

Student Satisfaction Survey: A Case Study of Indian B-School during Recovery

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Abstract—*Student feedback of some sort is collected by most B-schools in India. But there is little standardization in how the feedback is collected and/ or what is done with it. Many researchers have argued that full feedback cycle is necessary to have real effect. This paper is intended as an overview of student satisfaction approach (SSA) when administered to groups of MBA students belonging to different specializations. It is observed that student satisfaction level varies with academic dimension. Major differences were found in the satisfaction level of male and female students. Several areas for improvement have been identified. Students' satisfaction is measured by finding the difference between importance and satisfaction scores. The paper discusses measures to be adopted for bridging the gap between expected and actual satisfaction.*

Keywords: *Feedback, B-School, Satisfaction, SSA, Recovery*