

K.S. Rangasamy College of Arts and Science (Autonomous)

Department of Management Studies (PG)

Feedback and Action Taken Report

2019-2020

Feedback

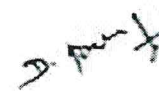
1. Feedback is collected from the stakeholders to collect their opinion on the curriculum and it was projected that the content of the syllabus can be modified according to the current scenario prevailing in marketing era.
2. The collected feedback recommended to increase Number of e-books to enhance the technological learning efficiency .

Action Taken Report

1. Retail Management is included as one of the marketing elective paper which is needed to know more about the strategies of marketing.
2. Number of e- books and e-journals were increased.



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HOD

18/2/2020 - 10:00 AM
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