

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: 2018-2019

Student feedback on curriculum was obtained primarily after the industry internship of Batch 2016-19. The responses were received through a structured feedback format, collated and key action points discussed in curriculum review meetings.

No. of Respondents : 88

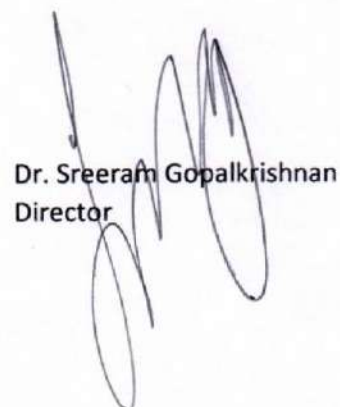
The structured feedback form had scale-based questions related to the experiences of the student intern. There are used to streamline selection on workplaces for future internships. There were two questions in the open ended format that gathered student suggestions on course material and curriculum: "Which previous classes / classroom experiences were most useful in preparing you for the internship?" and "Any input / classroom sessions you wished you had got before the internship?" Responses included suggestions on topics to be included in syllabus and new course recommendations.

Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1	Incorporate more experiential learning in courses to help deal with real-life scenarios	Thirty percent of courses to have experiential learning components including production of newsletters, e-zines, magazines in addition to role-plays and workshops and practical learning projects.
2	More skilling modules in creative software and practical learning for AV	Courses in Graphics and Visual Special Effects, Visual Design and Digital Multimedia incorporated for BT22
3	More of practical and skill-based learning suggested	A 4-credit, 100 hour Practical: Creation of a Newspaper/Film/Marketing/Communication-AD, PR Events with New Media module has been introduced for all specializations in Semester 6 for 2019-22 Programme



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Faculty In-Charge

Dr. Sreeram Gopalkrishnan
Director

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Teachers Feedback for design and review of syllabus

Academic Year: 2018-2019

Faculty feedback was received informally during internal meetings, and formally from visiting and guest faculty who were requested to fill out a feedback form. Faculty feedback for PRC meet for the academic year was also obtained through a semi-structured feedback form. Key points were collected in feedback analysis and discussed in curriculum review.

No. of Respondents : 20

Suggestions on syllabus revision with up-to-date and industry relevant content; inclusion of new courses in the programme structure and resource requirements for better classroom teaching.

Summary of Feedback Analysis and Action Taken:

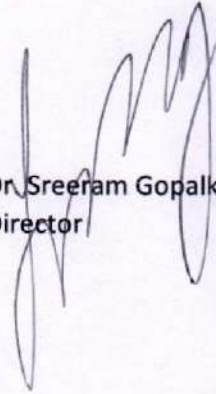
Sr. No	Particulars / Action Point	Action Taken
1	Module on Entrepreneurship	Introduction to Entrepreneurship for BT21 as an elective
2	Journalism students should be able to focus on specialized areas of reporting	Additional courses in specialized areas of reporting such as Health, Environment & Science and Technology proposed for inclusion for BT21 and BT22



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Name of the Institute: SYMBIOSIS CENTRE FOR MEDIA AND COMMUNICATION		
Name of the Program: Bachelor of Arts (Mass Communication)		
Alumni Feedback for design and review of syllabus		
Academic Year: 2018-2019		
Curriculum related feedback was received through structured feedback forms administered online to graduates of Batch '18 after their industry placements. Feedback was also obtained on email from select students of previous batches ahead of the PRC meeting for the academic year. Recommendations were discussed during curriculum review		
No. of Respondents : 119		
Suggestions included new courses relevant to industry, options for electives, practical and skill-based sessions, topics that can be useful for the different specializations etc. Key points were included in PRC discussions and implemented in the programme structure.		
Summary of Feedback Analysis and Action Taken:		
Sr. No	Particulars / Action Point	Action Taken
1	More courses in digital, industry and market demand-focused domains, especially such as marketing, PR and journalism	New courses in Digital Branding and Integrated Marketing Communication and Strategic Management added in the modified programme structure for BT22



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Employers Feedback for design and review of syllabus

Academic Year: 2018-2019

Feedback from employers was received through structured feedback forms sent after development sector and industry internships of the batches concerned. Responses were collated and action taken where possible.

No. of Respondents : 150

Structured questionnaires sent to employers in media industry and voluntary sectors had ratings scale on performance of the student interns, and open ended questions on their overall assessment. Suggestions on course and curriculum were also collected through open ended responses to the question: "Would you like to recommend to us (i.e. SCMC) any subject(s), activities, skill(s) acquisition to make our students better prepared for the future workplace?" Suggestions included new topics for inclusion in syllabus and some new courses, skill development and personality development programmes, more industry exposure etc.

Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1	Big Data, AI and Analytics identified as important emerging area in the industry	Basics of Data Journalism introduced in Sem VI for BT 21
2	Consider longer internships	May be taken up for consideration at a later stage

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