

<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: 2017-2018</b>		
Student feedback was obtained from Batches '20 and '19 after their development sector and industry internships respectively. The responses were received through a structured format administered on Google forms. Key points from the responses were discussed to improve internship experience of students, suggestions on syllabus and curriculum were discussed and implemented where possible in curriculum review.		
<b>No. of Respondents : 200</b>		
The structured feedback form for both DSIs and industry internships had scale-based questions related to the experiences of the student intern. Student learnings provide insight into industry and workplace requirements. Feedback forms of Batch '19 student had open ended questions on course material and curriculum including courses that prepare them well for internships and any sessions that may be helpful for them before internships. Key points from the responses were taken for improvements to syllabus and programme structures.		
<b>Summary of Feedback Analysis and Action Taken:</b>		
<b>Sr. No</b>	<b>Particulars / Action Point</b>	<b>Action Taken</b>
1	Repetitive content or lack of relevance of syllabus in the current scenario	In accordance with the suggestions, some courses in PS for 2018-21 have been restructured or removed. For eg. Evolving Media Technologies, Basics of Microeconomics, Media Economics, Cyber Media, Fundamentals of Public Relations. In most cases they have been replaced with courses that have a more relevant, extensive or updated syllabus.
2	Very few specialized courses in their domain and few differentiators from AD specialization.	New PR courses introduced for PR specialization from BT21; courses such as Packaging and Printing Technology and Introduction to Advertising Strategy will be offered now for AD Specialisation only



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Director

<b>Name of the Institute: SYMBIOSIS CENTRE FOR MEDIA AND COMMUNICATION</b>		
<b>Name of the Program: Bachelor of Arts (Mass Communication)</b>		
<b>Teachers Feedback for design and review of syllabus</b>		
<b>Academic Year: 2017-2018</b>		
Faculty feedback was received informally during internal meetings, and formally from visiting and guest faculty who were requested to fill out a feedback form. Key points were collected in feedback analysis and discussed in curriculum review.		
<b>No. of Respondents :</b>		
Faculty feedback on curriculum included suggestions on improving syllabus content and new course recommendations. Also discussed were ways to improve classroom delivery of lectures and resources required. Recommendations on courses were discussed and implement where feasible.		
<b>Summary of Feedback Analysis and Action Taken:</b>		
<b>Sr. No</b>	<b>Particulars / Action Point</b>	<b>Action Taken</b>
1	Choice of electives be given, at least in the second and third year so the students may be able to lay more emphasis on core specialisations,	Proposal for electives to be offered from third year for BT20 and for second year for BT 21



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<b>Name of the Institute: SYMBIOSIS CENTRE FOR MEDIA AND COMMUNICATION</b>		
<b>Name of the Program: Bachelor of Arts (Mass Communication)</b>		
<b>Alumni Feedback for design and review of syllabus</b>		
<b>Academic Year: 2017-2018</b>		
Curriculum related feedback was received from recently graduated Batch '17 students after their industry placements, through Google Form administered online. Suggestions on curriculum were collated, analysed, discussed and implemented where feasible.		
<b>No. of Respondents :</b>		
<b>Summary of Feedback Analysis and Action Taken:</b>		
<b>Sr. No</b>	<b>Particulars / Action Point</b>	<b>Action Taken</b>
1	For journalism specialisation, modules on specialized areas of journalism such as sports journalism and music journalism be included in the syllabus	For BT21 Overview of Non-fiction Filmmaking for AV is extended to Journalism specialization. The course on Journalism in Hindi has been replaced with a more inclusive course on Regional and Rural Journalism. Specialised courses to be proposed later
2	Emerging technologies such as analytics and big data should be incorporated into syllabus	Trends in Analytics proposed for BT21 programme



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**Name of the Institute: SYMBIOSIS CENTRE FOR MEDIA AND COMMUNICATION**

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

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

**Academic Year: 2017-2018**

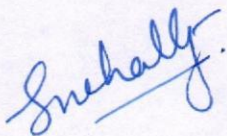
Employer feedbacks for the academic year were obtained after the completion of development sector and industry internships by the batches concerned. Structured feedback forms on student performance and recommendations for institute were sent online. Suggestions from select industry experts were sought through emails for PRC related to curriculum for upcoming Batch 18-21. Responses were collated and action taken where necessary.

**No. of Respondents : 150**

Structured questionnaires sent to employers post internship contained 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. Industry insights regarding courses relevant in the current media scenario were also received ahead of the PRC meet. All relevant suggestions were discussed during curriculum review and implemented in the programme structure.

**Summary of Feedback Analysis and Action Taken:**

Sr. No	Particulars / Action Point	Action Taken
1	Industry stakeholders have recommended skills training in PR content generation	Courses in Advanced PR Writing Skills and Specialized PR and PR Research introduced for Batch 21
2	More industry exposure for students	Institute got more guest faculty and organized media seminars such as Anukram for students



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<b>Name of the Institute: SYMBIOSIS CENTRE FOR MEDIA AND COMMUNICATION</b>		
<b>Name of the Program: Bachelor of Arts (Mass Communication)</b>		
<b>Parents Feedback for design and review of syllabus</b>		
<b>Academic Year: 2017-2018</b>		
Feedback from parents was received informally through general feedback emails on the performance of the wards and other suggestions for improvement. Parent representatives were also part of IQAC. Recommendations related to curriculum were collated, analysed and action taken where possible.		
<b>No. of Respondents : 45</b>		
Parent feedback for Batch 16-19 students covered academic and non-academic issues. With regard to academics, there were suggestions for more intra-batch activities, longer preparatory leave before semesters, guidance on test preparation and internships.		
<b>Summary of Feedback Analysis and Action Taken:</b>		
<b>Sr. No</b>	<b>Particulars / Action Point</b>	<b>Action Taken</b>
1	Students finding difficult handle MCR tests	Faculty have been asked to impart practical assignments and projects as part of MCR and provide clarity to students on assessments



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