Sushant University

Key Indicator – 1.1 Curriculum Design and Development
(50)

1.1.1 Curricula developed and implemented have relevance to the local, national, regional and global developmental needs, which is reflected in the Programme outcomes (POs), and Course Outcomes(COs) of the Programmes offered by the University
(20)

Criterion 1 – Curricular Aspects
(150)

KEY INDICATOR – 1.1.1

Curricula developed and implemented have relevance to the local, national, regional and global developmental needs, which is reflected in the Programme outcomes (POs), and Course Outcomes (COs) of the Programmes offered by the University

CURRICULA DEVELOPMENT PROCESS
(20)

Curriculum Development

Process

School of Business

Process of Curriculum Development at School of Business

The curriculum development process at the School of Business typically follows a structured approach to ensure that programs meet academic, industry, and societal needs. Below is a detailed breakdown of the process:

Step 1: The first step identifies students', employers', and industry needs through stakeholder input and analyzing trends like technology advancements, economic shifts, and regulations to address curriculum gaps.

Step 2: Once the needs are identified, the next step is to establish learning goals that the program and individual courses aim to achieve. These goals are defined as Program Outcomes (POs), Program educational Objectives (PEOs), Program Specific Outcomes (PSOs) and Course Outcomes (COs).

Step 3: The design phase structures the curriculum with core subjects for foundational knowledge and electives for specialization. It includes capstone projects, internships, and practical experiences, balancing theory and skills. For example, a first-year course covers "Principles of Management," while a final-year course delves into "Strategic Management."

Step 4: To ensure competitiveness and quality, the curriculum is benchmarked against those of top business schools and aligned with accreditation standards. Additionally, the curriculum is tailored to meet local regulatory requirements.

Step 5: Once the courses are designed, the next step is to develop detailed content for each course. This includes creating syllabi that outline learning objectives, topics, assessment methods, and required readings. Teaching resources, such as case studies, articles, e-books, and interactive simulations, are also prepared. Industry examples and practical tools are incorporated to enhance relevance.

Step 6: Before implementing the curriculum, it undergoes a rigorous review process to ensure feasibility and effectiveness. Input is sought from board of studies, alumni, faculty, and industry experts to validate the content and structure. Adjustments are made based on the feedback received.

Step 7: In this step, the curriculum is put into action. Courses are scheduled, faculty members are assigned, and necessary training is provided to ensure they can deliver the updated content effectively. Learning Management Systems (LMS) is utilized for blended learning, combining in-person instruction with digital resources.
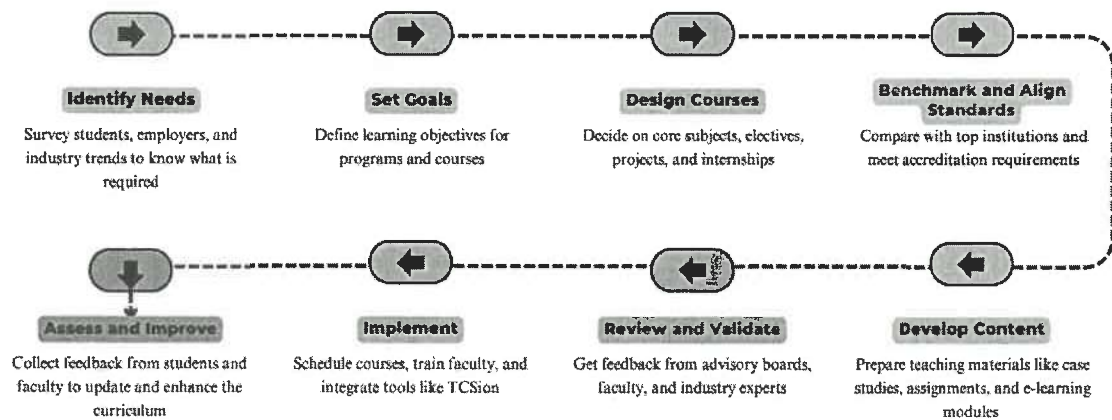
Step 8: The final step involves continuously assessing the effectiveness of the curriculum and making improvements. Feedback is gathered from students, faculty, and employers through surveys, and course evaluations.

This structured, iterative process ensures the curriculum remains relevant, rigorous, and aligned with the dynamic demands of the business industry, preparing students for successful careers.

Curriculum Development Process

Identify Needs

Survey students, employers, and industry trends to know what is required

Set Goals

Define learning objectives for programs and courses

Design Courses

Decide on core subjects, electives, projects, and internships

Benchmark and Align Standards

Compare with top institutions and meet accreditation requirements

Assess and Improve

Collect feedback from students and faculty to update and enhance the curriculum

Implement

Schedule courses, train faculty, and integrate tools like TCSion

Review and Validate

Get feedback from advisory boards, faculty, and industry experts

Develop Content

Prepare teaching materials like case studies, assignments, and e-learning modules