7	16	88	13
F5	2	5	8	1	16	88	13



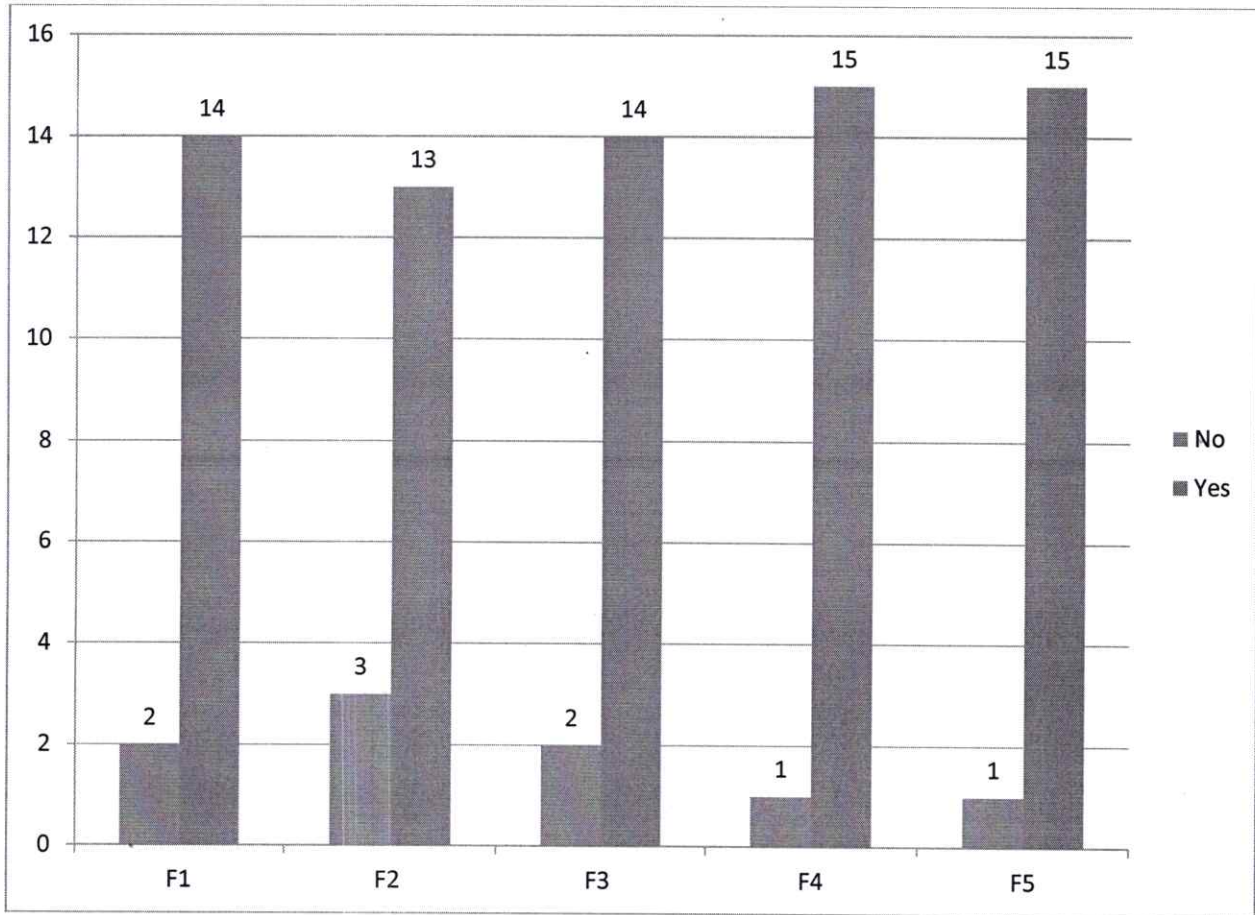
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### Feedback about Training & Placement Cell:

1. F1: Has the Training & Placement (T&P) Cell provided ample on campus placement opportunities?
2. F2: Has the Placement Cell provided sufficient off campus placement opportunities?
3. F3: Did you ever avail Career counseling and guidance for higher studies from Placement Cell?
4. F4: If you are invited to deliver a Guest Lecture/a Special Talk/a Motivational Session for your juniors, will you be interested?
5. F5: Do you receive communications from the University/parent department through Mails/ Calls/SMS etc?

	No	Yes	Grand Total	Agreed Percentage	Disagreed Percentage
F1	2	14	16	88	13
F2	3	13	16	81	19
F3	2	14	16	88	13
F4	1	15	16	94	6
F5	1	15	16	94	6

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94% of the alumni shared their willingness to deliver a session for the ongoing batches at the University. 94% of them agreed that they often receive communication from the placement cell of the University. However, approx. 19% of the students were found discontented with the number of placement opportunities provided to them.

*Sanjeev Dora*

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NAAC ACCREDITED

**EMPLOYERS' FEEDBACK REPORT**  
**SCHOOL OF BUSINESS MANAGEMENT**  
**2019-20**

*Sanjeev Dora*  
**REGISTRAR**  
**IFTM UNIVERSITY**  
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## RESEARCH METHODOLOGY

<b>Data Type:</b>	Primary
<b>Data Collection Tool:</b>	Survey (Online)
<b>Sample Size:</b>	11
<b>Sample Frame:</b>	Business Organizations which have provided employment to the students of IFTM University from School of Business Management
<b>Sampling:</b>	Non Probability (Convenience)
<b>Questionnaire:</b>	5-point Likert scale (with 5 being most satisfied and 1 being least satisfied)

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Making student employable is one of the most important outcomes of all the efforts an academic institute puts in. At IFTM University, the faculty works very closely with the students in helping them develop the required skills and competencies. To stay on course, the University conducts an employers' survey and seek their opinion about the students placed with them. This feedback from the corporate helps us make necessary adjustments to our way of working and guides the future course of action.

The responses from the employer are sought in the following 6 areas viz.

1. Group Behavior & Soft Skills
2. Technical Skills
3. Creative & Innovation
4. Functional Competency
5. Leadership Skills
6. Employers' Satisfaction & Future Intention

Performance in these areas gets measured through responses given to specific questions (factors) in the questionnaire (Employers' Survey). In 2019-20, 11 recruiters responded to the survey. The findings of the survey 2019-20 on the above mentioned 6 areas are presented in the following section.

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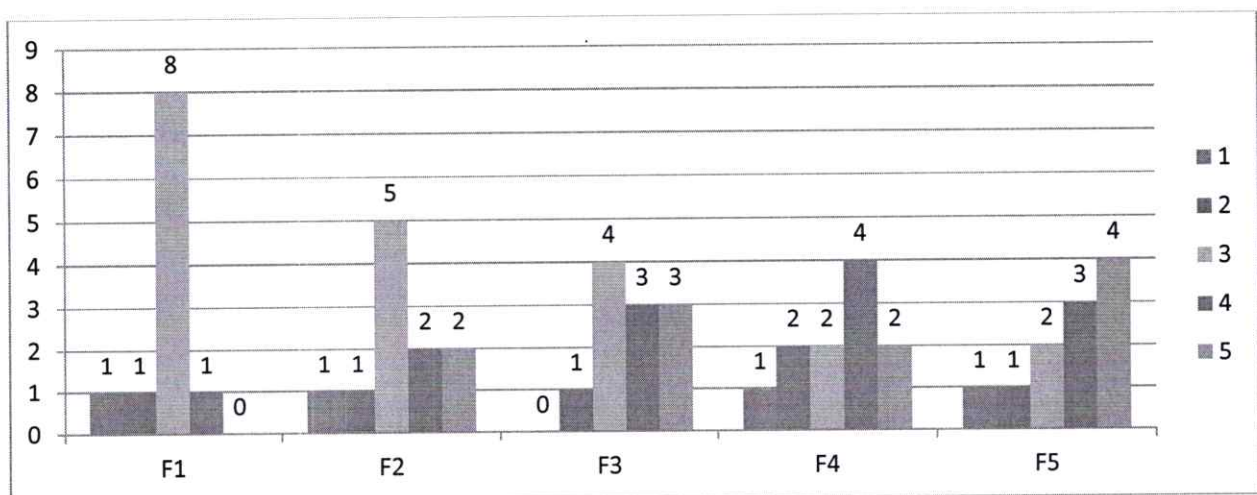
## GROUP BEHAVIOUR & SOFT SKILLS

Amongst the many factors of success in corporate, is group behavior and soft skills. Individuals, who fail to foster good professional relationships at work place, fail to succeed. Alongside good communication skills individuals are expected to be self-motivated and self-driven. In contemporary world, students are expected to be good team players and one with high social quotient. The performance on this parameter was measured through following 5 factors -

- a. F1: General Communication Skills
- b. F2: Self-motivated and taking on appropriate level of responsibility
- c. F3: Involvement in social activities
- d. F4: Relationship with seniors/peers/subordinates
- e. F5: Working as part of a team

11 employers responded to the survey and 82% of them found that students have satisfactory communication skills. The employers found the students self-driven and have good people skills. 91% of them also appreciated the students for the social activities they participated in.

GROUP BEHAVIOUR & SOFT SKILLS							
	1	2	3	4	5	Satisfied %	Dissatisfied %
F1	1	1	8	1	0	82	18
F2	1	1	5	2	2	82	18
F3	0	1	4	3	3	91	9
F4	1	2	2	4	2	73	27
F5	1	1	2	3	4	82	18



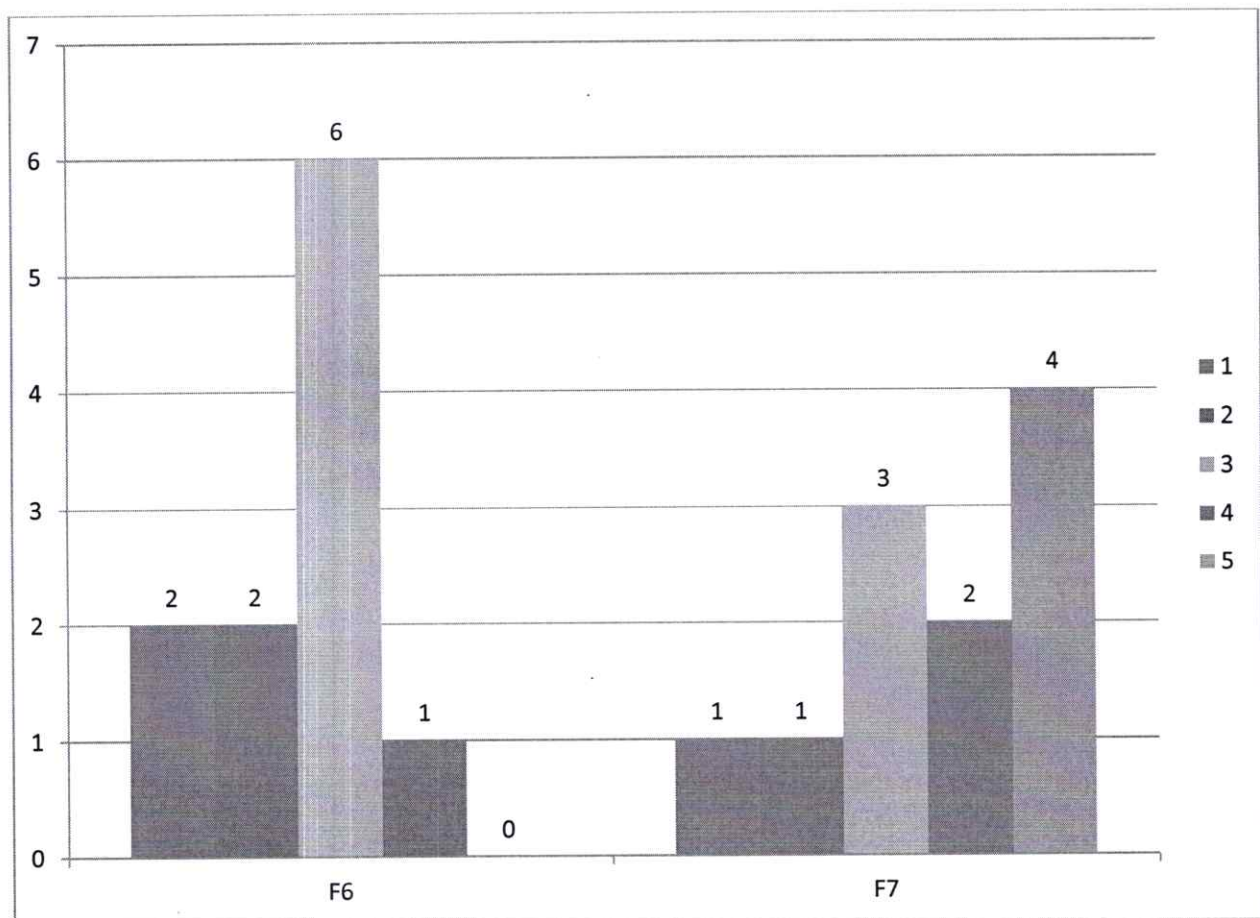
## TECHNICAL SKILLS

The managers shared their observation about the technical competencies of the students they recruited from the University. The performance on this parameter was measured through various factors viz.

- a. F6: Technical knowledge/skill
- b. F7: Using technology and workplace equipment.

Most of the reporting managers found the students having sufficient know how of modern workplace technologies. However, many of them found students lacking the core technical skills.

TECHNICAL SKILLS							
	1	2	3	4	5	Satisfied %	Dissatisfied %
F6	2	2	6	1	0	64	36
F7	1	1	3	2	4	82	18



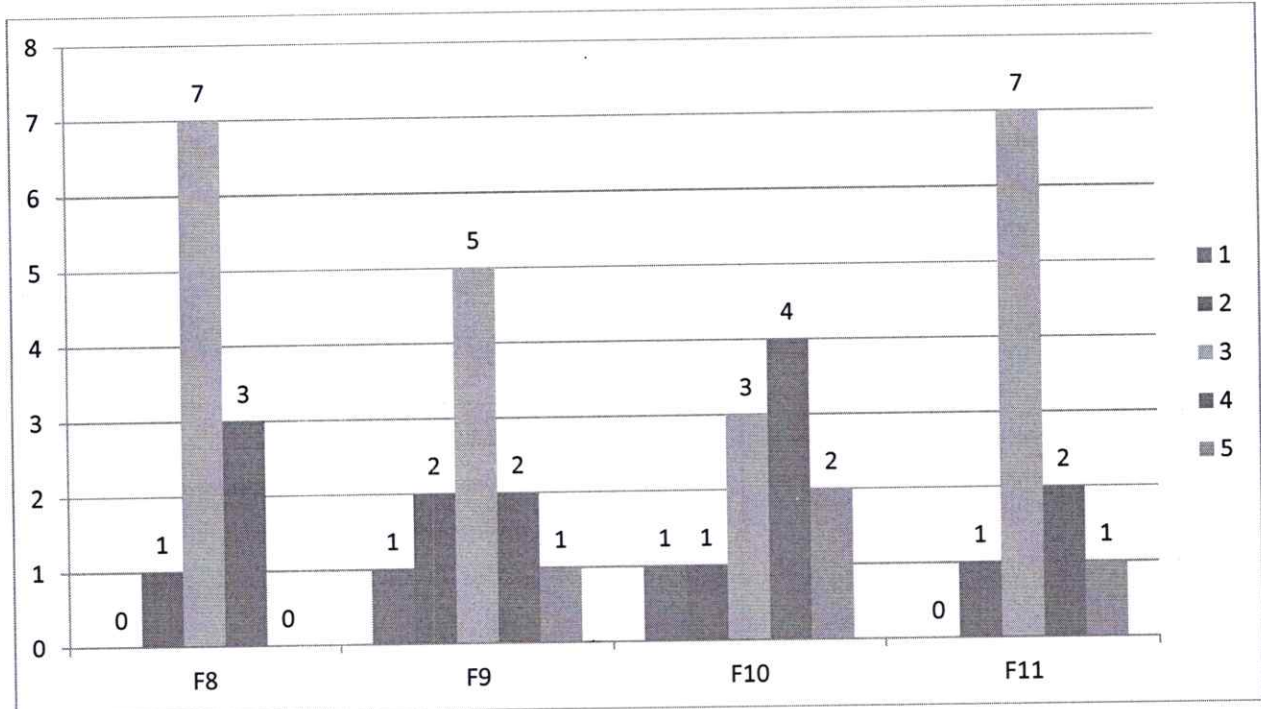
## CREATIVE & INNOVATIVE

Novelty in ideas is a much desired trait in these turbulent times with unprecedented challenges. The students who joined the industry were evaluated with the help of following factors.

- a. F8: Creative in response to workplace challenges
- b. F9: Developing practical solutions to work place problems
- c. F10: Open to new ideas and learning new techniques
- d. F11: Innovativeness and creativity

While 91% of the employers found the new recruits as innovative and creative, 18% found them not open to new ideas and learning. 27% respondents found the students requiring to improve their ability to develop solutions to work place problems.

CREATIVE & INNOVATIVE							
	1	2	3	4	5	Satisfied %	Dissatisfied %
<b>F8</b>	0	1	7	3	0	91	9
<b>F9</b>	1	2	5	2	1	73	27
<b>F10</b>	1	1	3	4	2	82	18
<b>F11</b>	0	1	7	2	1	91	9

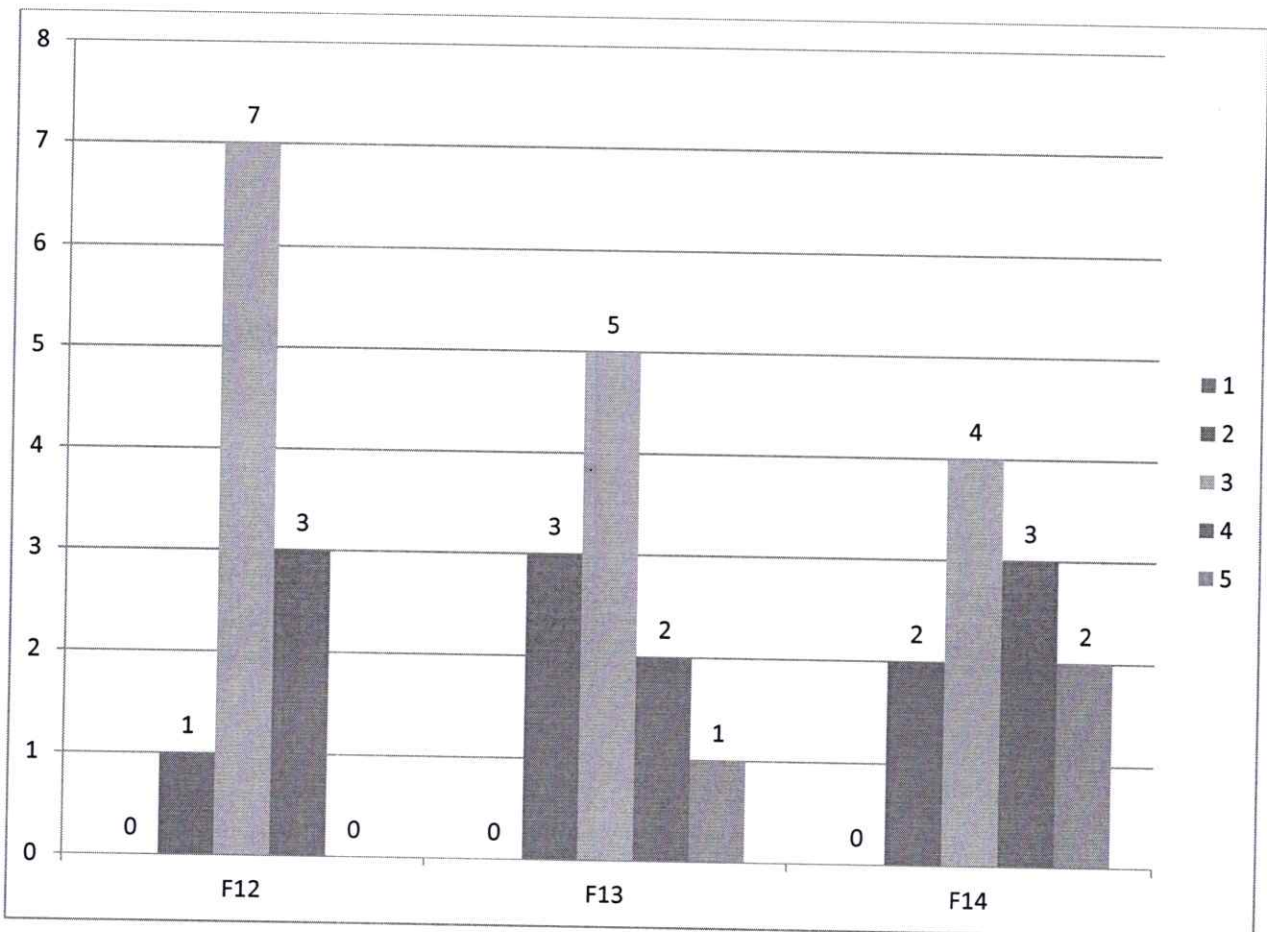


## FUNCTIONAL COMPETENCY

The functional competency of the newly inducted professionals was found above average. Employers felt that the students need to be mentally prepared for the demands of the industry. They found that students should become more willing to take up extra responsibility and work in wee hours.

- a. F12: Ability to take up extra responsibility.
- b. F13: Ability to contribute to the goal of the organization
- c. F14: Obligation to work beyond schedule if required

FUNCTIONAL COMPETENCY							
	1	2	3	4	5	Satisfied %	Dissatisfied %
<b>F12</b>	0	1	7	3	0	91	9
<b>F13</b>	0	3	5	2	1	73	27
<b>F14</b>	0	2	4	3	2	82	18



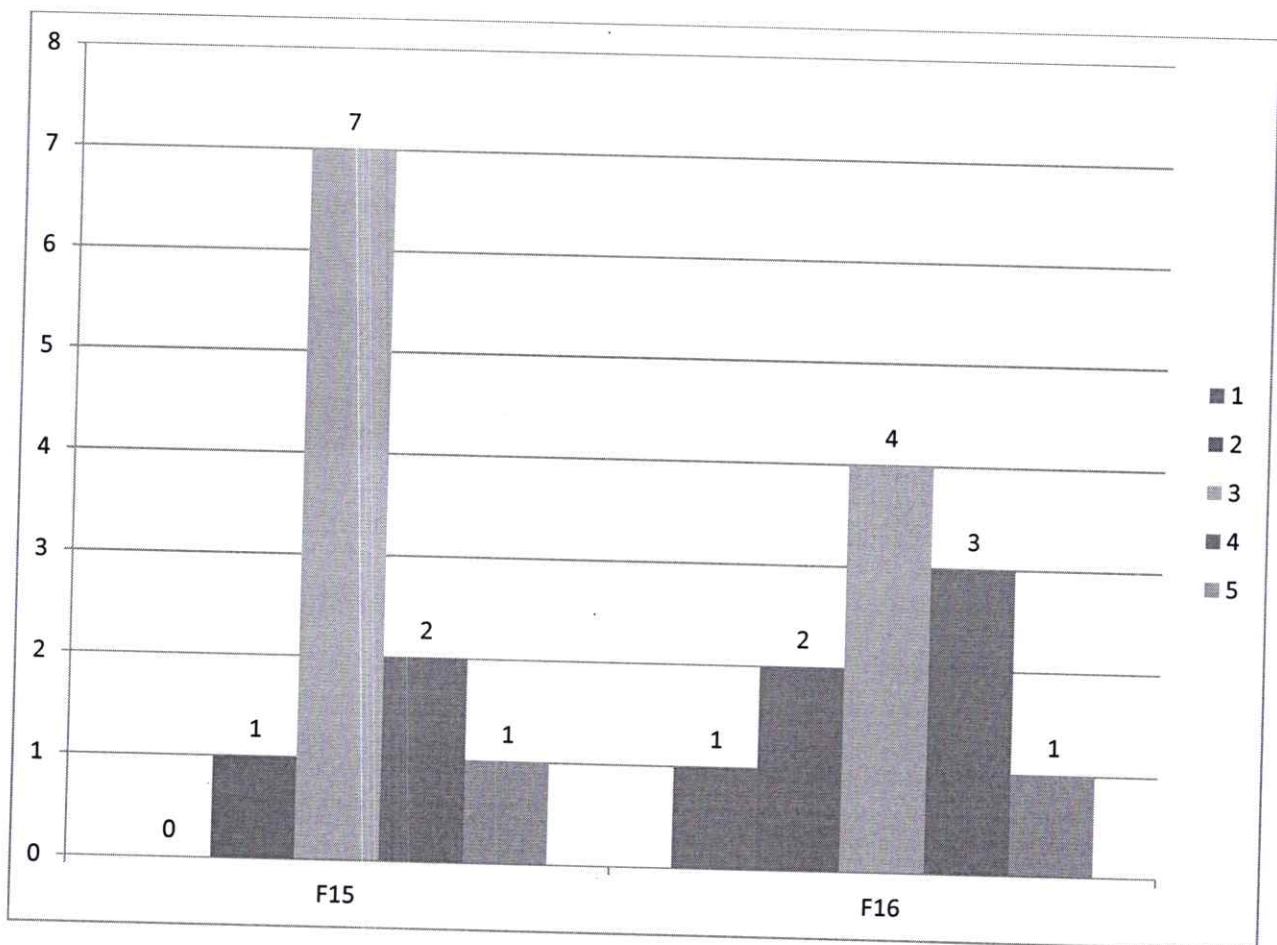
## LEADERSHIP SKILLS

The leadership skill is an inevitable requirement for a modern professional, irrespective of their domain. In the survey it was found that they need to develop more of them to sustain in a highly competitive environment.

- a. F15: Ability to manage/leadership qualities
- b. F16: Their planning and organization skills

About 91% of the respondents said that the performance of students they recruited was satisfactory. However, the students were expected to perform better planning and organizational skills.

LEADERSHIP SKILLS							
	1	2	3	4	5	Satisfied %	Dissatisfied %
<b>F15</b>	0	1	7	2	1	91	9
<b>F16</b>	1	2	4	3	1	73	27



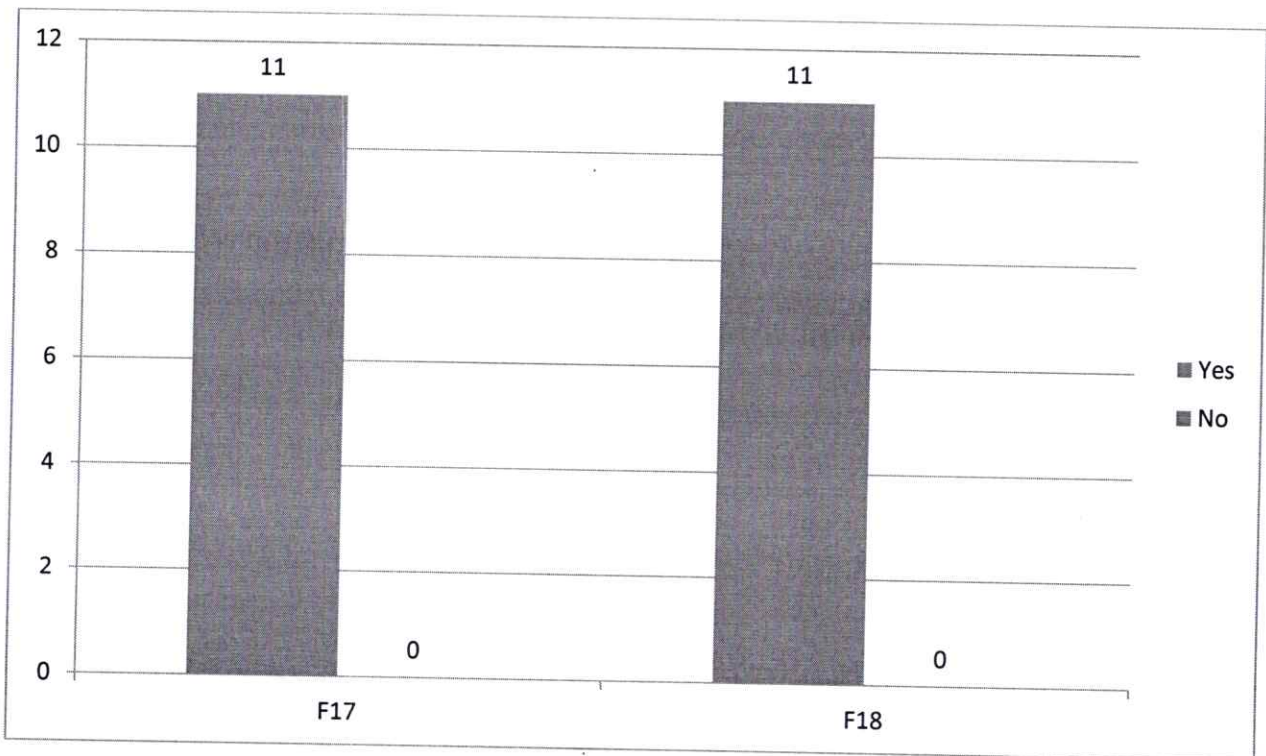
## EMPLOYERS' SATISFACTION & FUTURE INTENTION

While the employers found that students of the University need to scale up their efforts, they also agreed that they are better than the ones available in the region. They reflected their strong preference for IFTM University and its students for their future campus drives. Almost all of them were found to have plans for doing campus drives in future too.

To measure performance in this area, responses were sought on the following factors –

- a. F17: Would you like to recruit more students from IFTMU?
- b. F18: Would you refer us to other organization(s)?

EMPLOYERS' SATISFACTION & FUTURE INTENTION				
	Yes	No	Satisfied %	Dissatisfied %
<b>F17</b>	11	0	100	0
<b>F18</b>	11	0	100	0



  
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