



Action Taken Report Based On 8th IQAC Meeting Held On July 27, 2023

- **Suggestions were made in the 8th IQAC Full Member Meeting Dated July 27, 2023.**
- **Actions Taken by the institute were presented in the 9th IQAC Full Member Meeting dated 16th October, 2023**

Suggestion: Suggestions were given by the recruiters in the academic year 2022-23 as follows:

- The students participated actively in the summer internship project with their dedication and eagerness to learn throughout the training programme.
- The students can work on their communication and email writing skills.
- The students should be encouraged to do online certification programme.

Action Taken:

- Professional trainers offered sessions on communication skills – both verbal and written in order to improve the oral and written communication of students, as a part of the placement-readiness sessions.
- Coursera on campus has been introduced for online certification of students.

Suggestion: suggestions were given by Alumni in the academic year 2022-23:

- The curriculum should be more industry focused and courses relevant to the industry are to be introduced in the curriculum.
- Alumni Members offered to conduct Mentoring sessions with the PGDM students where Alumni can share their work experience and current industry needs.
- More institutional brand-building exercises are to be conducted.

Action Taken:

- Courses are co-developed and co-delivered by industry experts.
- Interactive sessions with Alumni members are conducted where alumni members share their experiences and handhold the PGDM students to be industry-ready.
- Alumni Members interact with the incoming batch of students through webinars to share their experiences in IMIK and industry readiness
- Annual Calendar of corporate engagement activities has been initiated to help the Institute in its outreach.

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Suggestion: Mr. Agarwal emphasized the gradual improvements in the quality of the applicants in the PGDM program.

Action Taken:

- Develop a targeted marketing strategy to attract high-quality applicants, for example, Masterclasses by Faculty Members, a series of online sessions on industry-relevant topics, especially on contemporary issues or emerging trends. These may be designed to appeal to specific audience groups such as freshers, women applicants, experienced professionals, and recruiters.
- Utilize social media, webinars, and MBA fairs to reach potential candidates.

Suggestion: students have suggested improving the quality as well as the number of guest lecturers.

Action Taken:

The PGDM office along with the placement office are trying to address this matter that has been highlighted by the stakeholders by involving a significant number of guest lectures from CHRO and other reputed management companies to sustain.

Signature of Coordinator
(Professor Chanchal Chatterjee)

Signature of Chairperson
(Professor Mohua Banerjee)