



Dayananda Sagar Institutions (DSI)  
**Dayananda Sagar Business Academy (DSBA)**  
(AFFILIATED TO BANGALORE UNIVERSITY)  
Accredited by NAAC  
Udayapura, Opp. Art of Living, Kanakapura Main Road, Bangalore - 560082



# EMPLOYERS' FEEDBACK ANALYSIS REPORT 23-24

DEPARTMENT OF COMMERCE  
AND MANAGEMENT  
DEPARTMENT OF COMPUTER  
SCIENCE

## Introduction

Feedback plays a critical role in assessing whether the implementation of educational programs aligns with their stated goals. In the context of curriculum design, development, and revision, feedback serves as a vital tool to ensure that learning outcomes are achieved. At Dayananda input from diverse stakeholders including students, alumni, employers, and parents. This inclusive process reflects the essence of outcome-based education by allowing stakeholders to influence and shape the desired outcomes of courses and programs.

At DSBA, feedback collection extends beyond simple surveys. It involves in-depth analysis to identify areas requiring improvement, explore possibilities for introducing new programs, and ensure that curriculum revisions are aligned with contemporary standards. This continuous effort supports the academy's mission to offer updated and dynamic curricula, equipping students to excel in an ever-changing, competitive world.

This report presents the feedback analysis for DSBA programs. It outlines the responses collected across various semesters, evaluates the nature of the feedback, and highlights areas for improvement. Furthermore, it details the actions taken based on stakeholder input and the strategic plans for curriculum enhancement in the upcoming academic year. This practice underscores DSBA's commitment to providing holistic education and fostering the development of students into well-rounded professionals.

### Employer Feedback Form

Dear Employer,  
Greetings from Dayananda Sagar Business Academy-DSBA, Bangalore.

At the outset, I thank you for providing employment opportunity for graduates from our institute at your prestigious organizations.

DSBA is a part of prestigious Dayananda Sagar Institutions, offering quality higher educations since 2011. We strive for improving the academic quality and prepare our students to fit to the market needs. As a step towards it, we request you to please share a few minutes and give your feedback to help us improve the our academic delivery further and give you better employees in future.

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Details of the company representative:

Description (optional)

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Name of the Organization \*

Short answer text

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Name of the Person: \*

Short answer text

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Designation: \*

Short answer text

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Mobile Number: \*

Short answer text

Landline with Extension Number:

Short answer text

Email id: \*

Short answer text

Employee (Student) Details:

Description (optional)

Name of the Employee (Student): \*

Short answer text

Date of Joining : \*

Month, day, year



Designation: \*

1. Option 1

Annual cost to company (CTC) \*

< 2.5 lac

2.5 to 3.5 lac

3.5 to 5 lac

> 5 lac

Tick the option that best describes your level of satisfaction about the employee ( our Alumnae) .  
4 being Highly satisfied to 1 being least satisfied

Parameters \*

	4	3	2	1
Communication sk...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Team work and bo...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relationship with c...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creativity and inno...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Planning and orga...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developing practic...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Self motivation an...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Learning attitude	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using technology ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technical knowled...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motivation at work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to manage /...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Contribution to org...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall impression...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Based on you opinion about the individual and your expectations from the employees how do you respond to the following:  
Description (optional)

Based on your opinion about the individual and your expectations from the employees how do you respond to the following:

Description (optional)

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Parameter \*

	Strongly agree	Agree	Maybe
Graduates need more ex...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Academic knowledge a...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Industry is ready to offer...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Practitioners are ready t...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>


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Your Comments / Suggestions \*

Short answer text

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Thank you for your valuable time and feedback, Principal, DSBA.

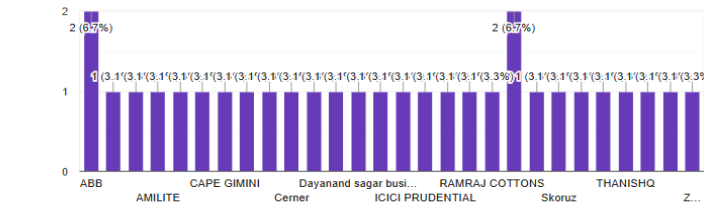


Responses to the form

Name of the Organization

[Copy chart](#)

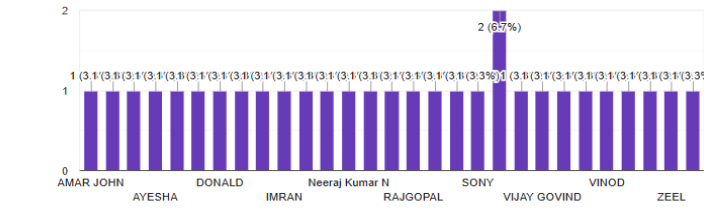
30 responses



Name of the Person:

[Copy chart](#)

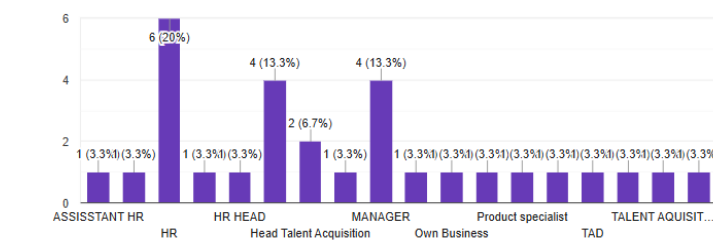
30 responses



Designation:

[Copy chart](#)

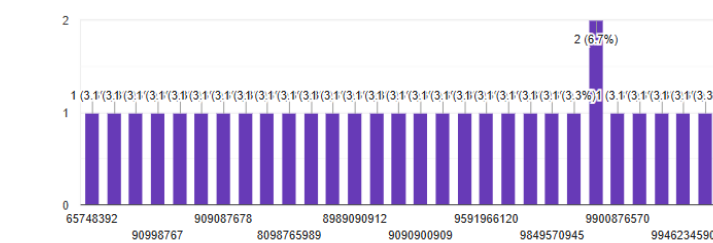
30 responses



Mobile Number:

[Copy chart](#)

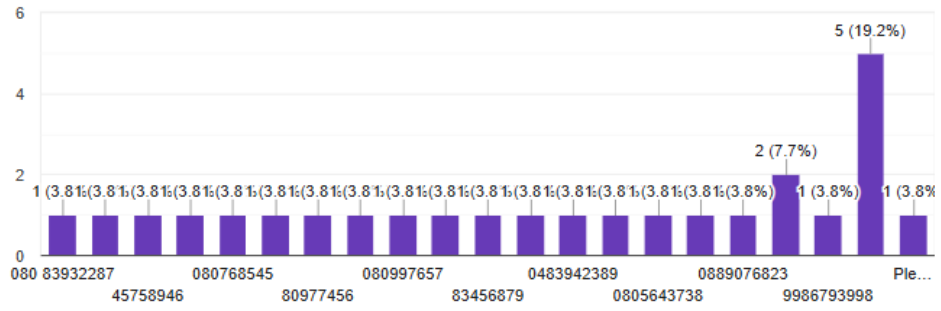
30 responses



Landline with Extension Number:

[Copy chart](#)

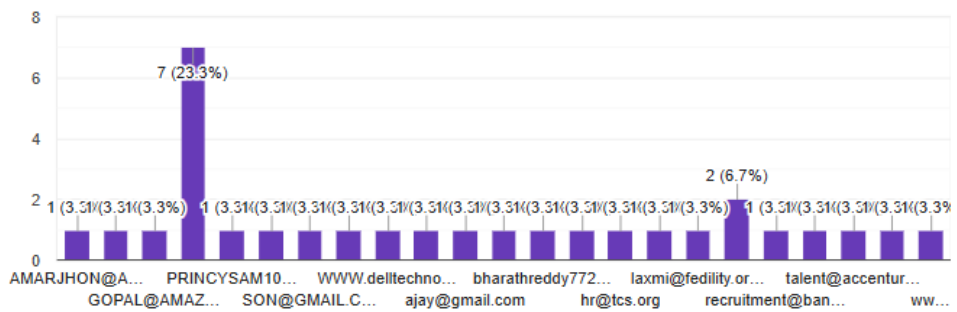
26 responses



Email id:

[Copy chart](#)

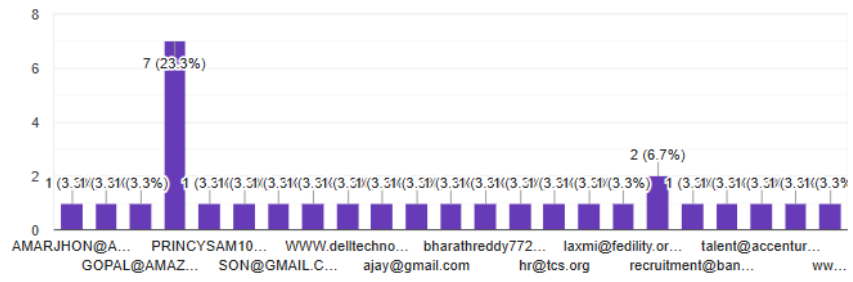
30 responses



Email id:

 Copy chart

30 responses



### Employee (Student) Details:

#### Name of the Employee (Student):

30 responses

Neeraj Kumar N

Riya Singh

Ambika Bai

Vikas

Indrajith

PAAVANA

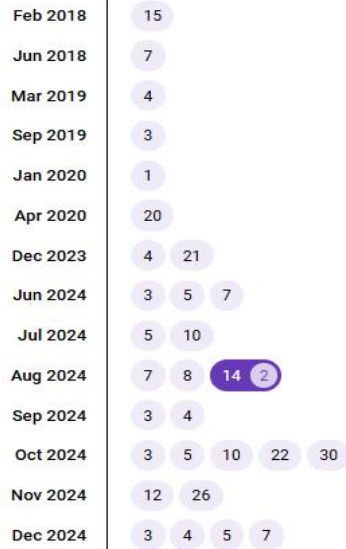
VINAY

DIVYA P

Shreya Machappa

Date of Joining :

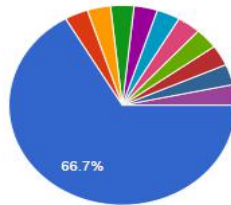
30 responses



Designation:

30 responses

[Copy chart](#)



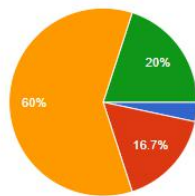
- Option 1
- Product specialist
- TAX PROCESS EXECUTIVE
- Sr Technician , Technical Support
- Own businesses
- Associate Consultant
- Operational Director
- Customer Relationship Manager

▲ 1/2 ▼

Annual cost to company (CTC)

30 responses

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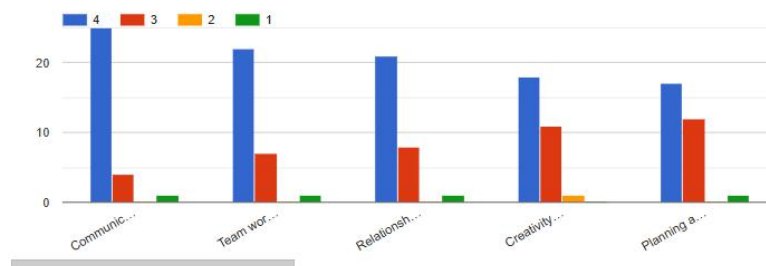


- < 2.5 lac
- 2.5 to 3.5 lac
- 3.5 to 5 lac
- > 5 lac

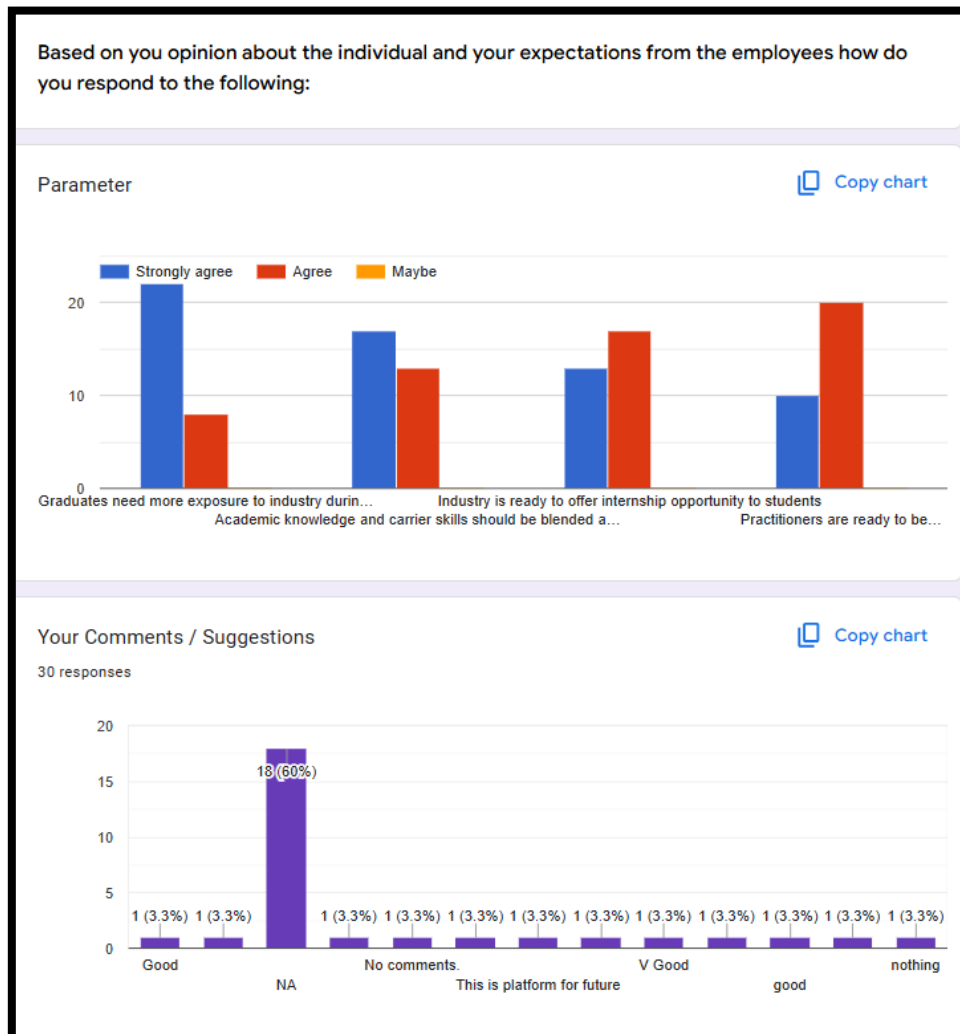
Tick the option that best describes your level of satisfaction about the employee ( our Alumnus)

Parameters

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## Feedback Analysis:

### 1. Technical Knowledge/Skills

- **Observation:** Scores ranged from 1 to 4, indicating variability in technical competence.
- **Key Feedback:** While some employees showed strong technical skills, others lacked proficiency.

### 2. Motivation at Work

- **Observation:** Scores were predominantly in the range of 3–4, indicating good motivation levels.
- **Key Feedback:** Employers generally found employees to be motivated and consistent at work.

### 3. Leadership and Management Ability

- **Observation:** Scores varied from 1 to 4, indicating potential for leadership development.
- **Key Feedback:** Some employees exhibited strong management qualities, but this area requires overall improvement.

#### 4. Contribution to Organization Goals

- **Observation:** Scores ranged from 1 to 4, with mixed feedback on individual contributions.
- **Key Feedback:** Employees showed commitment to organizational objectives but lacked consistency in execution.

#### 5. Overall Impression

- **Observation:** Scores were generally around 3, with a few cases scoring 4, indicating moderate satisfaction.
- **Key Feedback:** Employers appreciated the dedication of employees but recommended enhancing practical skills.

#### 6. Exposure to Industry

- **Observation:** Majority of feedback indicated the need for more industry exposure during graduation.
- **Key Feedback:** Strong agreement that industry-relevant skills and internships are critical for student preparedness.

#### 7. Academic Knowledge and Career Skills

- **Observation:** Employers highlighted the importance of blending academic knowledge with career skills.
- **Key Feedback:** Strongly agreed that curriculum should integrate more soft skills and practical components.

#### 8. Internship Opportunities

- **Observation:** Employers were willing to offer internship opportunities, reflecting readiness to engage with institutions.
- **Key Feedback:** Encouraged collaboration to build robust internship programs.

#### 9. Practitioners in Curriculum Design

- **Observation:** Strong agreement for involving industry practitioners in curriculum design.
- **Key Feedback:** Advocated for regular updates to align with industry requirements.

### Action Taken Report

#### 1. Enhance Technical Knowledge

- Conducted **specialized technical workshops** and certification programs in areas like Data Analytics, AI, and Digital Marketing.
- Partnered with industry experts for **hands-on training sessions** to improve technical competency.

#### 2. Improve Leadership and Management Skills

- Introduced **student leadership programs** and team-building activities during coursework.
- Organized **seminars on leadership** by industry leaders to inspire and prepare students.

### 3. Increased Industry Exposure

- Strengthened internship programs through **MOUs with organizations** for structured internships.
- Hosted **industrial visits and guest lectures** to provide real-world exposure.

### 4. Blending Academic Knowledge with Career Skills

- Integrated **soft skills training** into the curriculum, focusing on communication, teamwork, and problem-solving.
- Launched **career readiness modules** that include resume building, interview preparation, and professional etiquette.

### 5. Industry Collaboration

- Involved practitioners in **curriculum advisory boards** to design courses aligned with industry needs.
- Conducted **hackathons and case-study competitions** with industry participation.

### 6. Expand Internship Opportunities

- Developed a **dedicated internship portal** to connect students with employers offering practical work experiences.
- Encouraged faculty to act as internship coordinators to streamline processes.

### 7. Practitioner Involvement in Teaching

- Invited industry professionals as **visiting faculty** for relevant courses.
- Organized **short-term training programs** led by practitioners for skill enhancement.



**Principal**

**DSBA**