



AMAL COLLEGE
OF ADVANCED STUDIES

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Myladi, Eranhimangad PO, Nilambur, Kerala – 679329

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FEEDBACK ANALYSIS REPORT

Employer's Feedback on Curriculum Design and Implementation for the Academic Year 2018-2019



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EMPLOYERS FEEDBACK ON CURRICULUM DESIGN AND IMPLEMENTATION FOR THE ACADEMIC YEAR 2018-19

Introduction

Feedback from the stakeholders are the key element in imparting quality in higher education. Curriculum of the courses taught in a programme should be carefully designed and implemented to ensure high standards. At Amal college we have been taking feedback from all stakeholders. Employers being direct beneficiaries of higher education, we have collected exhaustive feedback from them on curriculum design and implementation.

Methodology of data collection and analysis

We have used a structured Google form questionnaire for collecting responses online from employers who have recruited our students either through campus interview or through other route. This employer feedback is collected every academic year. Qualitative statements in five point agreement scale were used to study employer's feedback. Basic profile analysis and descriptive analysis of employer feedback for various dimensions of curriculum are done.

Response Analysis and Discussions

The responses received from 39 odd employers with whom our students are currently working are further analyzed using frequency distribution as shown below.

Employer's profile

Table 1: Classification based on nature of business

Nature of Business	Frequency	Percent
Manufacturing	9	23.1
Services	18	46.2
Trading	12	30.8
Total	39	100

Table 2: Classification based on type of ownership

Type of ownership	Frequency	Percent
Company	15	38.5

Firm	12	30.8
Other form of organisation	12	30.8
Total	39	100

Table 3: Classification based on number of employees

Number of employees	Frequency	Percent
20-50	12	30.8
Less than 20	12	30.8
More than 50	15	38.5
Total	39	100

From table 1 to table 3 it can be seen that 46% of the employers are from service sector. 38.5% of them are joint stock companies and 38.5 of them have more than 50 employees on roll.

Analysis of responses of employers on curriculum design and implementation

The curriculum has successfully imparted basic theoretical foundation	Frequency	Percent
Strongly Agree	18	46.2
Agree	15	38.5
Neutral	6	15.4
Total	39	100

The curriculum has successfully integrated adequate practical experiences	Frequency	Percent
Agree	24	61.5
Neutral	9	23.1
Disagree	6	15.4
Total	39	100

The curriculum has significantly contributed to the employability	Frequency	Percent
Strongly Agree	6	15.4
Agree	15	38.5
Neutral	12	30.8
Disagree	3	7.7
Strongly Disagree	3	7.7
Total	39	100

The curriculum has significantly contributed to the leadership skills	Frequency	Percent
Strongly Agree	18	46.2
Agree	15	38.5
Disagree	6	15.4
Total	39	100

The curriculum content is up-to-date and of international standard	Frequency	Percent
Strongly Agree	6	15.4
Agree	18	46.2
Neutral	15	38.5
Total	39	100

The curriculum offered adequate industry exposure	Frequency	Percent
Agree	21	53.8
Disagree	3	7.7
Neutral	12	30.8
Strongly Disagree	3	7.7
Total	39	100


It is found from the above table that employers have favorably responded to the effectiveness of curriculum and its delivery as revealed by their higher proportion agreements over disagreements for different statements set to assess employers feedback. It is to be noted that employer's have slightly lower ratings on employability and international standards of the curriculum.

Suggestions

Based on the above analysis it can be suggested that the college and university should enhance employability and industry exposure in the curriculum to make it more acceptable for employers.

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