SYMBIOSIS CENTRE FOR MEDIA & COMMUNICATION

Symbiosis International (Deemed University)

(Established under section 3 of the UGC Act, 1956)

Re-accredited by NAAC with 'A++' Grade | Awarded Category – I by UGC

Founder: Prof. Dr. S. B. Mujumdar, M. Sc., Ph. D. (Awarded Padma Bhushan and Padma Shri by President of India)

CURRICULUM FEEDBACK COLLECTION, ANALYSIS AND ACTION TAKEN REPORT FOR ACADEMIC YEAR 2023-2024

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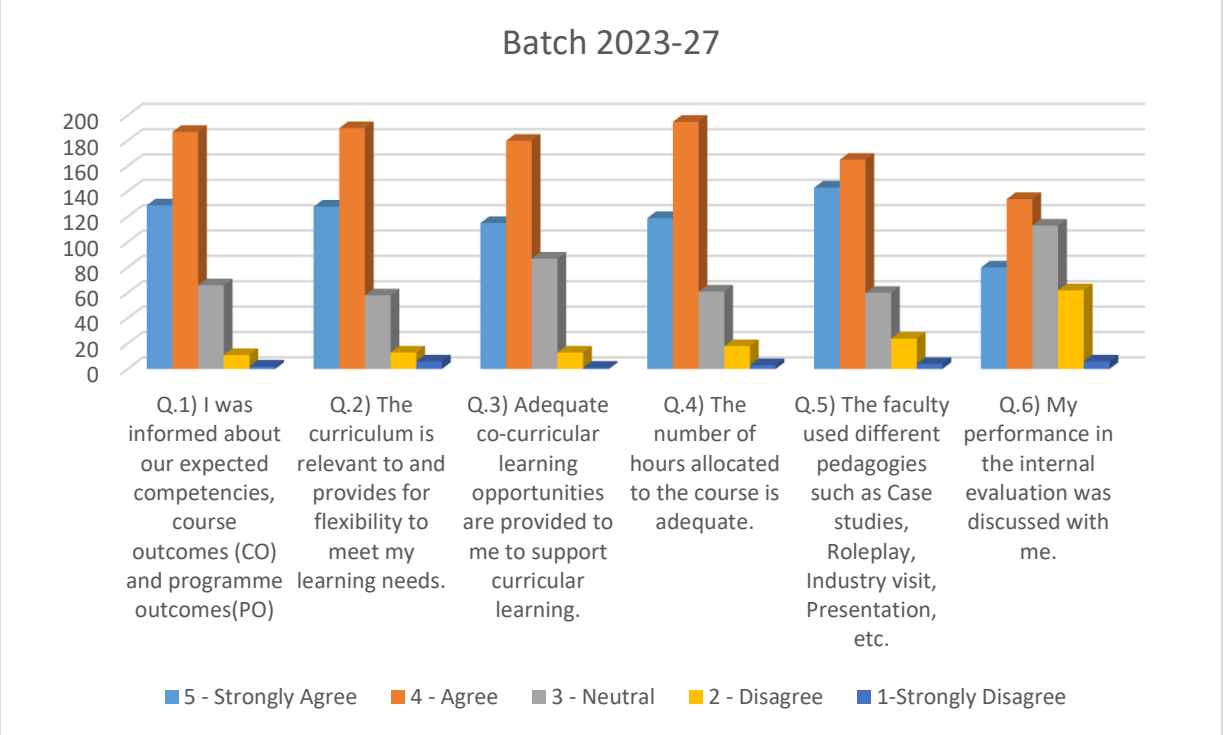
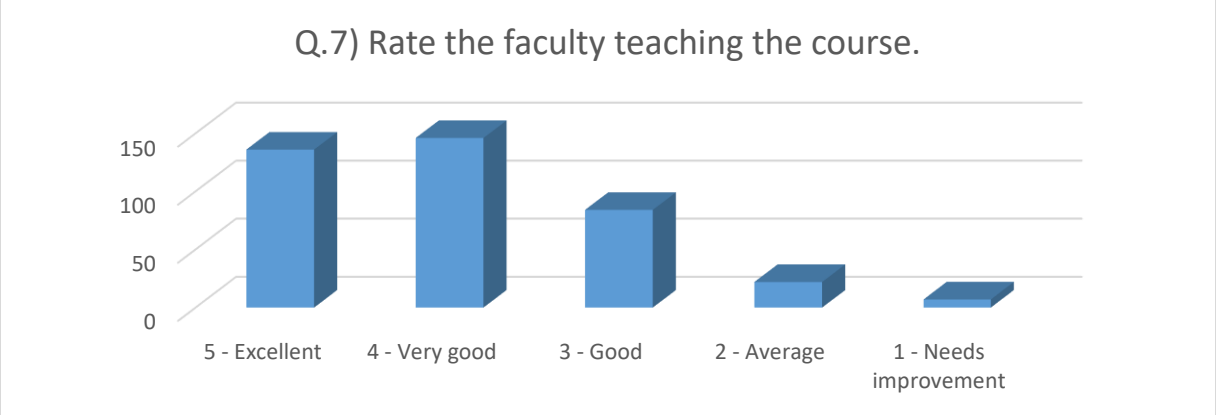
Name of the Institute: SYMBIOSIS CENTRE FOR MEDIA AND COMMUNICATION
Name of the Program: Bachelor of Arts (Mass Communication)
Students Feedback On Curriculum
Academic Year: 2023-2024, Odd Semester (I,III,V)
Structured questionnaire with scale-based and open ended questions on curriculum were imparted through Moodle to students of Batches 24,25 and 27 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.

BATCH:- 2023-27, Semester-I	**5 - Strongly Agree**	**4 - Agree**	**3 - Neutral**	**2 - Disagree**	**1-Strongly Disagree**
Q.1) I was informed about our expected competencies, course outcomes (CO) and programme outcomes(PO)	129	187	66	11	2
Q.2) The curriculum is relevant to and provides for flexibility to meet my learning needs.	128	190	58	13	6
Q.3) Adequate co-curricular learning opportunities are provided to me to support curricular learning.	115	180	87	13	1
Q.4) The number of hours allocated to the course is adequate.	119	195	61	18	3
Q.5) The faculty used different pedagogies such as Case studies, Role play, Industry visit, Presentation, etc.	143	165	60	24	4
Q.6) My performance in the internal evaluation was discussed with me.	80	134	113	62	6
	5 - Excellent	4 - Very good	3 - Good	2 - Average	1 - Needs improvement
Q.7) Rate the faculty teaching the course.	136	146	84	22	7

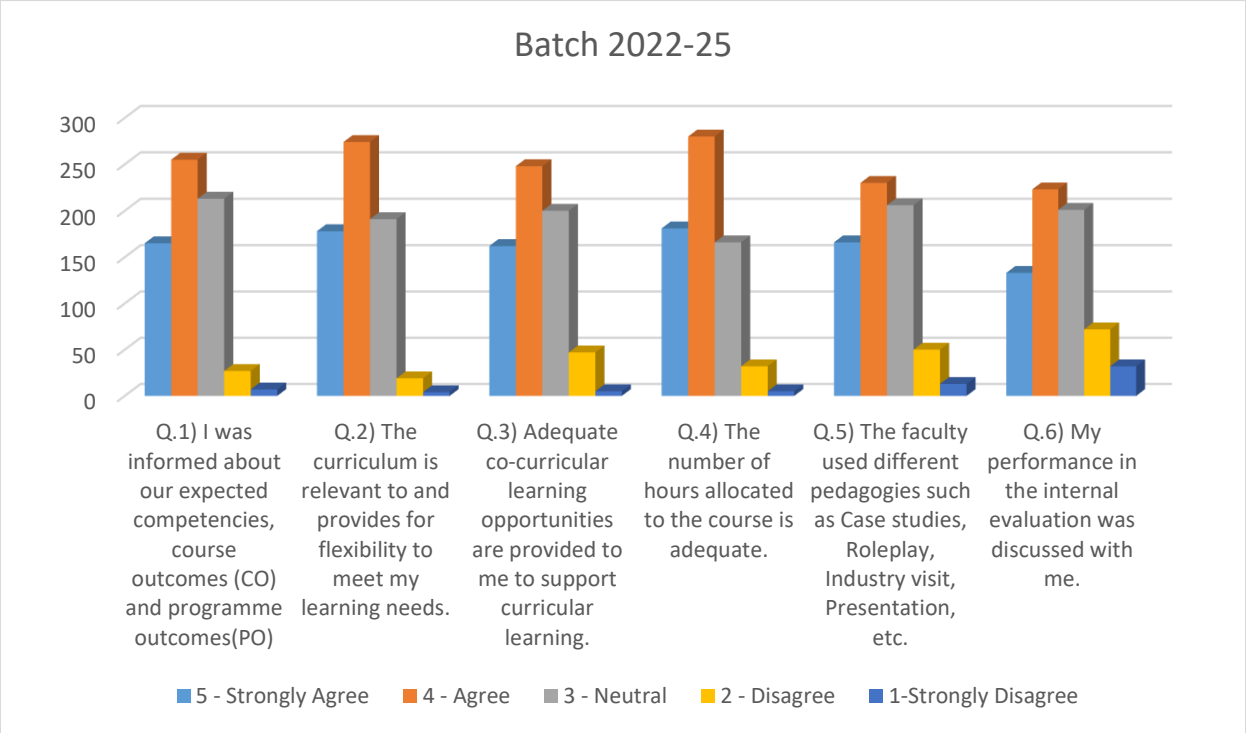
SYMBIOSIS CENTRE FOR MEDIA AND COMMUNICATION

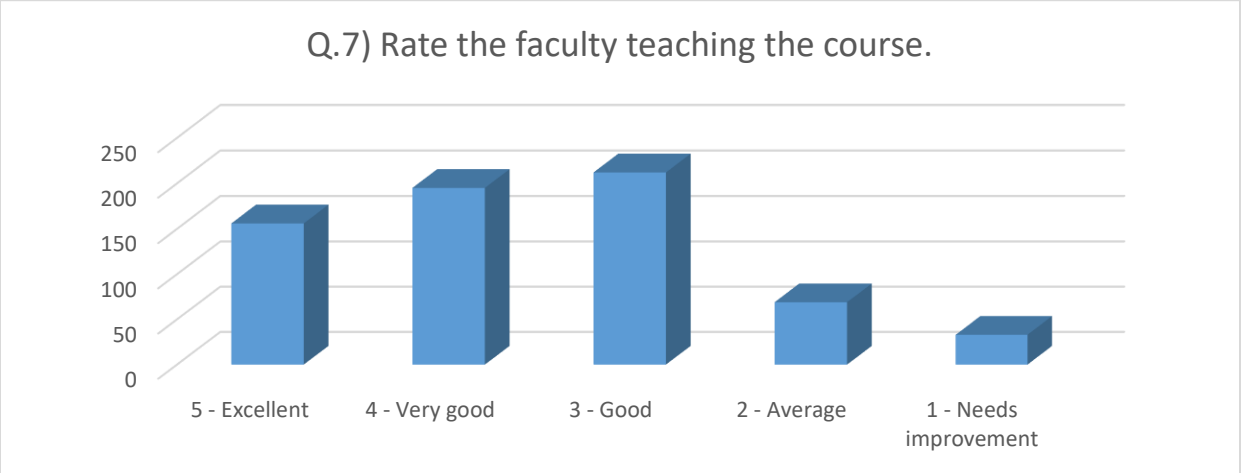




BATCH:- 2022-25, Semester-III	5 - Strongly Agree	4 - Agree	3 - Neutral	2 - Disagree	1-Strongly Disagree
Q.1) I was informed about our expected competencies, course outcomes (CO) and programme outcomes(PO)	165	255	213	27	7
Q.2) The curriculum is relevant to and provides for flexibility to meet my learning needs.	178	274	191	19	4
Q.3) Adequate co-curricular learning opportunities are provided to me to support curricular learning.	162	248	200	47	5
Q.4) The number of hours allocated to the course is adequate.	181	280	166	32	5

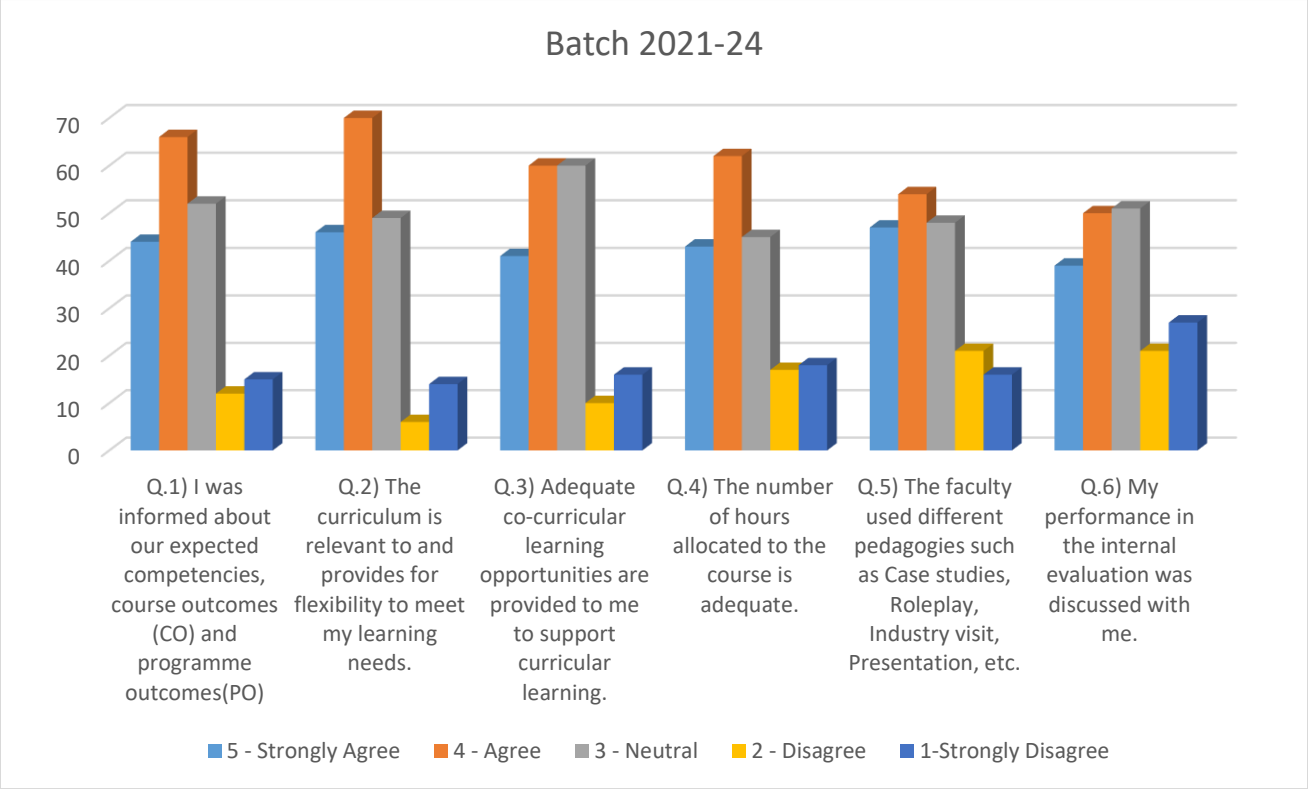
Q.5) The faculty used different pedagogies such as Case studies, Roleplay, Industry visit, Presentation, etc.	166	230	206	50	13
Q.6) My performance in the internal evaluation was discussed with me.	133	223	201	72	32
	5 - Excellent	4 - Very good	3 - Good	2 - Average	1 - Needs improvement
Q.7) Rate the faculty teaching the course.	156	195	212	69	33

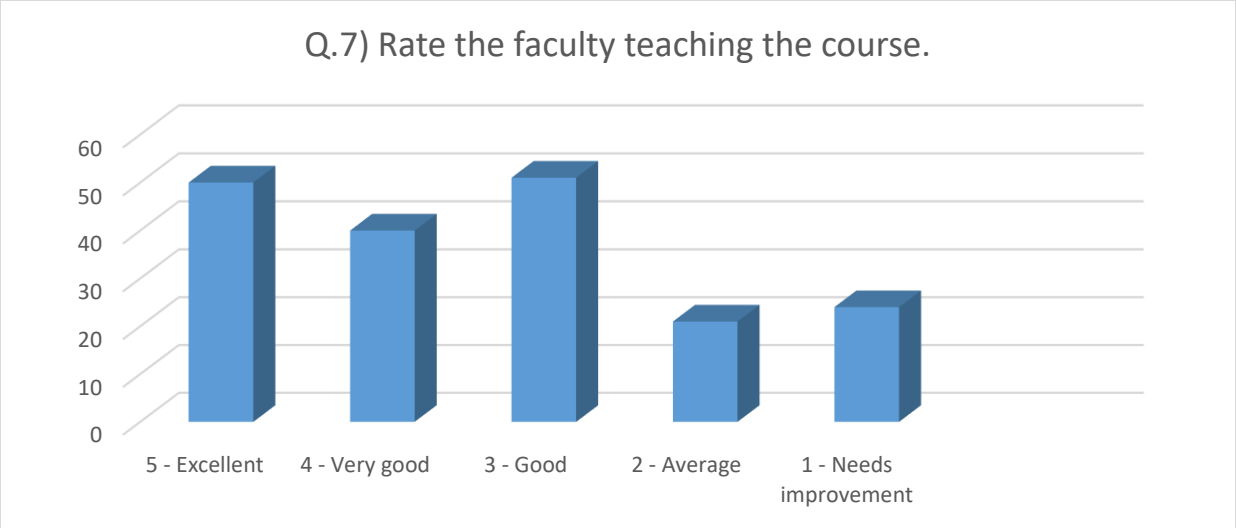




SYMBIOSIS CENTRE FOR MEDIA AND COMMUNICATION

BATCH:- 2021-24, Semester-V	5 - Strongly Agree	4 - Agree	3 - Neutral	2 - Disagree	1-Strongly Disagree
Q.1) I was informed about our expected competencies, course outcomes (CO) and programme outcomes(PO)	44	66	52	12	15
Q.2) The curriculum is relevant to and provides for flexibility to meet my learning needs.	46	70	49	6	14
Q.3) Adequate co-curricular learning opportunities are provided to me to support curricular learning.	41	60	60	10	16
Q.4) The number of hours allocated to the course is adequate.	43	62	45	17	18
Q.5) The faculty used different pedagogies such as Case studies, Roleplay, Industry visit, Presentation, etc.	47	54	48	21	16
Q.6) My performance in the internal evaluation was discussed with me.	39	50	51	21	27
	5 - Excellent	4 - Very good	3 - Good	2 - Average	1 - Needs improvement
Q.7) Rate the faculty teaching the course.	50	40	51	21	24



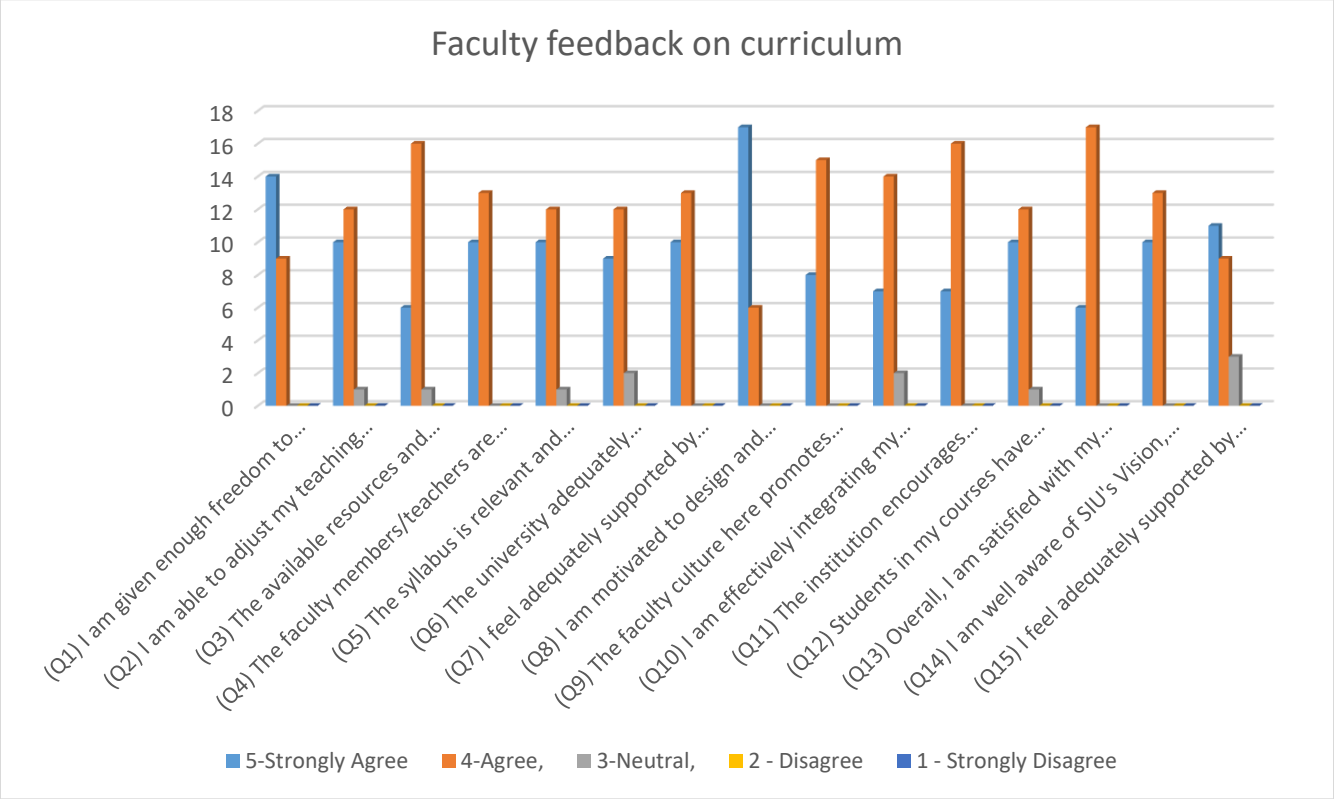

Q.7) Rate the faculty teaching the course.
60
50
40
30
20
10
0
5 - Excellent
4 - Very good
3 - Good
2 - Average
1 - Needs improvement

SYMBIOSIS CENTRE FOR MEDIA AND COMMUNICATION

Faculty Feedback on Curriculum AY 2023-24 ODD Semester

Faculty Feedback on Curriculum	5- Strongly Agree	4-Agree,	3- Neutral,	2 - Disagree	1 - Strongly Disagree
(Q1) I am given enough freedom to contribute my ideas on curriculum design and development.	14	9	0	0	0
(Q2) I am able to adjust my teaching methods or assessments to accommodate different learning styles and needs.	10	12	1	0	0
(Q3) The available resources and support are sufficient for my teaching effectiveness	6	16	1	0	0
(Q4) The faculty members/teachers are encouraged to establish linkages with Industry.	10	13	0	0	0
(Q5) The syllabus is relevant and adequate in terms of scope, depth, and choice to help develop the required competencies amongst students.	10	12	1	0	0
(Q6) The university adequately supports me in utilizing new technologies and teaching tools to enhance student learning.	9	12	2	0	0
(Q7) I feel adequately supported by colleagues, staff, and administration in my teaching role.	10	13	0	0	0
(Q8) I am motivated to design and deliver engaging and effective learning experiences for my students.	17	6	0	0	0
(Q9) The faculty culture here promotes motivation and continuous improvement among its members..	8	15	0	0	0
(Q10) I am effectively integrating my research expertise into the course content and learning activities.	7	14	2	0	0
(Q11) The institution encourages strong ties between research and teaching activities within the faculty.	7	16	0	0	0
(Q12) Students in my courses have access to adequate academic support services and resources beyond my classroom.	10	12	1	0	0
(Q13) Overall, I am satisfied with my current teaching and research environment at the university.	6	17	0	0	0
(Q14) I am well aware of SIU's Vision, Mission and Core Values	10	13	0	0	0

(Q15) I feel adequately supported by the university in conducting research and pursuing scholarly activities within my field.	11	9	3	0	0



SYMBIOSIS CENTRE FOR MEDIA AND COMMUNICATION

CURRICULUM FEEDBACK COLLECTION, ANALYSIS AND ACTION TAKEN REPORT FOR ACADEMIC YEAR 2023-2024

Semester II, IV, VI

SYMBIOSIS CENTRE FOR MEDIA AND COMMUNICATION

Alumni Feedback for design and review of syllabus

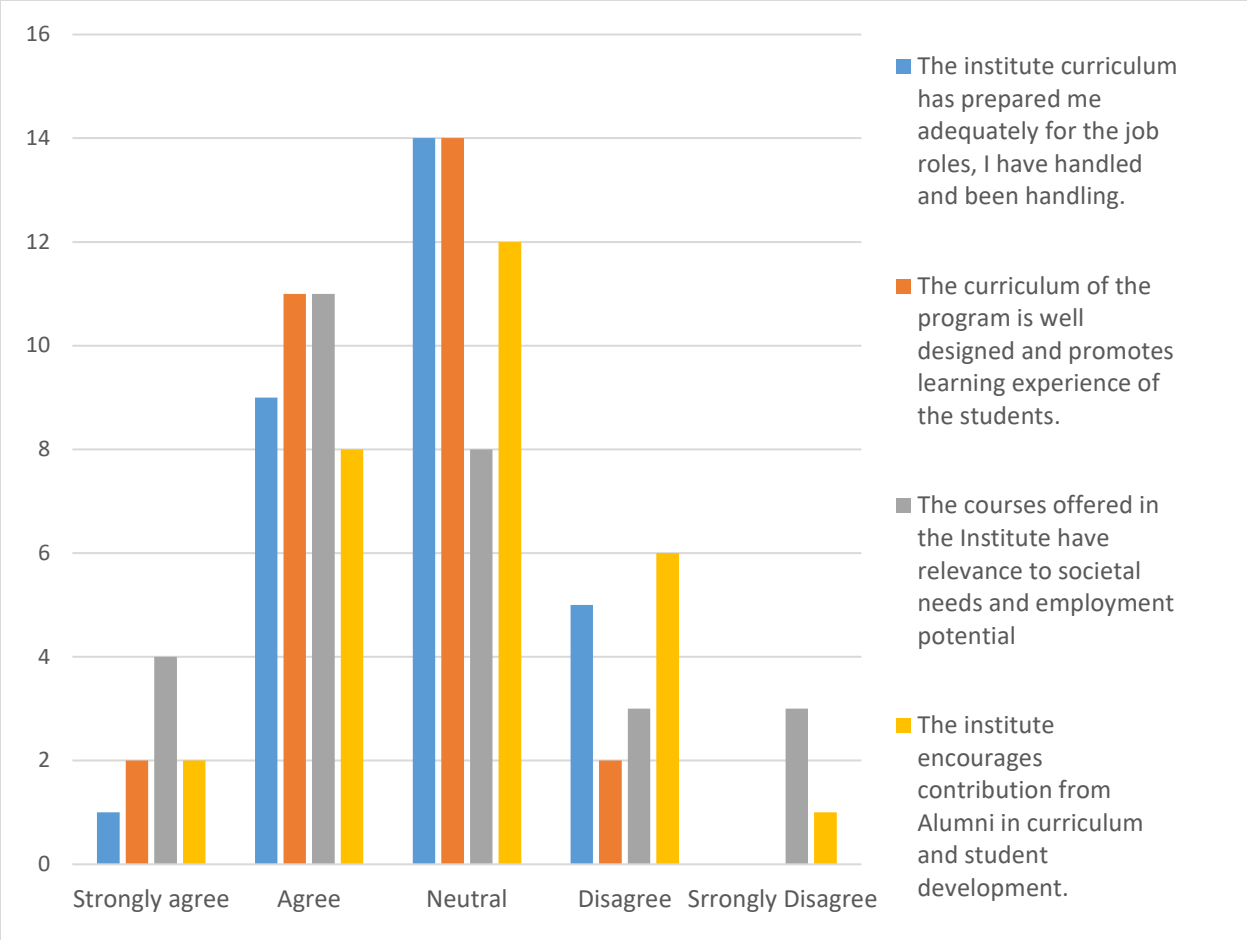
Alumni Feedback for design and review of syllabus

Academic Year: 2023-2024

Alumni feedback was collected through a structured feedback form imparted to students who graduated from SCMC in 2023, with scale-based and open-ended questions.

No. of Respondents: 29

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	14	5	
2	The curriculum of the program is well-designed and promotes the learning experience of the students	2	11	14	2	
3	The courses offered in the Institute have relevance to societal needs and employment potential	4	11	8	3	3
4	The institute encourages contributions from Alumni in curriculum and student development	2	8	12	6	1



Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1	Data/Marketing Analytics or any other technical course should be introduced.	We have started teaching Power BI.
2	Courses on Excel should be introduced.	In Communication management, advanced Excel is introduced.
3	Theoretical assignments are of no use in the industry or further. Theoretical assignments are of no use in the industry or further.	In all the subjects, we have introduced experiential learning. We are emphasizing the practical based assignments.

SYMBIOSIS CENTRE FOR MEDIA AND COMMUNICATION

Employers' Feedback for design and review of the syllabus

Academic Year: 2023-2024

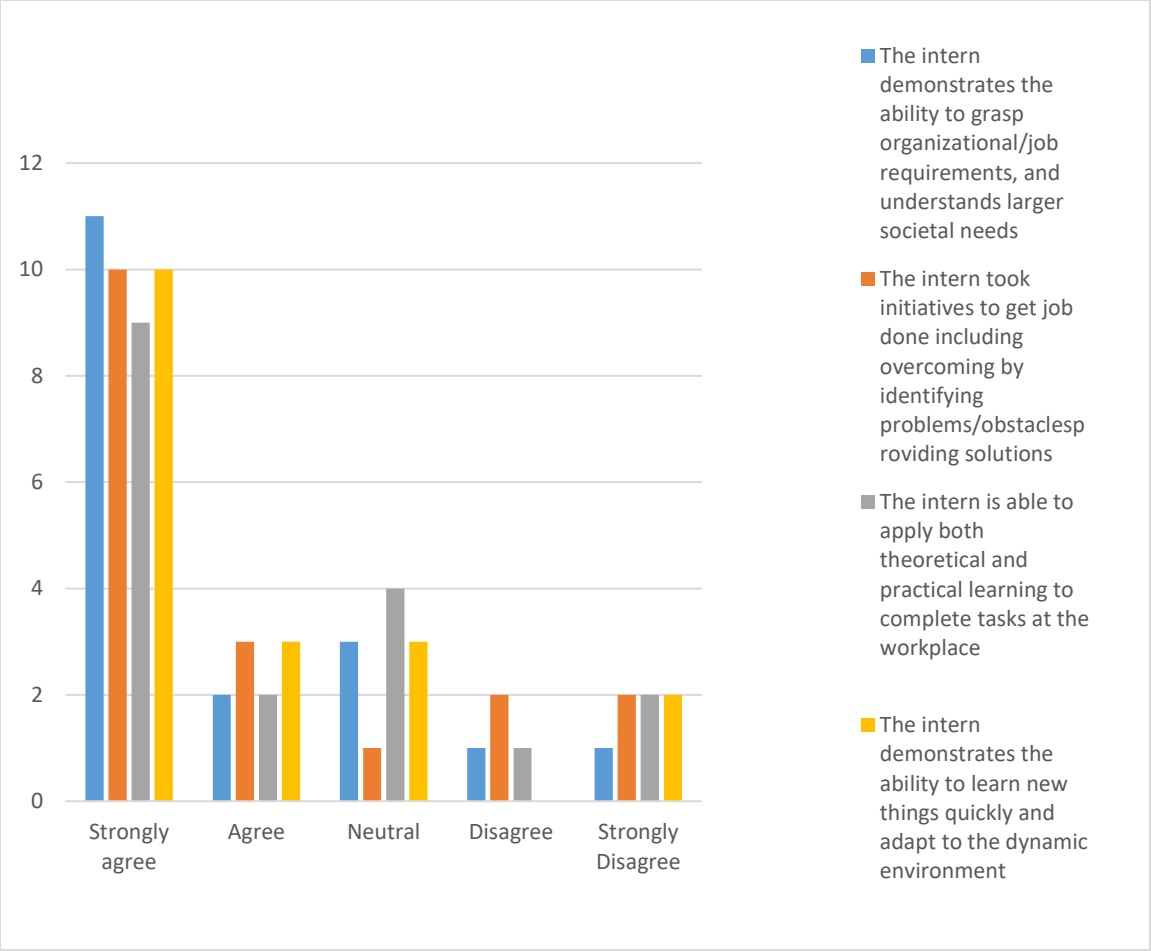
Employer feedback for the year was collected through structured feedback forms online following the first development sector internship for Batch 25.There were both scale-based and open-ended questions for student performance and for course recommendations and improvements.

No. of Respondents: 18

S. No	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The intern demonstrates the ability to grasp organizational/job requirements, and understands larger societal needs	11	2	3	1	1
2	The intern took initiatives to get job done including overcoming by identifying problems/obstacles providing solutions	10	3	1	1	2
3	The intern is adequately trained in terms of knowledge, skills and values	9	2	4	1	2
4	The intern demonstrates the ability to learn new things quickly and adapt to the dynamic environment	10	3	3		2
		Excellent	Very Good	Average	Poor	Very poor
5	How would you assess the intern's overall performance?	9	4	3	1	1

Summary of Feedback Analysis and Action Taken:

S No	Particulars / Action Point	Action Taken
1	Students must be trained to cover environmental issues linked to social impact.	A common value-added course, sustainability and environment awareness, will be introduced in 2023. Students have started working on various projects related to sustainability.
2	Students are more comfortable in writing online articles than ground reporting.	The pandemic may have denied the opportunity to do more ground reporting. But now journalism students are given assignments for ground reporting.


12
10
8
6
4
2
0
Strongly agree
Agree
Neutral
Disagree
Strongly Disagree
The intern demonstrates the ability to grasp organizational/job requirements, and understands larger societal needs
The intern took initiatives to get job done including overcoming by identifying problems/obstaclesp roviding solutions
The intern is able to apply both theoretical and practical learning to complete tasks at the workplace
The intern demonstrates the ability to learn new things quickly and adapt to the dynamic environment

SYMBIOSIS CENTRE FOR MEDIA AND COMMUNICATION

Parents' Feedback for design and review of syllabus

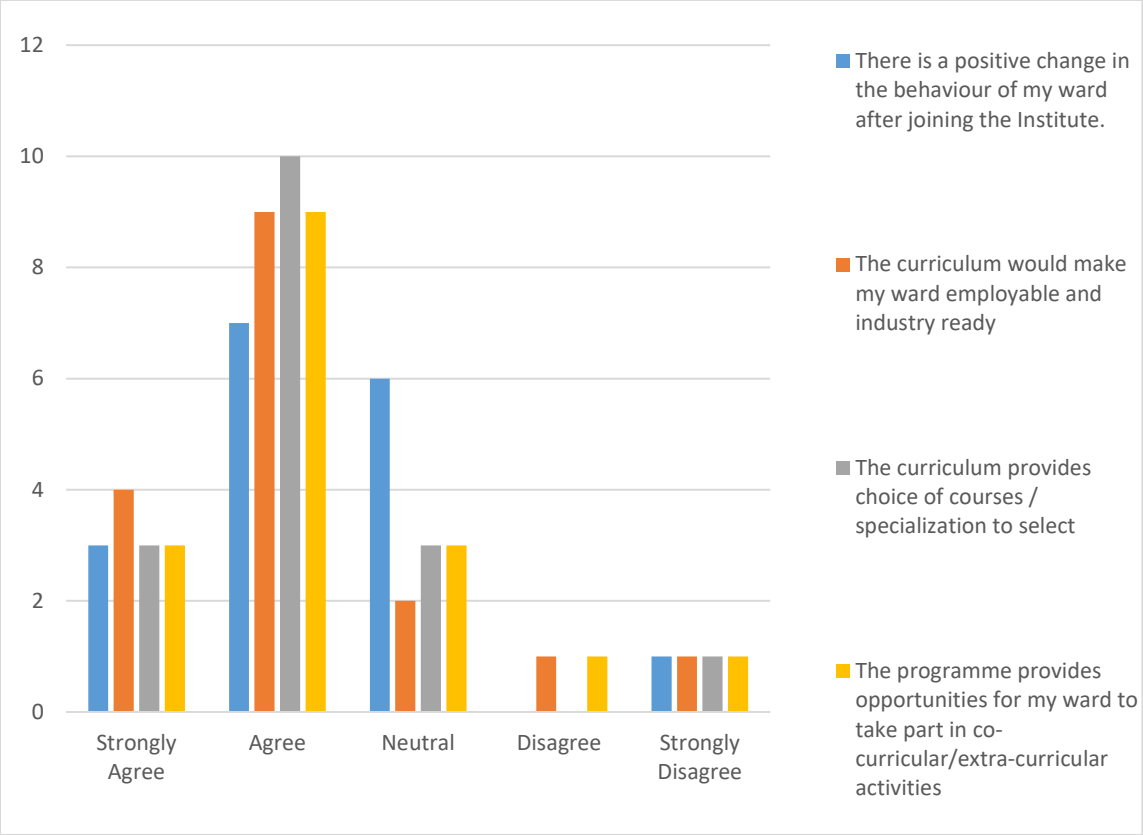
Parents' Feedback for design and review of the syllabus

Academic Year: 2023-2024

Curriculum feedback from parents of BT23 students was obtained using structured feedback forms online. Parent representatives from IQAC also provided suggestions at meetings.

No. of Respondents: 17

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.	3	7	6		1
2	The curriculum would make my ward employable and industry ready.	3	9	2	1	1
3	The curriculum provides choice of courses / specialization to select	3	10	3		1
4	The programme provides opportunities for my ward to take part in co-curricular/extra-curricular activities	3	9	3	1	1



Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1	More focus on digital marketing	In Content Marketing, various aspects of digital marketing are covered
2	Role of artificial intelligence	In Digital marketing, we have introduced the topic.
3	Yoga & Meditation are to be mandatorily taught and practised.	In the first and second semesters, we have already introduced two mandatory courses on Emotional well-being and fitness for life.
4	If possible, there should be more activity /practical-based sessions in all subjects.	In all the subjects, we have introduced experiential learning.

Name of the Institute: SYMBIOSIS CENTRE FOR MEDIA AND COMMUNICATION

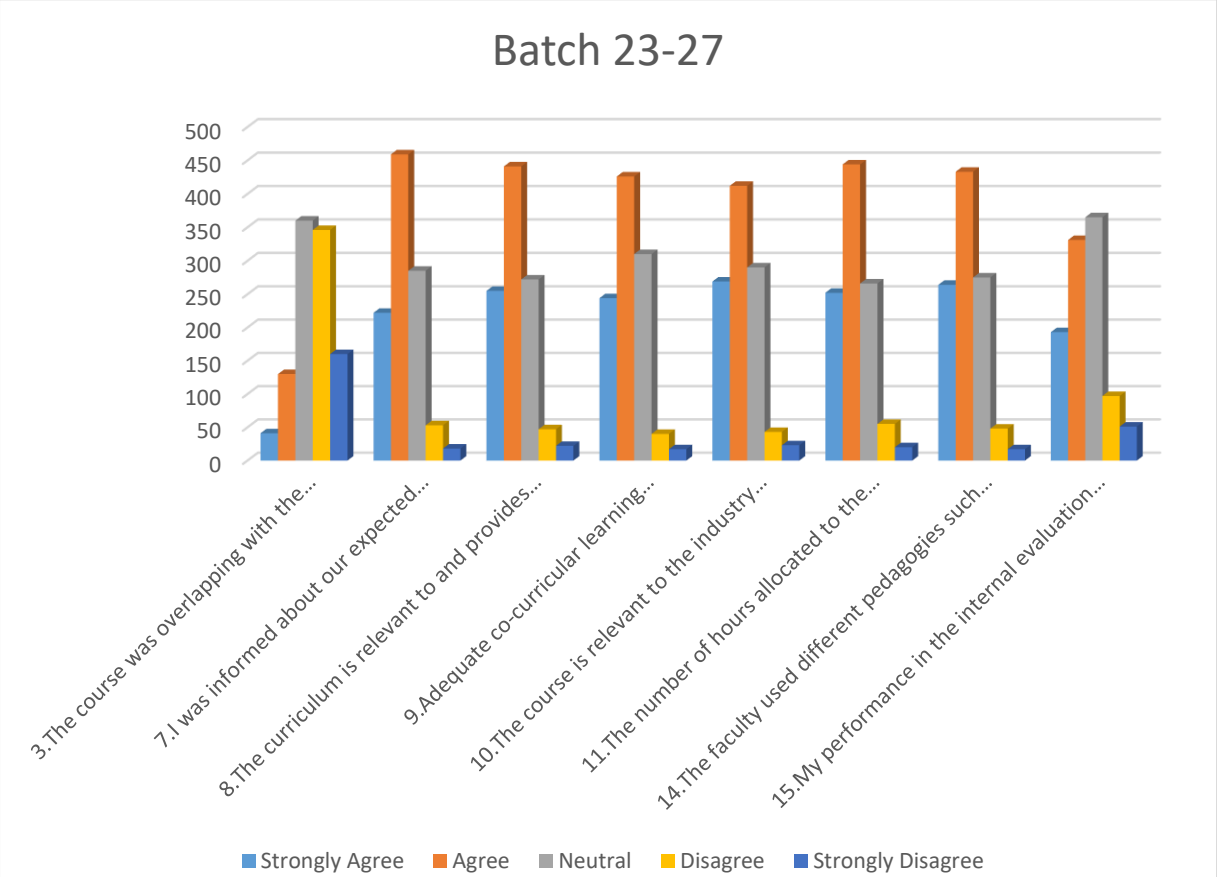
Name of the Program: Bachelor of Arts (Mass Communication)

Students' Feedback for design and review of the syllabus

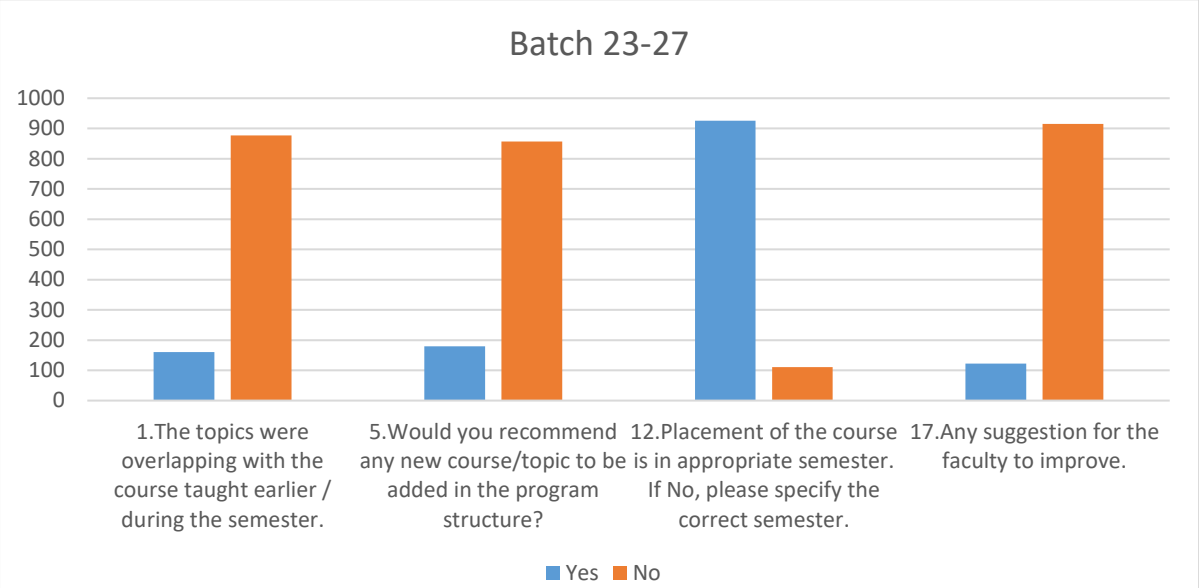
Academic Year: 2023-2024, Even Semester (2,4,6)

Structured questionnaires with scale-based and open-ended questions on curriculum were imparted through L.M.S. to students of Batches 24, 25 & 27. Feedback on individual courses and faculty was also collected through Google Forms. Feedback collected was analysed, and relevant points were considered in curriculum revision and academic improvement.

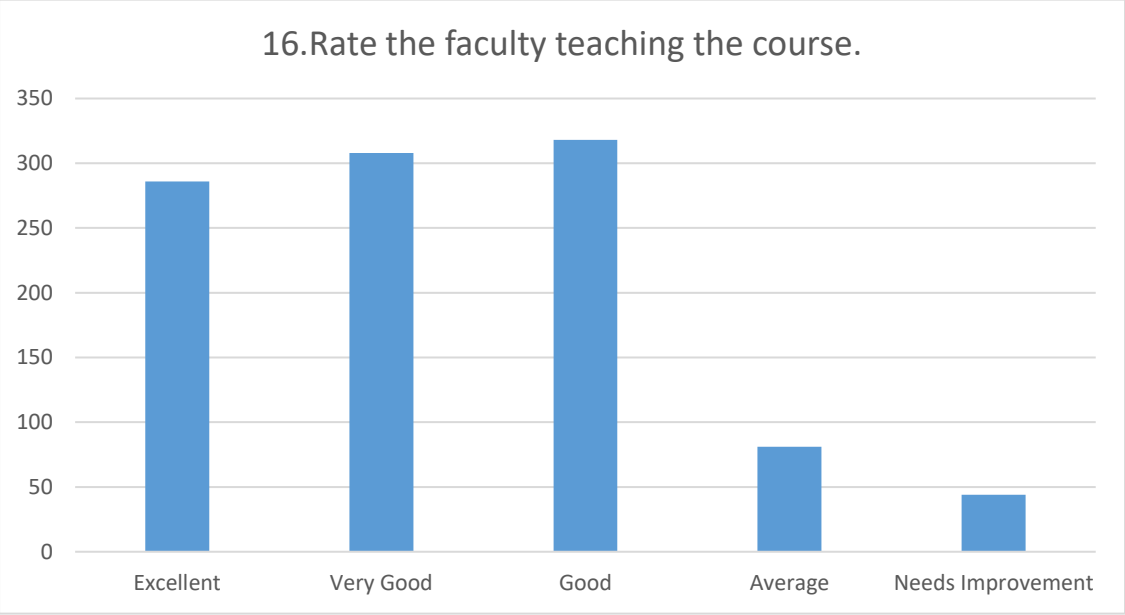
Batch 23-27 SEM II	**No. of Respondents: 132 (for 9 courses)**					
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	3. The course overlapped with the courses taught earlier / during the semester.	41	130	360	346	160
2	7. I was informed about our expected competencies, course outcomes (C.O.) and programme outcomes (PO)	222	459	285	53	18
3	8.The curriculum is relevant and provides flexibility to meet my learning needs.	255	441	272	47	22
4	9.Adequate co-curricular learning opportunities are provided to me to support curricular learning.	244	426	310	40	17
5	10. The course is relevant to the industry requirements.	269	412	290	43	23
6	11. The number of hours allocated to the course is adequate.	252	444	266	55	20
7	14. The faculty used different pedagogies such as Case studies, Roleplay, Industry visit, Presentation, etc.	264	433	275	48	17
8	15. My performance in the internal evaluation was discussed with me.	193	331	365	97	51



Batch 23-27 **SEM II**	**No. of Respondents: 132 (for 9 courses)**		
	Question	**Yes**	**No**
1	1.The topics were overlapping with the course taught earlier / during the semester.	160	877
2	5. Would you recommend any new course/topic to be added in the program structure?	180	857
3	12. Placement of the course is in the appropriate semester. If No, please specify the correct semester.	926	111
4	17.Any suggestion for the faculty to improve.	122	915



	Excellent	Very Good	Good	Average	Needs Improvement
16.Rate the faculty teaching the course.	286	308	318	81	44



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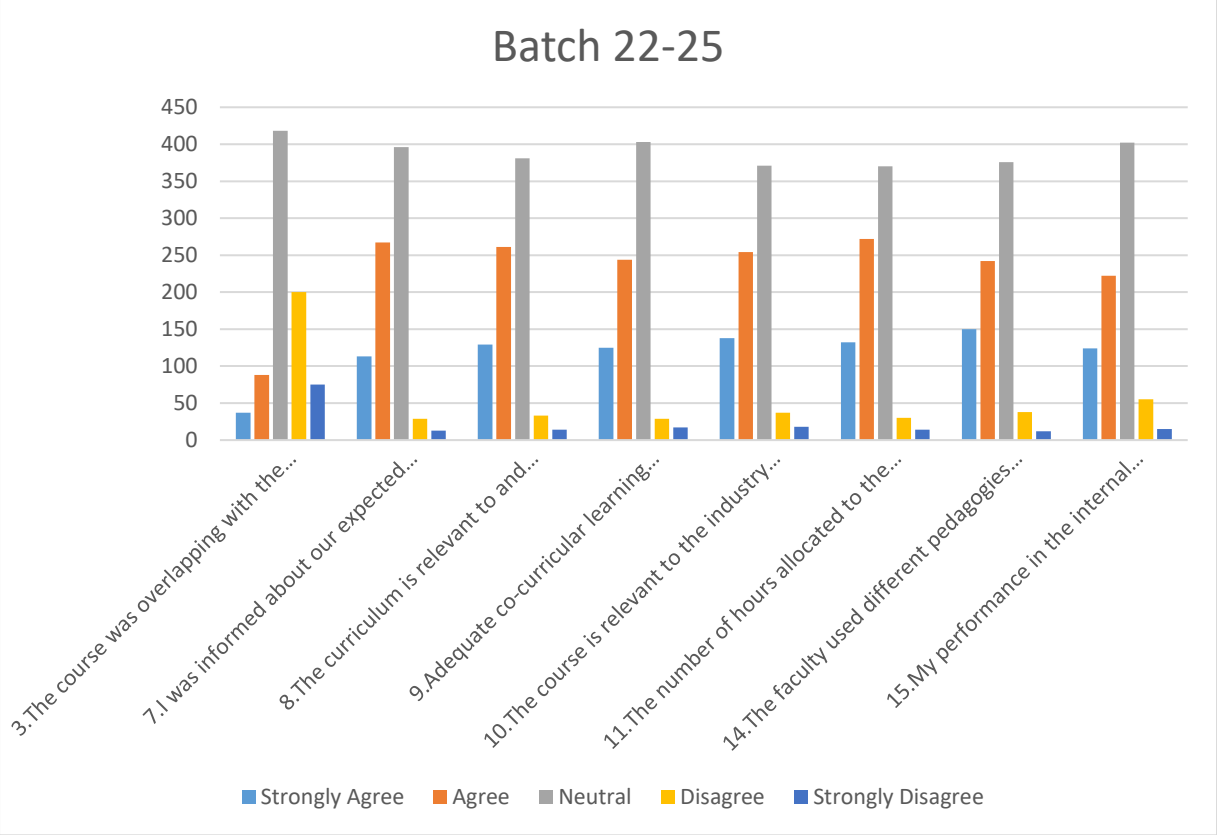
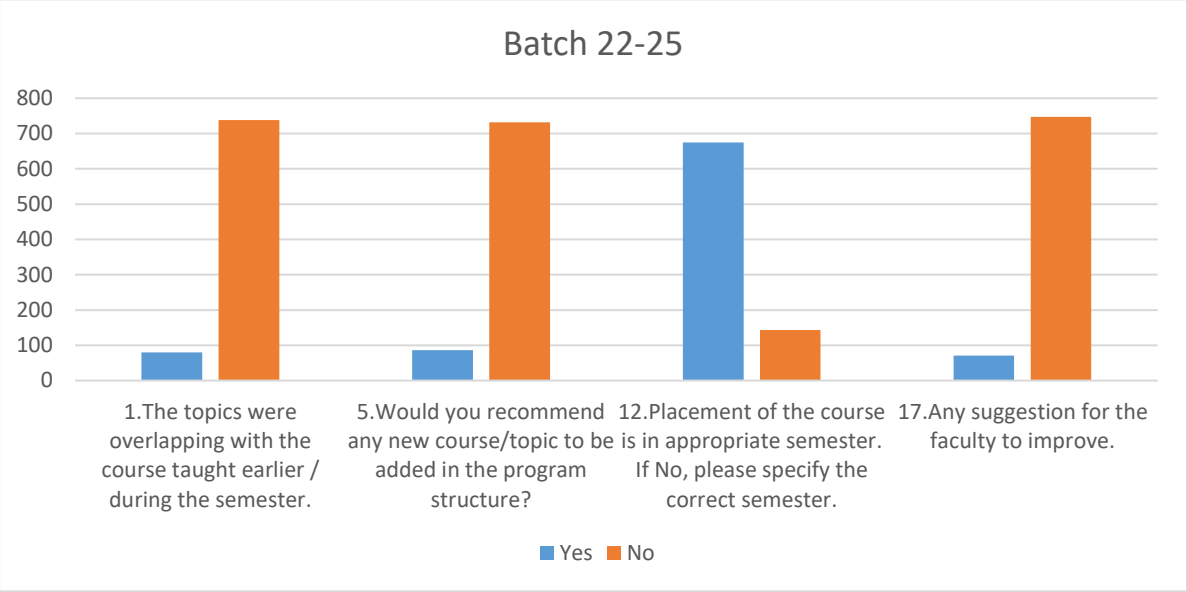
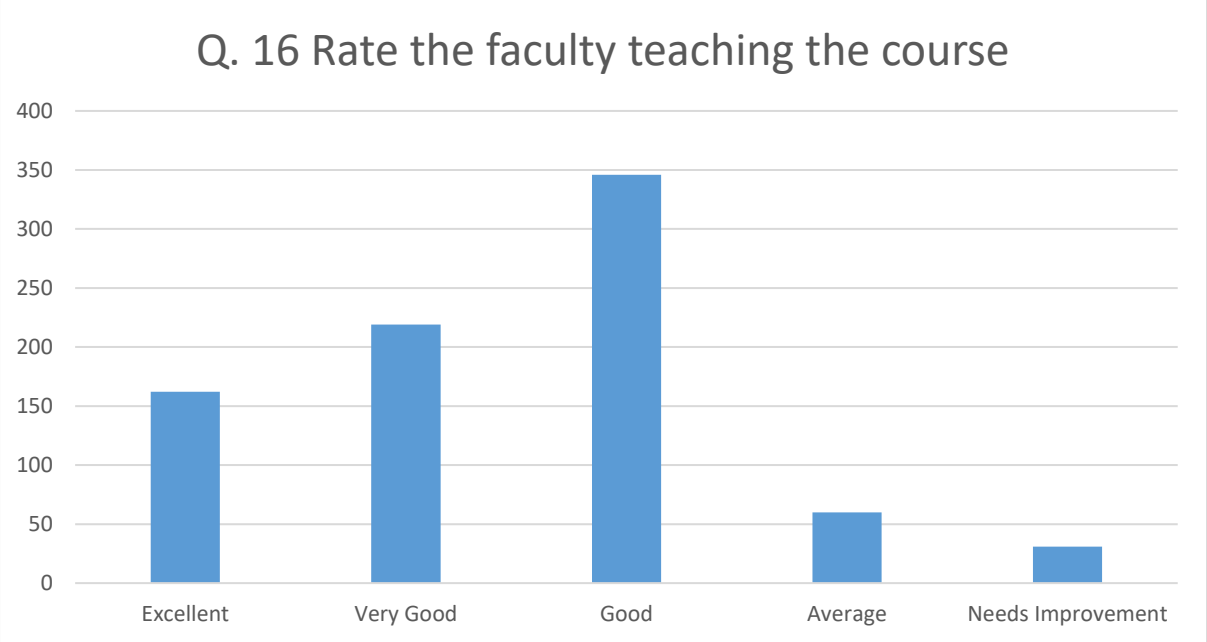
Batch 22-25 SEM IV	**No. of Respondents: 105 No of courses 14**					
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	3. The course overlapped with those taught earlier / during the semester.	37	88	418	200	75
2	7.I was informed about our expected competencies, course outcomes (CO) and programme outcomes(PO)	113	267	396	29	13
3	8. The curriculum is relevant to and provides for flexibility to meet my learning needs.	129	261	381	33	14
4	9. Adequate co-curricular learning opportunities are provided to me to support curricular learning.	125	244	403	29	17
5	10. The course is relevant to the industry requirements.	138	254	371	37	18
6	11. The number of hours allocated to the course is adequate.	132	272	370	30	14
7	14. The faculty used different pedagogies such as Case studies, Roleplay, Industry visits, Presentations, etc.	150	242	376	38	12
8	15. My performance in the internal evaluation was discussed with me.	124	222	402	55	15



Sr	Question	Yes	No
1	1. The topics overlapped the course taught earlier / during the semester.	80	738
2	5. Would you recommend adding any new course/topic to the program structure?	86	732
3	12. Placement of the course is in the appropriate semester. If No, please specify the correct semester.	675	143
4	17.Any suggestion for the faculty to improve?	71	747

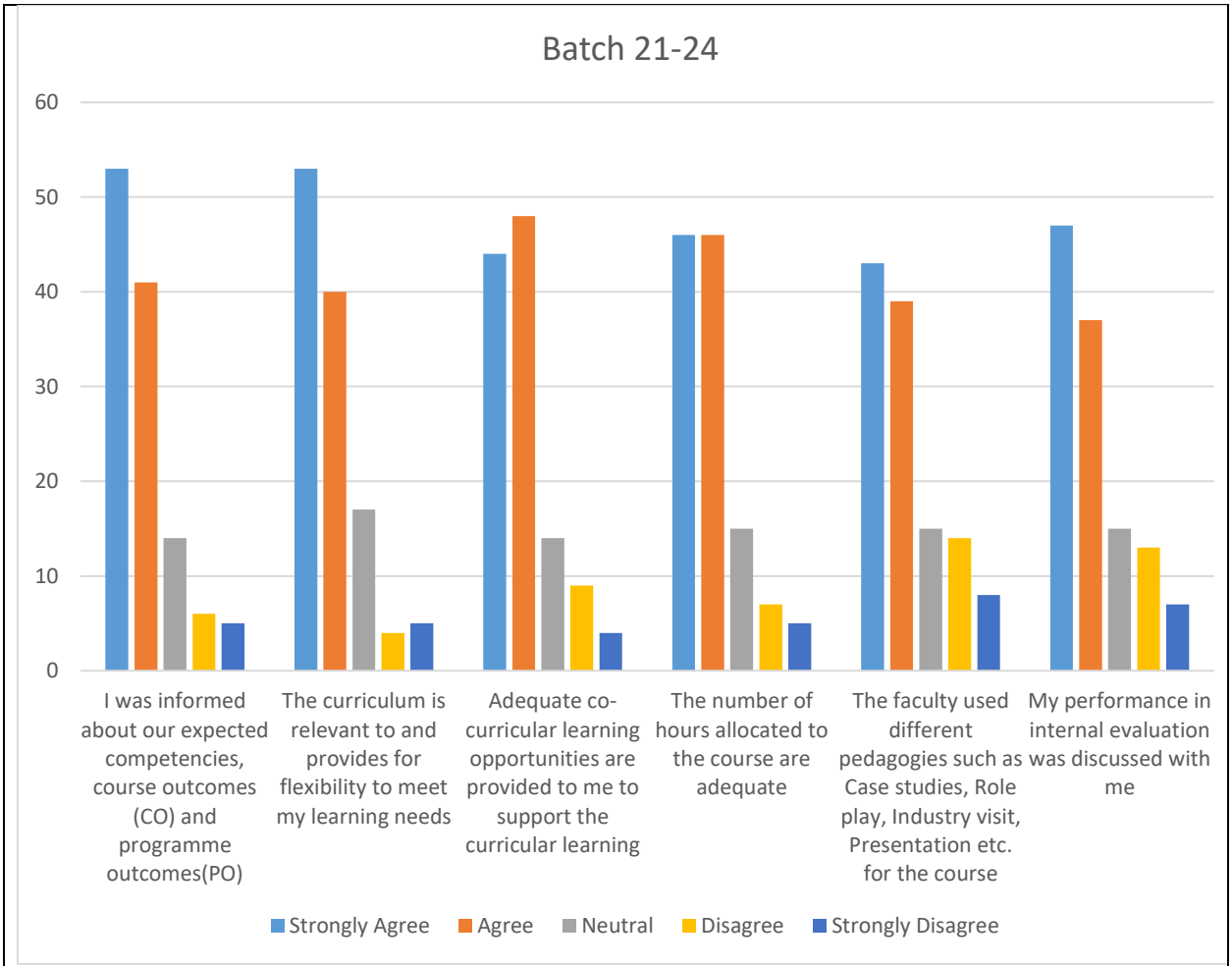


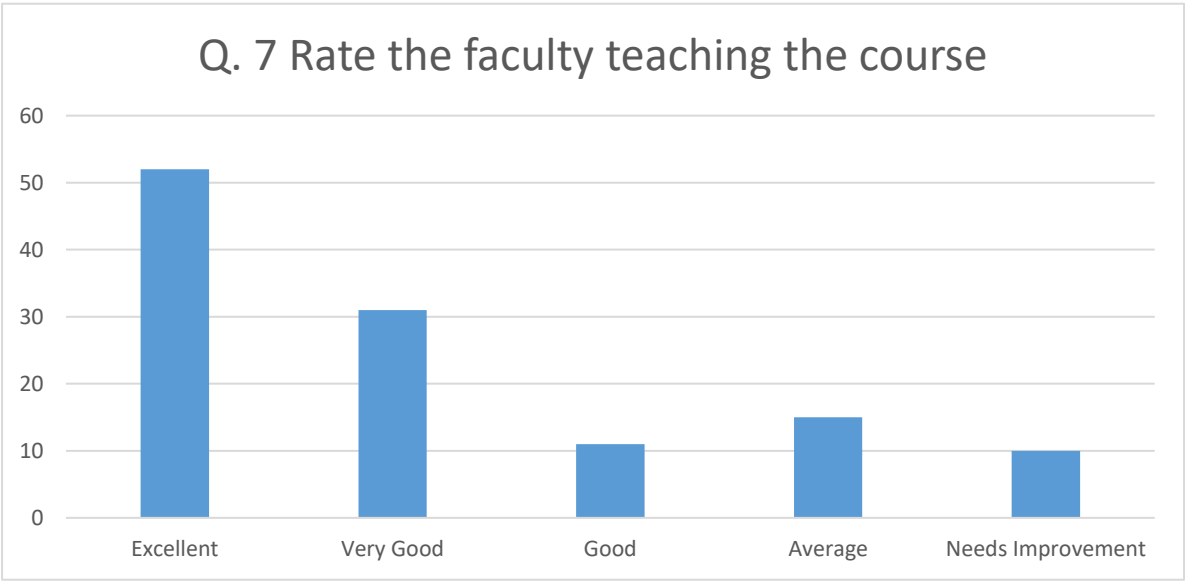
Question	Excellent	Very Good	Good	Average	Needs Improvement
16.Rate the faculty teaching the course.	162	219	346	60	31



SYMBIOSIS CENTRE FOR MEDIA AND COMMUNICATION

21-24 SEM VI	**Courses: 26 No. of Respondents: 5**					
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)	53	41	14	6	5
2	The curriculum is relevant to and provides for flexibility to meet my learning needs	53	40	17	4	5
3	Adequate co-curricular learning opportunities are provided to me to support the curricular learning	44	48	14	9	4
4	The number of hours allocated to the course are adequate	46	46	15	7	5
5	The faculty used different pedagogies such as Case studies, Role play, Industry visit, Presentation etc. for the course	43	39	15	14	8
6	My performance in internal evaluation was discussed with me	47	37	15	13	7


Batch 21-24
60
50
40
30
20
10
0
I was informed about our expected competencies, course outcomes (CO) and programme 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
The number of hours allocated to the course are adequate
The faculty used different pedagogies such as Case studies, Role play, Industry visit, Presentation etc. for the course
My performance in internal evaluation was discussed with me
Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree


Q. 7 Rate the faculty teaching the course
60
50
40
30
20
10
0
Excellent
Very Good
Good
Average
Needs Improvement

Summary of Feedback Analysis and Action Taken:

Particulars

1. There should be enough equipment like lenses and cameras.
2. Faculty can also improve by letting the students know the syllabus outcomes and how the course is relevant to Media and conducting more interactive sessions.
3. More industry-relevant case studies should be mentioned and discussed during the course.
4. More suitable methods of evaluation can be considered instead of MCQ.
5. Getting thorough feedback after every assignment and conducting discussion sessions would help determine factors we lack.

Action Taken

1. SCMC is very keen on solving the students' equipment-related issues. We have purchased four cameras, six lenses and other accessories.
2. Faculty have been instructed to give these details in the first class, and the same practice has been started.
3. We have started several new courses, many of which are four credits, and the case study approach is an integral part of pedagogy.
4. There are very few MCQ-based tests in our internal evaluation. However, they are required to understand the students' grasping skills.
5. Most of our faculty have started a separate feedback session, and students have appreciated it in the open house.

SYMBIOSIS CENTRE FOR MEDIA AND COMMUNICATION

Teachers' Feedback for design and review of the syllabus

Academic Year: 2023-2024, 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.

	No. of Respondents : 36					
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	14	2	0	0
2	The faculty members / teachers are supported with adequate learning resources	15	19	2	0	0
3	The faculty members / teachers are encouraged to establish linkages with Industry.	18	16	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	13	20	2	1	0

	No. of Respondents: 36		
S. No.	Question	Yes	**No**
1	Would you recommend any new courses to be added to the curriculum		NO

Subjective Faculty feedback

1. Advertising society and culture should be reintroduced for the B.B.A. Media Management Program.
2. A course is needed which will teach master audio recording and reproduction techniques.
3. Media Relations should be the course for students majoring in PR and Corporate Communications
4. Social change and Development Communication Can be introduced instead of Dev Journalism and Dev Communication.
5. There should be a Service Sector Management/Marketing component. If not an entire course, part of marketing-related courses could include this.
6. There should be a topic on international trends in media planning.

Dr. Sreeram Gopalkrishnan

Director - SCMC

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SCMC