



**VIMS**<sup>®</sup>

**VIVEKANANDA**  
INSTITUTE OF MANAGEMENT STUDIES  
APPROVED BY AICTE AND PERMANENTLY AFFILIATED TO ANNA UNIVERSITY  
(A Stand alone B-School)



## Employer Feedback (Academic Year 2022-2023)

### Action Taken Report

From the feedback analysis it is found that two areas need to be strengthened

- **Value Added Program Relevant to Industry Needs**

Vivekananda Institute of Management Studies follows Anna University Curriculum for MBA Program. The Value added Program are given were more theory oriented in the previous years which has a lag in fulfilling the industry needs.

- **Action taken**

Based on the suggestions given by the employer, Industry Experts were consulted for their expectations and the proposed value added programs were discussed. The following new courses in value added programs are included for the enhancing the practical knowledge.

- Business Analysis using Power BI
- Advanced Excel
- Digital Marketing

- **Balancing the theory and Practice**

As per Anna University's curriculum, students have the opportunity to connect with the industry during internships and project work. This facilitates gaining exposure and understanding of the basic functioning of one or more organizations.

- **Action Taken**

Based on the employer's suggestions, VIMS started VIMS Venture to bridge the gap between the industry and academia. VIMS Venture facilitates and connects students with various industries for their enhancement and betterment.



  
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## Alumni Feedback (Academic Year 2022-2023)

### Action Taken Report

From the feedback analysis it is found that two areas need to be strengthened

- **Practical courses to enrich curriculum**

Vivekananda Institute of Management Studies follows Anna University Curriculum for MBA Program. The practical courses given in the curriculum are not fulfilling the industrial requirements. Only common courses such as communication skills, Basic business application software are included.

- **Action taken**

Based on the suggestions given in academic Advisory and Planning and Monitoring Committee few Practical Courses were identified. Industry Experts were consulted for their expectations and the proposed value added programs were discussed. The following new courses in value added programs are included for the enhancing the practical knowledge.

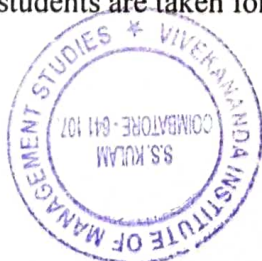
- Business Analysis using Power BI
- Advanced Excel
- Digital Marketing

- **Skill Required to Face industry challenge**

As per Anna University curriculum the students get connected with the industry only during internships and Project Work which will facilitate in gaining little exposure and understanding the basic functioning of one or two organizations.

- **Action Taken**

Based on the suggestions of Alumni, it is decided to increase the Empirical Micro Learning (EML) Visit to Industry. So far Monthly one EML visit was organized. Now the students are taken for EML visit fortnightly.



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## Student Feedback (Academic Year 2022-2023)

### Action Taken Report

From the feedback analysis it is found that two areas need to be strengthened

- **Organization of Curriculum Structure**

Vivekananda Institute of Management Studies follows Anna University Curriculum for MBA Program. The syllabi and its outcomes are not clearly defined. It is not upto the industry expectation.

- **Action taken**

VIMS is conducting various value-added courses to bridge the gap between the syllabi and industry expectations. Industrial visits are organized for students to familiarize them with recent industry practices in real-time.

- **Adequacy of facilities on Placement and Entrepreneurship development**

It has been found that students expect the institute to provide facilities for entrepreneurship development.

- **Action taken**

VIMS has initiated 'VIMS VENTURE' with the aim of facilitating entrepreneurship development. VIMS Venture supports students with entrepreneurial ideas by offering guidance and connecting them with the right authorities. The students have started two different organizations with the support of VIMS Venture.



  
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## Teachers Feedback (Academic Year 2022-2023)

### Action Taken Report

From the feedback analysis it is found that two areas need to be strengthened

- **The curriculum update in terms of corporate requirements Applicable/relevant to real life situations**

Vivekananda Institute of Management Studies follows Anna University Curriculum for MBA Program. The curriculum is not fulfilling the corporate requirements and students need more practical exposure to meet the real life situations.

- **Action taken**

Based on the suggestions provided by the teachers and discussions with industry mentors, VIMS is organizing an Expert Talk every week. During these sessions, industry experts will share their experiences and industry expectations with the students, and a discussion session will also be held.

- **The curriculum ensures student participation in learning process**

It is found that the students involvement in the learning process is coming down in general. In order to enhance students participation in the learning process.

- **Action Taken**

VIMS ensures multiple methodologies are adopted in the teaching and learning process like Empirical Micro Learning and task based teaching and learning process. The faculty members are encouraged to develop their knowledge and skills by participating in faculty development programs on Student Centric Teaching Methodologies. Instead of assignments the students are assigned tasks which demands application of their knowledge in given scenario on creation new knowledge.



  
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