

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: 2016-2017

Feedback from students on curriculum related matters was collected informally in Open House meetings with the Director and formally through project reports submitted post their internship. One section of the project report required students to provide recommendations to SCMC based on their internship experience. Key points from the responses were collated and discussed in curriculum review meetings.

No. of Respondents : 100

Recommendations were received separately from the specializations of Advertising, AV Production, Journalism and Public Relations. Most responses related to addition of topics of industry-relevance into the syllabus, practical and skill-based modules relevant to their domains, training on industry-specific software, more interaction with industry professionals, requests for longer internships and some course recommendations. Suggestions were taken up based on feasibility and implemented where possible.

Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1	For AV subjects more exposure to actual industry practice required	Course in Film Distribution and Marketing proposed for sixth semester AV for BT20
2	Possibility of longer internships	Difficult to implement currently given the nature of the programme and the fact that students already have multiple projects and internships over the entire course. May be taken up for future consideration.



Snehal Galande
Faculty In-Charge



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SCMC



Anupam Siddhartha
Director

Name of the Institute: SYMBIOSIS CENTRE FOR MEDIA AND COMMUNICATION		
Name of the Program: Bachelor of Arts (Mass Communication)		
Teachers Feedback for design and review of syllabus		
Academic Year: 2016-2017		
Faculty feedback was received informally during internal meetings, and formally through a form collected prior to curriculum review. All visiting and guest faculty were also requested to fill out a feedback form. Key points were collected in feedback analysis and discussed in curriculum review.		
No. of Respondents : 20		
Feedback on curriculum included several new course recommendations. Relevant suggestions were considered during review and incorporated into programme structure. Feedback recommendations on courses are subject to feasibility and viability of implementation. Other suggestions are used to improve course delivery for students.		
Summary of Feedback Analysis and Action Taken:		
Sr. No	Particulars / Action Point	Action Taken
1	Modules on strategic management and more marketing subjects may help students of CM specialisation	New course on Marketing Strategy for CM specialization proposed for BT20



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

Alumni Feedback for design and review of syllabus

Academic Year: 2016-2017

Curriculum related feedback is received from students who have recently graduated from SCMC and have found industry placements, through a semi-structured emailed form.

No. of Respondents : 106

Questions in the feedback email for which students response was collected included: Feedback / suggestions for improvement of the entire Programme and Feedback / suggestions for subjects / topics (that may be included in the syllabus / expanded / condensed / etc.) Responses received included wide-ranging suggestions on general course and syllabus improvements, recommendations on addition of new courses based on current industry requirements and student interests. Actionable points were discussed at various internal meetings and incorporated into sessions and programme structure wherever possible.

Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1	More creative modules for students specializing in Comm. Management as most courses are theoretical and focused on marketing and management	New 4-credit course of Visual Identity Design and Packaging and Printing Technology have been introduced for CM specialization in Sem V from BT18
2	Training on advanced software used in the industry, especially for Journalism and AV	Post-production facility that is fairly advanced for educational purposes and infrastructure upgrades will happen in the future



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Name of the Program: Bachelor of Arts (Mass Communication)		
Employers Feedback for design and review of syllabus		
Academic Year: 2016-2017		
Feedback from employers was taken in the form of a structured form shared online after the completion of the industry internship by students of Batch 2018. Responses to question on curriculum was collated and relevant points were shared with the IQAC for further action		
No. of Respondents : 51		
The structured questionnaire contains scale-based questions on the performance of the student intern, the general assessment of the employer with regard to the institute and open-ended questions on any course of curriculum recommendations. The analysis provided insights into general student performance which was shared with them and into new topics and areas which are relevant to the industry and could be incorporated into syllabus and curriculum.		
Summary of Feedback Analysis and Action Taken:		
Sr. No	Particulars / Action Point	Action Taken
1	Industry stakeholders, particularly from the journalism sector, have suggested that students be given better training in professional writing, presentation, negotiation, interviewing, interpersonal interactions etc.	Specialized course Speech and Communication introduced for Journalism students in Sem VI (Batch 2017-20) to impart these skills


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Parents Feedback for design and review of syllabus		
Academic Year: 2016-2017		
Feedback from parents collected through a standard email that requested responses on the performance of ward and other recommendations. Parent representatives were also part of IQAC. Recommendations related to curriculum were analysed and action taken where necessary.		
No. of Respondents : 30		
Feedback from parents was on a wide range of issues related to their wards. Feedback with regard to curriculum chiefly included programs on personality development and internship related suggestions.		
Summary of Feedback Analysis and Action Taken:		
Sr. No	Particulars / Action Point	Action Taken
1	More guidance on career options	Internship and Placements Cells arranged for guest sessions on career guidance



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