

A meeting of Departmental Program Assessment and Quality Improvement Committee (DPAQIC) was organized on 08th Dec. 2022 at 4:00 P.M. in the office of Chairman DoMS, (Management Studies) in the Department of Management Studies.

Following members were present.

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| 1. Prof. Girish Thakar | Chairman (Head DoMS) | <i>GT</i> |
| 2. Prof. A. Dalpati | Member | <i>AD</i> |
| 3. Prof. Rajendra Singh | External Expert Marketing (IMS, DAVV) (Present Online) | |
| 4. Dr. Jyoti Sharma | External Expert HR (IIPS, DAVV) | <i>Jyoti Sharma</i> |
| 5. Dr. Devendra Verma | External Expert Operations (IET, DAVV) | <i>D. Verma</i> |
| 6. Dr. Anupama Paliwal | Invitee (Asst. Prof. DoMS) | <i>AP</i> |
| 7. Dr. Mayura Kemkar | Invitee (Asst. Prof. DoMS) | <i>MK</i> |
| 8. Dr. Ashish Mahajan | Invitee (Asst. Prof. DoMS) | <i>Am</i> |
| 9. Dr. Shweta Choudhary | Invitee (Asst. Prof. DoMS) | <i>SC</i> |
| 10. Ms. Deepika Mehrotra | Invitee (Asst. Prof. DoMS) | <i>DM</i> |

Dr. Manish Sitlani could not attend the meeting.

The members discussed and resolved the following :

1. Meeting started with presentation of Action Plan and Action taken report of previous DPAQIC meeting, held in June 2022, by the Chair.
2. The analysis of feedback from all the stakeholders (Students, Parents, Alumni, Industrialists & Employers) was presented to the members by the respective faculty. Following suggestions were received from external experts:

a. Student Feedback:

The average score for Business Analytics was 2.34 and Digital Marketing was 2.96, which is on lower side. To address this, the experts advised the faculty to identify the root cause and try to solve the problem. Slow learners (<50% marks in MST) can be identified and Performance Improvement Plan (PIP) can be formulated for them which can include-

- Resolving of MST papers
- Suggesting them appropriate text books
- Informing their parents
- Taking remedial classes

- Student counseling through mentors and student counselor should be done.

b. Parent Feedback:

The experts suggested that a list of phone numbers and email Id's of parents should be prepared by the department. Parents should be regularly updated about short attendance, exam performance, behavior etc.

Experts advised to evaluate the students at the entry level through psychological questionnaires. This will help in identification of learning pattern and slow learners. This evaluation must be repeated before placements. It was suggested that similar psychological evaluation can be done for teachers as well.

c. Alumni Feedback:

The alumni suggested that students should get more exposure to real life situations of corporate world through case studies and industry visits.

New courses/ Value added course in areas such as Business Analytics, Travel/Tourism Management, Advertising Management, Retail Management, Computer Application/IT, Disaster Management/Crisis Management and HR Analytics can be started.

The students must be made aware of the laws governing employment.

Students must learn the ways to deal with [possible] exploitation and harassment in the corporate sector.

The experts suggested the use of Online case repositories for getting latest cases for classroom discussion. It was suggested to do sub topic wise case discussion.

They also suggested arranging Expert/Guest lecturers on required topics.

d. Employer Feedback:

- Corporate interaction of students must be increased.
- Communication skills to be improved.
- Make student more adept at using technology.
- As working in teams is an integral part corporate behavior, more focus must be given to enhancing the skills needed for team working.

The experts agreed with the feedback of the employers and suggested that students should be encouraged to learn technical skills in more effective manner. The students should be guided to join technology oriented courses related to Digital marketing and IT.

3. Meeting continued with the presentation and discussion of seven criterion of AQAR report. Experts suggested the use of dedicated software for data capturing.

The Meeting ended with the vote of thanks to the experts and the chair.

(Handwritten signatures and initials)
Dr. G. Makar
Am
B
J Shalme

