

Report on Inputs Provided for MBA- Programme Restructuring to Enhance Job Market Relevance

1. Introduction

The changing dynamics of the global economy demand that Higher Educational Institutions (HEIs) continuously revise their academic offerings. With industries seeking graduates equipped with both technical knowledge and practical skills, inputs were collected from key stakeholders—students, faculty members, and parents—to align academic programmes with market needs. Based on this consultation, the introduction of new job-oriented courses such as *Security Analysis & Portfolio Management* (Course Code-MGO-7122) and *E-Marketing* (Course Code-MGO-7112) has been recommended.

2. Stakeholder Inputs

Students

Students emphasized the need for practical, skill-based courses that directly enhance employability. They expressed interest in subjects that provide exposure to financial markets, investment strategies, and digital business models. Courses like *Security Analysis & Portfolio Management* were seen as valuable for careers in finance and banking, while *E-Marketing* was highlighted as essential for opportunities in digital commerce, advertising, and entrepreneurship.

Faculty Members

Faculty stressed the importance of interdisciplinary learning and industry relevance. They recommended the integration of real-world case studies, internships, and research projects into these new courses. Faculty also highlighted the need for continuous training to deliver content on emerging tools such as financial analytics software, SEO, and social media marketing platforms.

Parents

Parents highlighted concerns about employability and future career prospects. They strongly supported the inclusion of courses that connect directly to **high-demand job sectors**. Parents noted that financial literacy, digital marketing, and entrepreneurial skills should be institutional priorities to ensure their wards can compete in a global job market.

3. Recommendations

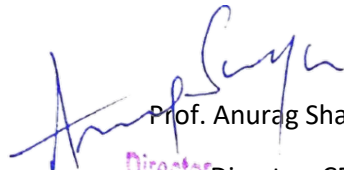
- **Introduction of Security Analysis & Portfolio Management:** Focused on financial instruments, risk management, and investment decision-making. Practical components such as stock market simulations, trading labs, and guest lectures from finance professionals should be included.
- **Introduction of E-Marketing:** Covering digital strategies, e-commerce operations, online consumer behaviour, SEO, and social media analytics. Hands-on projects and internships with marketing firms or start-ups will enhance learning outcomes.
- **Skill Integration:** Both courses should emphasise practical exposure through internships, workshops, and certifications.
- **Industry Collaboration:** Active partnerships with financial institutions, digital marketing agencies, and corporate mentors to ensure course content remains updated.

4. Expected Outcomes

- Graduates equipped with **market-relevant financial and digital skills**.
- Enhanced **placement opportunities** in banking, finance, marketing, and e-commerce sectors.
- Improved **student confidence and career readiness** through practical training.
- Strengthened institutional reputation for offering **innovative, industry-driven programmes**.

5. Conclusion

The introduction of *Security Analysis & Portfolio Management* (Course Code-MGO-7122) and *E-Marketing* (Course Code-MGO-7112), based on multi-stakeholder feedback, will make academic programmes more job-oriented and industry-relevant. These courses address both current employer expectations and future skill requirements, ensuring that graduates are better prepared for diverse career pathways.


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