

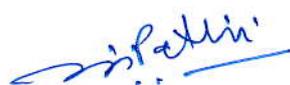
## Report to the Governing Council following the Feedback collected from the Employers (Corporate Feedback) during Academic Session 2017-18 :

The administrative exercise of collecting Feedback from the Employers during the Academic Session 2017-18 has recently been done and compiled as well. The Companies having participated to the said exercise includes, Bhilwara Infotech Pvt. Ltd., Bizlon India Pvt. Ltd., Club Mahindra Holidays, Decathlons Sports India Pvt. Ltd., Deyor Camps, DTDC Ltd., EaseMy Trip, Enthuous Technologies Pvt. Ltd., GCMMF (AMUL), Gopal Group, Hindustan Coca-Cola Beverages Pvt. Ltd., J K Technosoft, LT Foods Ltd., Shyam Spectra, TCI Ltd., etc. The Feedback contents and various inputs, thus collected, have further been studied and analyzed by a team comprising of Director, Registrar, Coordinator – IQAC, Head of the Department of Management, Commerce & Mass Comm., Head of the Department of Computer Sciences, and General Manager, Corporate Affairs on 7<sup>th</sup> May, 2018. Following is a brief account of the observations made by the team-members for the kind perusal and needful for the Members of Governing Council :

1. Communication skills including Business Correspondence, Interview Skills and Resume Drafting Skill need to be improved.
2. Personality Grooming including Interpersonal Skills, Leadership Skills, Presentation Skills, Confidence and Group Discussion competence need to be polished.
3. Knowledge about Company under reference and current affairs need to be augmented.
4. Basic Programming Concept, English Pronunciation, logic and attitude need to be imbibed by the students.
5. Domain Knowledge in Sales needs to be more clear.

### Actions Taken :

1. Soft Skill Training Programme has been introduced by hiring an expert.
2. A communication trainer has been roped in to train the relevant students on different dimensions of communication skills.
3. Special sessions for providing company specific inputs and current affairs have been arranged for the students participating to the Campus Placement Process.
4. Communication Workshops by a senior Professor of English at BHU have been organized for the students.
5. The Course Coordinators have been asked particularly to provide more stress on improvement of domain Knowledge of students in Sales and Marketing areas.

  
(GM, Corporate Affairs)

  
(Coordinator, IQAC)

  
(HoD, Mgmt, Comm. & Mass Com.)

  
(HoD, Comp. Sc.)

  
(Registrar)

  
(Director)

**Report to the Governing Council on the Feedback collected from the Alumni during Academic Session 2017-18 :**

The job of collecting Feedback from the Alumni during the different Alumni Meets in Academic Session 2017-18 has already been performed and compiled recently as well. The Feedback contents and various inputs, thus collected, have further been studied and analyzed by a team comprising of Director, Registrar, Coordinator – IQAC, Head of the Department of Management, Commerce & Mass Comm., Head of the Department of Computer Sciences, and Coordinator, Alumni Association on 7<sup>th</sup> June, 2018. Following is a brief account of the observations made by the team-members for the kind perusal and needful for the Members of Governing Council :

1. Students need further training Digital Marketing and Machine Learning.
2. More training on MS Office / MS Excel / SPSS / Business Analytics should be provided to the students.
3. Start-up friendly environment and entrepreneurial culture need to be created.

**Actions Taken :**

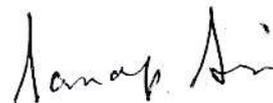
1. For improvement in Digital Marketing and Machine Learning, training has been imparted through guest lectures and workshops.
2. Workshops have been conducted on MS Office / MS Excel / SPSS / Business Analytics for the relevant students.
3. Start-up Incubation Fellowship Programme has been started.



(Coordinator, Alumni Asso.)



(Coordinator, IQAC)



(HoD, Mgmt, Comm. & Mass Com.)



(HoD, Comp. Sc.)



(Registrar)



(Director)