

# STUDENT SATISFACTION REPORT

**Institution Name:** Gitarattan International Business School

**Prepared By:** Internal Quality Assurance Cell (IQAC)

**Report Date:** August 2024

**Survey Period:** Academic Year 2023-2024

## 1. Introduction

The Internal Quality Assurance Cell (IQAC) of GIBS College conducted a comprehensive Student Satisfaction Survey (SSS) for the academic year 2023-2024. The primary objective was to evaluate students' perceptions of various aspects of the institution, identify areas for improvement, and ensure a high-quality learning experience for all students. The feedback obtained will help the institution in continuous quality enhancement.

## 2. Methodology

The survey was distributed to undergraduate (BBA, BBA-LLB (Integrated), BA-LLB (Integrated) ) and postgraduate (MBA and MBA(International Business)) students across all departments. The questionnaire was based on the guidelines provided by the National Assessment and Accreditation Council (NAAC) and focused on the following key areas:

- Teaching-Learning Process
- Campus Infrastructure and Facilities
- Academic and Administrative Support
- Extracurricular Activities
- Overall Student Satisfaction

A total of **750 students** responded to the survey.

## 3. Key Findings

### 3.1 Teaching-Learning Process

- **Clarity of Teaching:**
  - 88% of students reported that faculty members effectively communicated the course content, making it easy to understand.
  - 10% felt that certain subjects could benefit from more interactive teaching methods.
  - **Action Plan:** Introduce more case study-based teaching and interactive learning tools like group discussions and simulations.
- **Use of Technology in Teaching:**

- 92% of students appreciated the use of AI tools (like Jenni AI, QuillBot, Gamma PPT) in learning and research, which enhanced their understanding.
- **Action Plan:** Expand the use of AI and data analytics tools in non-technical subjects as well.
- **Faculty Engagement:**
  - 90% were satisfied with faculty accessibility for doubt clarification and mentoring.
  - **Action Plan:** Encourage faculty to schedule more one-on-one mentoring sessions for personalized student support.

### 3.2 Campus Infrastructure and Facilities

- **Classroom Environment:**
  - 92% of students are satisfied with classroom facilities (projectors, seating, lighting).
  - **Action Plan:** Renovate older classrooms with advanced tech tools and better ventilation systems.
- **Library and Resources:**
  - 95% of students found the library resources sufficient, including access to e-books and online research databases.
  - **Action Plan:** Increase the availability of digital learning resources, particularly for specialized research areas.
- **Wi-Fi & Digital Infrastructure:**
  - 95% are satisfied with the availability and speed of the campus Wi-Fi.
  - **Action Plan:** Expand network coverage to all corners of the campus.

### 3.3 Academic and Administrative Support

- **Counseling and Mentorship:**
  - 90% of students expressed satisfaction with the counseling services provided, with requests for more career guidance.
  - **Action Plan:** Strengthen career counseling services and organize more workshops on professional skills and entrepreneurship.
- **Administrative Efficiency:**
  - 88% found administrative processes, including admission, exam scheduling, and result declaration, to be smooth and efficient.
  - 12% reported delays in handling grievances and academic issues.
  - **Action Plan:** Implement a more responsive online grievance system and reduce processing time for student concerns.

### 3.4 Extracurricular Activities

- **Clubs and Societies:**
  - 83% of students actively participated in college clubs (e.g., Innovation Cell, NSS).

- **Action Plan:** Increase participation in clubs by offering incentives like leadership credits and certificates.
- **Sports and Fitness:**
  - 85% were satisfied with sports facilities but suggested better equipment and more inter-college competitions.
  - **Action Plan:** Upgrade sports equipment and encourage more students to participate in sporting events.

### 3.5 Overall Satisfaction

- **General Environment:**
  - 91% of students felt that the campus environment was conducive to learning, with a positive atmosphere for academic and personal growth.
  - **Action Plan:** Organize more cultural events to enhance student engagement and foster a sense of community.
- **Placements and Career Services:**
  - 91% of final-year students expressed satisfaction with the placement services and internship opportunities offered.
  - **Action Plan:** Expand industry connections to offer students more exposure to potential employers, particularly in emerging fields like AI and data analytics.

### 4. Suggestions for Improvement (from students)

1. **More Industry Exposure:** Students have requested more guest lectures and workshops led by industry professionals.
  - **Response:** IQAC will coordinate with the placement cell to organize more frequent industry interactions and ensure alignment with the latest market trends.
2. **More Diverse Cafeteria Options:** Some students suggested adding more variety to the cafeteria menu, with healthy food options.
  - **Response:** The management will work with cafeteria vendors to provide diverse and healthier food choices.
3. **Personal Development Workshops:** Students have expressed a need for more soft-skills training and personal development workshops.
  - **Response:** IQAC will introduce monthly workshops focusing on communication skills, time management, and leadership development.

### 5. Conclusion

The Student Satisfaction Survey has provided valuable insights into areas where the college is performing well and where improvements are needed. Overall, students are highly satisfied with the quality of teaching, infrastructure, and extracurricular opportunities. However, the IQAC has

identified key areas for improvement, especially in administrative efficiency, career counseling, and extracurricular activities.

**Next Steps:** The IQAC will work closely with the concerned departments to implement the suggested action plans. A follow-up survey will be conducted in the next academic year to measure progress and ensure continuous improvement.

  
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