



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 2019-2020



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EMPLOYER FEEDBACK ON CURRICULUM DESIGN AND IMPLEMENTATION FOR THE ACADEMIC YEAR 2019-20

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 routes. This employer feedback is collected every academic year. Qualitative statements in a 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 51 odd employers with who our students are currently working are further analyzed using frequency distribution as shown below.

Table 1: Employer's profile

Variable	Category	Frequency	Percent
Nature of Business	Manufacturing	11	21.6
	Services	24	47.1
	Trading	16	31.4
Type of ownership	Company	24	47.1
	Firm	10	19.6
	Other form of organisation	17	33.3
Number of employees	20-50	15	29.4
	Less than 20	16	31.4
	More than 50	20	39.2
	Total	51	100

From table 1 it can be understood that 47.1 % employers are from the service sector, 47.1% are of joint stock companies and 39.2% of the employers have more than 50 employees.

Table 2: Employer's response on curriculum design and implementation

Statements	Mean	N	Std. Deviation
The curriculum has successfully imparted basic theoretical foundation	4.35	51	0.744
The curriculum has successfully integrated adequate practical experiences	3.61	51	0.723
The curriculum has significantly contributed to the employability	3.71	51	1.045
The curriculum has significantly contributed to the leadership skills	4.2	51	1
The curriculum content is up-to-date and of international standard	4.04	51	0.774
The curriculum offered adequate industry exposure	3.55	51	0.945


The above mean score analysis of various aspects of curriculum design and implementation as rated by employers shows that the highest mean score i.e 4.35 is for the statement that the curriculum offers a good theoretical base. The lowest mean score of 3.55 is for the statement that the curriculum offers adequate industry exposure. Employers are happy in general and expect more in certain specific aspects.

Suggestion.

The practical exposure and employability need to further strengthen in the curriculum to make it more acceptable by the employers.

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