

## IMIK Alumni Survey Response Analysis

A survey was conducted with the alumni of IMI Kolkata on various aspects last year in the month of October.

The total number of respondents was 37.

Data were collected through a questionnaire on different parameters to have an overall learning experience at IMI Kolkata from the Alumni.

- The following parameters were taken into consideration for collecting the data:

Please state whether you were satisfied/dissatisfied with the overall educational experience you had at the IMI-Kolkata. Briefly explain why.
What top 3 skills do you think employers value the most?
How would you rate your skill level on each of the following which you have developed during your studies in IMI-Kolkata?
As an alumnus of the IMI-Kolkata, please indicate the level of importance of the skills learnt: Skills and knowledge acquired from the curriculum, Skills and knowledge acquired from internship, Contacts in the business community acquired while at IMI-Kolkata, Brand value of the IMI-Kolkata and so.
How important were the following in your decision to do your MBA from IMI-K: Quality and relevant curriculum, Faculty Student Ratio, Student diversity, Brand value of the IMI-Kolkata, Location of IMI-Kolkata, Esteemed Faculty and so.
Which course(s) do you think were the most useful to you in developing skills for your career, and why?
In light of today's professional environment, are there any capabilities (like, skills, competencies, content knowledge, or degree programs) students should possess upon graduation from IMI-Kolkata that were not available to you?
Please rate your satisfaction with IMI-Kolkata's efforts in each area: Career advising, Relevant industry experts in the classroom or seminars/workshops, Appropriate knowledge of trends in the field, Academic advising.
Please indicate the extent to which you agree or disagree with each of the following statements regarding overall quality of IMI-Kolkata: I would recommend this program to prospective students, there is adequate flexibility in the program to pursue electives for personal interests, Faculty in the program are committed to their teaching, Students' knowledge, understanding, and skills are adequately assessed, There is good communication between faculty and students regarding student needs, concerns, and suggestions and so.
What was the most rewarding experience you had in the program?
What were the greatest obstacles you have encountered in gaining skills for your career during your study at IMI-Kolkata?
What are the greatest obstacles for IMI-Kolkata students to obtaining a job, post-graduation?

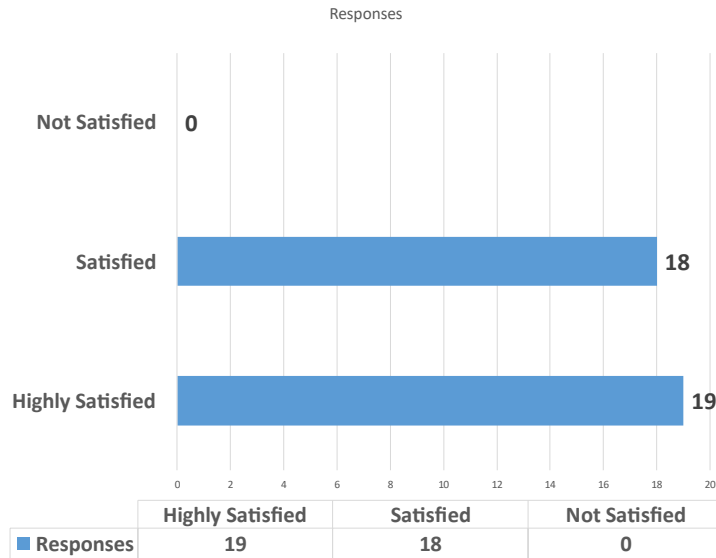
What innovations do you suggest IMI Kolkata take up in its courses and other activities for the future?

What activities can help IMI Kolkata make a societal impact?

Please suggest topics of talks that you would like IMI Kolkata to organize for keeping up relevancy and adding to skills in your field.

➤ Analysis of the feedback received on the abovementioned parameters as follows:

Please state whether you were satisfied/dissatisfied with the overall educational experience you had at the IMI-Kolkata



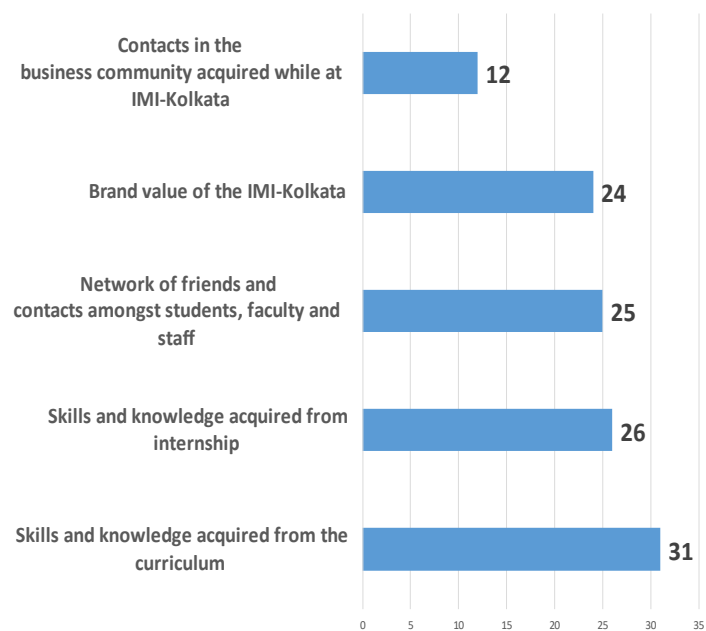
What top 3 skills do you think employers value the most?



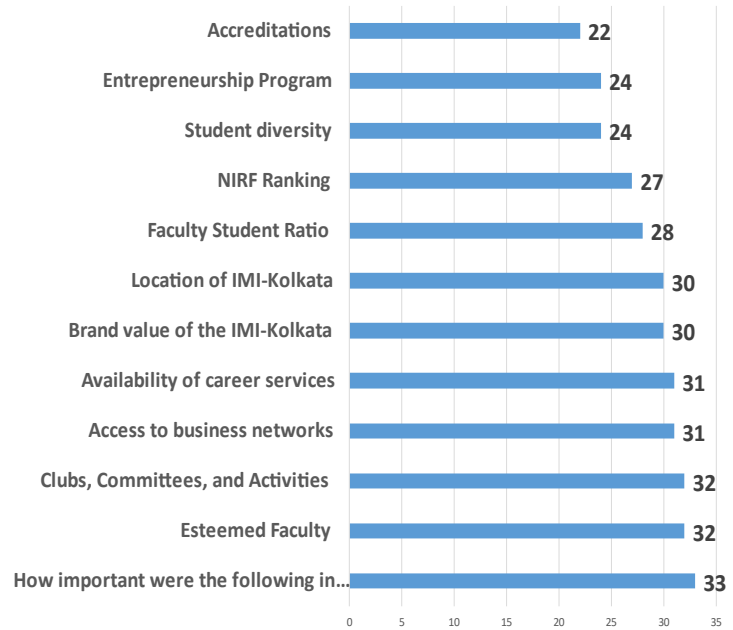
How would you rate your skill level on each of the following which you have developed during your studies in IMI-Kolkata?



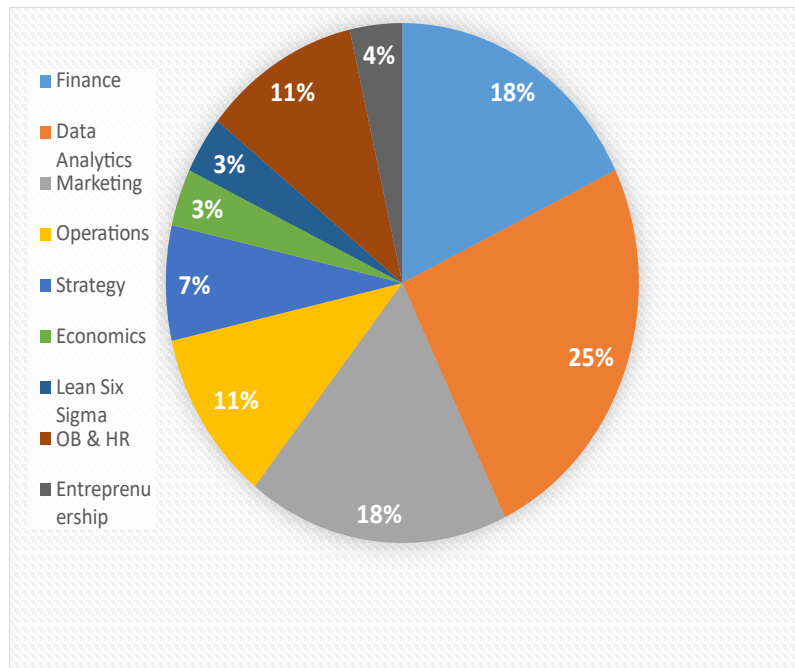
As an alumni of the IMI-Kolkata, please indicate the level of importance of each of the following to your career and life:



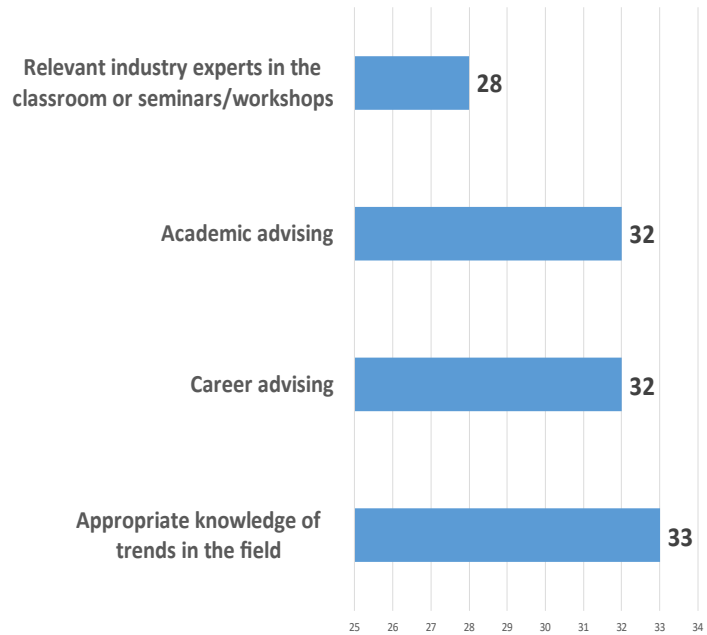
How important were the following in your decision to do your MBA from IMI-K:



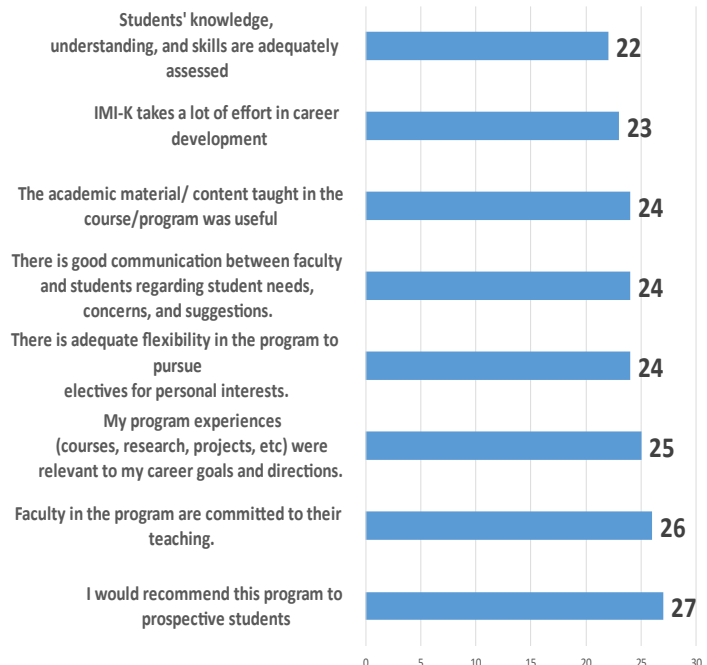
Which course(s) do you think were the most useful to you in developing skills for your career



Please rate your satisfaction with IMI-Kolkata's efforts in each area:



Please indicate the extent to which you agree or disagree with each of the following statements regarding overall quality of IMI-Kolkata:



- Some major feedback received from the qualitative parameters as follows:

In light of today's professional environment, are there any capabilities (like, skills, competencies, content knowledge, or degree programs) students should possess upon graduation from IMI-Kolkata that were not available to you?

#### Top Comments:

- Organizing More Entrepreneurship programs
- Knowledge on Data analytics & AI
- Knowledge on Digital marketing
- Knowledge on Business software

What was the most rewarding experience you had in the program?

#### Top Comments:

- understanding on the core concepts of technology and strategy, developing communication skills
- Industry Knowledge, Networking, Exposures
- Connecting to diverse people having different background and perspective
- Marketing and building relationships with few of the best brains of our generation
- The case study-based teaching was the most rewarding experience





What were the greatest obstacles you have encountered in gaining skills for your career during your study at IMI-Kolkata?

#### Top Comments:

- Hybrid Mode of study
- undergoing two internships side by side
- Online mode of education
- Keeping up with the numerous classes, The sheer Volume of the course
- There was very less focus into business and developing the mind set of students

What are the greatest obstacles for IMI-Kolkata students to obtaining a job, post-graduation?

#### Top Comments:

- As per market standard, Live project is important
- All the roles offered on campus were sales jobs. The roles offered need to be diversified
- Industry Specific Learning, Emphasis on new age technologies like Gen AI/Tools Knowledge in the curriculum will help students stay relevant
- More focus needed on external Certifications like CFA, FRM, SAP.

What innovations do you suggest IMI Kolkata take up in its courses and other activities for the future?

**Top Comments:**

- Practical Based team building Skills., Workshop based education
- Digital marketing, Introducing foreign tax related studies
- Integration of market dominated tools in the curriculum eg. SAP, Oracle, API banking, fintech, Reg -Techs.
- Industry visits are the need of the hour.
- Introduce tools like R/Python/SQL which is an absolute necessity in the Job Market

What activities can help IMI Kolkata make a societal impact?

**Top Comments:**

- Social entrepreneurial Spirit
- Activities like NAM
- Creating more social media awareness from place com
- IMI-K already has clubs dedicated to social awareness and impact. Students have to take responsibility to make a social impact





Please suggest topics of talks that you would like IMI Kolkata to organize for keeping up relevancy and adding to skills in your field.

**Top Comments:**

- Supply chain conclaves, Logistical Talks, Industry 4.0
- Fintech, Neo banks, accounting standards
- AI, Block chain, Cyber security awareness
- CV Writing, Interview Preparation, Excel/Tableau course, Consulting preparation
- Toolset for managers Stakeholder handling Managerial Communication, Change Management.

➤ **Conclusion:**

From the above analysis, it can be inferred that Alumni were highly satisfied with the overall educational experience they had at IMI Kolkata. 80% of them highlighted that critical thinking and problem solving as well as communication skills are the most valued by the Employers, which were highly developed while they were at IMI Kolkata. Majority of them highly recommended that the Skills and knowledge acquired from the curriculum, internship, and Contacts in the business community while at IMI-Kolkata as well as the Brand value of IMI-Kolkata. 90% of them have given almost equal importance to the parameters such as Quality and relevant curriculum, Faculty Student Ratio, Student Diversity, Brand value of the IMI-Kolkata, Location of IMI-Kolkata, Esteemed Faculty, Access to business networks, Entrepreneurship Program, Availability of career services, Accreditations, NIRF Ranking and Clubs, Committees, and Activities. Most of them have thought that Entrepreneurship, Data Analytics, Advanced Financial Analysis, and Lean Six Sigma were the most useful in developing skills. Alumni were greatly satisfied with the Career advice, Relevant industry experts in the classroom and seminars/workshops provided by IMI Kolkata.

Above 80% expressed that Digital Marketing, Data Analytics & AI, Business software are some of the knowledge Business software are some of the areas where more focus is needed. Understanding the core concepts of technology and strategy, developing communication skills, connecting to diverse people having different backgrounds and perspectives and the case study-based teaching was the most rewarding experience at IMI Kolkata.



While on the other hand, they expressed that Hybrid Mode of study during the COVID period, undergoing 02 internships side by side and keeping up with the numerous classes, the sheer volume of the course was some of the obstacles they faced. They recommended more external Certifications like CFA, FRM, SAP, Fintech, Neo banks and specific Learning, and Emphasis on new age technologies like Gen AI/Tools Knowledge in the curriculum will help students stay relevant. They have also mentioned that Social Entrepreneurial Spirit and activities like NAM can help IMI Kolkata make a societal impact.

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