



KUMARAGURU  
UNIVERSITY  
CHENNAI

## DEPARTMENT OF BIOTECHNOLOGY

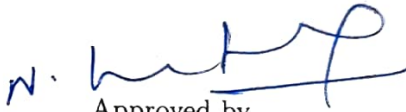
Feedback Analysis - "Students Feedback"  
Academic Year 2018-2019

Date: 30-Nov 2018

The following suggestions were given by the students during the Feedback collection process.

1. Application level question can be discussed and included after each module
2. Concepts of Manufacturing can be included

  
Prepared by  
BOS Coordinator

  
Approved by  
Chairman BOS



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**Department of Electrical and Electronics Engineering**

**AY: 2018--19**

**Date: 11-12-2018**

**Feedback Analysis Report -Student**

1. Language Lab and computer programming lab need to be enhanced.
2. Python programming to be introduced in the curriculum.
3. Internet of Things (IOT) with both theory / lab component and Android can be included.
4. Programmable Logic Controllers (PLC) course with both theory / lab component to be included.
5. Embedded system lab can be included with Real time embedded coding.

Prepared By,  
**Dr.V.Kandasamy**

Feedback Coordinator/ BoS Coordinator

11/12/18  
Approved By  
**Dr.K.Malarvizhi**

BoS Chairman





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**Department of Information Technology**

**AY: 2018-19**

**Date: 01.12.2018**

**Feedback Analysis Report -Student**

- Courses like entrepreneurship ,salesforce can be offered as the elective or one credit course
- Project based lab courses can be included as it helps to gain confidence to students for doing final year project

Prepared By,

A handwritten signature in black ink, appearing to be 'S. R.' or similar, written over a horizontal line.

Feedback Coordinator/ BoS Coordinator

Approved By,

A handwritten signature in black ink, appearing to be 'h. u.' or similar, written over a horizontal line.

BoS Chairman





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**Department of Textile Technology**

**AY: 2018-19**

**Date: 03.04.2018**

**Feedback Analysis Report -Students**

1. In labs Prototype machine can be installed
2. Grouping of elective as per domain can be done

Approved By,

A handwritten signature in blue ink, likely belonging to Dr. Bharathi Dhurai.

Dr.BharathiDhurai

BoS Chairperson





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**Department of Textile Technology**

**AY: 2018-19-2**

**Date: 14.12.2018**

**Feedback Analysis Report -Students**

1. Industrial Engineering for Textile and apparel Industry to be included in elective
2. Clothing comfort related subjects can be included in elective

Approved By,

A handwritten signature in blue ink, appearing to read 'J. Srinivasan'.

Dr.J Srinivasan

BoS Chairman



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**Department of Aeronautical Engineering**

**AY: 2018-19**

**Date: 01.12.2018**

**Feedback Analysis Report —Student**

| S.No | Analysis  |
|------|---|
| 1.   | Case Studies related to conventional aircraft systems and its functioning can be introduced as a separate topic in 'Aircraft Systems and Instruments' |
| 2.   | More number of courses are in the fifth semester.   |

Prepared By,

A handwritten signature in black ink, appearing to be 'S. Srinivasan'.

BoS Coordinator

Approved By,

A handwritten signature in green ink, appearing to be 'A. Srinivasan'.

BoS Chairman





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**Department of Automobile Engineering**

AY: 2018-19

Date: 24.11.2018

**Feedback Analysis Report - Students**

|   |   |
|---|---|
| 1 | Latest books are to be added in references in all courses |
| 2 | More Automotive electronics courses to be added           |

Prepared By,

A handwritten signature in black ink, appearing to be 'J. Srinivas', written over a horizontal line.

BoS Coordinator

Approved By,

A handwritten signature in black ink, appearing to be 'S. R. Srinivas', written over a horizontal line.

BoS Chairman



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**Department of Civil Engineering**

**AY: 2018-19**

**03.12.2018**

**Student Feedback Analysis**

1. Some courses needs to be reshuffled in the semester offered.
2. Syllabus coverage has to be in par with the expectations in competitive exams.
3. Tutorial hours are needed for analytical courses.

Prepared by,

BoS Coordinator

Approved by,

BoS Chairman





**Department of Management Studies**

**AY: 2018-19**

**Date: 25.06.2018**

**Action taken report –Student Feedback**

| S.No | Analysis   | Action taken report  |
|------|--|--|
| 1.   | Composition between Major and Minor courses must revisit.                                    | Since this is the suggestion from all quarters, this analysis shall be considered in the forthcoming BoS |
| 2.   | Curriculum design is not industry oriented fully.  | Additional short courses in Lean Six Sigma and other allied domains are revisited.                       |
| 3.   | Courses on Social Media to be offered .  | Two credits and extra one credit courses on Social media are to be implemented.                          |
| 4.   | Workshops and seminars from industry experts are to be increased and added to the curriculum | Full time workshop mode for quantitative courses are to be discussed and implemented                     |

Prepared By,



BoS Coordinator

Approved By,



BoS Chairman

## Proof of Action Taken

### 1. Revised major & minor course concept

## CBCS Based Curriculum & relooking into Major & Minor specializations

### 2. Credit System

Choice Based Credit System (CBCS) is followed which provides choice for students to select from the prescribed courses and also Open Electives. The CBCS provides flexibility in designing curriculum and assigning credits based on the course content and hours of teaching. It offers a 'cafeteria' approach in which the students can take courses of their choice, learn at their own pace, undergo additional courses and acquire more than the required credits, and adopt an interdisciplinary approach to learning.

#### 2.1 Credit Hours

Under the CBCS of UGC guidelines, the requirement for awarding a degree is prescribed in terms of number of credits to be completed by the students. Credit is a unit by which the course work is measured. It determines the number of hours of instructions required per week. One credit is equivalent to one hour of lecture/ practice and two hours of field project per week. One credit hour is equal to 60 minutes. A maximum of 20% of the total credit hours can be earned through self-learning or MOOC.

- ▶ **Lecture Credit Hours:** The term 'lecture' covers everything from the traditional model, where a faculty introduces concepts and methods to a group of students, to approaches that might be much more interactive. It could also involve a variety of contributors, and make use of a range of media and technologies. Lectures are assumed, in general, to involve larger groups of but size will vary depending upon the nature of what is being taught, the medium, the size of the overall student cohort, and practical concerns.
- ▶ **Practice Credit Hours:** Application/ Project Based Learning will be included in Practice credit hours. Examples are wide ranging and could include presentations, interview skills, tutorials, cases, aptitude building, group discussions, soft skill sessions, games, activities, field surveys and studies which are integrated with the lecture hours. Examples of fieldwork might include survey work and other forms of data collection, excavations and explorations through visits to a business or industrial site. The work might be unsupervised or supervised, and supervision could be provided by faculty. Some fieldwork may be conducted virtually. Fieldwork might be conducted in groups of various sizes, or by individuals, depending on the nature of the work involved. Tests, assessments and exams will be included in Practice credit hours.
- ▶ **Project Credit Hours:** Project hours will include Dissertation/Project Supervision hours would typically include preparation/ planning, hours spent in the field or on actual project, meetings & discussions with a supervisors and preparation of report and presentation report.
- ▶ **Independent Learning Credit Hours:** Credit hours associated with this type of instruction will be assigned credit depending upon the amount of activity associated with the course, faculty supervision, and students outside work activity. Usually the credits awarded will be same as the taught course.

| Contact Period per week   | Credits |
|---|---------|
| One Lecture/ Practice session/ week (Lecture, Tutorial, problem solving, case studies, activities, Games, presentations, field learning, desk research, skill development ) | 1       |
| Two Project sessions/ week (Project, Industry/ Social Immersions). Includes preparatory, on field and Report/ Presentation Preparation)                                     | 1       |



\*Indicative: 15 weeks/ semester; One session is equal to 60 minutes

## 2.2 Minimum Credits to be Earned

The total number of credits a student earns during the four semesters of study period is called the Total credits. A Student must earn minimum of **100 credits** for successful completion of the MBA program. Further, the student has to meet the course and credit distribution also as specified below. Credit flexibility is given in each semester for fast and slow learners. A maximum of 20% of the total credits can be earned through online courses by SWAYAM / NPTEL / International Universities.

## 2.3 Earning Extra Credits

A student may earn extra credits of up to a maximum of **115 credits**. These course/ (s) can be taken in any semester through **self study / enroll in the course** if offered. "Extra" courses are ones that do not count for degree credit. Such courses appear on a student's permanent academic record with the final course mark, and are noted as "EXT", but do not count as accumulated degree credits and are not included in calculating a student's Grade Point Average. Extra Credits may be earned either through the courses offered in the MBA program or the Flexible and Comprehensive Learning Framework (FCLF) offered by KCT.

## 2.4 Types of Courses & Credit Distribution

Several types of courses are offered during the MBA program to build a holistic knowledge and skill set.

| No | Type           | Description  | Mini Credits |
|----|----------------|--|--------------|
| 1  | Foundation     | Course at a basic level, preparing students for more advanced study  | 08           |
| 2  | Core           | Course, which is fundamental for the program and should be mandatorily studied   | 40           |
| 3  | Electives      | Electives allow students to tailor their studies to their specific career goals and interests through specializations  | 24           |
| 4  | Project        | Course involving application of knowledge in solving / analyzing /practicing/ exploring real life business situations in the field for a considerable period of time | 18           |
| 5  | Open Electives | Course that enriches and presents divergent perspectives to career and life - which are open to all students from different specializations                          | 10           |
|    |                |  | 100          |

**2.4.3 Concentration.** Concentration is the area of specialization, which allows the student to specialize in an area of his/her choice based on her/his career interest. The concentrations offered are **Analytics and Systems, Entrepreneurship, Finance, Human Resource, Marketing, Operations**. In the concentration of his/her choice, the students can choose from the courses offered and a **minimum of 24 credits** will have to be earned in the area of concentration. In addition the Internship can also be carried out in the concentration area. Students specializing in entrepreneurship will be free to choose courses across specializations to strengthen the entrepreneurial aspirations

## 2. Social media specialization courses offered

### Marketing Electives

| S.No | Course Code | Course Title                              | Credits | Assessment |     |
|------|-------------|---|---------|------------|-----|
|      |             |   |         | CAM        | EoS |
| 1    | P17BAEEM18  | Product and Services Management           | 4       | 50         | 50  |
| 2    | P17BAEEM02  | Global Marketing Management               | 4       | 50         | 50  |
| 3    | P17BAEEM03  | Retail Management                         | 4       | 50         | 50  |
| 4    | P17BAEEM04  | Channel Management                        | 4       | 50         | 50  |
| 5    | P17BAEEM05  | Brand Management                          | 4       | 50         | 50  |
| 6    | P17BAEEM06  | Digital Marketing                         | 3       | 50         | 50  |
| 7    | P17BAEEM07  | Marketing Metrics and Analytics           | 4       | 50         | 50  |
| 8    | P17BAEEM08  | Retail Sales Metrics and Analytics        | 4       | 50         | 50  |
| 9    | P17BAECM09  | E-CRM                                     | 1       | 50         | -   |
| 10   | P17BAEEM10  | Consumer behaviour                        | 4       | 50         | 50  |
| 11   | P17BAECM11  | Creative Writing for Media                | 2       | 50         | -   |
| 12   | P17BAEEM12  | Integrated Marketing Communication        | 4       | 50         | 50  |
| 13   | P17BAEEM19  | Professional Selling and Sales Management | 4       | 50         | 50  |
| 14   | P17BAEEM14  | Pricing Strategies                        | 4       | 50         | 50  |
| 15   | P17BAEEM20  | Industrial Marketing                      | 4       | 50         | 50  |
| 16   | P17BAEPM16  | Sponsorship and Event Management          | 1       | 50         | -   |
| 17   | P17BAEPM17  | Social Media Selling                      | 2       | 50         | -   |

## 3. List of Guest Speakers

### List of Guest Faculty (2019- 20)

| N o | Date                    | Guest Faculty Name | Designation and university/Industry  | Topic  |
|-----|-------------------------|--------------------|--|--|
| 1   | August 26, 2019         | Senthil Kumar KS   | Entrepreneurship Advisor   | Innovation and Entrepreneurship - Case Study                                 |
| 2   | September 16, 2019      | Ravish C K         | strategist and Talent Adviser to Top Management of Progressive Organizations | Diffusion of Innovation through Change                                       |
| 3   | September 6, 2019       | Padmasri           | Vice President, IA Digital ABB, Bengaluru                                    | Above & Beyond   |
| 4   | October 18 & 24, 2019   | R S Mani,          | Partner V Lamp Academy- Ex Banker  | Risk - Return Analysis of Consumer Loans and Customer Profitability Analysis |
| 5   | October 4th & 9th, 2019 | S Laskhmanan       | Partner V Lamp Academy- Ex Banker  | Credit Lending - Analysis of Financial Statements and Cash Flow Analysis     |
| 6   | November 8, 2019        | Jamal Mustafa      | Director Mastro Lee, Engineering & Management Consultant, Coimbatore         | Industry 4.0   |



|    |                   |   |   |   |
|----|-------------------|---|---|---|
| 7  | November 21, 2019 | G. Manohar  | Head - Watch Case Plant, Titan Company Limited, Coimbatore  | Emerging Trends in PPC for Productivity Enhancement                 |
| 9  | December 6, 2019  | Hemapriya   | Team Leader - Customer Service, Amazon  | e-Commerce as a Channel for Business Growth - Amazon Perspective    |
| 10 | December 11, 2019 | Arun  | CEO - Audi and Harley Davidson Coimbatore   | Global Automobile Industry - Current Trends and Emerging Strategies |
| 11 | December 17, 2019 | Kirubanatesan                                       | Project Manager, Cognizant  | Project Management Skills for Career Development                    |
| 12 | December 20, 2019 | Manoj, N,   | Principal Consultant, Seeding Business Solutions, Chennai   | Data Driven Business Decisions                                      |
| 13 | February 28, 2020 | Venkatesh Srinivasan<br>B. Rajendran<br>Thyagarajan | Chief Executive, Association of Mutual Funds of India<br>Chief General Manager, Securities and Exchange Board of India<br>Chief Executive, Stratadigm | Smart Investing - Mutual Fund Investing                             |
| 14 | March 16, 2020    | Raghavendra Karthik BH                              | Director-Dare 2 Escape  | Acquiring & Managing Franchise                                      |
| 15 | April 4, 2020     | Gokul C   | Executive Sales ,Hindustan Coca Cola Beverages  | FMCG Sales-An Integrated Approach                                   |
| 16 | April 11, 2020    | Pradeep Yuvaraj                                     | CEO, Prezantim solutions  | Ideation and seeking opportunities                                  |
| 17 | April 12, 2020    | Lakshmanan  | retired bank manager  | Asset Liability Management  |
| 18 | April 16, 2020    | Kabilan   | MD, Duraisingh Super market   | Family Dynamics   |
| 19 | April 19, 2020    | M.Ponmuthu  | Agriculturist   | Natural Farming   |
| 20 | April 22, 2020    | E.Manikandan<br>S.Singaram                          | CDO, Colgate Palmolive India Ltd  | Irrefutable Law in FMCG sales                                       |
| 21 | April 25, 2020    | Aneesh Kumar  | Marketing Manager, ATS ELGI   | Branding for Industrial products                                    |
| 22 | April 27, 2020    | Dr. Gowthaman Ramasamy,                             | VP, Kulitvate.in  | Permaculture - Sustainable Farming                                  |
| 23 | April 30, 2020    | Soundarajan   | Head- Learning and Development,Elgi Equipments  | HR initiatives at L & D   |
| 24 | May 1, 2020       | Raguraman   | Asha Counselling  | Introduction to NLP   |
| 25 | May 1, 2020       | Mathu Bharathi                                      | Advocate  | IPR & GST acts - an Overview  |
| 26 | May 7, 2020       | Soudhakar Elumalai                                  | Senior Data Scientist consultant- SAP, Bangalore  | Applications of Artificial Intelligence ( AI) in Marketing          |
| 27 | May 9, 2020       | Gowtham.D,  | Authorised Person, Zerodha  | Mutual Funds: Tax Planning using Mutual Funds                       |

|    |              |                           |   |  |
|----|--------------|---------------------------|---|--|
| 28 | May 9, 2020  | Mr. Maria Antony Juderaj, | Manager- HR, ELGi Equipments limited                | Training Evaluation- Kirkpatrick and Jack Phillips Model |
| 29 | May 9, 2020  | Vijayalakshmi             | Associate Vice President HR                         | Role of HR Pre and Post Lockdown                         |
| 30 | May 13, 2020 | Mr Annamalai,             | Chairman Annamalai Capital                          | Covid 19 impact on Financial markets                     |
| 31 | May 14, 2020 | Dr Suresh Kumar           | Managing Partner, Peoplecraft                       | Factoring- Bank Perspective                              |
| 32 | May 15, 2020 | Annamalai                 | Chairman Annamalai Capital                          | Portfolio revision                                       |
| 33 | May 16, 2020 | Annamalai                 | Chairman Annamalai Capital                          | Buying and Selling securities                            |
| 34 | May 18, 2020 | KS Raguram                | GM-Quality, Roots Industries                        | Heijunka   |
| 35 | May 21, 2020 | H.Vamana Moorthy          | Senior Manager, SCM, Timken India Limited,Bangalore | Supply Chain Practices in Bearing Industry               |



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## Department of Fashion Technology

**AY: 2018-19**

### Feedback Analysis Report -Student

Date : 14.12.2018

- An introduction to non woven making should be added in weaving course to get knowledge on application of non woven in apparels.
- Application of fancy yarns and functional yarns can be added in yarn technology.
- To provide more knowledge on designing part, two portfolios should be provided in the curriculum.

Prepared By,

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Feedback Coordinator/ BoS Coordinator

Approved By,

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BoS Chairman





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Department of Computer Science and Engineering

AY: 2018-19

Date: 24.11.2018

**Feedback Analysis report -Student Feedback**

- Students suggested to include courses relating to industry need and emerging technologies
- Java course can be offered as a separate course

Prepared By

(Feedback/BoS Coordinator)

(Dr. D. Chandrakala)

Approved By

(Signature of Bos Chairman)

(Dr. J. Cynthia)

Professor & Head  
Department of  
Computer Science and Engineering  
Kumaraguru College of Technology  
COIMBATORE-641 006. INDIA



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**Department of Electronics & Instrumentation Engineering**

**AY: 2018-19**

**29.11.2018**

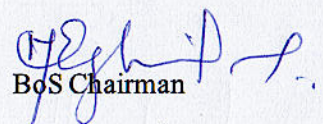
**Feedback Analysis Report – Students**

- Suggested to include Embedded protocol in the course U18EII5004 - Communication and networks
- Expressed her views about the learning of DIP course in hands on mode which was very effective.
- To provide core course training for placements
- Students appreciated the elective courses offered in R17 and R18 curriculum

Prepared By,

V. Met  
V. Manimekalai AP/EIE  
BoS Coordinator

Approved By,

  
BoS Chairman





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**KUMARAGURU COLLEGE OF TECHNOLOGY, COIMBATORE-641049**

**(An Autonomous Institution affiliated to Anna University, Chennai)**

**Feedback Analysis Report - Students**

**Department of Electronics and Communication Engineering**

**Academic Year: 2018 – 2019**

**Date: 24.11.2018**

**Observations:**

**Source: Class Committee Meetings**

1. System based experiments needs more clarity.
2. Basic concepts in “Analog Circuits” & “Digital Electronics” need to be taught.
3. More of programming languages must be taught other than regular curriculum.

Prepared By,

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BoS Coordinator

Approved By,

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BoS Chairman





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**Department of Mechanical Engineering**

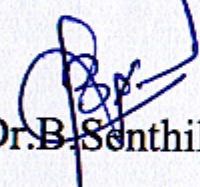
**AY: 2018-19**

**Date: 15.04.2019**

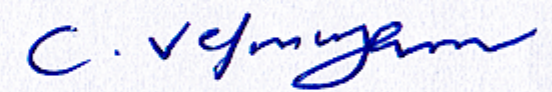
**Students Feedback Analysis Report**

1. Training program can be organised in non-traditional machining process- EDM .Response:  
Manufacturing module coordinator is requested to include this as an experiment in the syllabus

Prepared By,

  
Dr. B. Senthilkumar  
BoS Coordinator

Approved By,

  
Dr. C. Velmurugan  
BoS Chairperson

**Dr. C. VELMURUGAN, M.E., Ph.D.**  
Professor & Head  
Department of Mechanical Engineering  
Kumaraguru College of Technology  
Coimbatore - 641 049.





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**DEPARTMENT OF COMPUTER APPLICATIONS**

**AY: 2018-19**

**Date: 24.11.2018**

**Feedback Analysis Report – Student**

- Need demo on testing Automation for the course software testing. .
- Can have lab component. for Big data Analytics course and need for practice .
- Open API, Block chain, Java Containers, Design Patterns, Digital Marketing, Hybrid APP Development can be added as elective course.

Prepared By,

A blue ink signature, likely belonging to the Feedback Coordinator or BoS Coordinator.

Feedback Coordinator/BoS Coordinator

Approved By,

A blue ink signature, likely belonging to the BoS Chairman.

BoS Chairman





KUMARAGURU

Department of Mechatronics Engineering

AY: 2018-19

Date: (30.11.18)

**Feedback Analysis Report – Student**

- Suggested to embed the e yantra lab with the U17MCT7001 Autonomous vehicle subject.
- PIC controller to be added in the U17MCI6202 Embedded system course

Prepared By,

Approved By,

Feedback Coordinator BoS Coordinator

BoS Chairman