

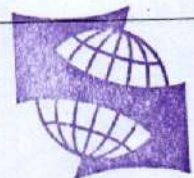
**CURRICULUM FEEDBACK COLLECTION,  
ANALYSIS AND ACTION TAKEN REPORT  
FOR ACADEMIC YEAR 2020-2021**

Name of the Institute: SYMBIOSIS CENTRE FOR MEDIA AND COMMUNICATION

Name of the Program: Bachelor of Arts (Mass Communication)

**ACTION TAKEN REPORT FOR AY 2020-2021**

S.No	Particulars / Action Point	Action Taken
1	(Sem I) Difficulties and inadequate learning for Practical classes conducted online	Institute proposes to conduct additional sessions for all Practical modules when campus reopens so students do not miss out on learning
2	Topic overlaps for some courses	Propose to streamline content and remove courses with overlapping content for subsequent batches
3	Course on Branding is too extensive for Sem III, may be placed in 5 <sup>th</sup> or 6 <sup>th</sup> semester	4-credit course replaced with 2- credit Essentials of Brand Management from BT23 with advanced specialization courses in later semesters
4	Value-adds in Data Analytics, Coding	VAC in Basic Programming proposed for AY 21-22, Workshop on Data Visualization conducted in AY 20-21, more data-related courses to be considered for next year
5	Course in Sports Journalism & Sports Marketing	Guest sessions for MC students on Sports Journalism proposed. Sports and Entertainment Marketing included in PS from BT21
6	Topic and Course recommendations: <ul style="list-style-type: none"> <li>Fundraising for film production,</li> <li>3D animation (3ds Max, Maya application) After Effect Application for Vfx,</li> <li>Data Journalism</li> </ul>	Introduction to Production Management introduced for BT22 will cover fundraising for films We are proposing to revised the existing Design Tools syllabus or add new courses to cover advanced media software Basics of Data Journalism is being implemented from BT21 Sem VI
7	Outdated syllabus content and teaching hours strictures are limiting faculty	Faculty informed that they can modify up to 10% of course syllabus for updating content and are allowed flexibility in implementation
8	Event Management (CM) should ideally be placed in Semester IV when the students have a firmer grasp on the concepts of marketing, branding etc.	Event Management proposed to be moved back to Sem IV for BT23
9	Direction, Cinematography, Sound and Editing are done in isolation; recommend a programme that combines all of as an exercise to help students put together all the learning to make a fiction or non-fiction film in a methodical and professional way.	4-credit Practical course implemented from Batch 21 (Sem VI) for the purpose of implementing all programme learnings to produce professional quality work and build student portfolio
10	Recommendations for syllabus revision:	Plans to consider this in syllabus revisions in AY 21-22






	Add OTT platform management in TV Channel Management subject Media Relations in Advanced PR Writing Course Services Marketing	
11	Introduction to Corporate Communication is relevant largely to PR students and not Advertising	Course moved from Sem IV CM to Sem VI PR from BT 23 onwards.
12	Topic and Course recommendations: <ul style="list-style-type: none"><li>• Media Entrepreneurship</li><li>• CM - Agency Processes</li><li>• More extensive course in Business Journalism</li><li>• Gender Studies</li><li>• Human Resources Management</li><li>• Broadcast Journalism</li><li>• More intensive copywriting course</li></ul>	Some of the courses are already in place for BT21 and 22. Others taken up for consideration in PS revamp
13	More PR specific courses for PR specialization	Already being implemented from BT21, more advanced courses including Corporate Film Production, Personal and Image Branding and Marketing introduced for BT22
14	Extensive Visual Design course is irrelevant, especially for PR students	Proposing to replace existing 4-credit VID with 2-credit course and for AD only
1	Topic and course recommendations: <ul style="list-style-type: none"><li>• Development Studies with focus on Research Methodology</li><li>• Crisis Response Behaviour</li><li>• Web design software such as Wordpress</li><li>• Soft Skills and personality development</li><li>• Sustainable Management</li></ul>	Courses include some of these modules in advanced specialization semesters; VAC proposed for soft skills and personality development
15	Prevention of sexual harassment at work place and COVID 19 awareness work at community level. Early childhood care and	Non-letter grade online course on Covid-19 awareness introduced from AY 21-22. Others Can be considered during DSI internship orientation process.



	development at community level	
16	For AV Students - Advanced editing course, screenplay writing course, Use of colour theory in cinema	Courses in Screenwriting, Advanced Post Production and Sound Design introduced from BT24
17	Entrepreneurship and Startup building	Course on Entrepreneurship moved from Elective to Core from BT23 onwards. VACs and workshops proposed
18	Professional, interpersonal and soft skills training	Being considered as value-add course
19	Campaign Planning and other verticals specifically for PR	Introduced from BT21 and BT22
20	Foreign Languages	Being implemented as VAC through ELTIS
21	Other topics recommended: <ul style="list-style-type: none"> <li>• Financial Planning and Management</li> <li>• AI in Advertising</li> <li>• Safety Health and Environment</li> </ul>	Proposed to be incorporated in PS as non-letter grade, as VACs or through syllabus updates




Dr. Sreeram Gopalkrishnan  
Director, SCMC

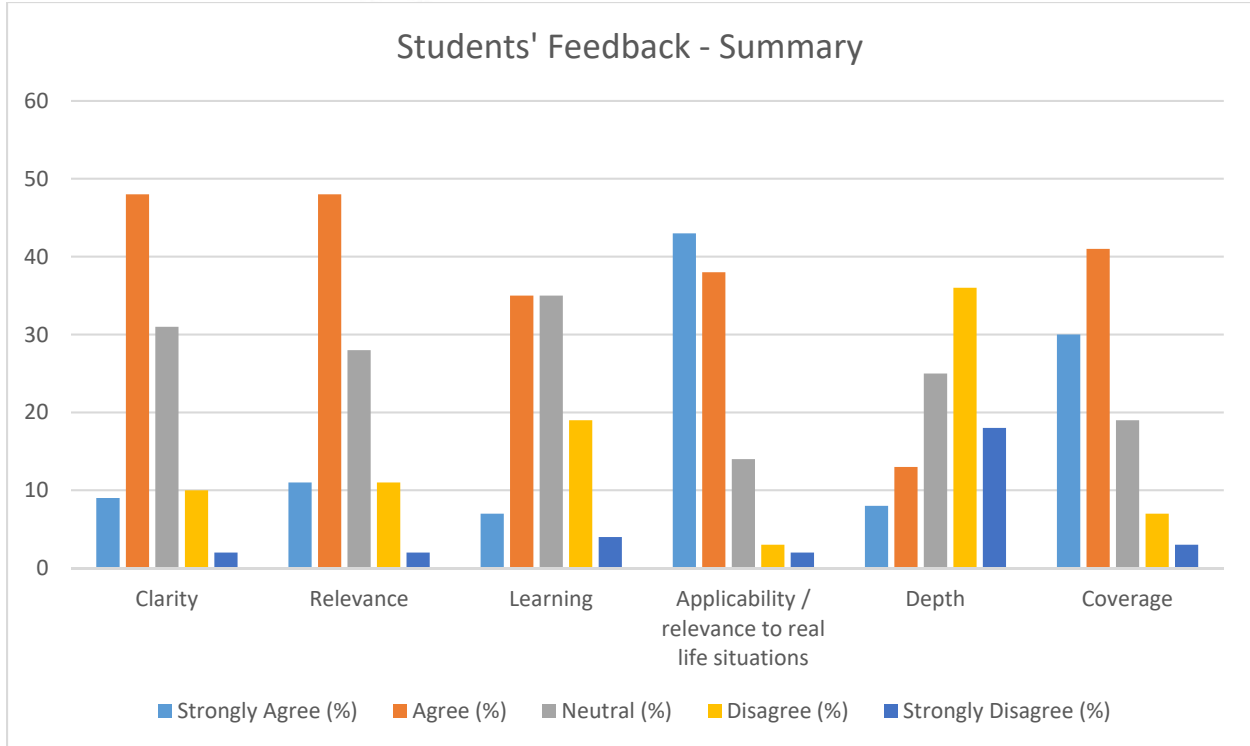
**DETAILED FEEDBACK ANALYSIS AND REVIEW – AY 2020-2021**

S.No.	STAKEHOLDER	NO. OF RESPONDENTS
1	Students	390
2	Teachers	40
3	Alumni	39
4	Employers	31
5	Parents	21

**Students Feedback for design and review of syllabus**

(\*Average % for 117 courses across six semesters)

Sr No	Parameter	Strongly Agree (%)	Agree (%)	Neutral (%)	Disagree (%)	Strongly Disagree (%)	Total
1	Clarity	9	48	31	10	2	100
2	Relevance	11	48	28	11	2	100
3	Learning	7	35	35	19	4	100
4	Applicability / relevance to real life situations	43	38	14	3	2	100
5	Depth	8	13	25	36	18	100
6	Coverage	30	41	19	7	3	100



<b>Name of the Institute: SYMBIOSIS CENTRE FOR MEDIA AND COMMUNICATION</b>						
<b>Name of the Program: Bachelor of Arts (Mass Communication)</b>						
<b>Students Feedback for design and review of syllabus</b>						
<b>Academic Year: 2020-2021, All Semesters [Semester conducted online due to COVID-19]</b>						
Structured questionnaire with scale-based and open ended questions on curriculum were imparted through Google Forms 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.						
<b>SEM I</b>	<b>Course Feedback: 9 Courses</b>	<b>Average Response (%)</b>				
	<b>No. of Respondents : 93</b>					
<b>S. No.</b>	<b>Question</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
1	The course is relevant to the industry requirements	46.4	40.0	10.6	2.0	1.0
2	Placement of the course is in the appropriate semester	41.8	41.1	9.2	4.7	3.2

3	The course was overlapping with the courses taught earlier / during the semester	1.1	8.6	25.8	44.1	20.4
4	The number of hours allocated to the course are adequate	28.6	45.4	17.4	7.0	1.6
5	The faculty used different pedagogies such as Case studies, Role play, Industry visit, Presentation etc. for the course	35.2	36.4	17.9	7.8	2.6
6	My performance in internal evaluation was discussed with me	21.7	22.9	24.0	18.6	12.7

<b>SEM II</b>		<b>No. of Respondents: 73</b>				
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)	7	40	20	6	0
2	The curriculum is relevant to and provides for flexibility to meet my learning needs	11	39	20	3	0
3	Adequate co-curricular learning opportunities are provided to me to support the curricular learning	7	30	27	6	3

<b>SEM II</b>		<b>Course Feedback: 9 Courses</b>				
		<b>Average Response (%)</b>				
		<b>No. of Respondents : 73</b>				
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The course is relevant to the industry requirements	47.5	34.9	13.2	2.6	1.8
2	Placement of the course is in the appropriate semester	43.4	36.7	14.3	4.0	1.5
3	The course was overlapping with the courses taught earlier / during the semester	6.2	9.6	21.5	38.1	24.7

4	The number of hours allocated to the course are adequate	33.9	41.1	16.3	6.5	2.1
5	The faculty used different pedagogies such as Case studies, Role play, Industry visit, Presentation etc. for the course	37.4	36.5	18.4	4.7	2.9
6	My performance in internal evaluation was discussed with me	27.5	25.0	22.4	12.0	13.1

<b>SEM III</b>		<b>Average Response</b>				
<b>Course Feedback: 17 Courses</b>						
No. of Respondents : <b>97</b>						
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The course is relevant to the industry requirements	53.5	33.5	10.5	2.4	0.1
2	Placement of the course is in the appropriate semester	46.8	37.6	10.2	4.8	0.5
3	The course was overlapping with the courses taught earlier / during the semester	9.9	10.0	24.9	39.6	15.6
4	The number of hours allocated to the course are adequate	35.1	39.6	15.8	7.3	2.2
5	The faculty used different pedagogies such as Case studies, Role play, Industry visit, Presentation etc. for the course	42.8	30.4	17.6	6.6	2.5
6	My performance in internal evaluation was discussed with me	28.5	27.2	22.6	15.4	6.3

<b>SEM IV</b>						
<b>No. of Respondents: 41</b>						
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I was informed about our expected competencies, course outcomes (CO)	3	16	15	5	2



	and programme outcomes(PO)					
2	The curriculum is relevant to and provides for flexibility to meet my learning needs	5	14	10	10	2
3	Adequate co-curricular learning opportunities are provided to me to support the curricular learning	3	12	12	12	1

SEM IV	Course Feedback: 17 Courses	Average Response (%)				
MC & CM	No. of Respondents : 41					
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The course is relevant to the industry requirements	40.2	42.5	10.9	4.9	1.5
2	Placement of the course is in the appropriate semester	35.7	42.3	13.7	7.4	0.9
3	The course was overlapping with the courses taught earlier / during the semester	10.3	17.2	16.5	39.4	16.7
4	The number of hours allocated to the course are adequate	26.8	40.6	13.7	10.3	5.4
5	The faculty used different pedagogies such as Case studies, Role play, Industry visit, Presentation etc. for the course	21.7	16.5	7.4	2.6	1.8
6	My performance in internal evaluation was discussed with me	20.2	14.3	8.1	3.3	4.0

SEM V	Course Feedback: 31 Courses	Average Response (%)				
	No. of Respondents : 35					
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

1	The course is relevant to the industry requirements	36.3	44.4	15.9	2.2	1.2
2	Placement of the course is in the appropriate semester	31.0	40.0	21.5	5.9	1.7
3	The course was overlapping with the courses taught earlier / during the semester	5.9	15.6	35.4	29.0	14.1
4	The number of hours allocated to the course are adequate	25.4	42.4	23.7	4.5	4.0
5	The faculty used different pedagogies such as Case studies, Role play, Industry visit, Presentation etc. for the course	31.2	37.3	17.6	7.3	6.6
6	My performance in internal evaluation was discussed with me	26.4	27.2	24.2	10.5	11.7

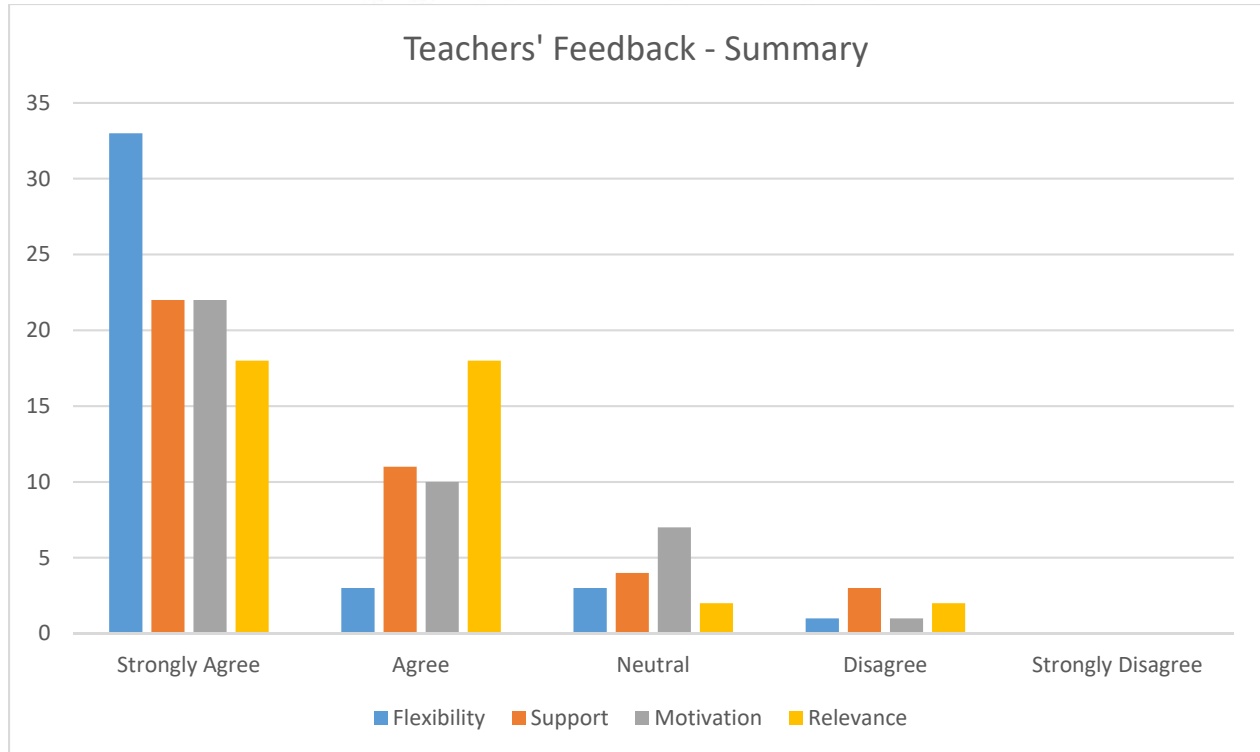
<b>SEM VI</b>		<b>No. of Respondents: 51</b>				
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I was informed about our expected competencies, course outcomes (CO) and programme outcomes(PO)	5	24	16	5	1
2	The curriculum is relevant to and provides for flexibility to meet my learning needs	2	27	15	5	2
3	Adequate co-curricular learning opportunities are provided to me to support the curricular learning	2	16	17	13	3

<b>SEM VI</b>		<b>Course Feedback: 36</b>				
		<b>Average Response (%)</b>				
		<b>No. of Respondents : 51</b>				
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The course is relevant to the industry requirements	32.6	34.8	20.9	4.8	7.0

2	Placement of the course is in the appropriate semester	30.4	31.0	24.3	8.5	11.3
3	The course was overlapping with the courses taught earlier / during the semester	16.1	15.8	25.2	22.6	17.6
4	The number of hours allocated to the course are adequate	28.4	37.1	27.7	7.6	4.6
5	The faculty used different pedagogies such as Case studies, Role play, Industry visit, Presentation etc. for the course	36.2	33.6	22.6	5.1	2.5
6	My performance in internal evaluation was discussed with me	26.4	29.6	27.8	9.7	6.5

### Teachers' Feedback for design and review of syllabus

Sr No	Parameter	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
1	Flexibility	33	3	3	1	0	40
2	Support	22	11	4	3	0	40
3	Motivation	22	10	7	1	0	40
4	Relevance	18	18	2	2	0	40

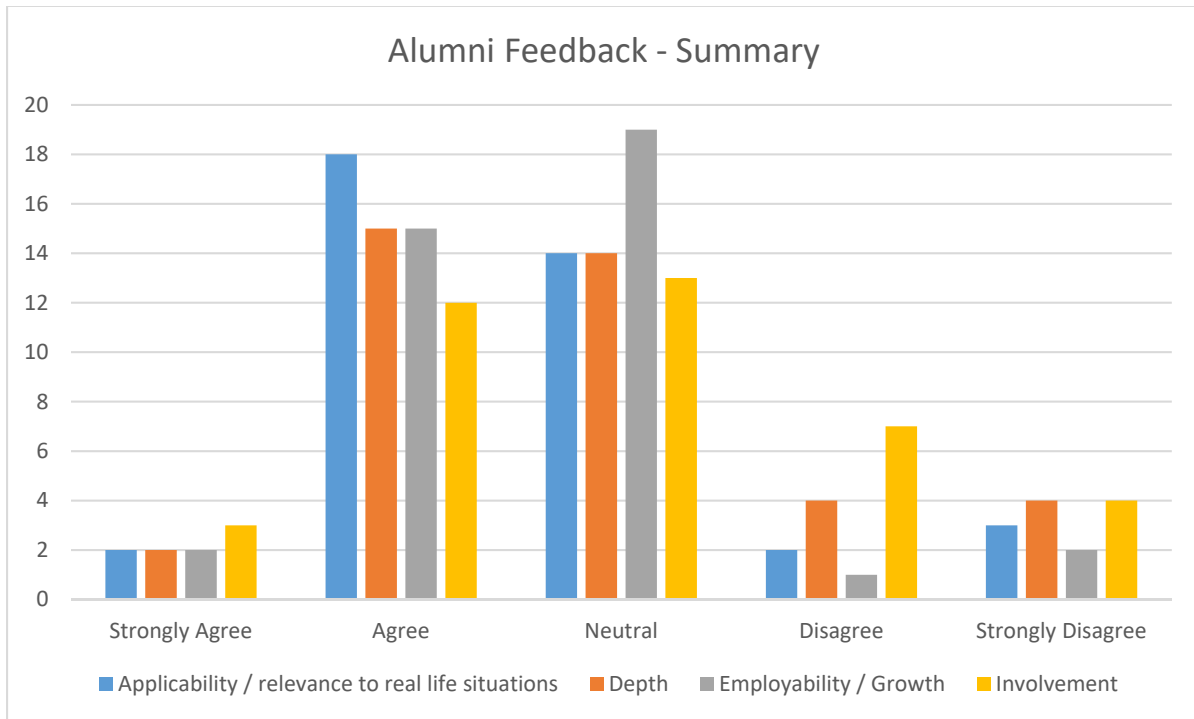


<b>Teachers' Feedback for design and review of syllabus</b>						
<b>Academic Year: 2020-2021, Odd Semester (1,3,5)</b>						
Feedback from faculty was collected through structured form in excel format through email and through formal and informal interactions at the institute level. Questionnaire included scale-based questions and open-ended on course recommendations.						
	<b>Odd Semester (1,3,5)</b>					
	<b>No. of Respondents : 14</b>					
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	13	0	0	1	0
2	The faculty members / teachers are supported with adequate learning resources	9	4	0	1	0
3	The faculty members / teachers are encouraged to establish linkages with Industry.	9	3	2	0	0

4	The syllabus is relevant and adequate in terms of scope, depth and choice to help develop the required competencies amongst students	7	5	1	1	0
<b>Even Semester (2,4,6)</b>						
<b>No. of Respondents : 26</b>						
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	20	3	3	0	0
2	The faculty members / teachers are supported with adequate learning resources	13	7	4	2	0
3	The faculty members / teachers are encouraged to establish linkages with Industry.	13	7	5	1	0
4	The syllabus is relevant and adequate in terms of scope, depth and choice to help develop the required competencies amongst students	11	13	1	1	0

### Alumni Feedback for design and review of syllabus

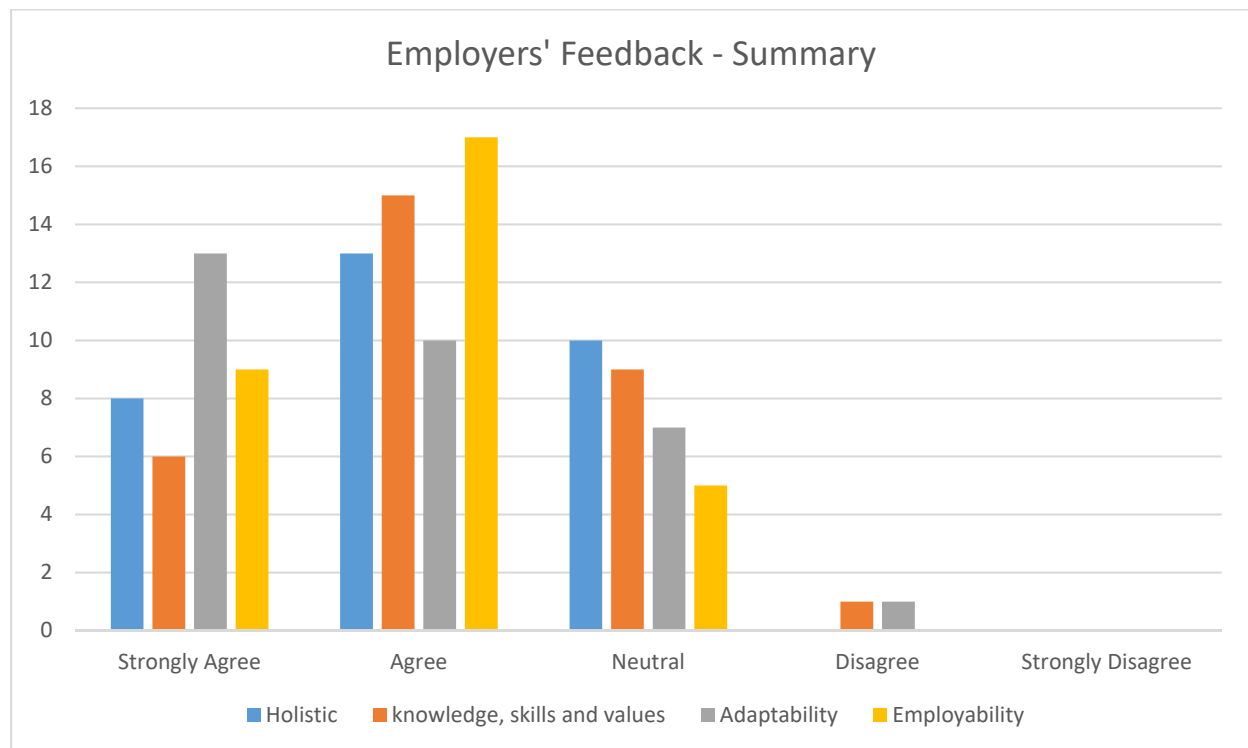
Sr No	Parameter	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
1	Applicability / relevance to real life situations	2	18	14	2	3	39
2	Depth	2	15	14	4	4	39
3	Employability / Growth	2	15	19	1	2	39
4	Involvement	3	12	13	7	4	39



<b>Alumni Feedback for design and review of syllabus</b>						
<b>Academic Year: 2020-2021, Odd Semester (1,3,5)</b>						
Alumni feedback was collected through structured feedback form imparted to students who graduated from SCMC in 2019 & 2020, with scale-based and open-ended questions.						
<b>No. of Respondents : 39</b>						
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	2	18	14	2	3
2	The curriculum of the program is well designed and promotes learning experience of the students	2	15	14	4	4
3	The courses offered in the Institute have relevance to societal needs and employment potential	2	15	19	1	2
4	The institute encourages contribution from Alumni in curriculum and student development	3	12	13	7	4

## Employers' Feedback for design and review of syllabus

Sr No	Parameter	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
1	Holistic	8	13	10	0	0	31
2	knowledge, skills and values	6	15	9	1	0	31
3	Adaptability	13	10	7	1	0	31
4	Employability	9	17	5	0	0	31



## Employers' Feedback for design and review of syllabus

**Academic Year: 2020-2021**

Employer feedback for the year was collected through structured feedback forms imparted online following the first development sector internship for Batch 22 and the second industry internship for Batch 21. There were both scale-based and open-ended questions student performance as well as for course recommendations and improvements.

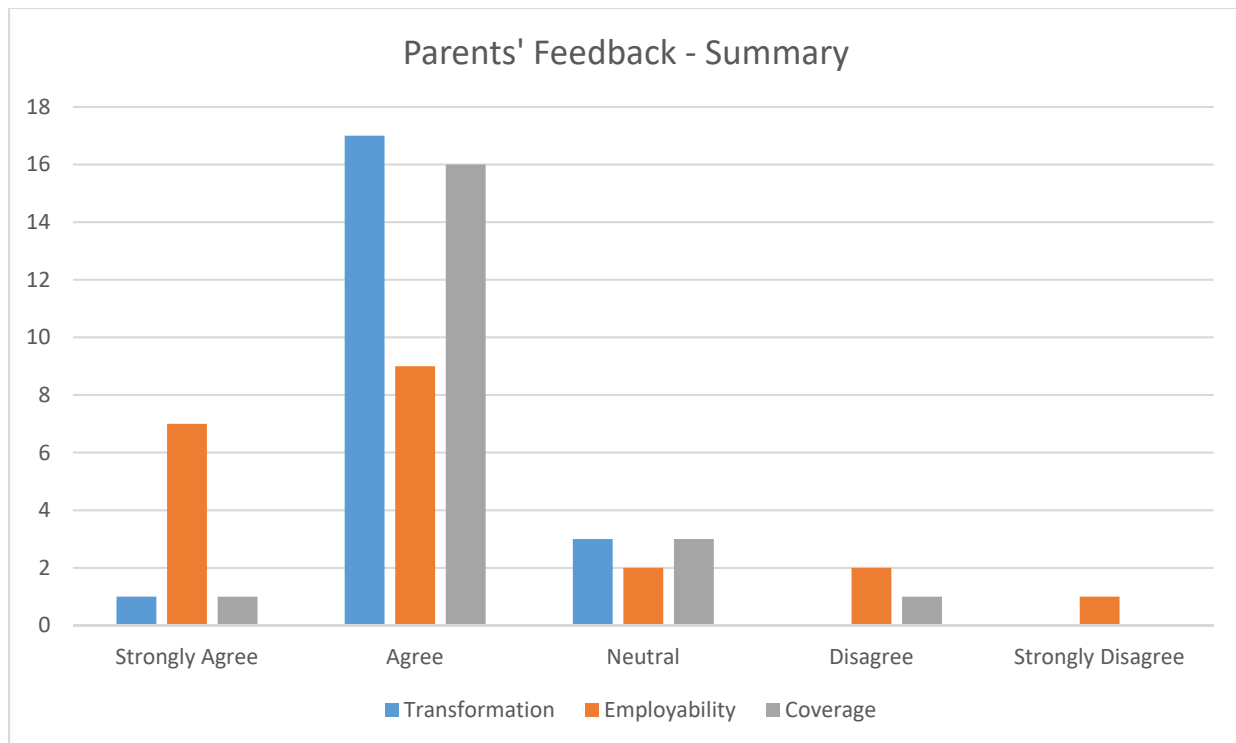
**No. of Respondents : 31**

S. No	Question	Excellent	Very Good	Good	Average	Poor
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1	The intern demonstrates the ability to grasp organizational/job requirements, and understands larger societal needs	9	17	5	0	0	
2	The intern is able to apply both theoretical and practical learning to complete tasks at the workplace	8	13	10	0	0	
3	The intern is adequately trained in terms of knowledge, skills and values	6	15	9	1	0	
4	The intern demonstrates the ability to learn new things quickly and adapt to the dynamic environment	13	10	7	1	0	

### Parents' Feedback for design and review of syllabus

Sr No	Parameter	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
1	Transformation	1	17	3	0	0	<b>21</b>
2	Employability	7	9	2	2	1	<b>21</b>
3	Coverage	1	16	3	1	0	<b>21</b>





**Parents Feedback for design and review of syllabus**

**Academic Year: 2020-2021**

Curriculum feedback from parents of BT20 students was obtained using structured feedback forms online. Parent representatives part of IQAC also provided suggestions at meetings.

**No. of Respondents : 21**

S. No	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	There is a positive change in the behaviour of my ward after joining the Institute.	1	17	3	0	0
2	The curriculum would make my ward employable and industry ready.	7	9	2	2	1
3	The curriculum provides choice of courses / specialization to select	1	16	3	1	0