Curriculum Feedback Collection, Analysis

and Action Taken Report

For

Academic Year 2022-2023

Name of the Institute: SYMBIOSIS CENTRE FOR MEDIA AND COMMUNICATION	
Name of the Program: Bachelor of Arts (Mass Communication)	
Students Feedback for design and review of syllabus	

Academic Year: 2022-2023, Odd Semester (1,3,5)

Structured questionnaires with scale-based and open ended questions on curriculum were imparted through LMS to students of Batches 21, 22 & 23 alongside. Feedback on individual courses and faculty were also collected through Google Forms. Feedbacks collected were analysed and relevant points were taken into consideration in curriculum revision and academic improvement.

SEM I	No. of Respondents: 84					
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I was informed about our expected competencies, course outcomes (CO) and programme outcomes(PO)	47	72	69	31	19
2	The curriculum is relevant to and provides for flexibility to meet my learning needs	62	75	69	29	17
3	Adequate co-curricular learning opportunities are provided to me to support the curricular learning	64	74	66	33	18

Legend:
- SEM I I was informed about our expected competencies, course outcomes (CO) and programme outcomes(PO)
- SEM I The curriculum is relevant to and provides for flexibility to meet my learning needs
- SEM I Adequate co-curricular learning opportunities are provided to me to support the curricular learning

SEM I	Course Feedback: 9 Courses		
	No. of Respondents :		
S. No.	Question	Yes	No
1	The topics were overlapping with the courses taught earlier / during the semester. If Yes, name such topics with course details		No
2	Would you recommend any new course / topic to be added in the program structure?		No
3	Placement of the course is in the appropriate semester. If No, Please specify the correct semester	Yes	

SEM 1	Course Feedback: 9 Courses					
	No. of Respondents :					
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The course was overlapping with the courses taught earlier / during the semester	7	6	60	71	38
2	The course is relevant to the industry requirements	67	71	70	37	22
3	The number of hours allocated to the course are adequate	54	72	67	37	22
4	The faculty used different pedagogies such as Case studies, Role play, Industry visit, Presentation etc. for the course	73	76	71	36	21
5	My performance in internal evaluation was discussed with me	53	75	72	47	26

SEM III	No. of Respondents: 59					
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I was informed about our expected competencies, course outcomes (CO) and programme outcomes(PO)	38	51	37	15	11
2	The curriculum is relevant to and provides for flexibility to meet my learning needs	43	51	38	12	12
3	Adequate co-curricular learning opportunities are provided to me to support the curricular learning	42	50	40	11	12

Chart legend:
- SEM III I was informed about our expected competencies, course outcomes (CO) and programme outcomes(PO)
- SEM III The curriculum is relevant to and provides for flexibility to meet my learning needs
- SEM III Adequate co-curricular learning opportunities are provided to me to support the curricular learning

SEM III	Course Feedback: 14 Courses		
	No. of Respondents **: 59**		
S. No.	Question	Yes	No
1	The topics were overlapping with the courses taught earlier / during the semester. If Yes, name such topics with course details		No
2	Would you recommend any new course / topic to be added in the program structure?		No
3	Placement of the course is in the appropriate semester. If No, Please specify the correct semester	Yes	

SEM III	Course Feedback: 14 Courses					
MC & CM	No. of Respondents : 59					
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The course was overlapping with the courses taught earlier / during the semester	0	8	34	46	35
2	The course is relevant to the industry requirements	46	48	39	16	11
3	The number of hours allocated to the course are adequate	38	49	33	23	18
4	The faculty used different pedagogies such as Case studies, Role play, Industry visit, Presentation etc. for the course	41	48	45	19	13
5	My performance in internal evaluation was discussed with me	37	49	13	29	15

Legend:
- SEM III The course was overlapping with the courses taught earlier / during the semester
- SEM III The course is relevant to the industry requirements
- SEM III The number of hours allocated to the course are adequate
- SEM III The faculty used different pedagogies such as Case studies, Role play, Industry visit, Presentation etc. for the course
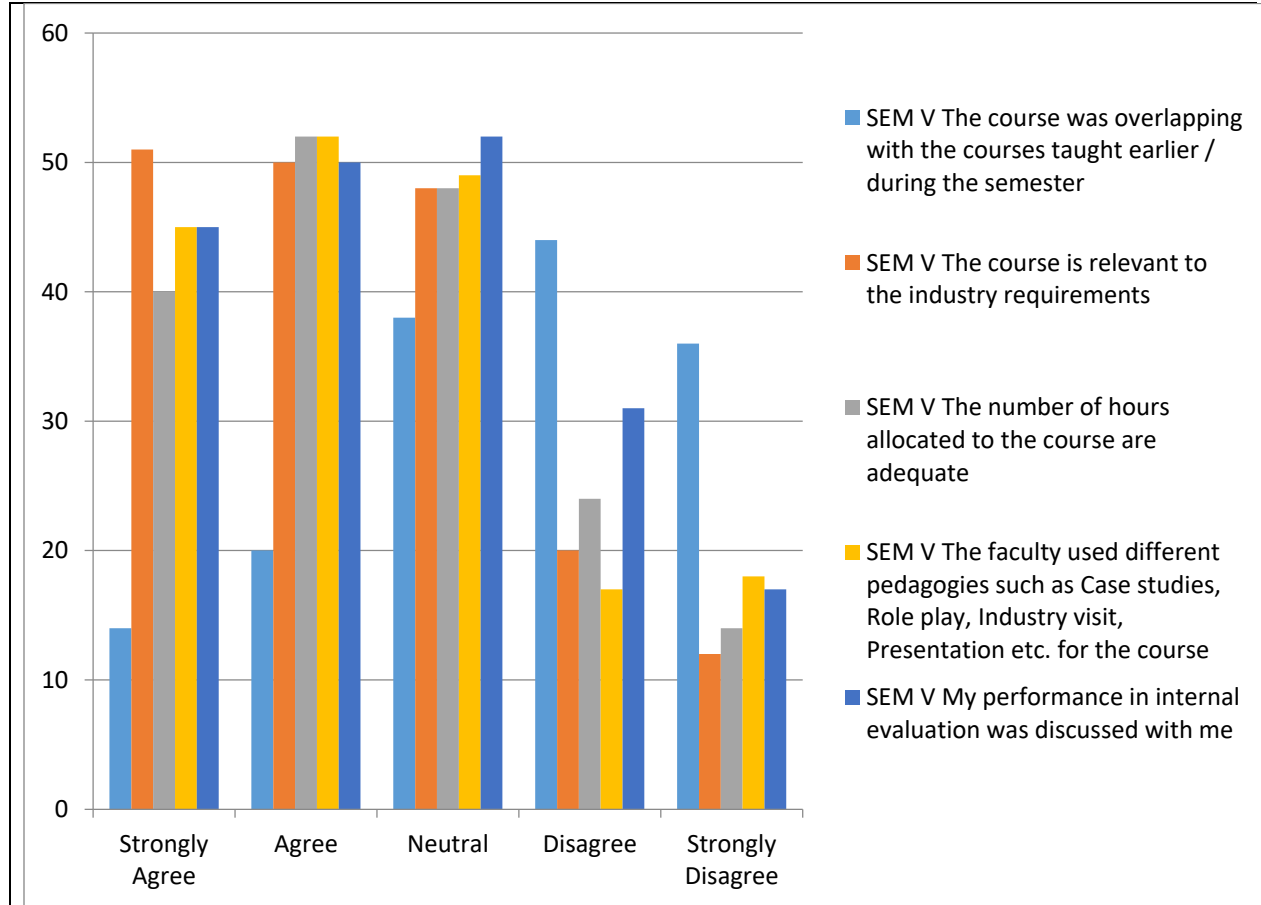- SEM III My performance in internal evaluation was discussed with me

SEM V	Courses: 27 No. of Respondents: 59					
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I was informed about our expected competencies, course outcomes (CO) and programme outcomes(PO)	47	48	45	24	10
2	The curriculum is relevant to and provides for flexibility to meet my learning needs	49	46	48	25	14
3	Adequate co-curricular learning opportunities are provided to me to support the curricular learning	47	50	48	20	13

Chart legend:
- SEM V I was informed about our expected competencies, course outcomes (CO) and programme outcomes(PO)
- SEM V The curriculum is relevant to and provides for flexibility to meet my learning needs
- SEM V Adequate co-curricular learning opportunities are provided to me to support the curricular learning
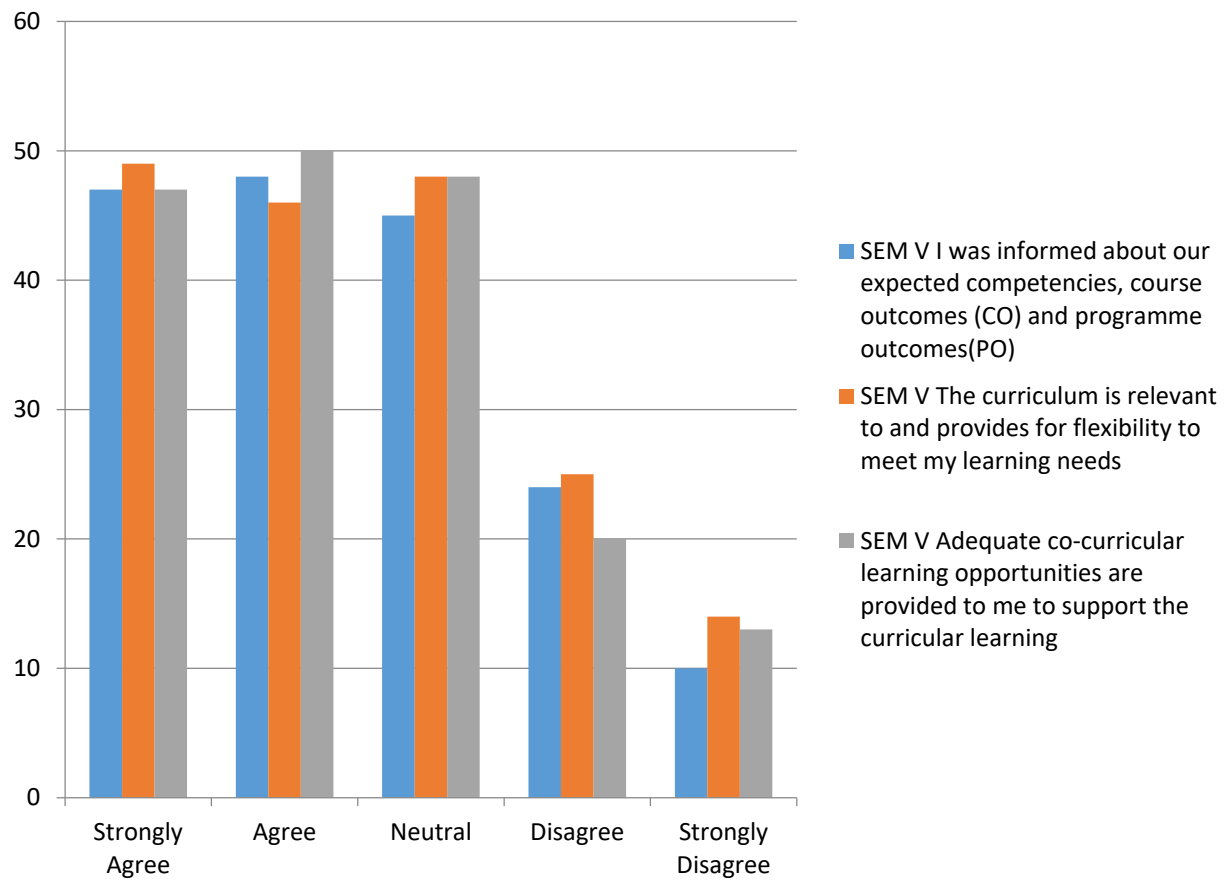
SEM V	Course Feedback: 27 Courses		
	No. of Respondents :		
S. No.	Question	Yes	No
1	The topics were overlapping with the courses taught earlier / during the semester. If Yes, name such topics with course details		No
2	Would you recommend any new course / topic to be added in the program structure?		No
3	Placement of the course is in the appropriate semester. If No, Please specify the correct semester	Yes	

SEM V	Course Feedback: 27 Courses	Average Response (%)				
	No. of Respondents :					
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The course was overlapping with the courses taught earlier / during the semester	14	20	38	44	36
2	The course is relevant to the industry requirements	51	50	48	20	12
3	The number of hours allocated to the course are adequate	40	52	48	24	14
4	The faculty used different pedagogies such as Case studies, Role play, Industry visit, Presentation etc. for the course	45	52	49	17	18
5	My performance in internal evaluation was discussed with me	45	50	52	31	17

Chart legend:
- SEM V The course was overlapping with the courses taught earlier / during the semester
- SEM V The course is relevant to the industry requirements
- SEM V The number of hours allocated to the course are adequate
- SEM V The faculty used different pedagogies such as Case studies, Role play, Industry visit, Presentation etc. for the course
- SEM V My performance in internal evaluation was discussed with me

Summary of Feedback Analysis and Action Taken:

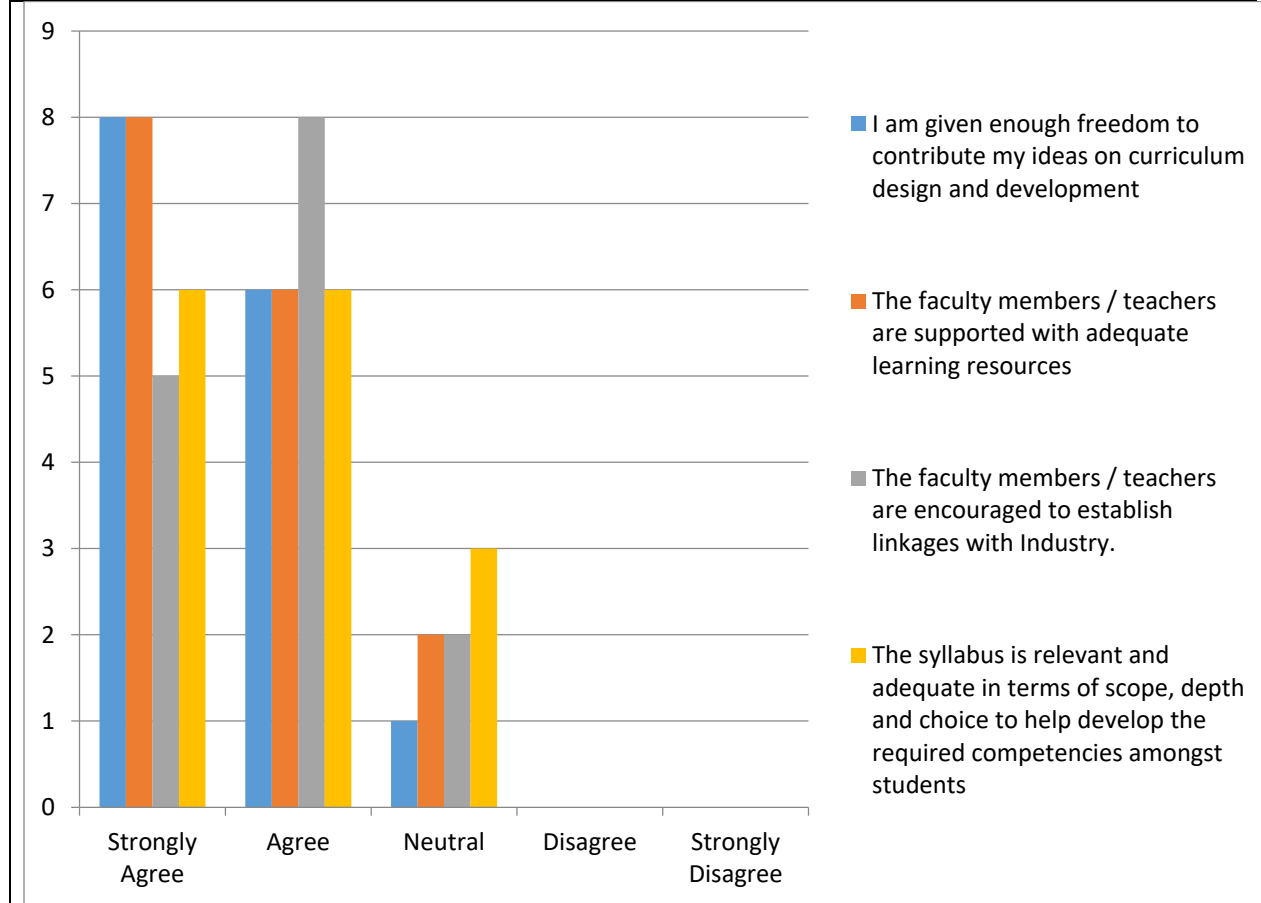| Sr. No	Particulars / Action Point	Action Taken
1.	More practical exercises for business journalism	Recommended for inclusion by faculty. Journalism students are doing more practical reporting and editing work as part of various magazine and newsletter publications.
2.	More discussion on academic research before final dissertation, more practice	Dissertation sessions started in Sem V to give students more time to work on the paper. Workshop held on Research Writing, Quantitative and Qualitative methodologies.
3.	Course Recommendations: ● Buddhism, Modern Psychology & Morality, ● Anime Films	● Covered in Indian Philosophy Value Added Course ● Recommended for inclusion in Introduction to Animation course

Teachers Feedback for design and review of syllabus

Academic Year: 2022-2023, Even Semester (1,3,5)

Feedback from faculty was collected through structured form in on LMS. Feedback from faculty is also received during formal and informal interactions at the institute level. Questionnaire included scale-based questions and open-ended on course recommendations.

No. of Respondents :   17

S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I am given enough freedom to contribute my ideas on curriculum design and development	8	6	1		
2	The faculty members / teachers are supported with adequate learning resources	8	6	2		
3	The faculty members / teachers are encouraged to establish linkages with Industry.	5	8	2		
4	The syllabus is relevant and adequate in terms of scope, depth and choice to help develop the required competencies amongst students	6	6	3		

Legend:
- I am given enough freedom to contribute my ideas on curriculum design and development
- The faculty members / teachers are supported with adequate learning resources
- The faculty members / teachers are encouraged to establish linkages with Industry.
- The syllabus is relevant and adequate in terms of scope, depth and choice to help develop the required competencies amongst students

	No. of Respondents : **21**		
S. No.	Question	Yes	No
1	Would you recommend any new courses to be added to the curriculum		No

Summary of Feedback Analysis and Action Taken:

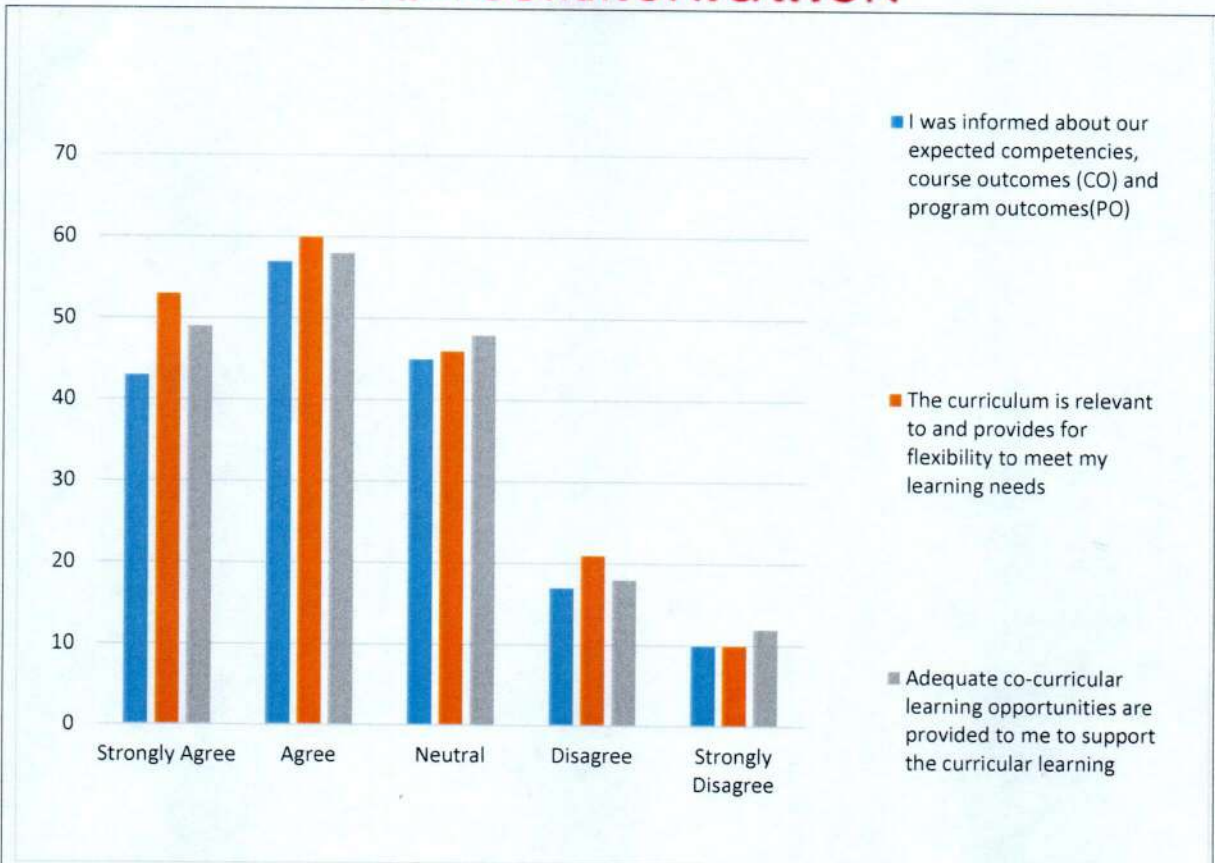| Sr. No	Particulars / Action Point	Action Taken
1	Faculty have given positive feedback about existing curriculum. No specific changes were suggested by the faculty regarding curriculum and other aspects of teaching	

Liji Ravindran

Faculty-In Charge

Dr. Sreeram Gopalkrishnan

Director, SCMC

SYMBIOSIS
CENTRE FOR MEDIA AND COMMUNICATION

Name of the Institute: SYMBIOSIS CENTRE FOR MEDIA AND COMMUNICATION	
Name of the Program: Bachelor of Arts (Mass Communication)	
Students Feedback for design and review of syllabus	
Academic Year: 2022-2023, Even Semester (II,IV,VI)	

Structured questionnaire with scale-based and open ended questions on curriculum were imparted through LMS to students of Batches 22,23 and 24 alongside. Feedback on individual courses and faculty were also collected through Google Forms. Feedbacks collected were analyzed and relevant points were taken into consideration in curriculum revision and academic improvement.

SEM II	No. of Respondents: 74					
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I was informed about our expected competencies, course outcomes (CO) and program outcomes(PO)	43	57	45	17	10
2	The curriculum is relevant to and provides for flexibility to meet my learning needs	53	60	46	21	10
3	Adequate co-curricular learning opportunities are provided to me to support the curricular learning	49	58	48	18	12

Legend:
- I was informed about our expected competencies, course outcomes (CO) and program outcomes(PO)
- The curriculum is relevant to and provides for flexibility to meet my learning needs
- Adequate co-curricular learning opportunities are provided to me to support the curricular learning

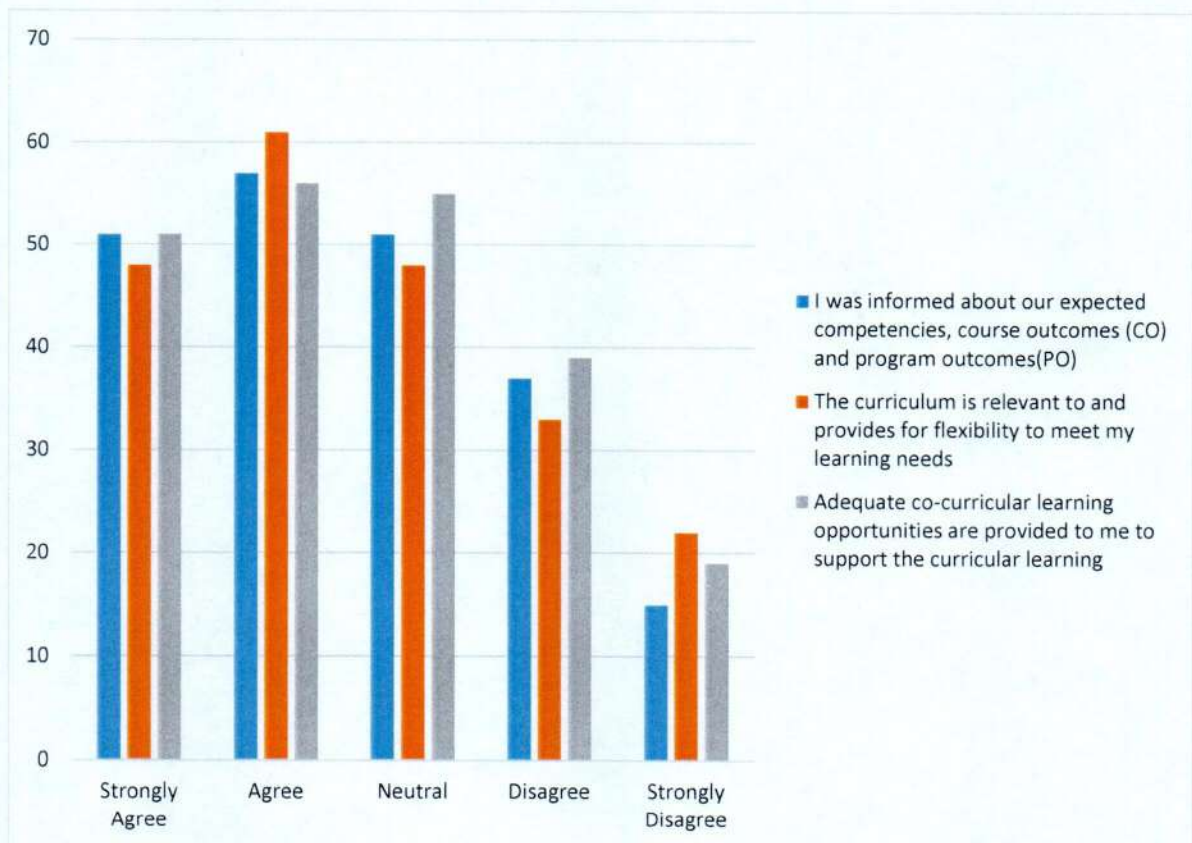| SEM II	Course Feedback: 14 Courses		
	No. of Respondents : 74		
S. No.	Question	Yes	No
1	The topics were overlapping with the courses taught earlier / during the semester. If Yes, name such topics with course details		No
2	Would you recommend any new course / topic to be added in the program structure?		No
3	Placement of the course is in the appropriate semester. If No, Please specify the correct semester	Yes	

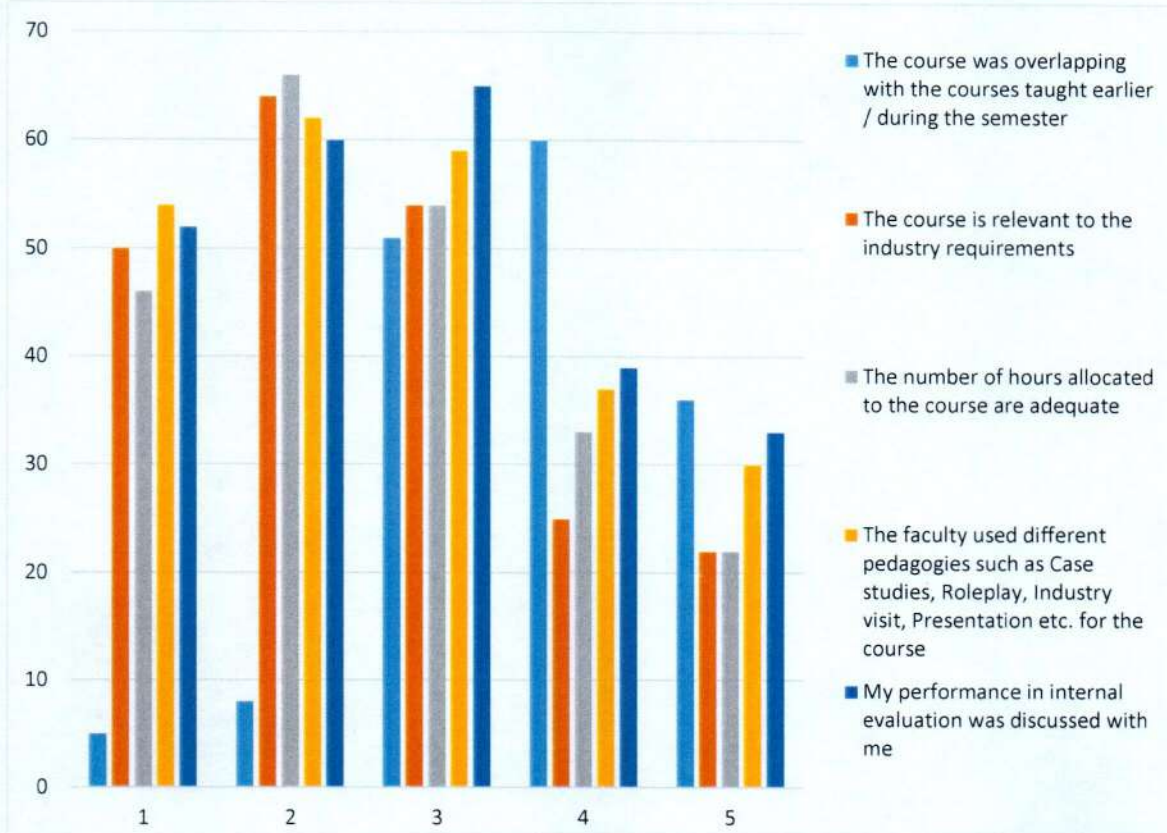| SEM II	Course Feedback: 9 Courses					
	No. of Respondents :					
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The course was overlapping with the courses taught earlier / during the semester	2	7	48	57	35
2	The course is relevant to the industry requirements	57	55	44	14	10
3	The number of hours allocated to the course are adequate	46	58	40	19	13
4	The faculty used different pedagogies such as Case studies, Role play, Industry visit, Presentation etc. for the course	52	54	47	20	16
5	My performance in internal evaluation was discussed with me	41	57	51	34	18
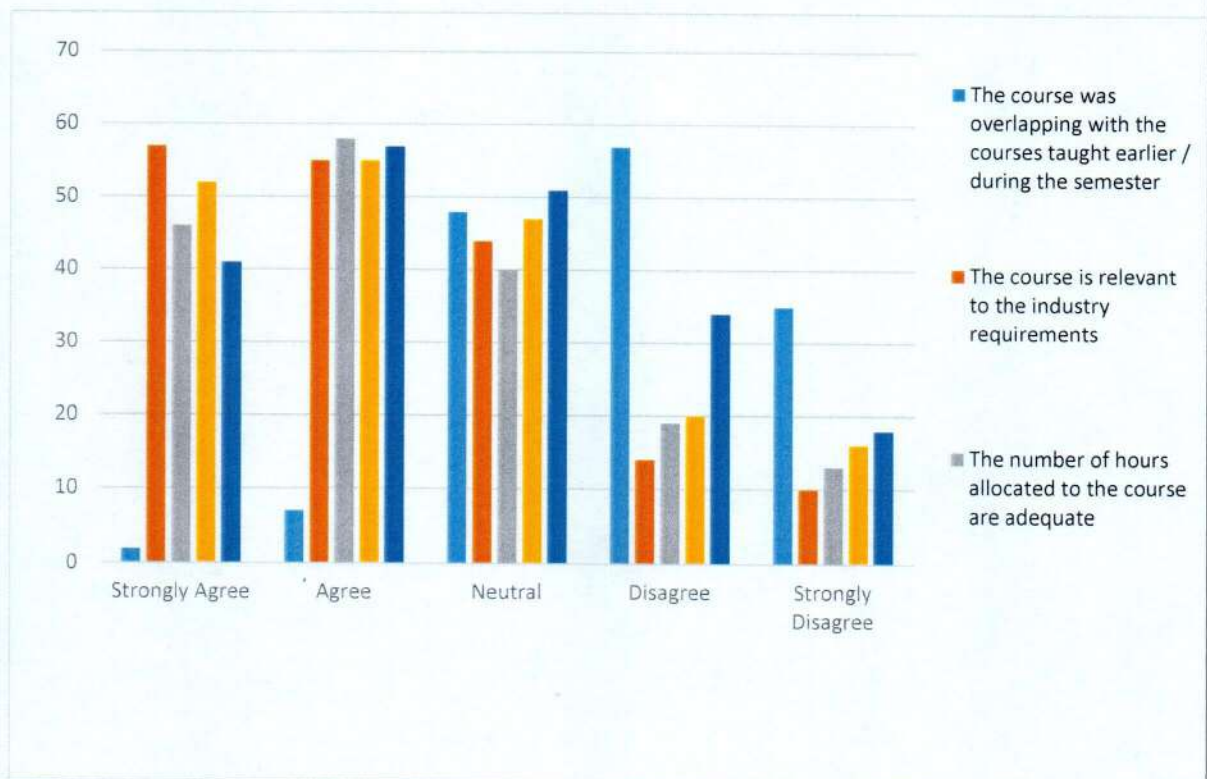
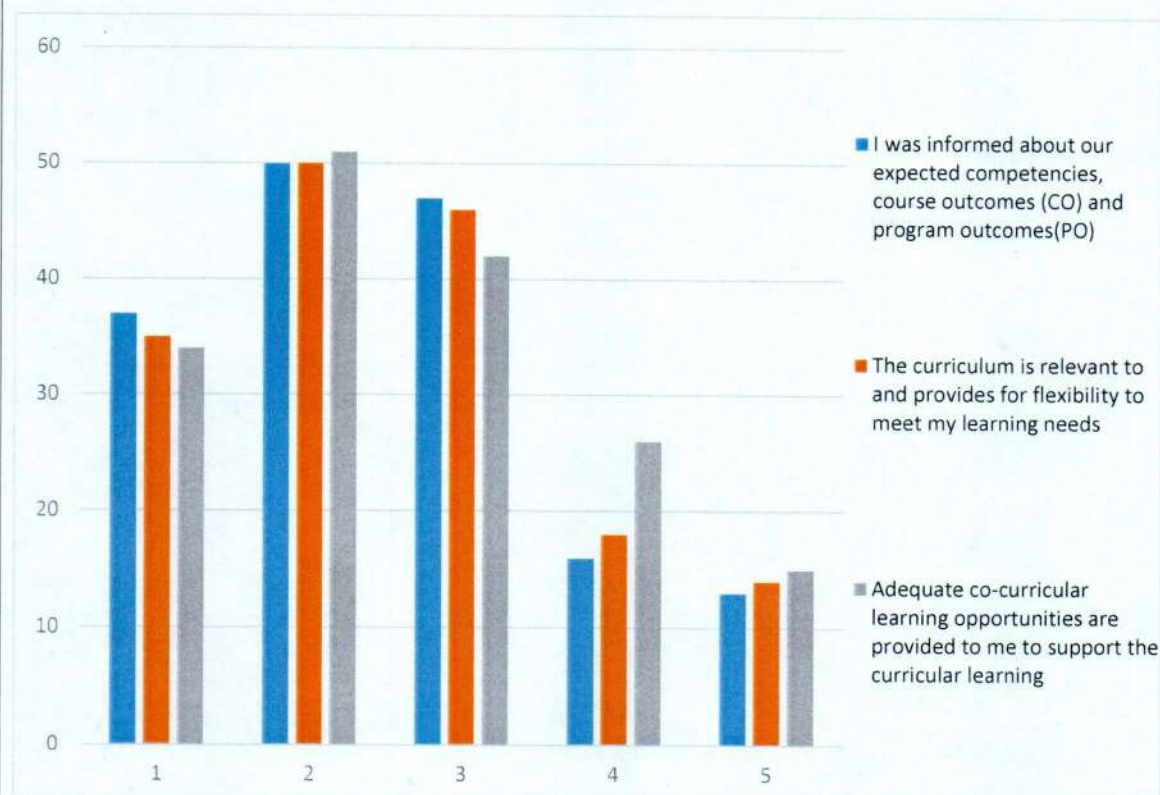| SEM IV	No. of Respondents: 79					
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I was informed about our expected competencies, course outcomes (CO) and program outcomes(PO)	51	57	51	37	15
2	The curriculum is relevant to and provides for flexibility to meet my learning needs	48	61	48	33	22
3	Adequate co-curricular learning opportunities are provided to me to support the curricular learning	51	56	55	39	19

SEM IV	Course Feedback: 9 Courses		
	No. of Respondents : 79		
S. No.	Question	Yes	No
1	The topics were overlapping with the courses taught earlier / during the semester. If Yes, name such topics with course details		No
2	Would you recommend any new course / topic to be added in the program structure?		No
3	Placement of the course is in the appropriate semester. If No, Please specify the correct semester	Yes	

SEM IV	Course Feedback: 9 Courses					
	No. of Respondents : 79					
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The course was overlapping with the courses taught earlier / during the semester	5	8	51	60	36
2	The course is relevant to the industry requirements	50	64	54	25	22
3	The number of hours allocated to the course are adequate	46	66	54	33	22
4	The faculty used different pedagogies such as Case studies, Role play, Industry visit, Presentation etc. for the course	54	62	59	37	30
5	My performance in internal evaluation was discussed with me	52	60	65	39	33

Legend:
- The course was overlapping with the courses taught earlier / during the semester
- The course is relevant to the industry requirements
- The number of hours allocated to the course are adequate
- The faculty used different pedagogies such as Case studies, Roleplay, Industry visit, Presentation etc. for the course
- My performance in internal evaluation was discussed with me

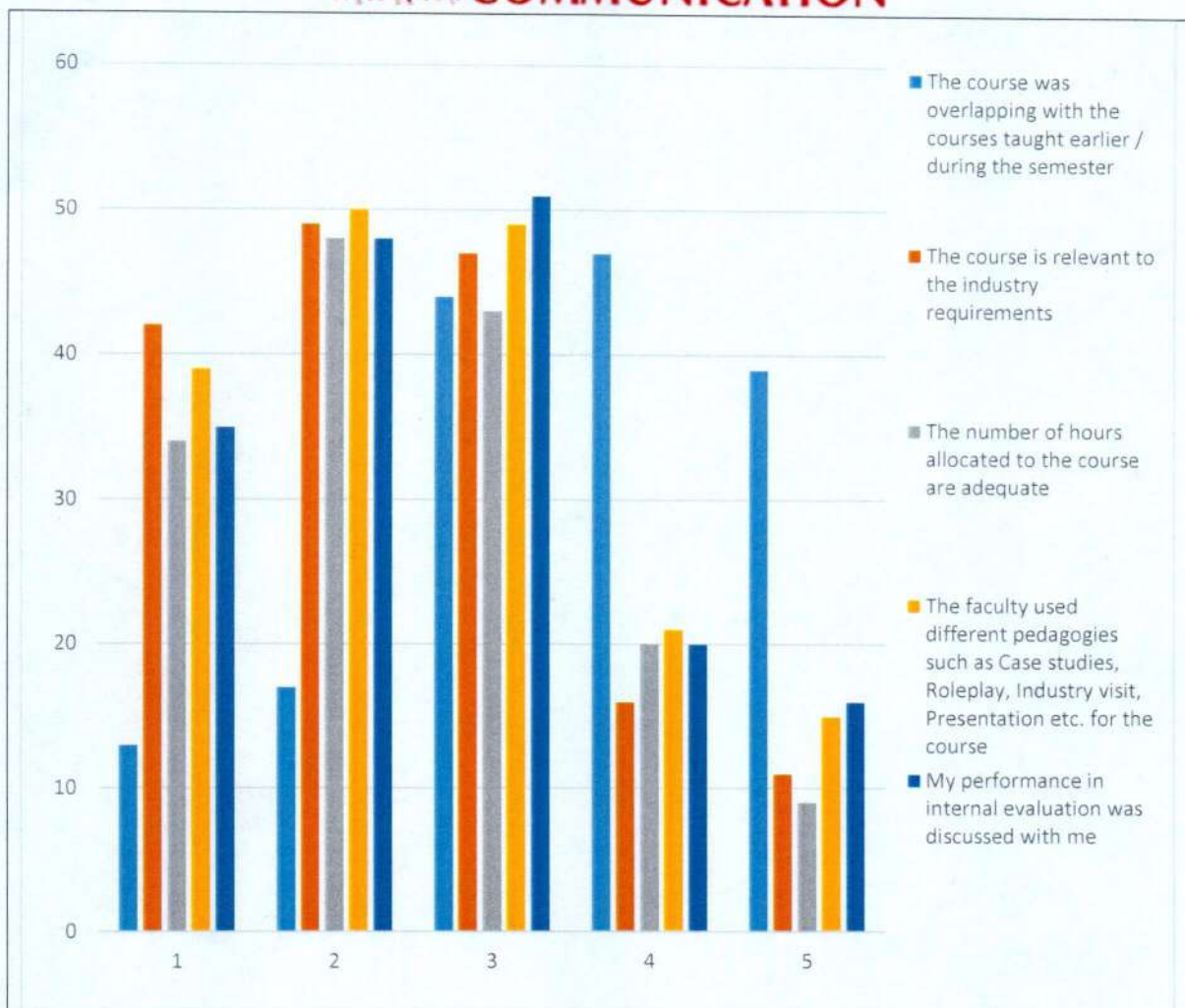| SEM VI	No. of Respondents: 69					
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I was informed about our expected competencies, course outcomes (CO) and program outcomes(PO)	37	50	47	16	13
2	The curriculum is relevant to and provides for flexibility to meet my learning needs	35	50	46	18	14
3	Adequate co-curricular learning opportunities are provided to me to support the curricular learning	34	51	42	26	15

- I was informed about our expected competencies, course outcomes (CO) and program outcomes(PO)
- The curriculum is relevant to and provides for flexibility to meet my learning needs
- Adequate co-curricular learning opportunities are provided to me to support the curricular learning

SEM VI	Course Feedback: 14 Courses		
	No. of Respondents : 69		
S. No.	Question	Yes	No
1	The topics were overlapping with the courses taught earlier / during the semester. If Yes, name such topics with course details		No
2	Would you recommend any new course / topic to be added in the program structure?		No
3	Placement of the course is in the appropriate semester. If No, Please specify the correct semester	Yes	

SEM VI	Course Feedback: 14 Courses					
	No. of Respondents: 69					
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The course was overlapping with the courses taught earlier / during the semester	13	17	44	47	39
2	The course is relevant to the industry requirements	42	49	47	16	11
3	The number of hours allocated to the course are adequate	34	48	43	20	9
4	The faculty used different pedagogies such as Case studies, Role play, Industry visit, Presentation etc. for the course	39	50	49	21	15
5	My performance in internal evaluation was discussed with me	35	48	51	20	16

Legend:
- The course was overlapping with the courses taught earlier / during the semester
- The course is relevant to the industry requirements
- The number of hours allocated to the course are adequate
- The faculty used different pedagogies such as Case studies, Roleplay, Industry visit, Presentation etc. for the course
- My performance in internal evaluation was discussed with me

Summary of Feedback Analysis and Action Taken:

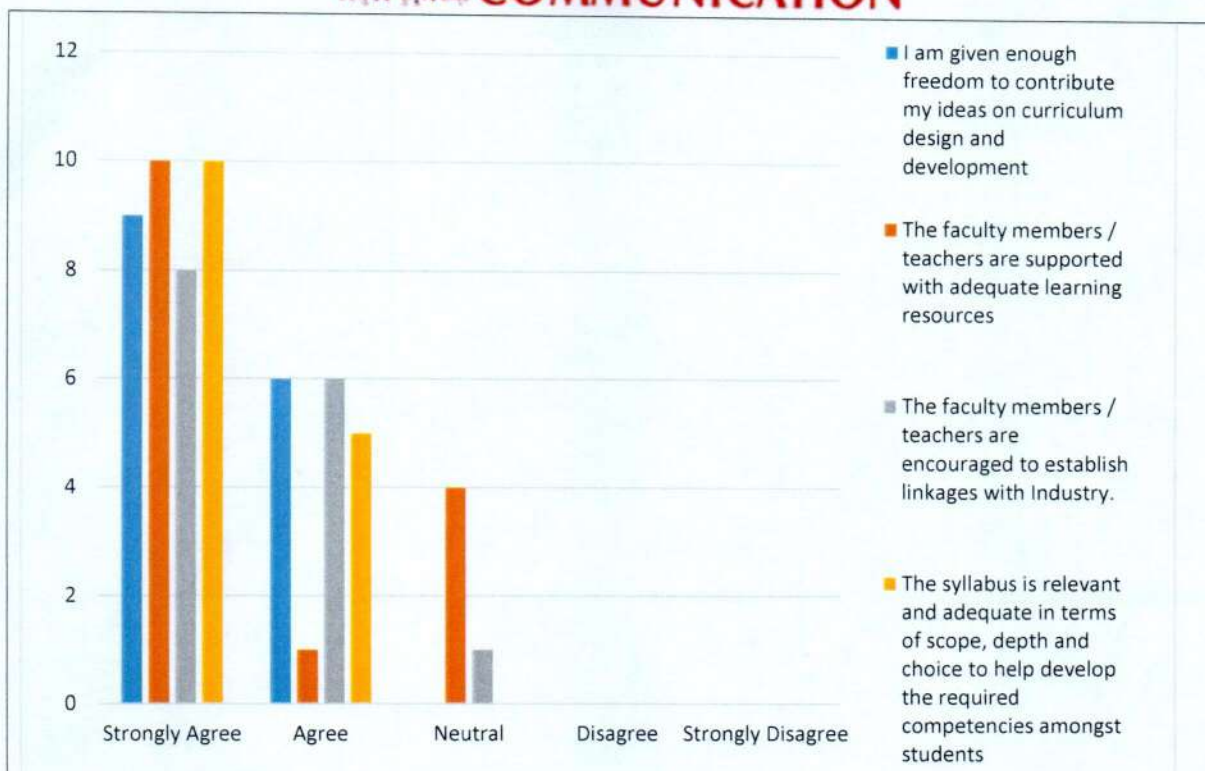| Sr. No	Particulars / Action Point	Action Taken
1	Some topics are overlapped with MCTP	There was discussion with the faculty members. Media theories will be covered in the first semester and students will learn Psychology in the second semester.
2	Some subjects are overlapped.	The issue was discussed with the faculty. The subjects are not overlapped. Some topics are the extension of the earlier semester.
3	More practical exercises for students	Every module has about 5 to 10 % experiential learning
4	Course Recommendations: Digital Marketing, Influencer Marketing, Content Marketing	Introduced new courses on content, influencer, and digital marketing

Teachers Feedback for design and review of syllabus

Academic Year: 2022-2023, Even Semester (2,4,6)

Feedback from faculty was collected through structured form in on LMS. Feedback from faculty is also received during formal and informal interactions at the institute level. Questionnaire included scale-based questions and open-ended on course recommendations.

S. No.	**No. of Respondents : 15** Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I am given enough freedom to contribute my ideas on curriculum design and development	9	6			
2	The faculty members / teachers are supported with adequate learning resources	7	3	4		
3	The faculty members / teachers are encouraged to establish linkages with Industry.	6	7	1		
4	The syllabus is relevant and adequate in terms of scope, depth and choice to help develop the required competencies amongst students	8	2	4		

Chart legend:
- I am given enough freedom to contribute my ideas on curriculum design and development
- The faculty members / teachers are supported with adequate learning resources
- The faculty members / teachers are encouraged to establish linkages with Industry.
- The syllabus is relevant and adequate in terms of scope, depth and choice to help develop the required competencies amongst students

	No. of Respondents : **15**		
S. No.	Question	Yes	No
1	Would you recommend any new courses to be added to the curriculum		No

Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1	Understanding Business Strategy	The existing course in CRM is increased to four credits which will cover Business strategy in detail
2	Marketing Technology	We have introduced a new and improved digital marketing course
3	Geopolitics for Journalism specialization	This suggestion has been included in the 4 credit course Social change and development communication in the fifth semester

## Employers Feedback for design and review of syllabus

Academic Year: 2021-2022 Even Sem (2,4,6)

Employer feedback for the year was collected through structured feedback forms imparted online following the first development sector internship for Batch 24 and the first industry internship for Batch 23. There were both scale-based and open-ended questions student performance as well as for course recommendations and improvements.

No. of Respondents : 20

S. No	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The courses offered in the Institute have relevance to societal needs and employment potential.	5	10	3		
2	The intern took initiatives to get job done including overcoming by identifying problems/obstacles and providing solution	14	6			
3	The intern had a good blend of Theory & Practical Knowledge	15	5			
4	The intern demonstrated the ability to learn new things quickly & adapt to the dynamic environment	15	5			
		Excellent	Very Good	Good	Average	Poor
5	How would you assess the Intern's overall performance	13	6	1		
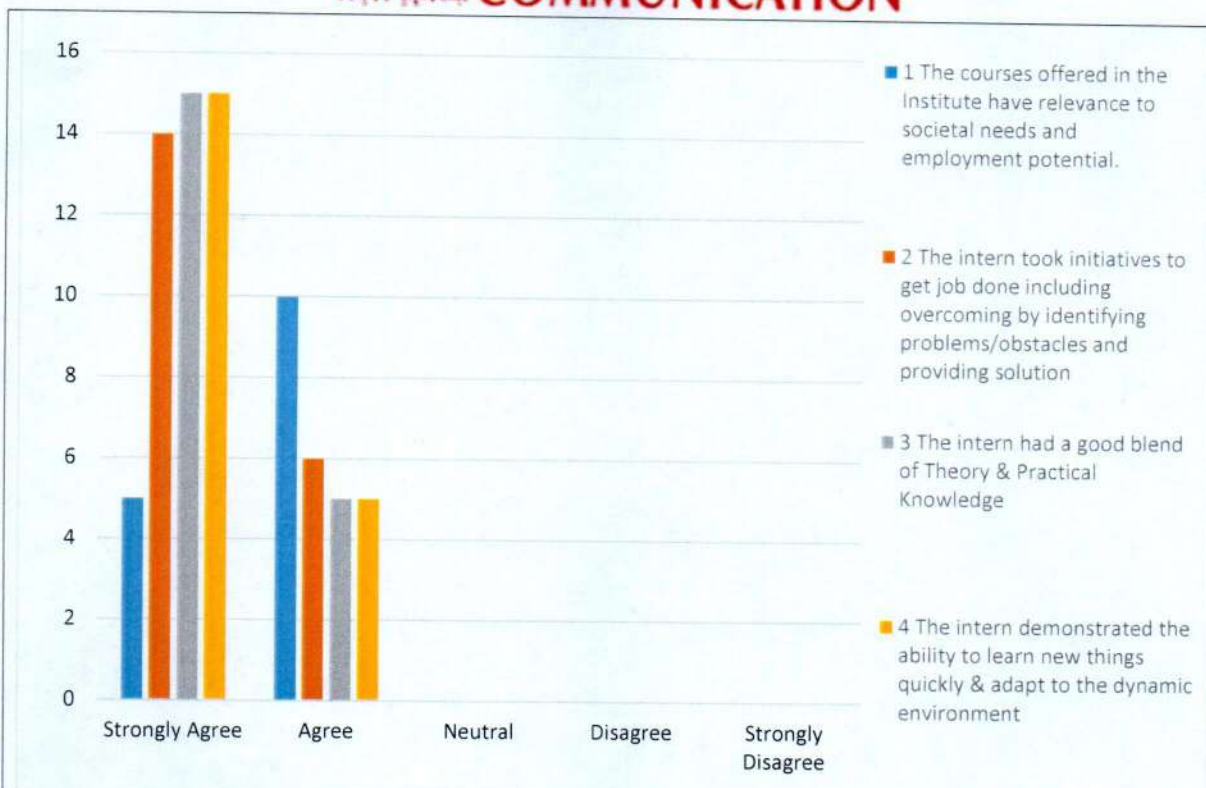
Summary of Feedback Analysis and Action Taken:

S No	Particulars / Action Point	Action Taken
1	In PR cover media relations and content writing	Advanced PR writing is already covered in the syllabus
2	Introduce program that integrates AI, Design Thinking	Digital marketing covers some aspects of AI and design thinking
3	Teach practical aspects of retail marketing	A four credit course on retail marketing will cover practical aspects of retail marketing

SYMBIOSIS
## CENTRE FOR MEDIA AND COMMUNICATION

Alumni Feedback for design and review of syllabus

Academic Year: 2021-2022, Odd Semester (1,3,5)   [Taken once in AY 21-22]

Alumni feedback was collected through structured feedback form imparted to students who graduated from SCMC in 2019 and 2021, with scale-based and open-ended questions.

No. of Respondents : 28

S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The institute curriculum has prepared me adequately for the job roles, I have handled and been handling	1	9	13	5	
2	The curriculum of the program is well designed and promotes learning experience of the students	2	11	13	2	
3	The courses offered in the Institute have relevance to societal needs and employment potential	4	11	7	3	3
4	The institute encourages contribution from Alumni in curriculum and student development	2	8	11	6	1
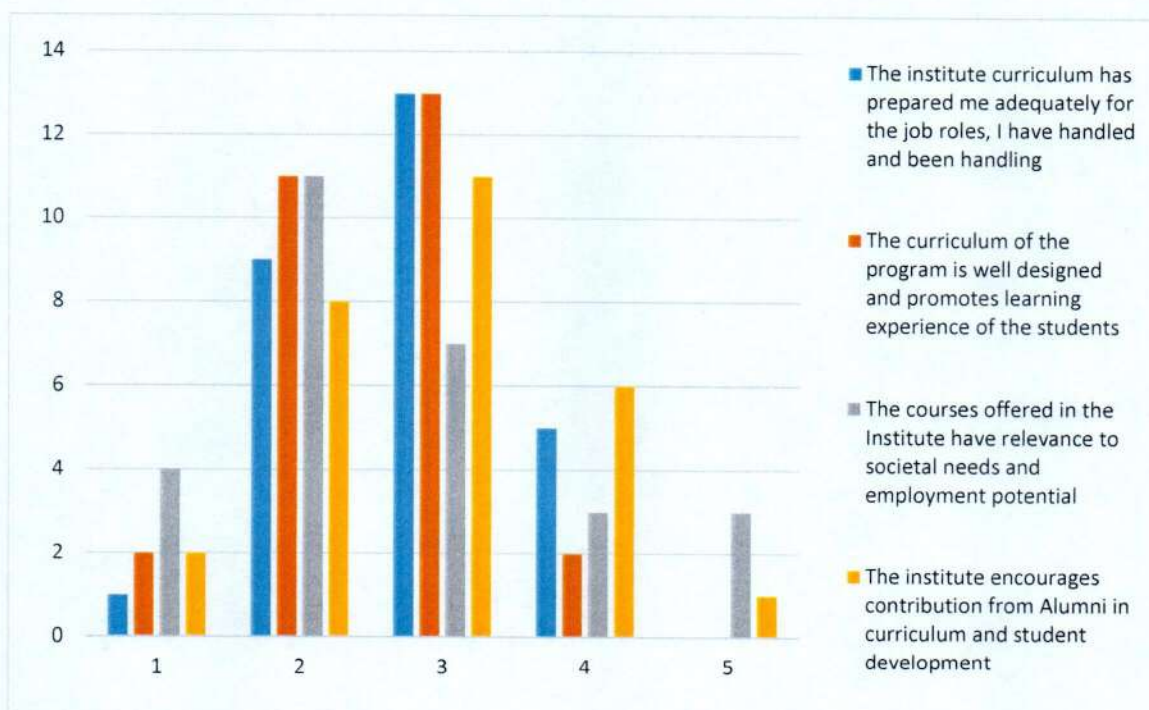
Summary of Feedback Analysis and Action Taken:

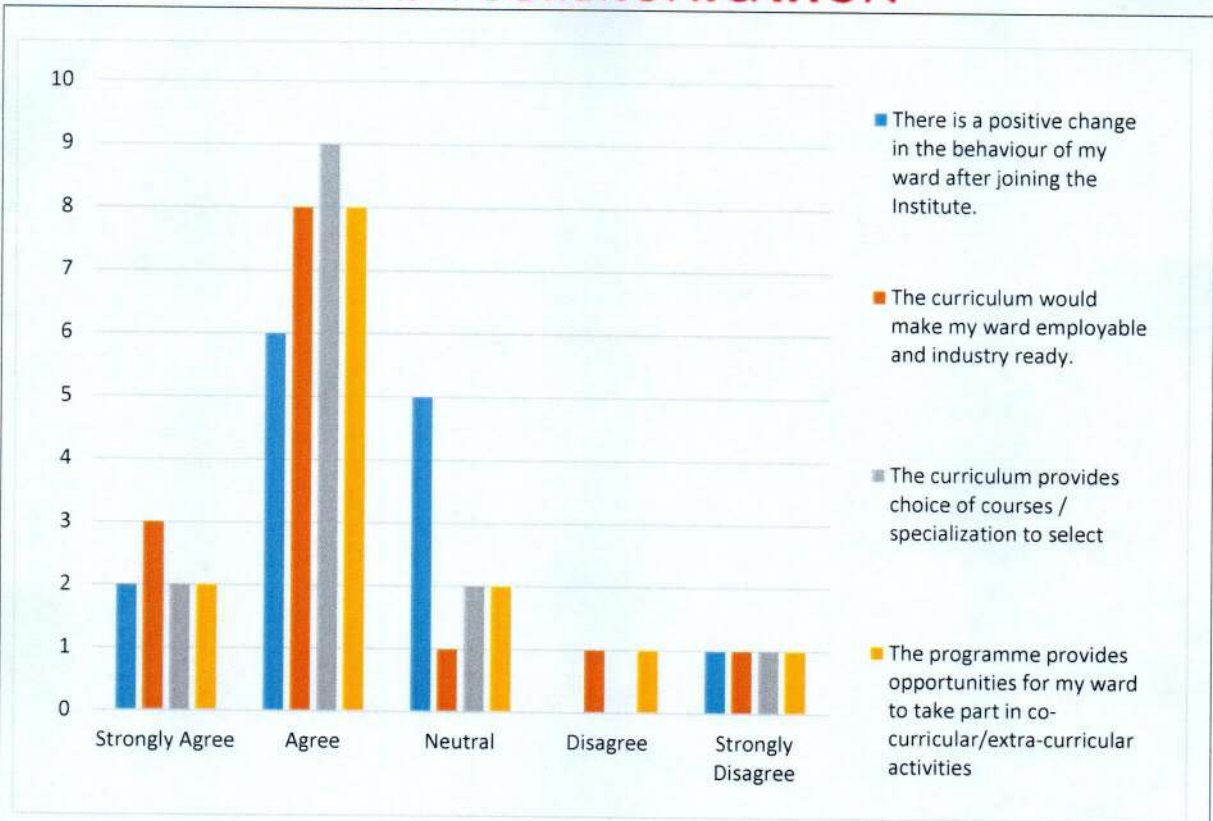| Sr. No	Particulars / Action Point	Action Taken
1	Business/Data/Marketing Analytics or any other technical course	Course on data analytics with excel and marketing analytics with excel are introduced
2	Courses aimed at boosting basic design skills for corporate needs (presentation design/social media creatives design) would be very helpful.	A four credit course in Advertising Design and Creatives is introduced
3	Courses on excel, no code platforms, AI, web3, brand planning	A Four credit course Data Analytics using Excel is introduced in the sixth semester

Parents Feedback for design and review of syllabus

Academic Year: 2022-2023 Odd Semester 1,3,5 [Taken once in AY 22-23]

Curriculum feedback from parents of BT21 students was obtained using structured feedback forms online. Parent representatives part of IQAC also provided suggestions at meetings.

No. of Respondents : 14

S. No	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	There is a positive change in the behavior of my ward after joining the Institute.	2	6	5		1
2	The curriculum would make my ward employable and industry ready.	3	8	1	1	1
3	The curriculum provides choice of courses / specialization to select	2	9	2		1
4	The programme provides opportunities for my ward to take part in co-curricular/extra-curricular activities	2	8	2	1	1

Chart legend:
- There is a positive change in the behaviour of my ward after joining the Institute.
- The curriculum would make my ward employable and industry ready.
- The curriculum provides choice of courses / specialization to select
- The programme provides opportunities for my ward to take part in co-curricular/extra-curricular activities

Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1	Introduce Animation and Graphics.	AV Post Production and Animation, a four credit course will cover these topics in detail
2	There should be focus on digital marketing	We have introduced two courses. There is a four credit course on digital marketing. Another course digital marketing campaign Live will give student exposure to live campaigns
3	More management subjects should be added	We have introduced E Customer relationship management, Talent management in creative business. This is addition to Crisis management and film production management

॥वसुधैव कुटुम्बकम्॥
SCMC