



# NEHRU ARTS AND SCIENCE COLLEGE


(An Autonomous Institution affiliated to Bharathiar University)  
(Reaccredited with "A" Grade by NAAC, ISO 9001:2015 & 14001:2004 Certified)  
Recognized by UGC with 2(f) & 12(B), Under Star College Scheme by DBT, Govt. of India)  
Nehru Gardens, Thirumalayampalayam, Coimbatore - 641 105, Tamil Nadu.



## SCHOOL OF 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	<ul style="list-style-type: none"><li>• NSE, BSE &amp; Risk Management Techniques included</li><li>• Case Studies were included in Unit V in Fifth and Sixth Semester.</li></ul>
2.	Teachers	Recent concepts to be included in Internet and Web page design subject	<ul style="list-style-type: none"><li>• Https, Firewall and word processors included in IWD</li><li>• Unit I Introduction of Basic concepts in Retailing topics of 19U3BRC308 was added</li><li>• Unit I Introduction of Basic concepts in Business Law and Types of Company topics of 19U3BMC303 was added</li></ul>
3.	Employers	Digital Marketing Concepts need to be included	<ul style="list-style-type: none"><li>• Digital Marketing Concepts was added in Principles Marketing subject</li><li>• Unit 2 Ratio analysis and types of Ratio topics of 19U3BMC514 was included.</li><li>• Introduced new course Strategic Management</li></ul>
4.	Alumni	Employability oriented subject to be included	<ul style="list-style-type: none"><li>• Consumer Behaviour</li><li>• Services Marketing included</li></ul>
5.	Parents	Good	-

  
**BOS CHAIRMAN**  
**Dr. N. SHANI**  
**BoS Chairman**  
Department of Business Administration  
Nehru Arts and Science College (Autonomous)  
Thirumalayampalayam, Coimbatore - 641 105.



  
**PRINCIPAL**  
**20 DEC 2019**