



# Gayatri Vidya Parishad College for Degree and PG Courses(A)

Affiliated to Andhra University | Accredited by NAAC with B++ Grade

Visakhapatnam-530045 Website: [www.gvpcdpgc.edu.in](http://www.gvpcdpgc.edu.in)

## DEPARTMENT OF MANAGEMENT STUDIES

### Action Taken Report 2018-19

Action Taken Report (ATR) on Curriculum A structured (rating-based) feedback form, designed by IQAC, is circulated among stakeholders by the department to get their suggestions with regard to the quality of the curriculum. The responses from stakeholders are analysed and suggestions are communicated to the department. The suggestions are discussed in the BOS meeting and necessary changes are recommended to the curriculum.

Suggestions Received	Action Taken
Student: require more	Personality development sessions were conducted by designing the activities related to communication skills, problem solving decision making and logical thinking . Case study analysis sessions also conducted
Faculty: Contemporary topics can introduces in Retail Banking	Cyber crime and phishing & payment Banking transaction models, Antimoney Laundering topics introduced
Alumni : Involve the students in BOS	Its is resolved to nominate two students in BOS
Employer: it is advised to add employability and entrepreneurial skill based courses /topics in the curriculum	Proposed in the BOS to offer Business analytics as Sectorial specialization.

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## DEPARTMENT OF MANAGEMENT STUDIES

### Action Taken Report 2019-20

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Suggestions Received	Action Taken
Student: required more industrial Visits	Arranged Industrial visits to the students to various sectors.
Faculty:it is adviced to add the topic on Learning in performance and talent management	Learning Concepts: Theories of Learning with special reference to Modern Theories, Challenges to Learning is added
Alumni: Latest trends in marketing may include in the course so that the company requirements may meet the students.	Email marketing, Mobile marketing ,Display advertising, Video Marketing,Social Media Advertising, Search Engine Marketing, Pay per Click(PPC) Model,E-CRM in etailing
Employer: latest updations in the financial markets should be known to the student	Social entrepreneurship-NGO's in Entrepreneurship development In the course of Financial institutions and markets the topic "Recent Trends in Financial Sector

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## DEPARTMENT OF MANAGEMENT STUDIES

### Action Taken Report 2020-21

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Suggestions Received	Action Taken
Student: Require practical session on Research methodology	Conducted lab session on Research Methodology to benefit the students in gaining practical knowledge in Research Methodology.
Faculty:it is advice to encourage the student to go for Virtual project programs to avoid pandemic	It is decided to allow the students to do their internships on online mode
Alumni: Advised to give awareness on Business analytics	Conducted a session on MBA with Analytics to provide insights to the students
Employer:curriculum may include more emplability topics and also contemporary sectors to support the students in gaining the employment opportunities	“Logistics and Supply Chain Management” from the admitted batch 2021-22.the course content is designed on the basis of inputs given by the experts from Indutries,sector skill council of GOI & Academicians

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## DEPARTMENT OF MANAGEMENT STUDIES

### Action Taken Report 2021-22

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Suggestions Received	Action Taken
Student:require awareness on Logistics and Supply chain management career prospects	A session on International perspective on Logistics and Supply chain Management ere organised to benefit the students in opting the sector specialization
Faculty: it ids suggested to renbame the Subjects of econometrics for managers and Retail Management	<ul style="list-style-type: none"> <li>➤ It is advised to change the subject name from econometrics for managers to managerial economics</li> <li>➤ The course name Retail Management is changed to Dynamics of Retail Management”.</li> </ul>
Alumni:it is suggested to provided wareness on Trading	Conducted a mock trading session to upgrade trading skills
Employer: It is advised to include Basic concepts related to Cost & Management	In Accounting for managers the topic Basics of Cost & Management added

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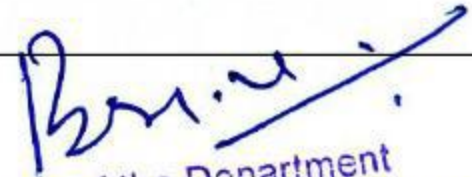
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## DEPARTMENT OF MANAGEMENT STUDIES

### Action Taken Report 2022-23

Action Taken Report (ATR) on Curriculum A structured (rating-based) feedback form, designed by IQAC, is circulated among stakeholders by the department to get their suggestions with regard to the quality of the curriculum. The responses from stakeholders are analysed and suggestions are communicated to the department. The suggestions are discussed in the BOS meeting and necessary changes are recommended to the curriculum.

Suggestions Received	Action Taken
Student: Activities are required to increase group discussion skills	Group discussion topic is added to Managerial Communication Skills and also session Group discussion sessions were conducted
Faculty: it is advised to reframe the Syllabus of Project Management	It is decided to reframe syllabus of Project Management in IV th Sem
Alumni: Advised to give awareness on entrepreneurship and startups	It is decided to add Startup India topic in Entrepreneurship Development course.
<ul style="list-style-type: none"><li>➤ Employer: advanced excel can include in the curriculum to have a continuity in the excel.</li><li>➤ It is suggested to add latest topics in Digital Marketing</li></ul>	<ul style="list-style-type: none"><li>➤ Advanced Excel is offered in the Place of Business Analytics.</li><li>➤ It is decided to add topics integrated content marketing, Affiliate marketing and influence marketing in Digital marketing in IV sem.</li></ul>

  
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