Report on analysis of M.B.A Learners Feedback

Director /Head of School: Dr. Gagan Singh

About the School

The School of Management Studies & Commerce offers many programmes of study in Management and Commerce. The aim of the School is to achieve excellence in all its academic pursuits. The School believes in the philosophy that 'Open and Distance Learning' (ODL) and 'Face-to-Face' learning cannot afford to have the two distinct sets of standards in terms of quality. Thus, the guiding norm of the School is to strive for value-based quality education for its learners

About the Department of Management Studies

In the Department of Management Studies, B.B.A and M.B.A programmes are offered, a significant number of learners take admission in these programmes every year. There are five faculty members in the department of Management Studies. Department organizes time to time online counseling sessions for their learners. These online sessions provide opportunities for real- time interactions, allowing learners to ask questions, seek clarification and engage in discussion which can enhance understand and retention of material. Department also organizes online induction programmes in every session for new entrants. Besides that, pre-exam special counseling sessions are also conducted by the department in which the faculty members advice them on study habits, time management and academic planning. For the larger interest of the learners enrolled in various programmes of the study, department also organize

placement conclaves by inviting learned and professional experts from reputed institutes and organization of the country.

Introduction

Feedback is the data collected from learners about their experiences with the educational institutes. It plays an important role by improving academic and work culture of an institution. A properly planned as well as chalked out feedback is crucial in aiding the transition to higher education and supporting student's retention.

Methodology

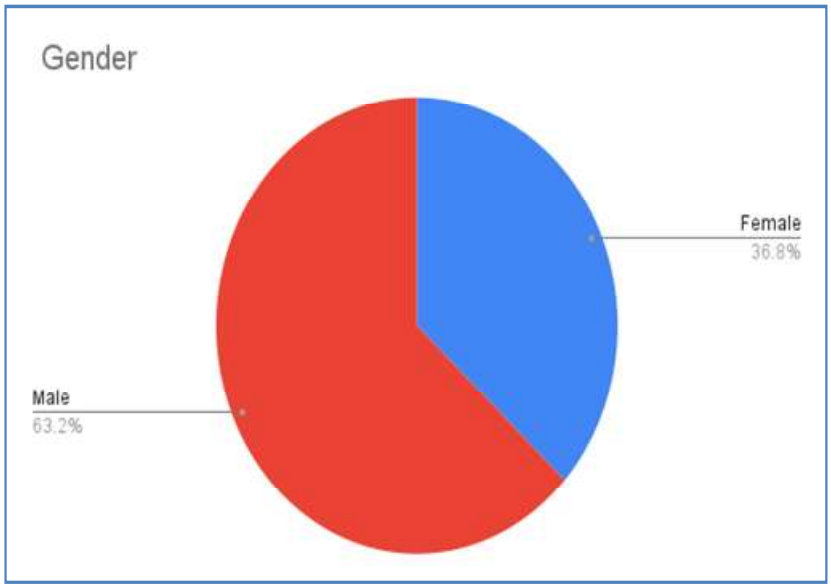
A prescribed Performa of feedback of learners on curriculum and teaching learning process has been prepared and broadcast in all the four semesters' telegram channels of MBA learners at the end of the academic session of 2023-2024. Out of approx. 750 learners 184 learners responded for the feedback analysis.

Analysis of Learners Feedback

The feedback Performa includes dimensions namely Curriculum, Teachers and Information Resources of the university. A simple statistical method of percentage and graphical representation of data has been applied in analysis of students‟ feedback.

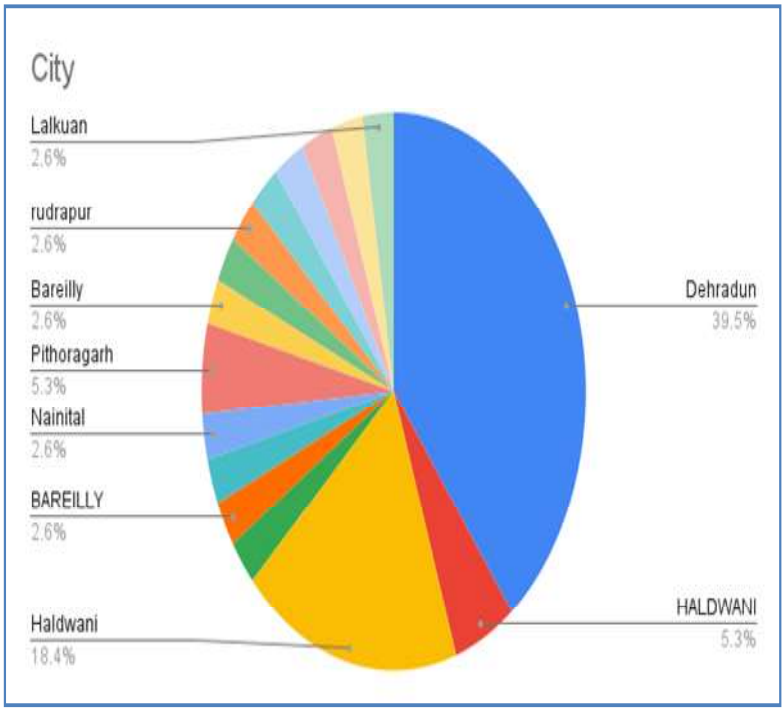
Learners Feedback of Uttarakhand Open University (Management Studies)

Gender of the Learners



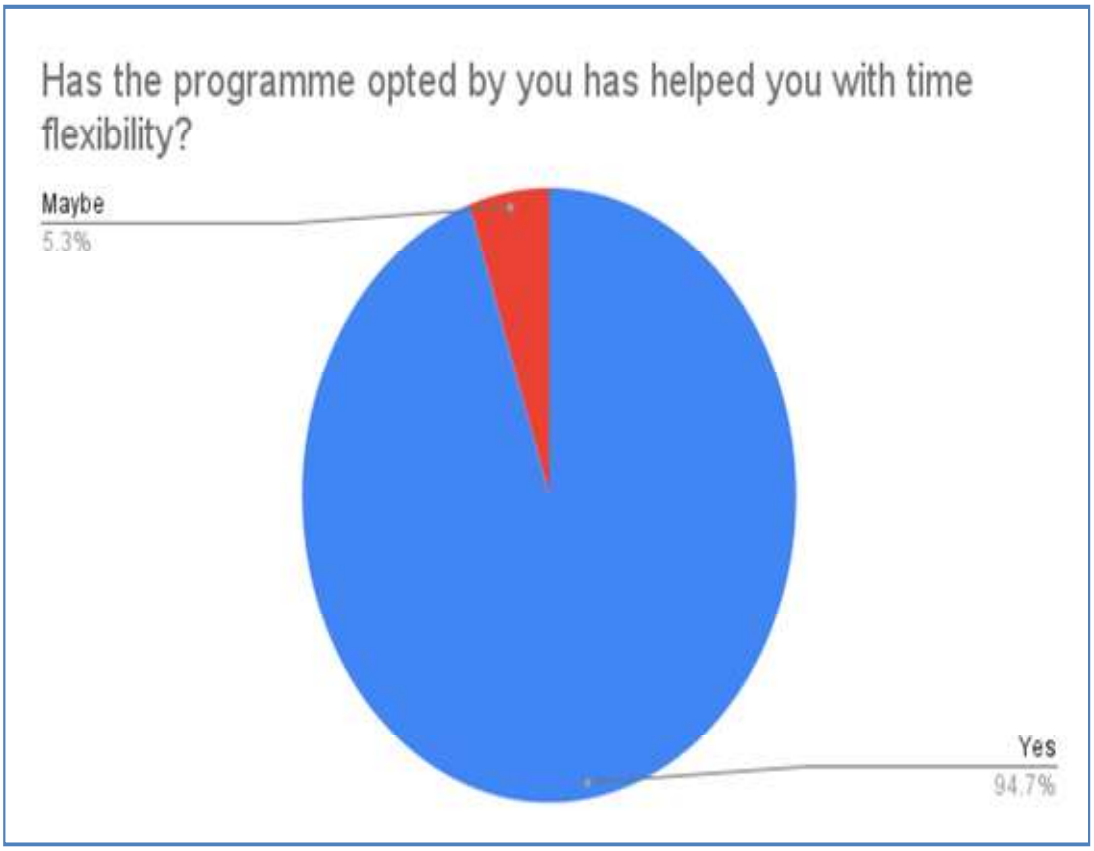
It was found that approximately, 60% of the learners are male and the rest are female. Considering the gender division, admission of the learners correspond to it.

Locality of the learners



Since, Haldwani and Dehradun are the major cities of the state, it becomes natural to attract more learners from these places. Owing to the population of these regions and availability of the study centres, the number of learners is more than the rest of the areas.

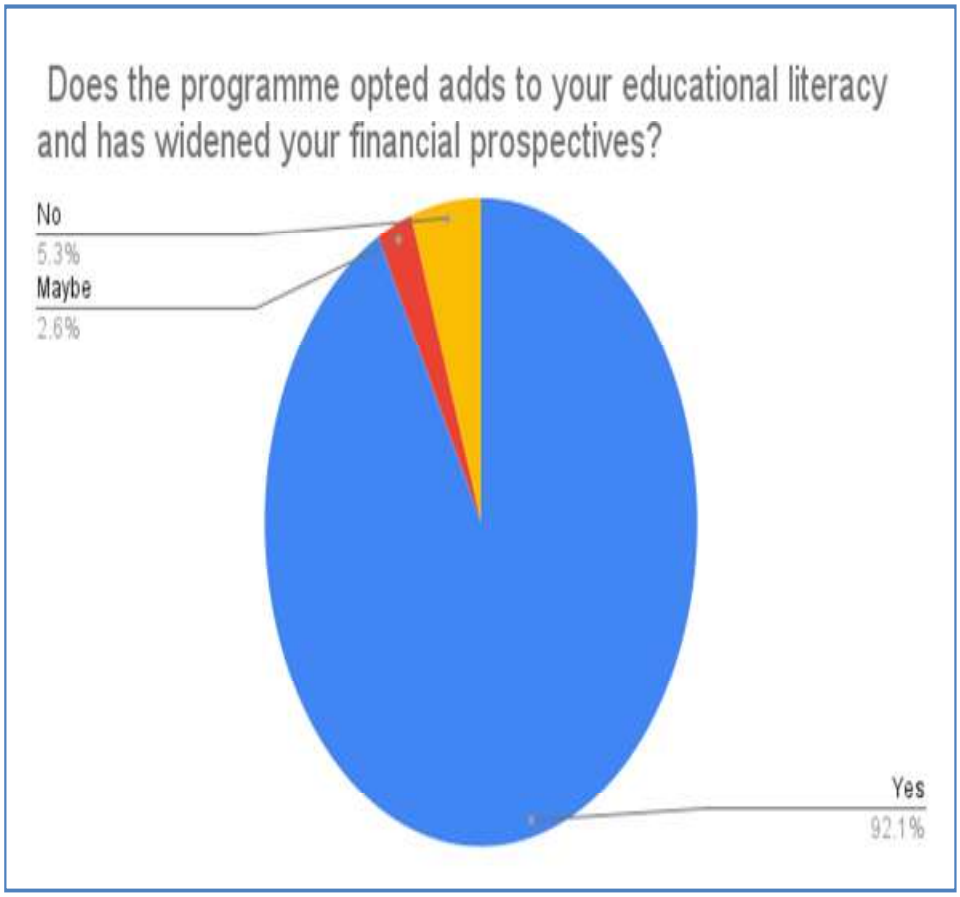
However, the penetration of internet has not left any region of the state untouched. Learners enrol themselves from far away regions as well



Professional courses like MBA, is generally opted by the ones who are already working in a professional set up.

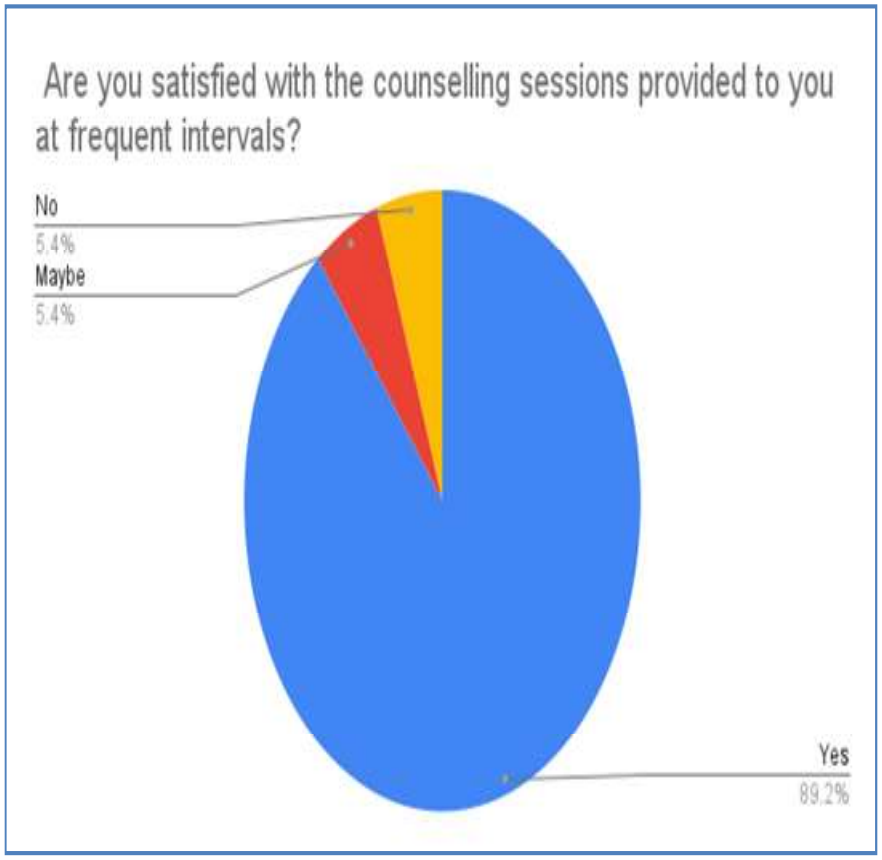
Time management becomes difficult and tedious, here comes the flexibility approach and online study methods adopted by the Uttarakhand Open University.

The University offers flexibility and is generous enough to provide extented time limits to submit assignments, project reports, etc.



The question holds critical importance, as the purpose of the pursuing MBA like course while on a job adds to the character of an individual at this workplace. The course offers educational knowledge while opening the prospects of financial gains to the learners.

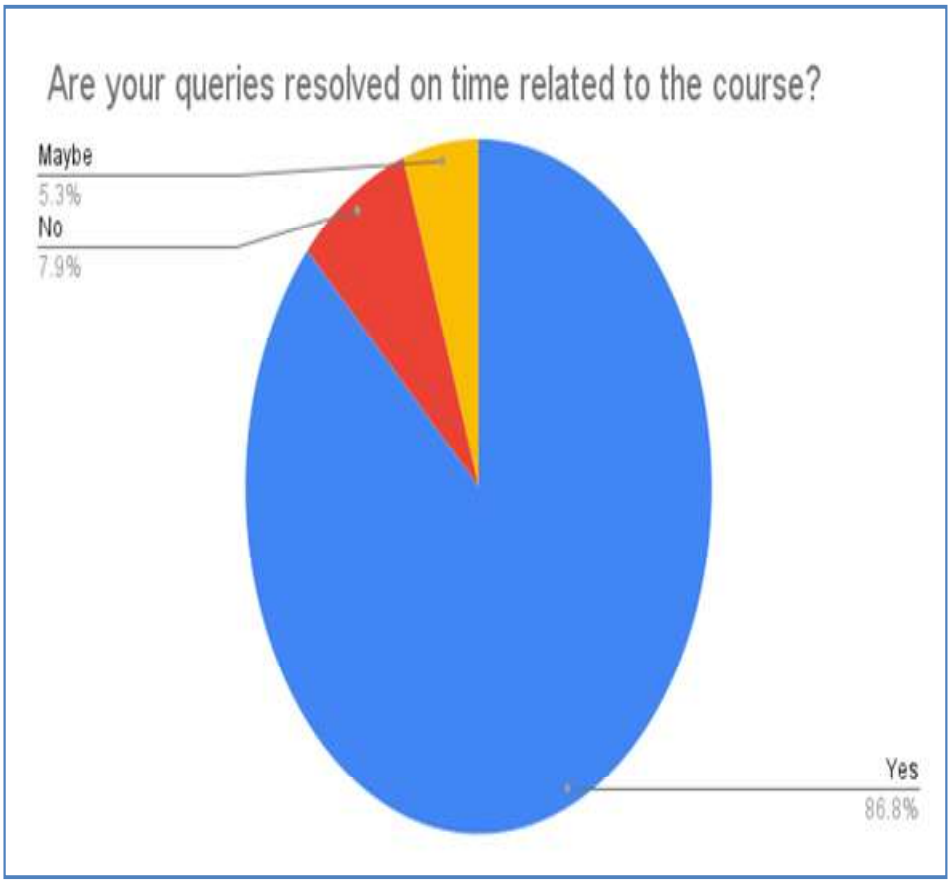
On being asked the question, 92% of the respondents found the program to be useful. Thus shows, that the program run by the University has a wide acceptance and applicability.



Considering the nature of the course and the teaching methodology, counselling session is only effective way of communication to interact with the learners.

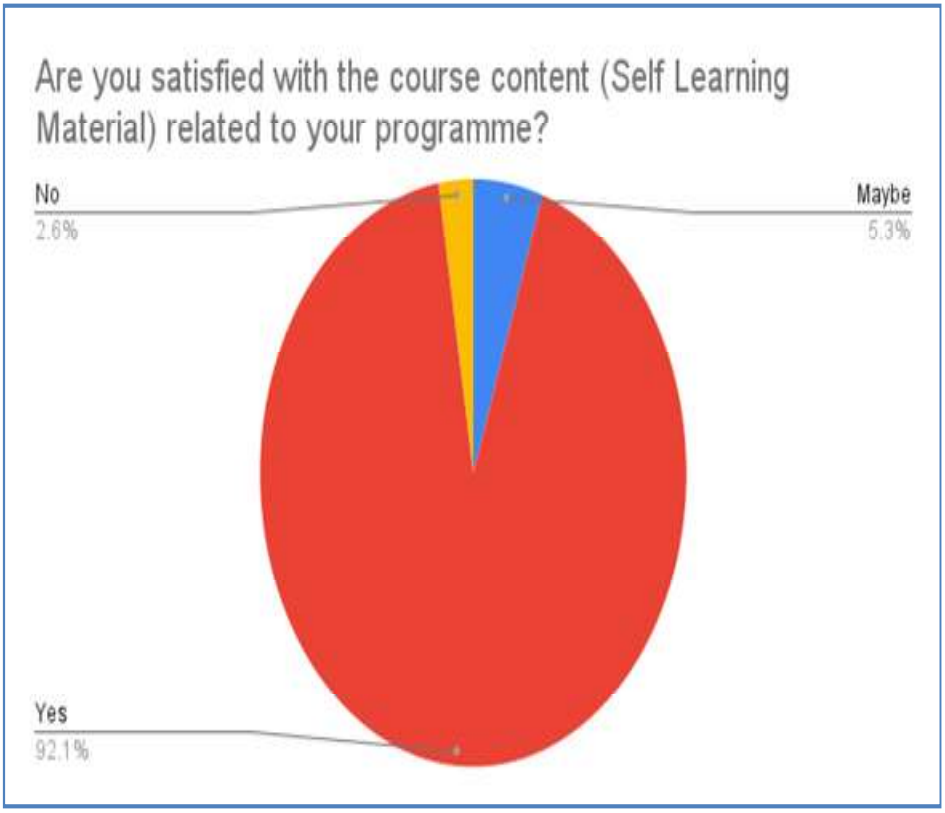
On being asked the question, it was found that the learners are satisfied with the session being conducted at regular intervals.

We have also started communicating through telegram and whatsapp channels, and this really proved to be much useful during the during and post pandemic



As discussed earlier, we have introduced Telegram and whatsapp for query related issues. Any questions regarding study material, books, content and subject specific, these all are addressed via the social media platforms.

The question received a great feedback among the learners, this shows that the learners are very much satisfied with the education service they have enrolled themselves into.



On asking if the learners are satisfied with the course content and the self learning material they have been provided with on online mode, almost every learner gave a positive response for it. The learning material is easily understandable. The concepts are very smoothly explained also the queries are addressed time to time, in case of any issue.

How has been your experience so far considering the importance of your course in the open education format?

"It has been a great experience, teachers were really helpful , special mention to Somesh Pathak Sir for the help provided and all the queries were resolved on time . Just at the time of 4th sem exams books were not provided by the college. Enough time provided to prepare for the exams . Overall it is a good experience".

"It was great experience because i was continue my study with my Job. I have taken it as a good opportunity for my future."

"It was very good experience, as we were provided all the information online regarding course, due to which there was no confusion regarding my queries."

"It's really helpful for those like me who are working and want to study further study".

"It was a really good experience so far, the open education format helped with the time flexibility and enabled us to carry out our studies in an effective and efficient way".

Report prepared by:

Somesh Pathak
Assistant Professor (AC)
Department of Management Studies, SOMC