



AMAL COLLEGE  
OF ADVANCED STUDIES

# AMAL COLLEGE OF ADVANCED STUDIES

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 2020-2021



# AMAL COLLEGE OF ADVANCED STUDIES MYLADI, ERANHIMANGAD PO, NILAMBUR - 679329

## EMPLOYER FEEDBACK ON CURRICULUM DESIGN AND IMPLIMENTAION FOR THE ACADEMINC YEAR 2020-21

### 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 standard. At Amal college, we have been taking feedback from all stakeholders. Employers being a 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 at the every academic year. Qualitative statements in five point agreement scale were used to study employer's feedback. Basic profile analysis and percentage analysis of employer feedback for various dimensions of curriculum are done.

## Response Analysis and Discussions

The responses received from 39 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	9	23.1
	Services	18	46.2
	Trading	12	30.8
Type of ownership	Company	15	38.5
	Firm	12	30.8
	Other form of organisation	12	30.8
Number of employees	Less than 20	12	30.8
	20-50	12	30.8
	More than 50	15	35.5
	Total	39	100

From table 1 it can be understood that 46.2 % employers are from the service sector, 38.5% are of joint stock companies and 35.5% of the employers have more than 50 employees.

**Table 2: Employer's response on curriculum design and implimentation**

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	%	%	%	%	%
The curriculum has successfully imparted basic theoretical foundation	46.2%	38.5%	15.4%	0.0%	0.0%
The curriculum has successfully integrated adequate practical experiences	0.0%	61.5%	23.1%	15.4%	0.0%
The curriculum has significantly contributed to the employability	15.4%	38.5%	30.8%	7.7%	7.7%
The curriculum has significantly contributed to the leadership skills	46.2%	38.5%	0.0%	15.4%	0.0%
The curriculum content is up-to-date and of international standard	15.4%	46.2%	38.5%	0.0%	0.0%

The curriculum offered adequate industry exposure	0.0%	53.8%	30.8%	7.7%	7.7%
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The above percentage analysis of various aspects of curriculum design and implementation as rated employers shows that more than 80 percent of the employers either strongly agree or agree with the statement that curriculum has imparted basic theoretical knowledge. But 61.5% of the agree to the statement that curriculum integrated practical knowledge. Fifty three percent of them agree to the statement that curriculum contributed to employability.

### Suggestion.

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

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Place: Amal College Nilambur



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