



EMPLOYER FEEDBACK ANALYSIS

Academic Year 2023-24

1. Summary of Feedback Parameters:

- Employer Feedback for the academic year 2023-24 reflected significant progress in preparing students for professional roles. Most responses were in the “highly satisfactory” and “satisfactory” categories, with specific recognition of skill development through government and certificate courses.
- Breadth of Theoretical Knowledge: Students exhibited strong conceptual understanding, aligning with industry requirements.
- Practical Application of Knowledge: Employers appreciated students' ability to translate theoretical knowledge into real-world applications, supported by internships and projects.
- Skills Developed: Students demonstrated improved technical and professional skills, including problem-solving, customer relationship management (CRM), and teamwork.
- Adequate Weightage to Practical Aspects: The curriculum effectively balanced theory with practical exposure, with a focus on industry-relevant projects.
- IT Skills: The Certificate Course in MS Office and Tally Prime were particularly commended, as these skills were directly applicable to workplace tasks.
- Communication Skills (Oral): Students showcased effective interpersonal and presentation skills, making them workplace-ready.
- Written Communication Skills: Employers noted strong performance in professional documentation, reporting, and email correspondence.
- Other Factors: The inclusion of government-led skill development courses, particularly in Customer Relationship Management (CRM), was highlighted as instrumental in preparing students for job roles.

2. Achievement of Learning Objectives:

Students achieved their outlined learning objectives for the year, with significant enhancements in both technical and interpersonal skills. The incorporation of certification programs and government-led courses played a key role in aligning student competencies with employer expectations.

3. Recommendations for Curriculum Enhancements:

- Advanced Certifications to include data visualization tools and advanced accounting software.

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- Encourage certifications in trending domains like digital marketing, and data analytics.
- Introduce workshops or certifications for sector-specific skills, such as financial domain, retail management, or healthcare CRM.
- Soft Skills Development: Advanced workshops on leadership, and emotional intelligence to enhance workplace readiness.
- Entrepreneurial Thinking: Incorporate entrepreneurship programs, encouraging students to develop innovative solutions and business models.

4. Observations:

- The inclusion of government-led skill courses (e.g., CRM) and certificate courses (MS Office, Tally Prime) proved to be highly useful for students' job readiness.
- Students demonstrated strong theoretical and practical knowledge, effective communication skills, and adaptability to industry demands.
- Introduce more advanced certifications and global perspectives to stay ahead of evolving market needs.

This analysis emphasizes the importance of blending academic rigor with practical skill development and certification programs to ensure students remain competitive and job-ready.