

Internal Quality Assurance Cell (IQAC)
Darul Uloom Arabic College, Vazhakkad

EMPLOYERS' FEEDBACK REPORT

Analysis of Employers' Feedback on Curriculum

Curriculum design and its effective implementation are the key factor in quality policy of an higher education institution. Curriculum is dynamic product which needs regular revision to ensure its relevance to students and industry. Employer feedback is the most important determinant of the success of any educational institution.

About the survey

The Internal Quality Assurance Cell of the College used to collect and analyse feedbacks from different stakeholders on various matters relating to academics and administration of the college. Curriculum feedback is a major part of such exercise. The College collects this feedback from employers directly by circulating the Feedback forms. A well designed and structured questionnaire has been used to collect the response of teachers.

We have framed 11 statements which essentially capture the various aspects of curriculum design and implementation. Five point scales (5-Strongly Agree, 4-Agree, 3-Neutral, 2-Disagree, 1-Strongly disagree) were used to assess respondents rating on various curriculum aspects. The results were further analysed using tables, percentages, and diagrams.

The model of questionnaire, collected data and the findings are given below;

Model of questionnaire:

Internal Quality Assurance Cell (IQAC)
DARUL ULOOM ARABIC COLLEGE, VAZHAKKAD
 PO Vazhakkad, Malappuram Dist., Kerala, 673640
Questionnaires for Feedback from Employer on Curriculum

Name:**Position:****Institutions/Organisations:****Year:**

Many graduates of our College are already working in your organisation. We shall very much appreciate and be grateful to you if you can spare some of your valuable time to fill up this feedback form on the programme which he completed from this college. It will help us to improve the Institute further and give you better employees in future.

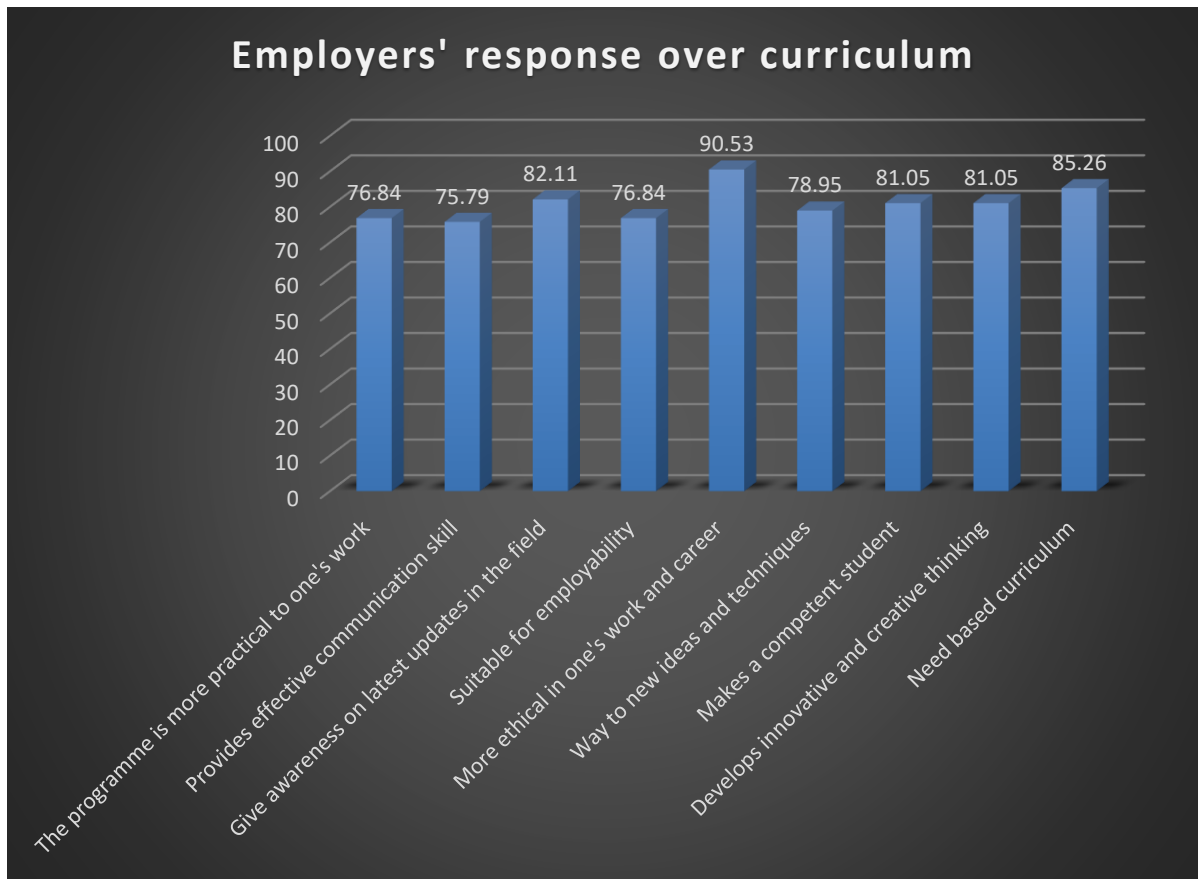
Directions: For each item please indicate your level of satisfaction with the following statement by choosing between 1 and 5.

| | 5.00 | 4.00 | 3.00 | 2.00 | 1.00 | | | |
|--------|--|-------|---------|----------|-------------------|---|---|---|
| | A | B | C | D | E | | | |
| | Strongly agree | Agree | Neutral | Disagree | Strongly disagree | | | |
| Sl. No | Parameters | | | A | B | C | D | E |
| 1 | The programme is more practical in solving issues related to his/her work/domain | | | | | | | |
| 2 | The programme provides effective communication skill | | | | | | | |
| 3 | Awareness on the recent developments in the field provided | | | | | | | |
| 4 | The curriculum is relevant for employability | | | | | | | |
| 5 | His/her actions are found to be more ethical in his/her work | | | | | | | |
| 6 | Open to new ideas and learning new techniques | | | | | | | |
| 7 | Curriculum makes the student competent | | | | | | | |
| 8 | Curriculum is effective in developing innovative and creative thinking | | | | | | | |
| 9 | Curriculum is need based | | | | | | | |
| 10 | Suggestions, if any: | | | | | | | |

Analysis of Teachers' feedback on Curriculum

| DARUL ULOOM ARABIC COLLEGE, VAZHAKKAD | | | | | | | | | | |
|--|--|---|----------------|-------|---------|----------|-------------------|------------|------------|--------------------|
| EMPLOYERS' FEEDBACK ON CURRICULUM | | | | | | | | | | |
| Sl. No | Parameters | | A | B | C | D | E | Mean Score | Percentage | No. of Stakeholder |
| | | | Strongly agree | Agree | Neutral | Disagree | Strongly disagree | | | |
| 1 | The programme is more practical in solving issues related to his/her work/domain | N | 5 | 8 | 4 | 2 | 0 | 3.84 | 76.84 | 19 |
| | | % | 26.32 | 42.11 | 21.05 | 10.53 | 0 | | | |
| 2 | The programme provides effective communication skill | N | 5 | 7 | 5 | 2 | 0 | 3.79 | 75.79 | 19 |
| | | % | 26.32 | 36.84 | 26.32 | 10.53 | 0 | | | |
| 3 | Awareness on the recent developments in the field provided | N | 8 | 6 | 4 | 1 | 0 | 4.11 | 82.11 | 19 |
| | | % | 42.11 | 31.58 | 21.05 | 5.26 | 0 | | | |
| 4 | The curriculum is relevant for employability | N | 6 | 6 | 5 | 2 | 0 | 3.84 | 76.84 | 19 |
| | | % | 31.58 | 31.58 | 26.32 | 10.53 | 0 | | | |
| 5 | His/her actions are found to be more ethical in his/her work | N | 11 | 7 | 1 | 0 | 0 | 4.53 | 90.53 | 19 |
| | | % | 57.89 | 36.84 | 5.26 | 0.00 | 0 | | | |
| 6 | Open to new ideas and learning new techniques | N | 6 | 7 | 5 | 1 | 0 | 3.95 | 78.95 | 19 |
| | | % | 31.58 | 36.84 | 26.32 | 5.26 | 0 | | | |
| 7 | Curriculum makes the student competent | N | 8 | 6 | 3 | 2 | 0 | 4.05 | 81.05 | 19 |
| | | % | 42.11 | 31.58 | 15.79 | 10.53 | 0 | | | |
| 8 | Curriculum is effective in developing innovative and creative thinking | N | 7 | 7 | 4 | 1 | 0 | 4.05 | 81.05 | 19 |
| | | % | 36.84 | 36.84 | 21.05 | 5.26 | 0.00 | | | |
| 9 | Curriculum is need based | N | 9 | 6 | 4 | 0 | 0 | 4.26 | 85.26 | 19 |
| | | % | 47.37 | 31.58 | 21.05 | 0.00 | 0.00 | | | |

Overview of feedback



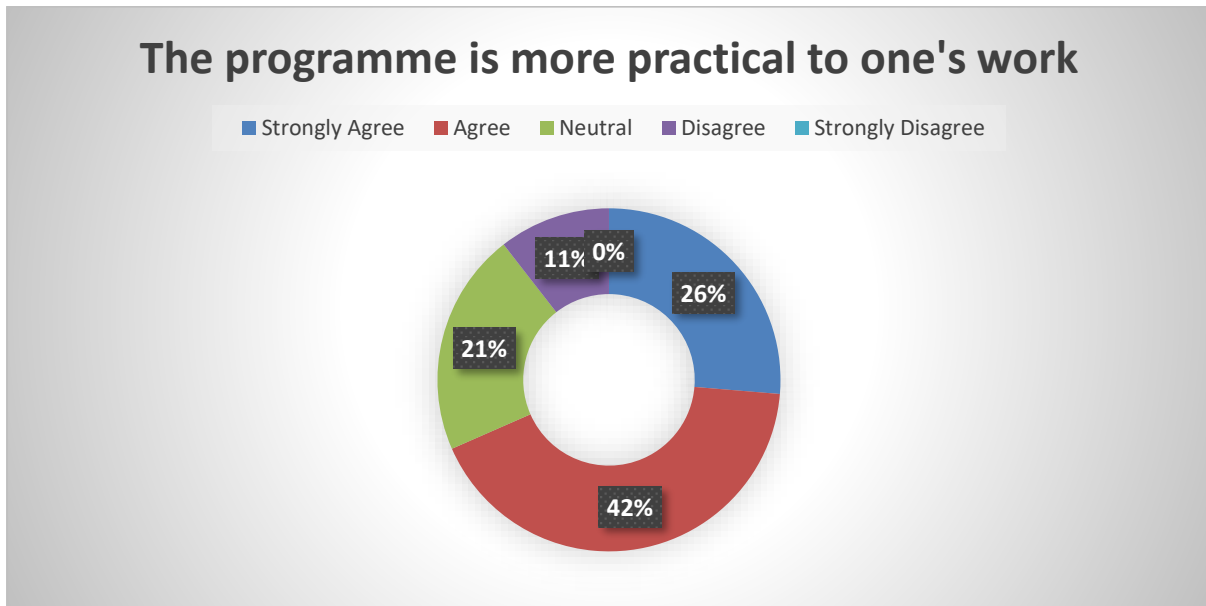
Interpretation:

The mean score of all nine statements under consideration for the employers' feedback was 4.05 out of 5, that is an overall acceptance of 80.94% by the respondents. More ethical in one's work and career was the most attractive factor for employers which gained a mean score of 4.53. And most of the employers have the opinion that the curriculum is need based which earned a mean score of 4.26. Most of the employers also observed that the curriculum gives awareness on latest updates in the field which scored 4.11. Some of them also have good opinion about the effectiveness in developing innovative and creative thinking and makes a competent student, earned a mean score of 4.05. The least satisfying factor under curriculum as far as the employers were concerned was the extent to which the programme provides effective communication skill, but it earned mean score of 3.79, that is 75.79 percentage of the mean score. The IQAC decided to take actions to improve these factors.

Factor wise Analysis of employers' feedback on Curriculum

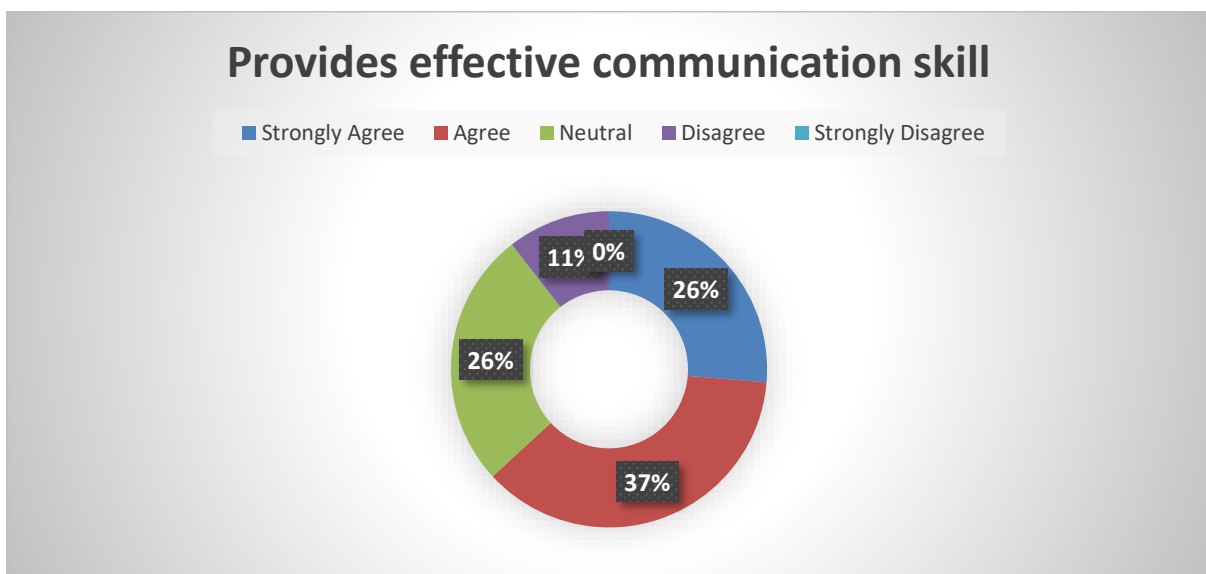
1.1: The programme is more practical to one's work

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---------------------------|----------------|-------|---------|----------|-------------------|
| Level of Satisfaction (%) | 26.32 | 42.11 | 21.05 | 10.53 | 0 |



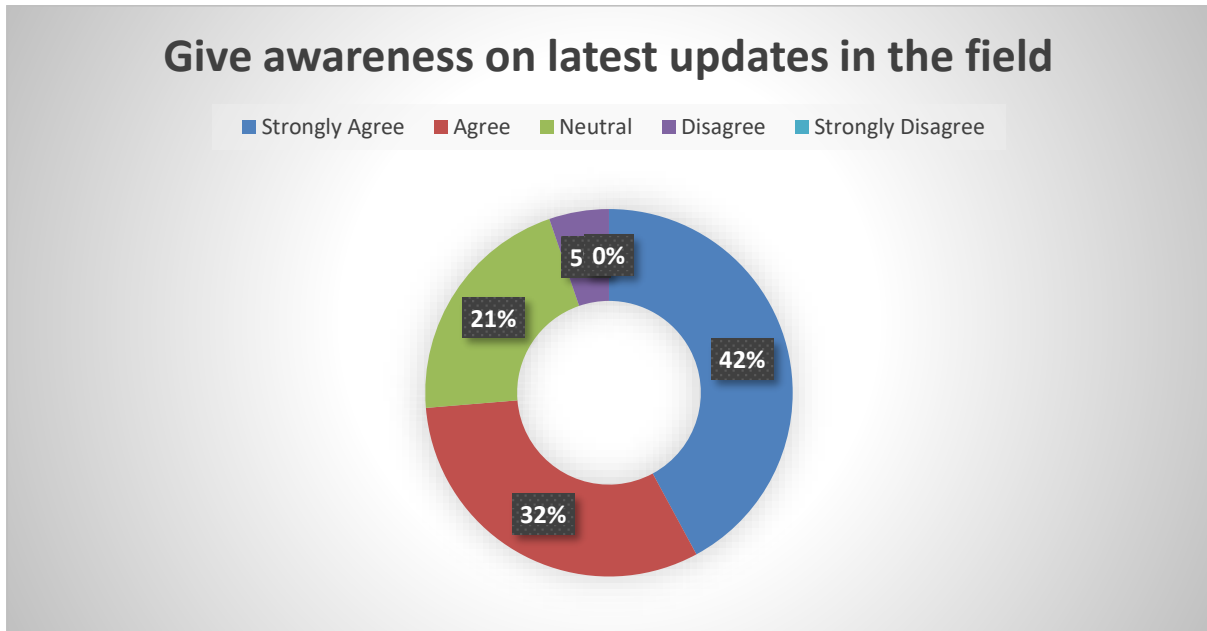
1.2: Provides effective communication skill

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---------------------------|----------------|-------|---------|----------|-------------------|
| Level of Satisfaction (%) | 26.32 | 36.84 | 26.32 | 10.53 | 0 |



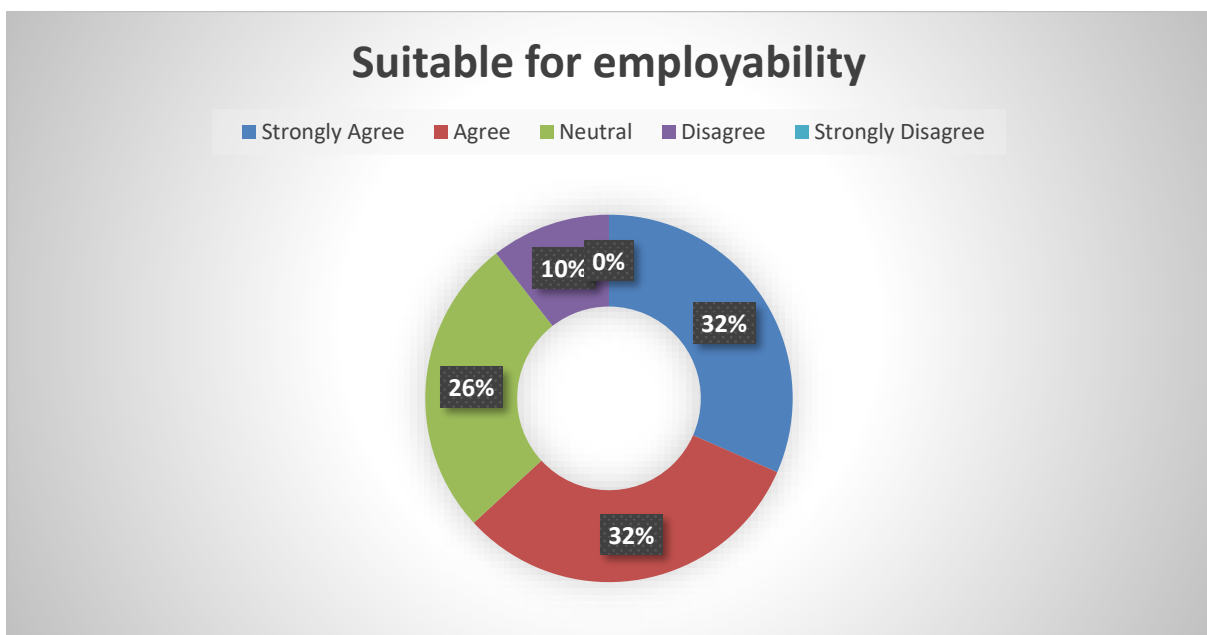
1.3: Give awareness on latest updates in the field

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---------------------------|-----------------------|--------------|----------------|-----------------|--------------------------|
| Level of Satisfaction (%) | 42.11 | 31.58 | 21.05 | 5.26 | 0 |



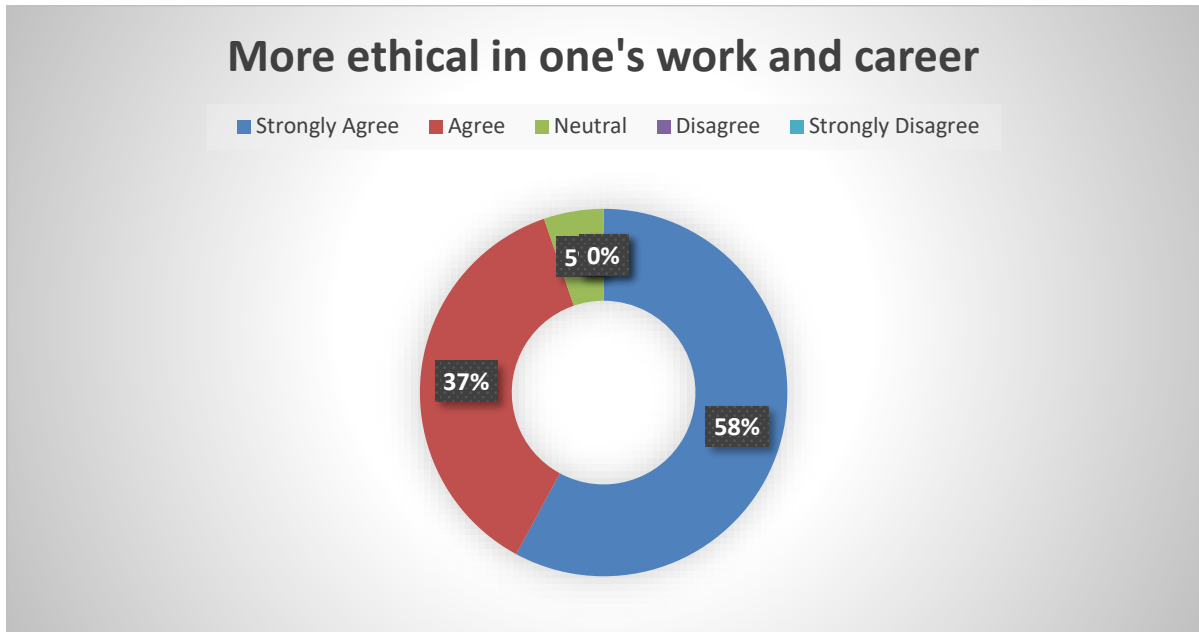
1.4: Suitable for employability

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---------------------------|-----------------------|--------------|----------------|-----------------|--------------------------|
| Level of Satisfaction (%) | 31.58 | 31.58 | 26.32 | 10.53 | 0 |



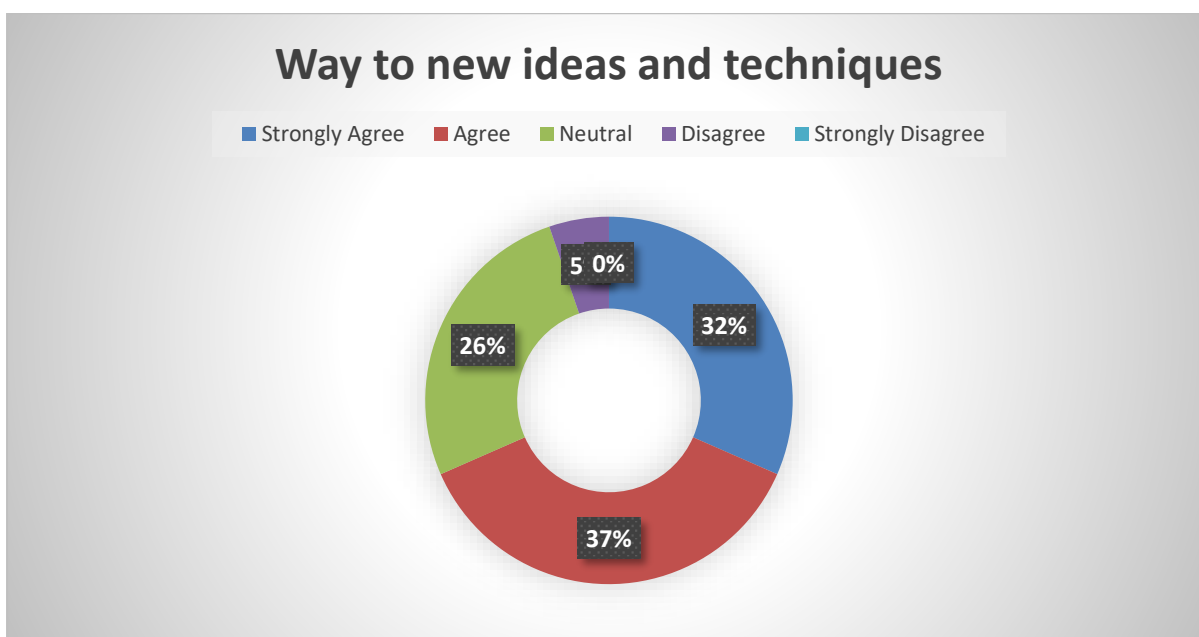
1.5: More ethical in one's work and career

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---------------------------|----------------|-------|---------|----------|-------------------|
| Level of Satisfaction (%) | 57.89 | 36.84 | 5.26 | 0.00 | 0 |



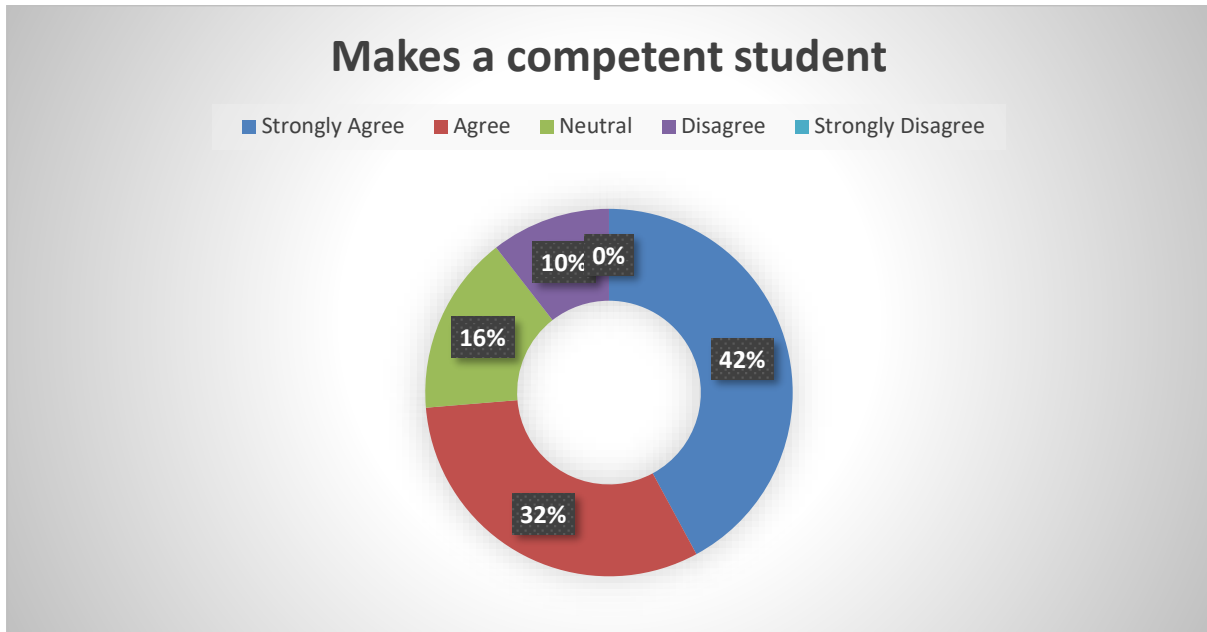
1.6: Way to new ideas and techniques

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---------------------------|----------------|-------|---------|----------|-------------------|
| Level of Satisfaction (%) | 31.58 | 36.84 | 26.32 | 5.26 | 0 |



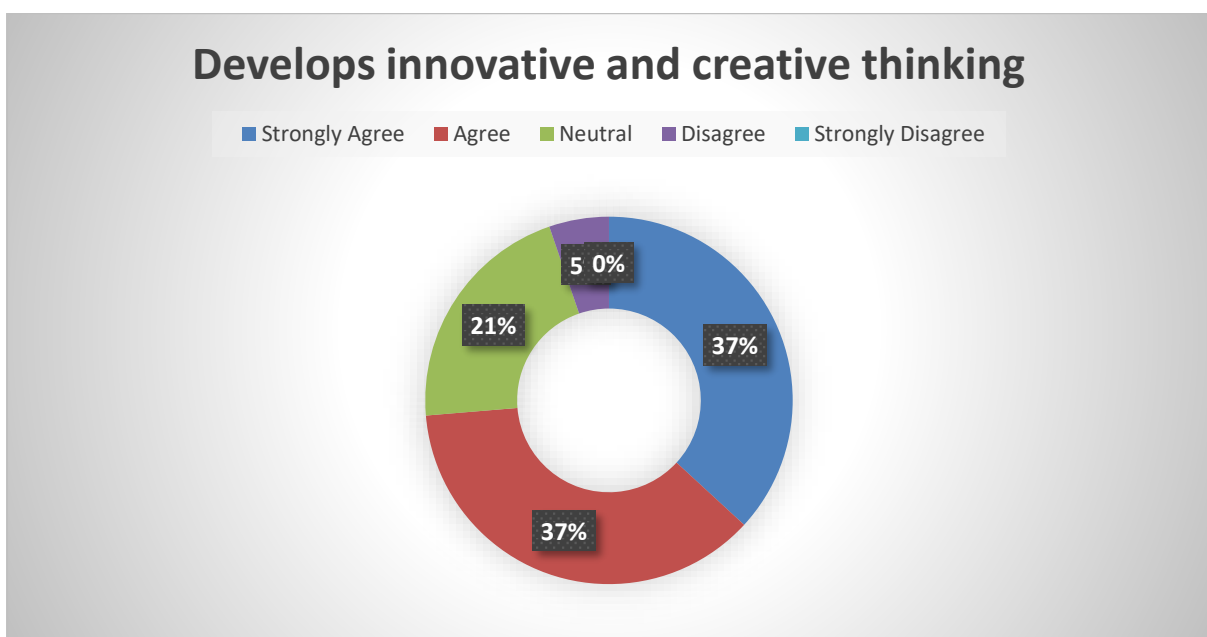
1.7: Makes a competent student

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---------------------------|----------------|-------|---------|----------|-------------------|
| Level of Satisfaction (%) | 42.11 | 31.58 | 15.79 | 10.53 | 0 |



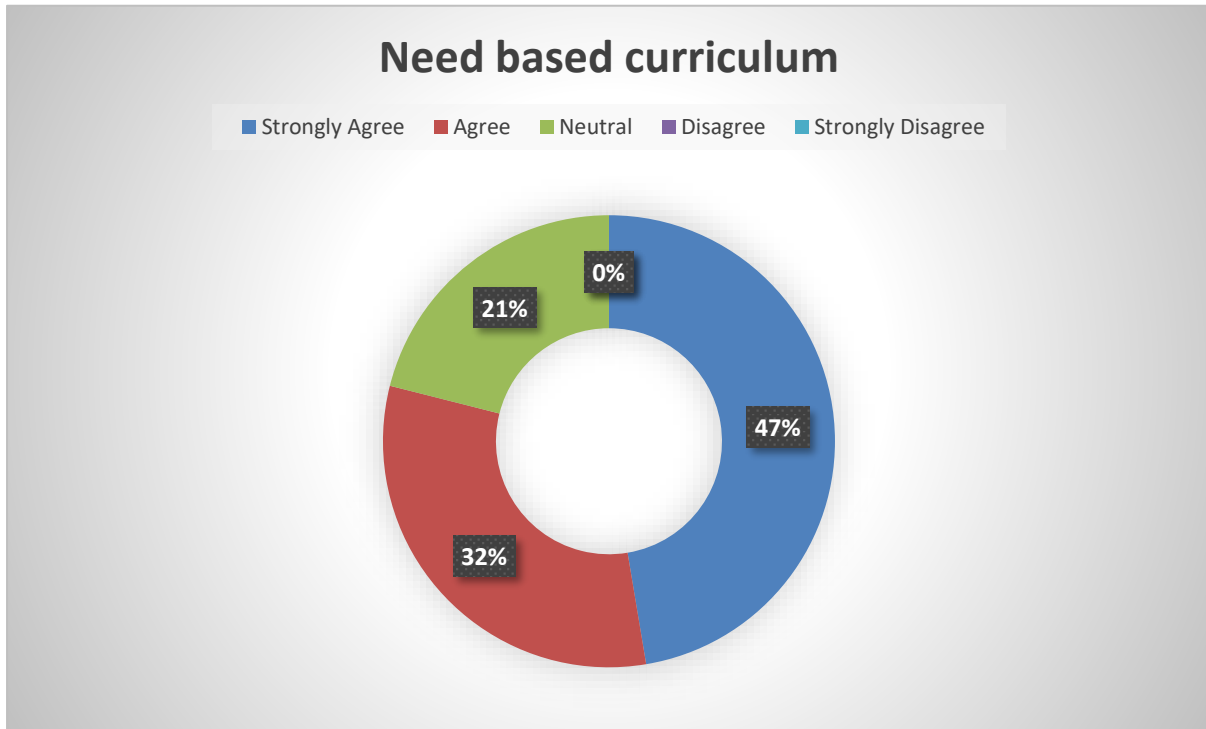
1.8: Develops innovative and creative thinking

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---------------------------|----------------|-------|---------|----------|-------------------|
| Level of Satisfaction (%) | 36.84 | 36.84 | 21.05 | 5.26 | 0 |



1.9: Need based curriculum

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---------------------------|----------------|-------|---------|----------|-------------------|
| Level of Satisfaction (%) | 47.37 | 31.58 | 21.05 | 0.00 | 0 |



Conclusion

Based on the survey conducted among the employers, it is found that the employers have the view that the curriculum of the Calicut University at UG and PG level are adequately designed to cater to the needs of the students. It can be observed that majority of the employers agreed to the various statements related to curriculum design and curriculum implementation. It indicates employers are more satisfied in the quality of the curriculum content and its successful implementation in Darul Uloom Arabic College in the best possible way.