



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 Academic Performance and Ambience of the Institution 2021-2022



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

EMPLOYER FEEDBACK ON ACADEMIC PERFORMANCE AND AMBIENCE OF THE INSTITUTION FOR THE ACADEMIC YEAR 2021-22

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 61 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	5	8.2
	Services	46	75.4
	Trading	10	16.4
Type of ownership	Company	43	70.5
	Firm	6	9.8
	Other Forms of Organisations	12	19.7
Number of employees	Less than 20	12	19.6
	20-50	30	49.1
	More than 50	19	31.1
	Total	61	100

Interpretation

Based on the given data, we can interpret the following information:

Nature of Business:

Manufacturing: 5 companies, accounting for 8.2% of the total.

Services: 46 companies, accounting for 75.4% of the total.

Trading: 10 companies, accounting for 16.4% of the total.

Type of Ownership:

Company: 43 companies, accounting for 70.5% of the total.

Firm: 6 companies, accounting for 9.8% of the total.

Other Forms of Organizations: 12 companies, accounting for 19.7% of the total.

Number of Employees:

Less than 20: 12 companies, accounting for 19.6% of the total.

20-50: 30 companies, accounting for 49.1% of the total.

More than 50: 19 companies, accounting for 31.1% of the total.

In summary, the majority of businesses in this dataset are in the services sector (75.4%), followed by companies with less than 20 employees (19.6%). The most common type of ownership is a company (70.5%). 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 academic performance and ambience of the institution

Statement	Response				
		Agree	Neutral	Strongly Agree	
The programme offered to candidates was suitably demanding	N	18	4	39	61
	%	29.50%	6.60%	63.90%	100%
The syllabus covered during the Programme was UpToDate	N	25	8	28	61
	%	41.00%	13.10%	45.90%	100%
Project work/Internships offered was adequate and relevant	N	28	11	22	61
	%	45.90%	18.00%	36.10%	100%
The Curriculum has enhanced candidate's ability in communication, critical thinking and problem solving	N	25	6	30	61
	%	41.00%	9.80%	49.20%	100%
The programme was capable of creating skills required at workplace	N	16	4	41	61
	%	26.20%	6.60%	67.20%	100%
The candidates from your institution are highly employable	N	20	2	39	61
	%	32.80%	3.30%	63.90%	100%
Overall learning outcomes as achieved by the candidate seems to excellent	N	20	2	39	61
	%	32.80%	3.30%	63.90%	100%
The coordination with the Institution's placement cell is impressive	N	20	11	30	61
	%	32.80%	18.00%	49.20%	100%
The candidates from your institution are well groomed and well behaved	N	18	6	37	61
	%	29.50%	9.80%	60.70%	100%
The academic ambience of the campus is very nice	N	23	2	36	61
	%	37.70%	3.30%	59.00%	100%

Interpretation

The data presented represents the results of a survey conducted by Amal College of Advanced Studies among employers who have recruited students from the institution. The survey aimed to assess various aspects of the academic performance and ambience of the institution.

Based on the responses, it is evident that the majority of employers had positive views regarding the programme offered to candidates. The programme was considered suitably demanding by 63.9% of respondents, indicating that it provided an appropriate level of challenge to the students. Additionally, the syllabus was deemed up-to-date by 45.9% of respondents, suggesting that the institution focuses on incorporating current knowledge and trends into its curriculum.

The project work/internships offered by the institution were considered adequate and relevant by 36.1% of respondents, indicating that they provided valuable practical experiences. Furthermore, the curriculum was reported to enhance candidates' abilities in communication, critical thinking, and problem-solving, as indicated by 49.2% of respondents.

Employers also expressed confidence in the institution's ability to create workplace-relevant skills, with 67.2% agreeing or strongly agreeing with this statement. This suggests that the institution prepares students well for the demands of the job market.

Additionally, the candidates were perceived as highly employable by 63.9% of respondents, indicating that the institution's graduates are valued in the job market. Employers also found the overall learning outcomes achieved by the candidates to be excellent (63.9%), highlighting the effectiveness of the institution's educational programs.

The coordination with the institution's placement cell was viewed as impressive by 49.2% of respondents, indicating that the institution actively supports students in their career placement efforts. Employers also had positive perceptions of the candidates' grooming and behavior, with 60.7% expressing satisfaction in this regard.

Lastly, the academic ambience of the campus was considered very nice by 59% of respondents, indicating a positive environment for learning and growth.

Overall, the survey results reflect a positive evaluation of the academic performance and ambience of Amal College of Advanced Studies by employers who have hired its students. The institution's demanding programme, up-to-date syllabus, practical experiences, skill development, employability of candidates, learning outcomes, placement support, candidate behavior, and campus ambience were viewed favorably by the employers surveyed.



Action Taken Report.

The feedback analysis have been reviewed by Internal Quality Assurance Cell and further discussed in College council. The following action has been taken with regard to this.

Enhancing Rigor: Based on the survey findings, the College Council has decided to further enhance the rigor of the academic programs by incorporating more challenging elements into the curriculum. This will ensure that students are consistently pushed to their full potential and are better prepared for the demands of the workplace.

Syllabus Upgradation: To address the feedback regarding syllabus relevance, the College Council has initiated a comprehensive review process. This will involve regular updates to the syllabus by the university to ensure it aligns with the latest developments and industry requirements. This will enable students to acquire knowledge and skills that are in sync with the current trends and demands of their respective fields.

Expanding Internship Opportunities: Recognizing the importance of practical experiences, the College Council is working on forging stronger industry partnerships to provide a wider range of project work and internship opportunities. This will ensure that students gain hands-on experience in real-world settings, making them better equipped for the job market.

Skill Enhancement Initiatives: To further enhance communication, critical thinking, and problem-solving skills, the College Council has introduced skill enhancement initiatives. These initiatives will include workshops, seminars, and practical exercises aimed at developing these key competencies among students.

Continuous Placement Support: Building on the positive feedback about the coordination with the placement cell, the College Council is committed to providing even stronger support to students' career placement efforts. This includes expanding the network of industry connections, organizing placement drives, and providing comprehensive career guidance to maximize students' employability.

Through these actions, the College Council aims to address the feedback received in the survey and continuously improve the academic performance, employability, and overall learning experience of the students at Amal College of Advanced Studies. The practical exposure and employability need to further strengthened in the curriculum to make it more acceptable by the employers.

Date: 10/06/2022


Place: Amal College Nilambur

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