

**SCHOOL OF MANAGEMENT STUDIES  
INDIRA GANDHI NATIONAL OPEN UNIVERSITY  
MAIDAN GARHI, NEW DELHI - 110068.**

**FEEDBACK ANALYSIS REPORT OF SUBJECT EXPERTS ON THE DESIGN &  
DEVELOPMENT OF CURRICULUM**

**1. Preamble:**

Indira Gandhi National Open University (IGNOU) is one of the largest universities in the world. IGNOU imparts knowledge not only in India but also in various parts of the world. In order to serve our nation and society better, we try to constantly understand the educational needs and requirement of the society.

Besides doing need analysis of the course/program, and thorough groundwork and research study while designing and developing our curriculum we convene a meeting inviting experts from academia and industry, to discuss and debate what is happening in the industry and in various other academic institutions. The School develops and offers the courses/ programs in the field of commerce and management. Importance of Industry interface in the design and development of various academic and professional programs/courses offered by the school needs no explanation. Industry interface enables the teachers to keep pace with the fast changing Scenario of industry.

Teachers understand the changing needs of the industry. They try to experiment with different pedagogical approaches of teaching. To know about their interventions and pedagogy, a brainstorming session with experts is done. Hence, involving academicians from various universities and academic institutions is an integral part of the course development process.

**2. About the School the Experts were involved:**

The School of Management Studies has been established to provide developmental avenue for working personnel and professionals for acquiring management qualifications to upgrade and refine their managerial skills, capabilities, and orientation. The School aims to impart lifelong learning opportunities to the learners in the specific domains like leadership, entrepreneurial skills, and professional competence. The Programmes offered by the School are useful and geared to fulfill identified gaps in the corporate and business world.

The School of Management Studies began its academic operations in 1987 with the launch of Diploma in Management as a pilot programme of the University. This programme is one of the two programmes offered by the university at the beginning of the university's academic journey. The School today offers 9 programmes in Management and 13 programmes in Commerce.

Commerce and Management Programmes of IGNOU impart quality flexible education at the doorstep of the learners and are highly popular.

The School follows multimedia approach in programme delivery. It comprises of self-learning printed course material packages supporting audio-video programmes, face to face interaction with academic counselors at study centres, assignment for assessment and feedback, telecast of video programmes on Daxindarshan, broadcast of audio video programmes through Gyan Vani (interactive radio counseling) and teleconferencing through Gyan Darshan and DTH. The School adopts many other learner friendly features available on IGNOU platform.

The programmes offered by the School are designed in modular format offering maximum flexibility to the learners including multiple exit points. In recent years the school has collaborated with various apex institutions to develop programmes catering to the needs of specific target groups. School has plans to develop programmes in various emerging areas to address the country's need of trained and qualified workforce.

The school is empowered by twenty two faculty members (8 in commerce discipline and 13 in management discipline). All the faculty members make great efforts in designing and development of the courses of various programmes offered by the school.

### 3. Methodology:

A questionnaire was sent to the different external Subject Experts who have been involved in design and development of the program course of the School. Questionnaire was sent to almost 50 experts out of whom 31 responses were received. 10 responses were from the female experts, remaining 21 were male experts from various universities and other academic institutions. Questionnaire having ten items to be rated on five-point scale (Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree) was circulated.

A table of the responses was prepared for further analysis. Mean values for all the responses were calculated to study their opinion on the process of designing and developing the curriculum for various courses.

Experts were also given an option to make suggestions in case those aspects are not covered in the questionnaire.

### 4. Feedback of Subject Experts:

As discussed above, responses of the external experts were received and recorded in an excel sheet. Their mean scores were calculated. In the table given below, Mean Scores of 31 respondents are presented. This is also presented through a bar Diagram.

**Table: Responses of the respondents (external Experts)**

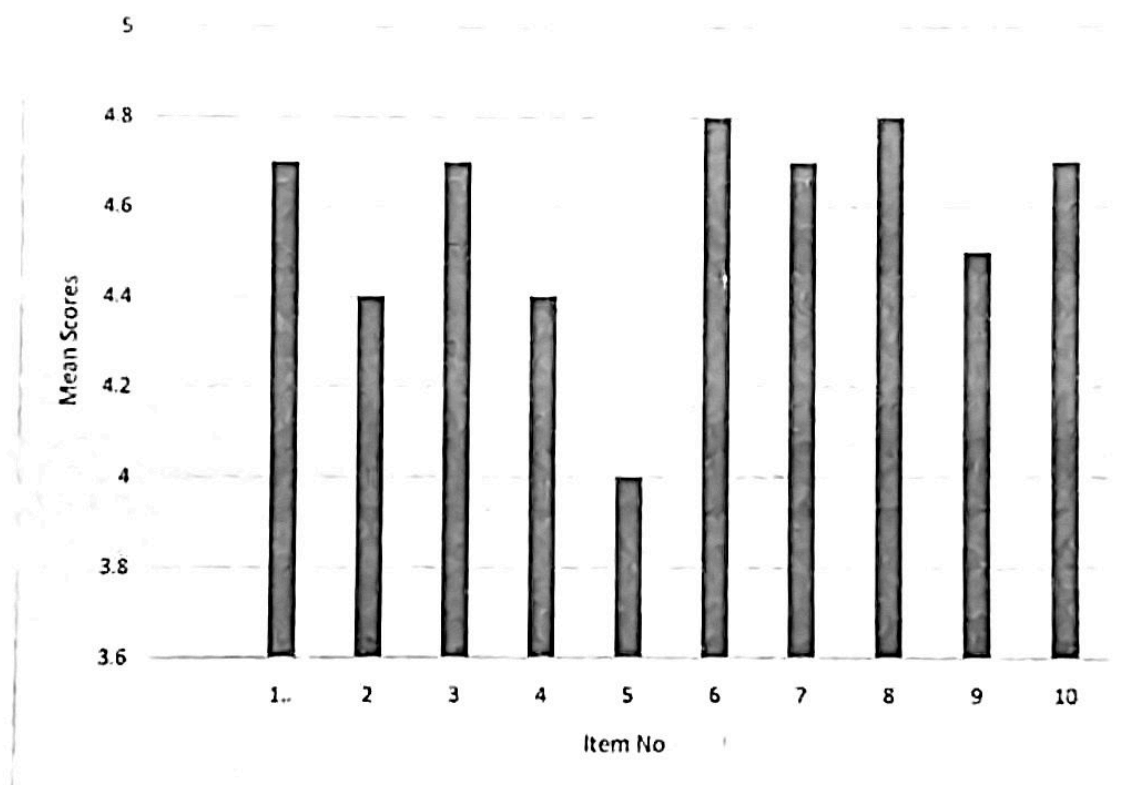
Sl. No.	Items	
1.	You were briefed about to the pedagogy of Curriculum Design Development in an OU	4.7
2.	Need Analysis was discussed before finalizing the Curriculum	4.4
3.	Subject Expert Committees reviewed the curriculum of other universities	4.7

4.	Guidelines were provided for the development of the curriculum	4.4
5.	As subject experts you were involved in the curriculum review process	4.0
6.	Feedback from others like alumni and industry was discussed during the framing of curriculum	4.8
7.	Whether the Curriculum of your subject was updated	4.7
8.	Curriculum matches with the level of the programme	4.8
9.	Orientation was given in the development of Self Learning Material	4.5
10.	Self-Learning Materials are Learner Centric	4.7

The mean scores were plotted in a bar diagram. On the axis running horizontally all the 10 items have been shown and on the vertically running axis their mean scores have been depicted.

**Figure: Mean Scores of the responses on 5 point scale**

**Analysis of Subject Experts Feedback of SOMS**



By observing the bar diagram and table, it is evident that external experts were given due consideration while designing the curriculum (Mean score of all the 10 items is more than 4.0). The experts were briefed about the Open University system beforehand. The curriculum design committee consisting of both internal faculty and external experts reviewed the

curriculum of other universities and Alumni feedback while designing and developing the Curriculum.

#### **5. Analysis of the Feedback received:**

By observing the bar diagram and table, it is evident that external experts were given due consideration while designing the curriculum (Mean score of all the 10 items is more than 4.0). Some of the observations recorded by the External Experts as feedback are:

- The experts were briefed about the Open University system beforehand.
- The curriculum design committee consisting of both in-house faculty and external experts reviewed the curriculum of other universities as well.
- Alumni feedback was also given due importance and emphasis.
- External experts were provided with the guidelines for the development.
- Curriculum significantly matches with the level of the programmes.

The Experts also felt that the course contents are regularly updated and the self-instructional material that is provided to the learners is rich in content and suitable for learning.

#### **6. Conclusion and Recommendations:**

School of Management studies is making good and praiseworthy efforts in enriching the process of design and development of the curriculum and providing the learners with the best of learning materials. The curriculum is rich in content and caters to the requirement of the various needs and expectation of the employers. Since the teaching-learning system of the university follows unique and multi-media approach learners have a different learning experience.

On the Whole the system followed by the university is fine and well-coordinated. The course material is designed keeping in mind the learning needs of the learners and the expectation of the Employers. A suggestion was made to utilise the international resources in the course development to the possible extent and make the course globally relevant. Continuous feedback of the stakeholders involved should be taken periodically to review and improve the same. As the university by and large offer most of the courses in both English and Hindi languages, translating the course materials into other languages can be suggested.

#### **7. Annexure (Enclose Questionnaire format)**

### FEEDBACK FORM FOR SUBJECT EXPERTS

1. Name:
2. Age Group: 20-30 30-40 40-50 50 and above
3. Male/Female:
4. Place of Employment:
5. Are You associated with IGNOU: Expert committee Member/ Course writer/ Both
6. To improve the system, kindly respond to the following statements.  
(Please put a  $\sqrt$  mark in the relevant box)

S. No	Statement	SA	A	Neutral	SDA	DA
1	You were briefed about to the pedagogy of Curriculum Design Development in an OU					
2	Need Analysis was discussed before finalizing the Curriculum					
3	Subject Expert Committees reviewed the curriculum of other universities					
4	Guidelines were provided for the development of the curriculum					
5	As subject experts you were involved in the curriculum review process					
6	Feedback from others like alumni and industry was discussed during the framing of curriculum					
7	Whether the Curriculum of your subject was updated					
8	Curriculum matches with the level of the programme					
9	Orientation was given in the development of Self Learning Material					
10	Self Learning Materials are Learner Centric					

(SA: Strongly Agree, A: Agree, DA: Disagree, SDA: Strongly Disagree)

7. List the areas that need attention to bring desired improvement in the system, if any.

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**Approval of the School Board through Circulation**

In view of the urgency of the matters and the situation arising out of the Covid-19, the following two items were circulated to the Members of School Board of School of Management Studies, IGNOU for consideration and approval.

Item No.1: To consider the feedback Analysis Reports of Teachers and Subject Expert on the curriculum.

Item No.2: To consider the issue relating to the cut-off percentage for admission into the BBA (Services Management) Programme

At the end of each of the above item, a resolution was proposed for consideration and approval of the members of the School Board.

The above two items were sent by email on 19.08.2020 to all the 26 members (including chairman) of the School Board with a request to consider and approve the items. Responses from 24 members have been received within the stipulated period and all of them have approved both the items.

Following are the resolutions considered and approved by the Members by circulation:

**Resolution of Item No. 1 --**

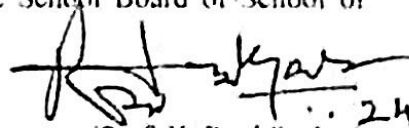
***"The School Board considered and approved the Feedback Analysis Report of the Teachers on the design of the curriculum and the Feedback Analysis Report of Subject Experts on the design and development of curriculum".***

**Resolution of Item No. 2 --**

***"The School Board considered the issue and resolved that, as a policy, a minimum of 40% for General category and 35% for the Reserved category (as per the policy of the University) may be fixed as a cut-off for calling the candidates for industry internship interviews. Further it was resolved that a higher cut-off can also be considered by the University depending on the number of applicants for entrance test and the availability of the Internship positions.***

***The Board also resolved that each time when the entrance test is held the Faculty of Management may consider the result data and recommend to the Vice Chancellor the cut-off for that admission session".***

In view of the above, both the resolutions are approved by the School Board of School of Management Studies, IGNOU.

  
(Prof. K. Ravi Sankar)  
Chairman, School Board  
24/08/2020





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School of Management Studies

Action Taken Report on Approval of School Board through circulation regarding Feedback Analysis Reports of Teachers/ Subject Experts on the Design and Development of Curriculum.

The following two reports were placed for consideration before the School Board through Circulation and the members of the School Board duly approved these reports:

1. Feedback Analysis Report of Teachers on the Design and Development of Curriculum.
2. Feedback Analysis Report of Subject Experts on the Design and Development of Curriculum.

After approval of School Board the above reports are circulated among the faculty members of the School for further necessary action while designing and developing the Course Curriculum in future.

  
(K. Ravi Sankar)  
Director  
प्रो. के. रवि संकर / Prof. K. Ravi Sankar  
निदेशक / Director  
प्रबंधन अध्ययन विद्यापीठ  
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