

## **EMPLOYER FEEDBACK ANALYSIS**

**Academic Year 2019-20**

**1. Summary of Feedback Parameters:** The employer feedback covered the following areas, and the responses for all parameters were predominantly in the “**highly satisfactory**” and “**satisfactory**” categories:

- Breadth of Theoretical Knowledge
- Practical Application of Knowledge
- Skills Developed
- Adequate Weightage Given to Practical Aspects
- IT Skills
- Communication Skills (Oral)
- Written Communication Skills
- Other Factors

The overall satisfaction indicates that the curriculum was effective in preparing students for professional roles.

### **2. Achievement of Learning Objectives:**

The students successfully achieved the learning objectives they had outlined prior to working with the agency. This reflects the alignment of the curriculum with the practical demands of the industry.

### **3. Recommendations for Curriculum Enhancements:**

Based on feedback, the following courses are recommended for inclusion in the curriculum to enhance employability and skill development:

- **Advanced Excel and Data Analysis Tools**
- **Communication Skills Development**

### **4. Observations:**

- **Strengths:** Students demonstrated strong theoretical and practical knowledge, effective IT and communication skills, and the ability to meet outlined objectives.
- **Areas for Improvement:** More exposure to advanced IT tools and certifications could further strengthen their profiles.

These recommendations aim to enhance the curriculum and ensure students remain competitive in the dynamic job market.