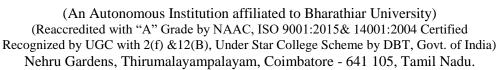


NEHRU ARTS AND SCIENCE COLLEGE





SCHOOLOF MANAGEMENT

STAKEHOLDERS FEEDBACK ANALYSIS REPORT (2019- 2020)

| S.NO | STAKEHOLDER | Suggestions | Action Taken |
|------|-------------|---|---|
| 1. | Students | Stock Market details to be included in Financial Management subject | NSE, BSE & Risk Management Techniques included Case Studies were included in Unit V in Fifth and Sixth Semester. |
| 2. | Teachers | Recent concepts to be included in Internet and Web page design subject | Https, Firewall and word processers included in IWD Unit I Introduction of Basic concepts in Retailing topics of 19U3BRC308 was added Unit I Introduction of Basic concepts in Business Law and Types of Company topics of 19U3BMC303 was added |
| 3. | Employers | Digital Marketing Concepts need to be included | Digital Marketing Concepts was added in Principles Marketing subject Unit 2 Ratio analysis and types of Ratio topics of 19U3BMC514 was included. Introduced new course Strategic Management |
| 4. | Alumni | Employability oriented subject to be included | Consumer BehaviourServices Marketing included |
| 5. | Parents | Good | - |

BOS CHAIRMAN

BoS Chairman
Department of Business Administration
Nehru Arts and Science College (Autonomous)
The malayampalayam, Colmbatore - 641 165...

Coimbatore 641 105

PRINCIPAL 2 0 DEC 2019