



**CURRICULUM FEEDBACK COLLECTION,
ANALYSIS AND ACTION TAKEN REPORT
FOR ACADEMIC YEAR 2021-22**

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: 2021-2022, Odd Semester (1,3,5)						
Structured questionnaire 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: 91					
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)	51	81	49	12	5
2	The curriculum is relevant to and provides for flexibility to meet my learning needs	62	79	49	17	6
3	Adequate co-curricular learning opportunities are provided to me to support the curricular learning	57	77	52	20	5
SEM I	Course Feedback: 9 Courses					
	No. of Respondents : 91					
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	11	91			
2	Would you recommend any new course / topic to be added in the program structure?	16	91			
3	Placement of the course is in the appropriate semester. If No, Please specify the correct semester	90	16			

SEM I	Course Feedback: 9 Courses					
	No. of Respondents : 91					
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The course was overlapping with the courses taught earlier / during the semester	2	3	46	72	44
2	The course is relevant to the industry requirements	68	80	51	23	8
3	The number of hours allocated to the course are adequate	56	76	48	27	11
4	The faculty used different pedagogies such as Case studies, Role play, Industry visit, Presentation etc. for the course	67	79	58	22	7
5	My performance in internal evaluation was discussed with me	41	69	71	48	21

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)	33	47	48	19	8
2	The curriculum is relevant to and provides for flexibility to meet my learning needs	40	49	46	15	8
3	Adequate co-curricular learning opportunities are provided to me to support the curricular learning	35	51	49	20	8

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	15	59
2	Would you recommend any new course / topic to be added in the program structure?	12	59
3	Placement of the course is in the appropriate semester. If No, Please specify the correct semester	59	16

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	1	13	44	50	28
2	The course is relevant to the industry requirements	42	48	48	15	7
3	The number of hours allocated to the course are adequate	35	50	44	17	10
4	The faculty used different pedagogies such as Case studies, Role play, Industry visit, Presentation etc. for the course	32	54	50	25	10
5	My performance in internal evaluation was discussed with me	33	47	48	37	12

SEM V		No. of Respondents: 47				
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)	28	38	36	13	9
2	The curriculum is relevant to and provides for flexibility to meet my learning needs	29	39	34	17	10
3	Adequate co-curricular learning opportunities are provided to me to support the curricular learning	26	38	38	18	9

SEM V		Course Feedback: 30 Courses	
		No. of Respondents : 47	
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	6	47
2	Would you recommend any new course / topic to be added in the program structure?	10	47
3	Placement of the course is in the appropriate semester. If No, Please specify the correct semester	47	17

SEM V		Course Feedback: 30 Courses				
		Average Response (%)				
		No. of Respondents : 47				
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The course was overlapping with the courses taught earlier / during the semester	1	4	34	38	26

2	The course is relevant to the industry requirements	30	38	36	16	12
3	The number of hours allocated to the course are adequate	27	39	36	16	11
4	The faculty used different pedagogies such as Case studies, Role play, Industry visit, Presentation etc. for the course	31	40	38	18	12
5	My performance in internal evaluation was discussed with me	32	40	36	26	17

Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1.	Similarities in assignments given for different subjects	Faculty advised to coordinate within departments and to try and give varied assignments for their courses.
2.	Concerns about practical sessions being taught online	Students were provided additional practical, hands-on sessions for modules in the previous semesters – camera, lights, post-production etc. once offline classes resumed
3.	Course Recommendations: <ul style="list-style-type: none"> Financial Analysis, Stock Markets Legal Framework in PR Environment Law Sports Journalism, Travel Journalism 	<ul style="list-style-type: none"> Recommended for inclusion in Finance Management elective Recommended for inclusion in Policy, Media and Advocacy course Recommended for Inclusion in Core Environmental Studies course Recommended for Inclusion in Specialised reporting course or as VAC Workshop

Teachers Feedback for design and review of syllabus

Academic Year: 2021-2022, Odd 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 : 21						
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	15	6	0	0	0
2	The faculty members / teachers are supported with adequate learning resources	6	12	3	0	0
3	The faculty members / teachers are encouraged to establish linkages with Industry.	10	7	4	0	0
4	The syllabus is relevant and adequate in terms of scope, depth and choice to help develop the required competencies amongst students	8	8	5	0	0

No. of Respondents : 21			
S. No.	Question	Yes	No
1	Would you recommend any new courses to be added to the curriculum	10	11

Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1	Topic recommendations: <ul style="list-style-type: none"> • Online Fact Checking • Practical Documentary Filmmaking 	Fact-checking session by guest faculty conducted for JR students. Documentary filming projects may be considered after resumption of fully offline sessions.
2	Additional topics for AD students: Roles in Ad Agency, Ad Strategy in Digital Marketing, Performance Marketing	Some components are already in the syllabus. Additional
3	Newsroom setup for journalism projects and practicals	May be considered with the addition of proposed new infrastructure

Alumni Feedback for design and review of syllabus

Academic Year: 2021-2022, Odd Semester (1,3,5)

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 : 56

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	6	24	21	3	2
2	The curriculum of the program is well designed and promotes learning experience of the students	9	26	17	4	0
3	The courses offered in the Institute have relevance to societal needs and employment potential	5	28	17	6	0
4	The institute encourages contribution from Alumni in curriculum and student development	5	29	8	3	1

Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1	Core Environmental Studies and Sustainable Development are similar and have repetitive content	Sustainable Development is removed from Sem VI for BT22 PS
2	More Specialized courses for AV – Video Editing, Sound Design, Directing Actors	Advanced Editing, Direction, and Sound Design courses introduced as elective in BT 24 PS
3	More emphasis on SEO, Social Media Marketing, Digital Analytics, Digital Marketing for CM	Existing modules cover lot of these subjects. Workshops proposed for additional in-depth learning

Employers Feedback for design and review of syllabus

Academic Year: 2021-2022 Odd Sem (1,3,5)

Employer feedback for the year was collected through structured feedback forms imparted online following the first development sector internship for Batch 23 and the first industry internship for Batch 22. There were both scale-based and open-ended questions student performance as well as for course recommendations and improvements.

No. of Respondents : 58

S. No	Question	Excellent	Very Good	Good	Average	Poor
1	The intern took initiatives to get job done including overcoming by identifying problems/obstacles and providing solution	26	17	11	3	1
2	The intern had a good blend of Theory & Practical Knowledge	17	29	9	3	0
3	The intern demonstrated the ability to learn new things quickly & adapt to the dynamic environment	33	17	5	2	1
4	The intern was actively involved in Team Work	27	22	5	3	1
5	How would you assess the Intern's overall performance	31	19	6	1	1

Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1	Recommendations for AD&PR Students: <ul style="list-style-type: none"> • More on content writing and digital marketing • Influencer Marketing, Media Outreach • Social Media Analytics • Client Management & Agency Business 	Content Marketing course introduced in PS for AD students. Personal Image and Branding for both AD&PR Social Media and Marketing modules cover lot of ground in Digital and SM marketing Faculty are using more experiential learning approaches such as simulations and role-plays
2	For AV Students: Shooting floor etiquettes and safety briefings Graphics and Design aesthetics	Practical sessions have been resumed in the institute's studio post-pandemic to give students live shooting experience Electives in advanced Post-production have been introduced for interested students

Parents Feedback for design and review of syllabus

Academic Year: 2021-2022 Odd Semester 1,3,5

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 : 41

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.	15	22	3	1	0
2	The curriculum would make my ward employable and industry ready.	12	18	8	3	0
3	The curriculum provides choice of courses / specialization to select	12	27	2	0	0
4	The programme provides opportunities for my ward to take part in co-curricular/extra-curricular activities	16	18	7	0	0

Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1	More practical and on-field experience	Institute has conducted additional practical sessions for students who missed out during the pandemic. On field assignments and study trips to be resumed
2	More Entrepreneurship-oriented courses	Course already introduced in PS. Student-led E-Cell has been constituted to take up a number of entrepreneurship-related activities
3	Other topics recommended: <ul style="list-style-type: none"> Accounting, Financial Planning and Management AI related subjects 	Basics of Financial Management introduced as elective in PS. Additional value-added workshops proposed for students in their final year

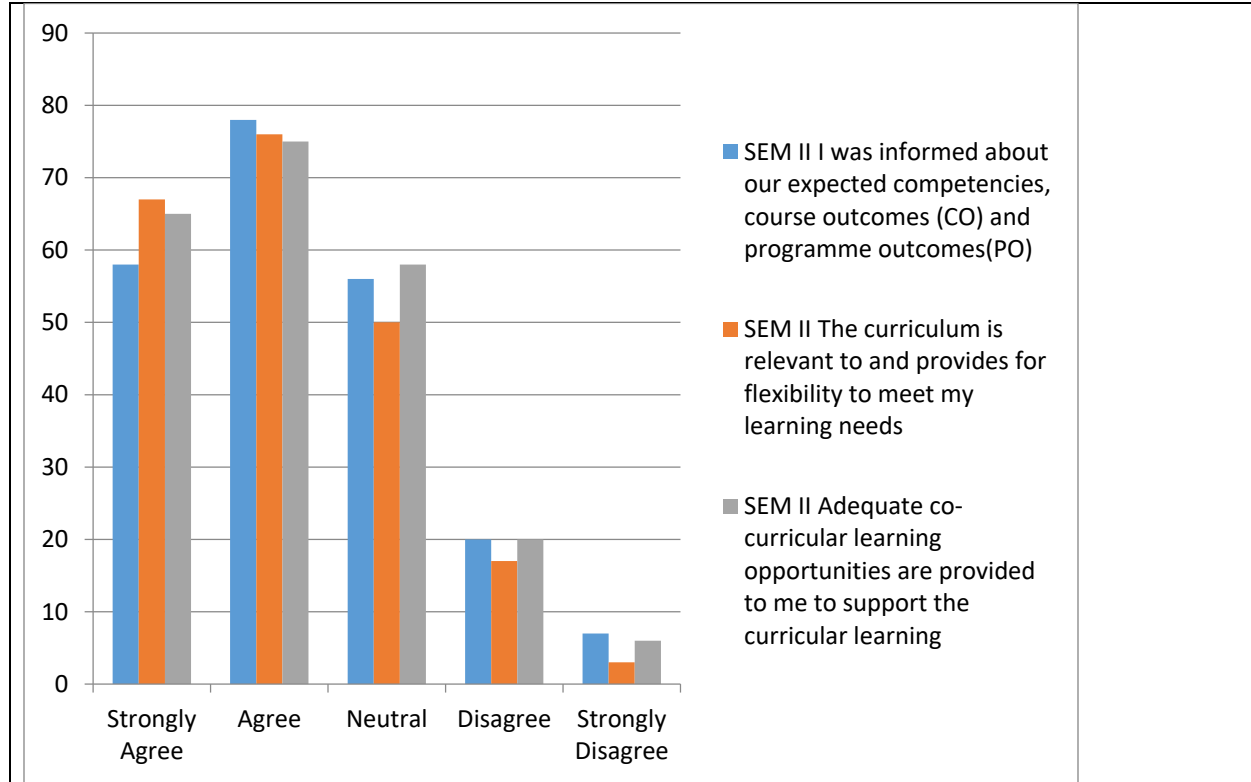


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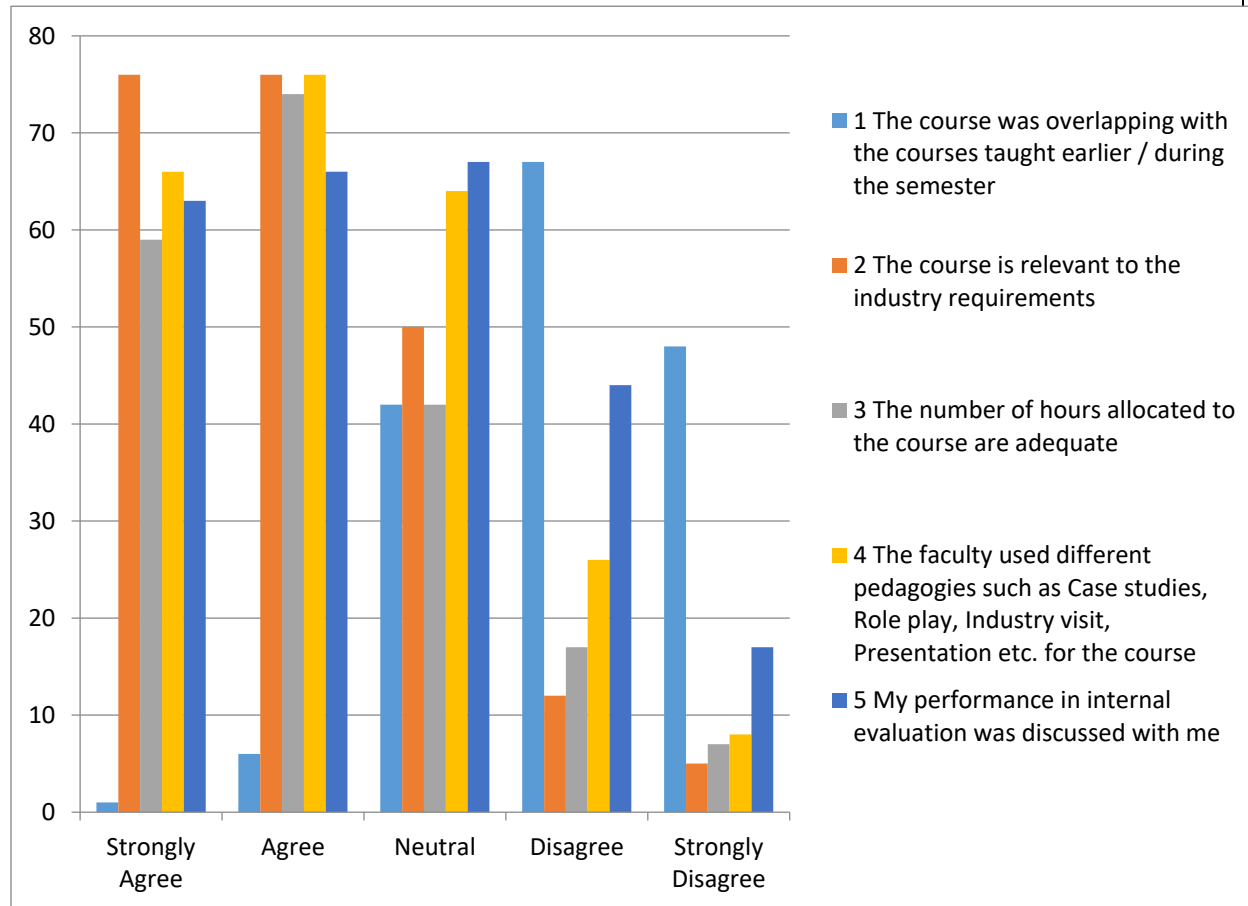
Name of the Institute: SYMBIOSIS CENTRE FOR MEDIA AND COMMUNICATION						
Name of the Program: Bachelor of Arts (Mass Communication)						
Students Feedback for design and review of syllabus						
Academic Year: 2021-2022, Even Semester (2,4,6)						
Structured questionnaires with scale-based and open 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 II						
No. of Respondents: 93						
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)	58	78	56	20	07
2	The curriculum is relevant to and provides for flexibility to meet my learning needs	67	76	50	17	03
3	Adequate co-curricular learning opportunities are provided to me to support the curricular learning	65	75	58	20	06



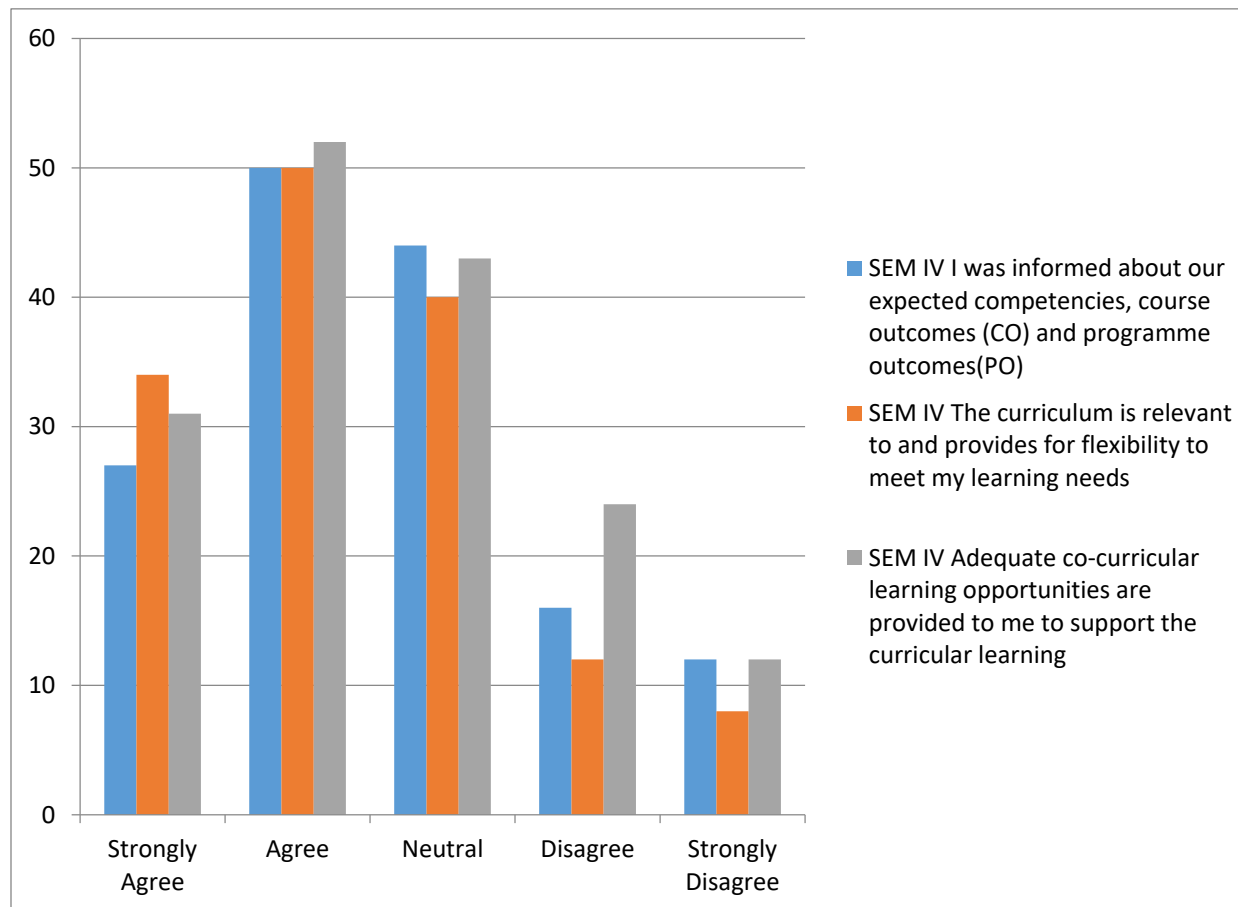
SEM II Course Feedback: 9 Courses			
No. of Respondents : 93			
S. No.	Question	Yes	No
1	The topics were overlapping with the courses taught earlier / during the semester. If Yes, name such topics with course details		No
2	Would you recommend any new course / topic to be added in the program structure?		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 : 93						
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

1	The course was overlapping with the courses taught earlier / during the semester	01	06	42	67	48
2	The course is relevant to the industry requirements	76	76	50	12	05
3	The number of hours allocated to the course are adequate	59	74	42	17	07
4	The faculty used different pedagogies such as Case studies, Role play, Industry visit, Presentation etc. for the course	66	76	64	26	08
5	My performance in internal evaluation was discussed with me	63	66	67	44	17

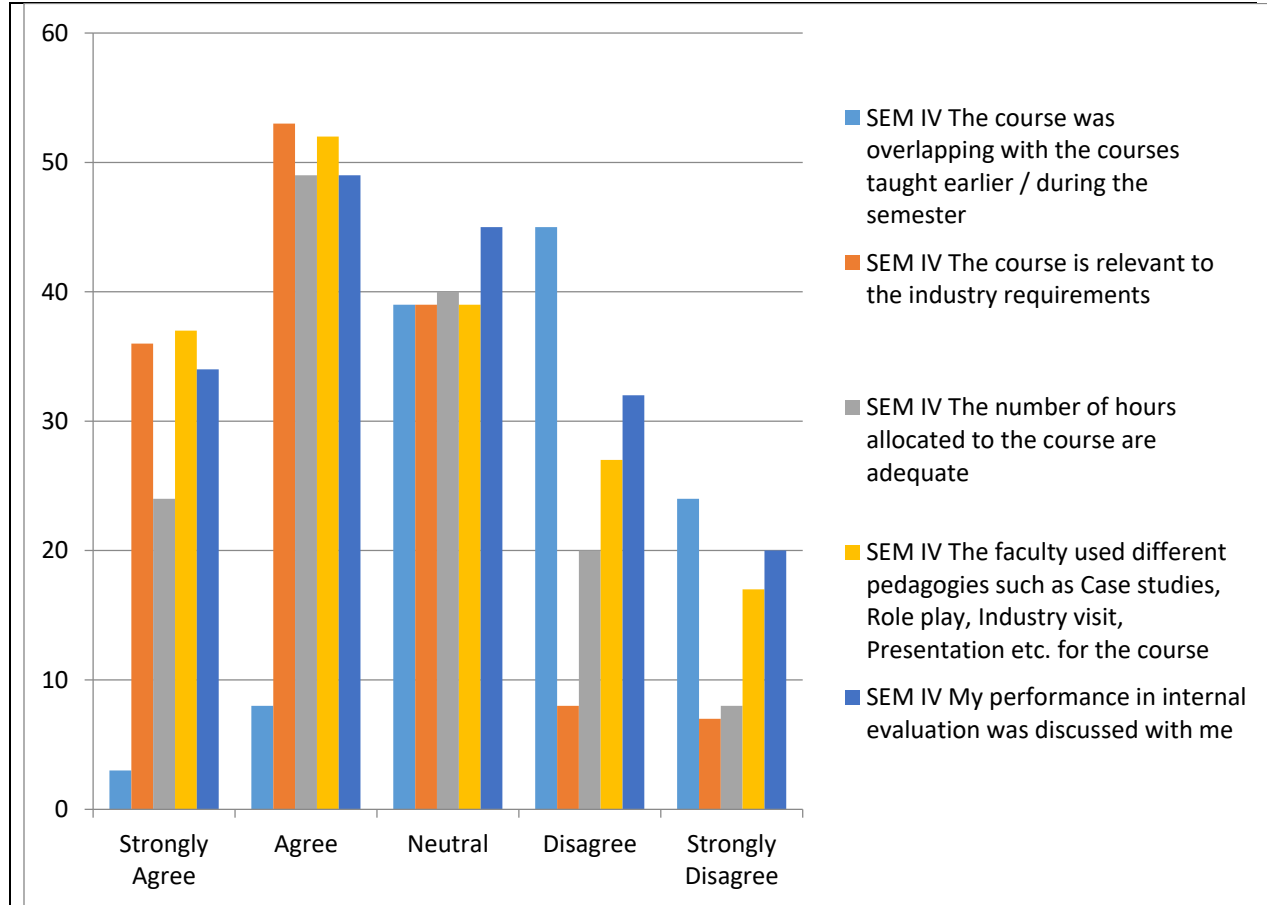


SEM IV	No. of Respondents: 58					
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I was informed about our expected competencies, course outcomes (CO) and programme outcomes(PO)	27	50	44	16	12
2	The curriculum is relevant to and provides for flexibility to meet my learning needs	34	50	40	12	08
3	Adequate co-curricular learning opportunities are provided to me to support the curricular learning	31	52	43	24	12

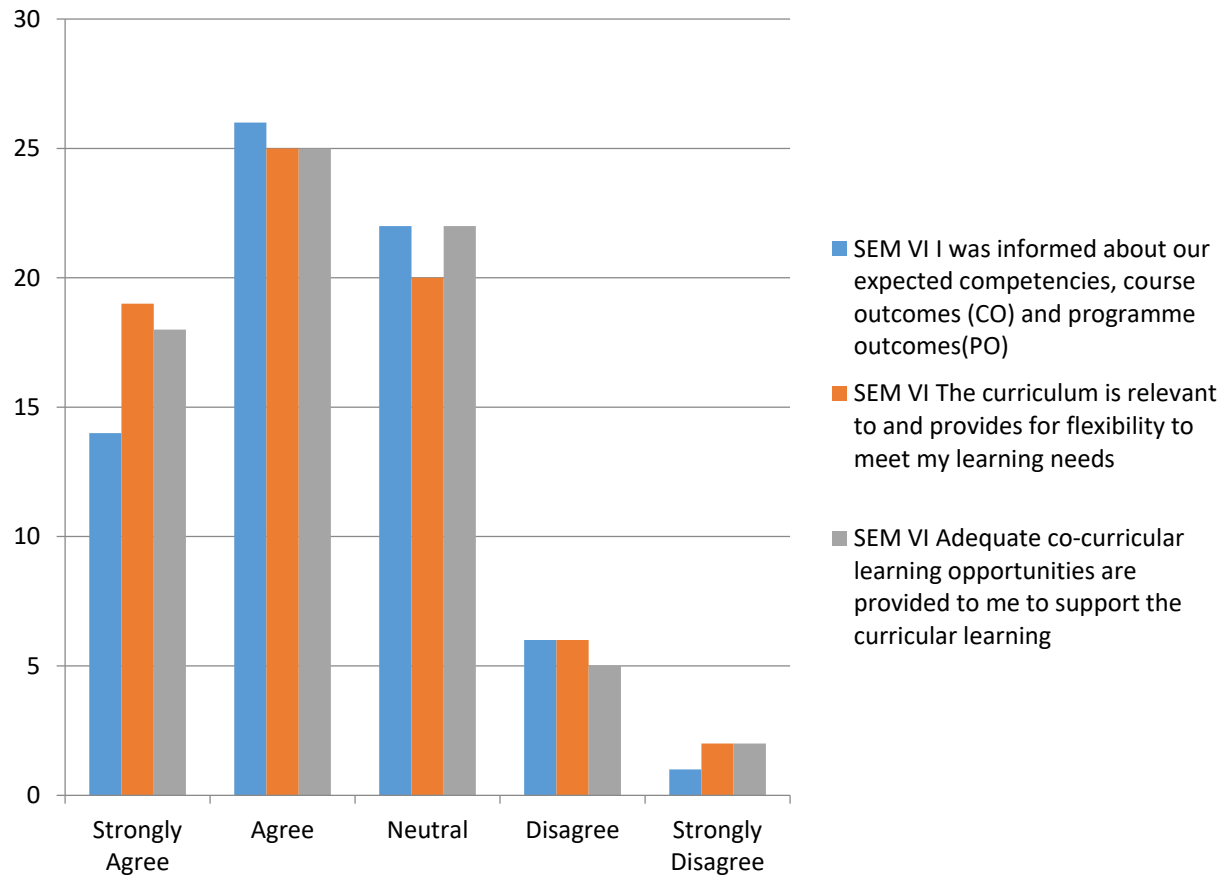


SEM IV	Course Feedback: 14 Courses		
	No. of Respondents : 58		
S. No.	Question	Yes	No
1	The topics were overlapping with the courses taught earlier / during the semester. If Yes, name such topics with course details		No
2	Would you recommend any new course / topic to be added in the program structure?		No
3	Placement of the course is in the appropriate semester. If No, Please specify the correct semester	Yes	

SEM IV	Course Feedback: 14 Courses					
MC & CM	No. of Respondents : 58					
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The course was overlapping with the courses taught earlier / during the semester	03	08	39	45	24
2	The course is relevant to the industry requirements	36	53	39	08	07
3	The number of hours allocated to the course are adequate	24	49	40	20	08
4	The faculty used different pedagogies such as Case studies, Role play, Industry visit, Presentation etc. for the course	37	52	39	27	17
5	My performance in internal evaluation was discussed with me	34	49	45	32	20

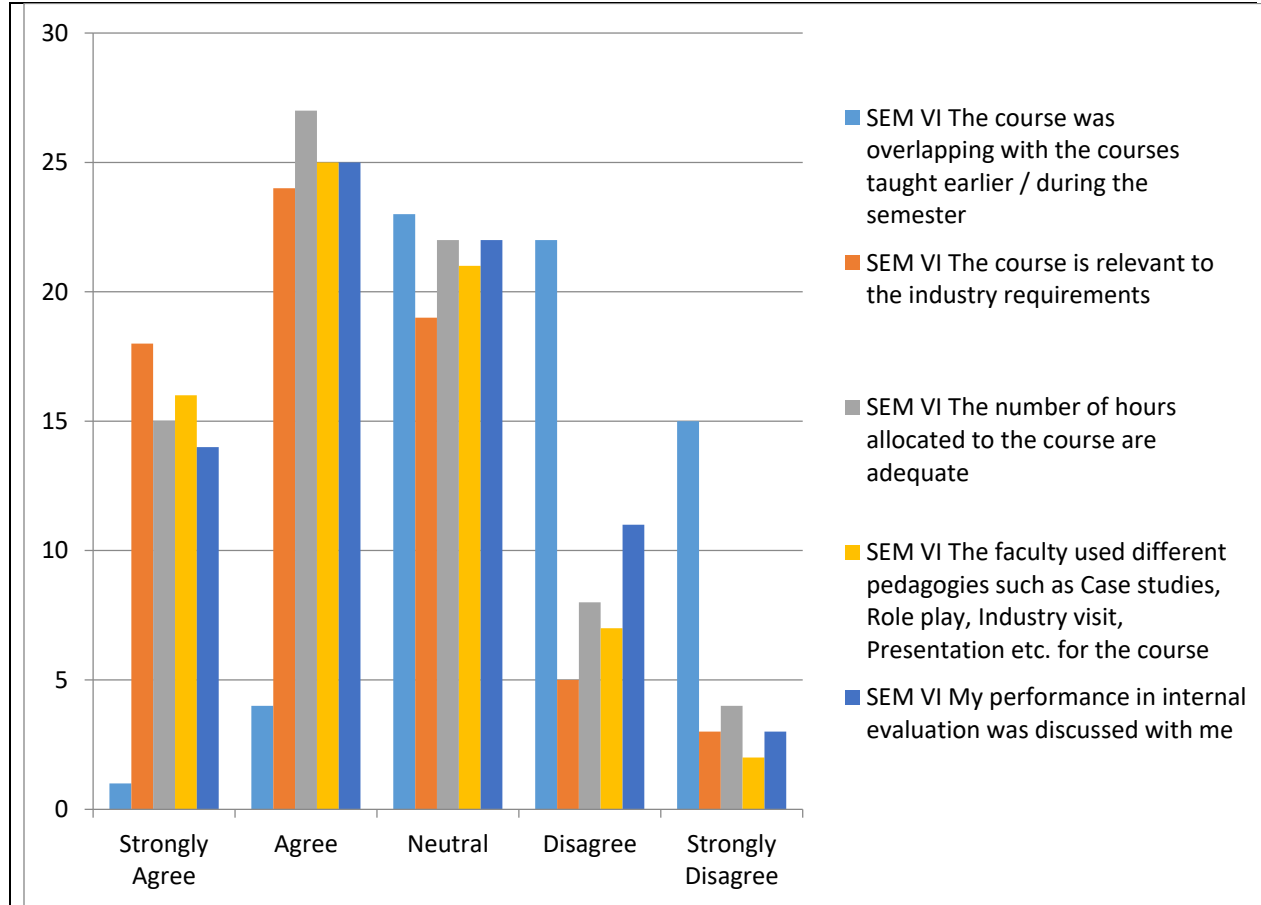


SEM VI Courses: 27 No. of Respondents: 32						
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I was informed about our expected competencies, course outcomes (CO) and programme outcomes(PO)	14	26	22	6	1
2	The curriculum is relevant to and provides for flexibility to meet my learning needs	19	25	20	6	2
3	Adequate co-curricular learning opportunities are provided to me to support the curricular learning	18	25	22	5	2



SEM VI Course Feedback: 27 Courses			
No. of Respondents : 32			
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: 27 Courses	Average Response (%)				
	No. of Respondents : 32					
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The course was overlapping with the courses taught earlier / during the semester	1	4	23	22	15
2	The course is relevant to the industry requirements	18	24	19	5	3
3	The number of hours allocated to the course are adequate	15	27	22	8	4
4	The faculty used different pedagogies such as Case studies, Role play, Industry visit, Presentation etc. for the course	16	25	21	7	2
5	My performance in internal evaluation was discussed with me	14	25	22	11	3



Summary of Feedback Analysis and Action Taken:

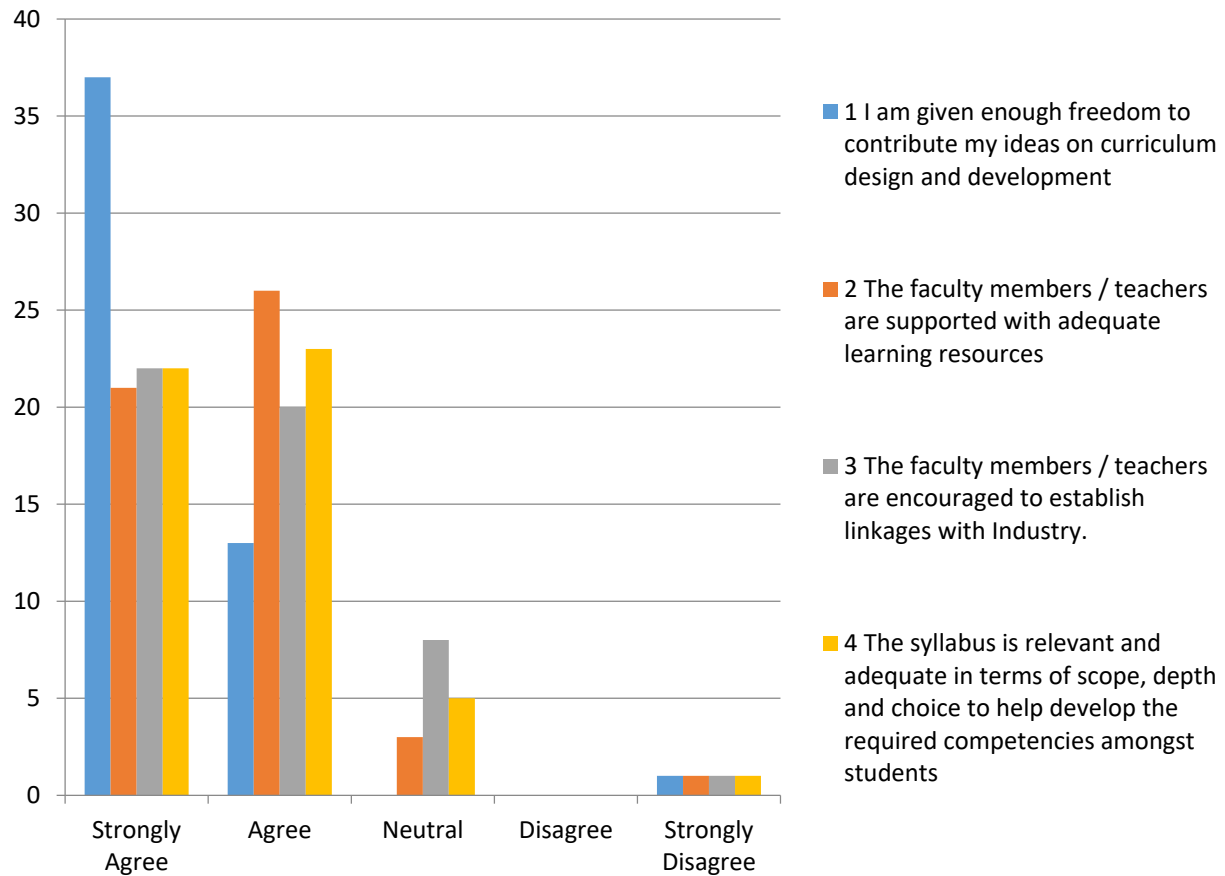
Sr. No	Particulars / Action Point	Action Taken
1.	More practical exercises for business journalism	Recommended for inclusion by faculty. Journalism students are doing more practical reporting and editing work as part of various magazine and newsletter publications.
2.	More discussion on academic research 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: <ul style="list-style-type: none"> Buddhism, Modern Psychology & Morality, Anime Films 	<ul style="list-style-type: none"> 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: 2021-2022, 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 : 51						
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	37	13			1
2	The faculty members / teachers are supported with adequate learning resources	21	26	03		1
3	The faculty members / teachers are encouraged to establish linkages with Industry.	22	20	08		1
4	The syllabus is relevant and adequate in terms of scope, depth and choice to help develop the required competencies amongst students	22	23	05		1



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	

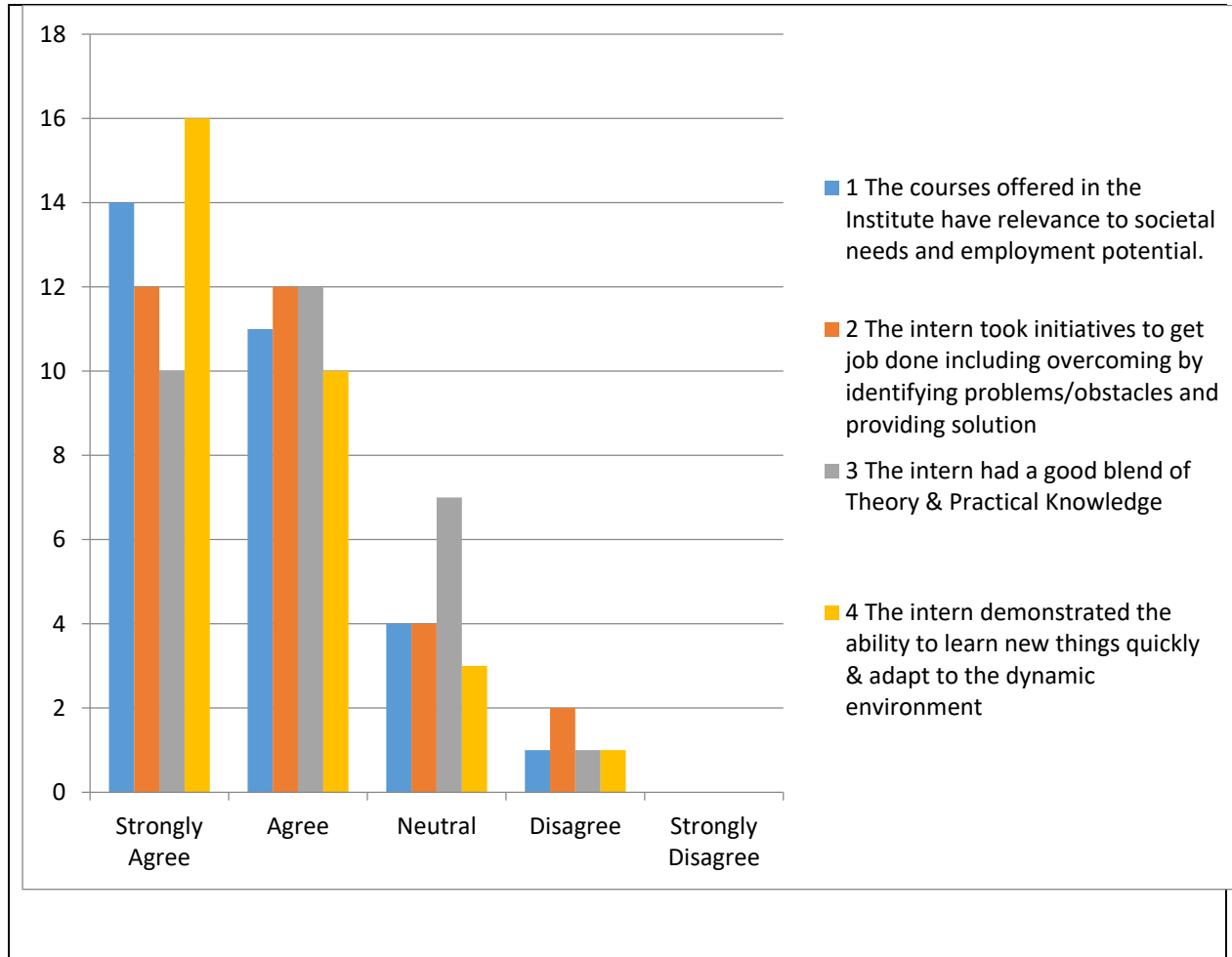
Employers Feedback for design and review of syllabus

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

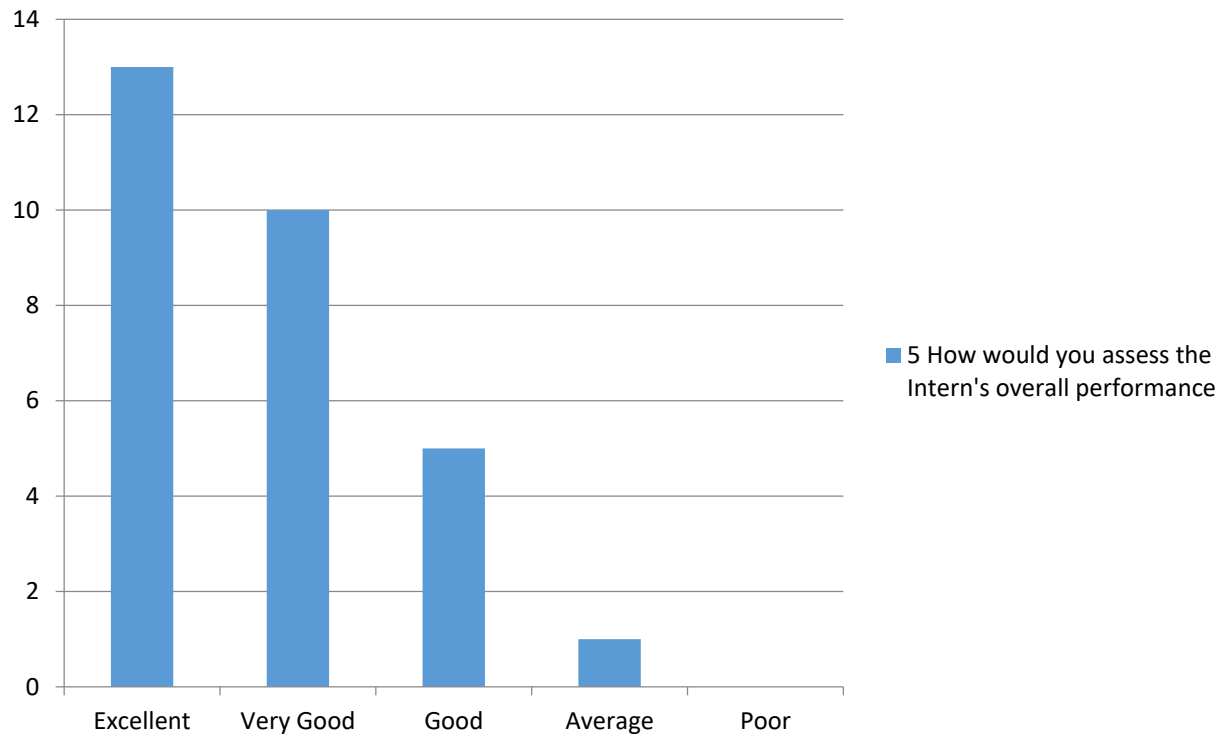
Employer feedback for the year was collected through structured feedback forms imparted online following the first development sector internship for Batch 24 and the first industry internship for Batch 23. There were both scale-based and open-ended questions student performance as well as for course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

No. of Respondents : 30

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.	14	11	4	1	0
2	The intern took initiatives to get job done including overcoming by identifying problems/obstacles and providing solution	12	12	4	2	0
3	The intern had a good blend of Theory & Practical Knowledge	10	12	7	1	0
4	The intern demonstrated the ability to learn new things quickly & adapt to the dynamic environment	16	10	3	1	0
		Excellent	Very Good	Good	Average	Poor
5	How would you assess the Intern's overall performance	13	10	5	1	0



5 How would you assess the Intern's overall performance



Summary of Feedback Analysis and Action Taken:

S No	Particulars / Action Point	Action Taken
1	May consider longer Internships, at least of one month	Internships were impacted by lockdown issues, with resumption of offline classes and academic cycles returning to normal, the institute is expecting to bring 6-8 week internships back
2	Key Course Recommendations: a) Sustainable Development b) Data Analytics c) Digital Media Planning and Buying d) Influencer Marketing and Engagement e) Editing and Motion Graphics	Action on key course recommendations a) Already in courses including non-letter grade Core Environment Studies b) Covered in brief in Business Statistics, will consider VACs or course inclusions in the future c) Covered in Advertising modules d) Covered briefly in marketing modules, will consider as a course in the future e) Basic knowledge imparted in existing courses.

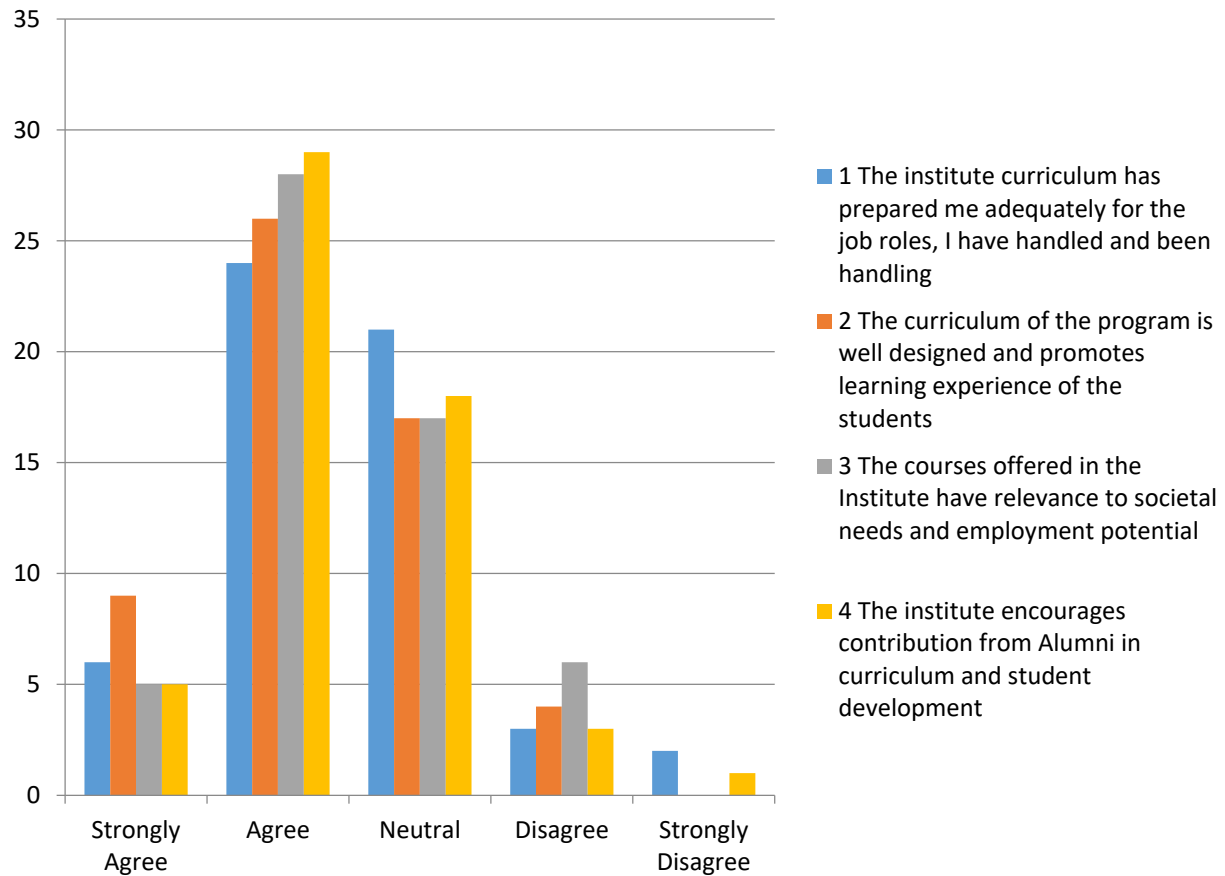
Alumni Feedback for design and review of syllabus

Academic Year: 2021-2022, Odd Semester (1,3,5) [Taken once in AY 22-23]

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 : 56

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	6	24	21	3	2
2	The curriculum of the program is well designed and promotes learning experience of the students	9	26	17	4	0
3	The courses offered in the Institute have relevance to societal needs and employment potential	5	28	17	6	0
4	The institute encourages contribution from Alumni in curriculum and student development	5	29	18	3	1



Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1	Core Environmental Studies and Sustainable Development are similar and have repetitive content	Sustainable Development is removed from Sem VI for BT22 PS
2	More Specialized courses for AV – Video Editing, Sound Design, Directing Actors	Advanced Editing, Direction, and Sound Design courses introduced as elective in BT 24 PS
3	More emphasis on SEO, Social Media Marketing, Digital Analytics, Digital Marketing for CM	Existing modules cover lot of these subjects. Workshops proposed for additional in-depth learning

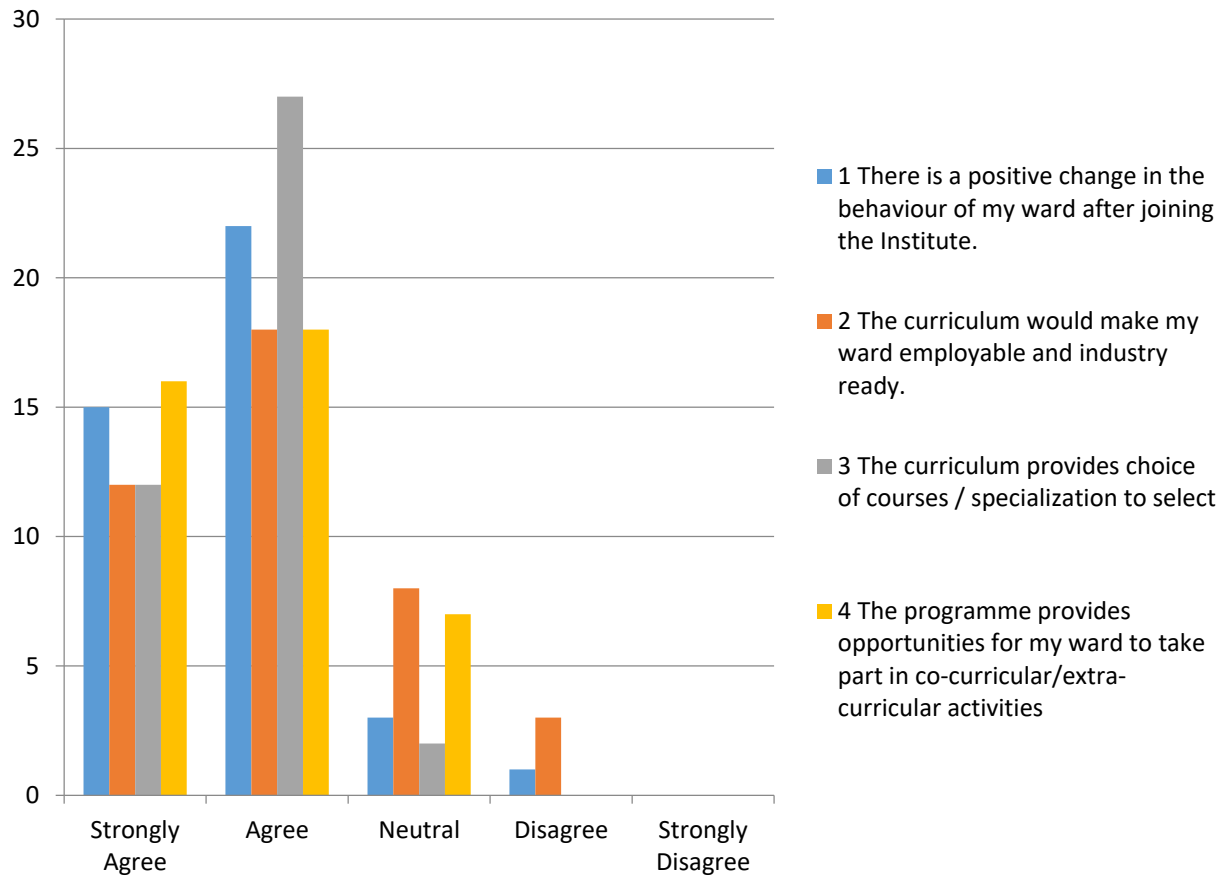
Parents Feedback for design and review of syllabus

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

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 : 41

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.	15	22	3	1	0
2	The curriculum would make my ward employable and industry ready.	12	18	8	3	0
3	The curriculum provides choice of courses / specialization to select	12	27	2	0	0
4	The programme provides opportunities for my ward to take part in co-curricular/extra-curricular activities	16	18	7	0	0



Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1	More practical and on-field experience	Institute has conducted additional practical sessions for students who missed out during the pandemic. On field assignments and study trips to be resumed
2	More Entrepreneurship-oriented courses	Course already introduced in PS. Student-led E-Cell has been constituted to take up a number of entrepreneurship-related activities
3	Other topics recommended: <ul style="list-style-type: none"> Accounting, Financial Planning and Management AI related subjects 	Basics of Financial Management introduced as elective in PS. Additional value-added workshops proposed for students in their final year



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Faculty-In Charge



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