

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: 2019-2020

Structured questionnaire with scale-based and open ended questions on curriculum were imparted through Google Forms to students of Batches 21 and 20. Feedback on individual courses was collected from Batches 22 and 21 through Google Forms. Feedback on individual faculty was collected from Batch20 through scale-based questionnaire imparted online. Feedbacks collected were analysed and relevant points were taken into consideration in curriculum revision and academic improvement.

No. of Respondents : 127

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)	3	31	53	32	8
2	The curriculum is relevant to and provides for flexibility to meet my learning needs	4	40	40	27	6
3	Adequate co-curricular learning opportunities are provided to me to support the curricular learning	5	40	44	30	8

Course Feedback: 31 Courses		Average Response				
No. of Respondents : 230 : *112						
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	The Course is Relevant to the Industry Requirements	5	23	3	-	-
2.	The number of hours allocated to the course are adequate	1	26	4	-	-
3.	The faculty used the different pedagogies such as Case Studies, Role Play, Industry Visit, Presentation etc.	1	21	9	-	-
4	My performance in internal evaluation was discussed with me	-	6	22	3	-
5	The course was overlapping with the courses taught earlier / during the semester.* (Responses for 22 Courses)	-	10	12	-	-
		Excellent	Very Good	Good	Average	Needs Improvement
6	Rate the faculty teaching the course	2	21	6	2	-

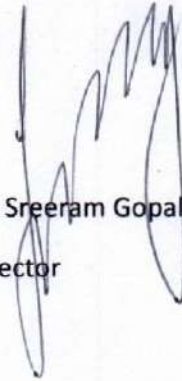
S. No.	Question	Yes	No
1	Placement of the course is in appropriate semester	93%	7%

Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1	COs and POs need to be communicated to the students with more clarity	Session plans incorporating COs shared with students through LMS. Faculty advised to detail these during course introduction
2	Redundancy in syllabus and courses	Programme has been restructured for BT22 & 23 and made more streamlined
3	Student feedback on internal evaluation needs improvement	Faculty advised to provide greater clarity to students on rubrics, evaluation and performance



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Faculty In-Charge

Dr. Sreeram Gopalkrishnan
Director

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

Teachers Feedback for design and review of syllabus

Academic Year: 2019-2020


Feedback from faculty was collected through structured form in excel format through email and through formal and informal interactions at the institute level. Questionnaire included scale-based questions and open-ended on course recommendations. Feedback was analysed and course recommendations discussed at curriculum review meetings and internal quality meetings. Relevant recommendations were incorporated into programme structure revision.

No. of Respondents : 15

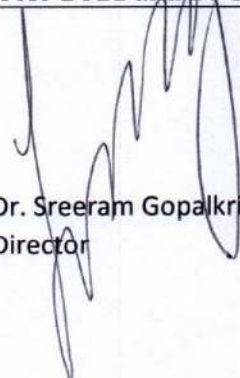
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I am given enough freedom to contribute my ideas on curriculum design and development	8	5	2	0	0
2	The faculty members / teachers are supported with adequate learning resources	3	8	4	0	0
3	The faculty members / teachers are encouraged to establish linkages with Industry.	7	5	3	0	0
4	The syllabus is relevant and adequate in terms of scope, depth and choice to help develop the required competencies amongst students	3	10	2	0	0

Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1	Course recommendations on Gender Studies, Screenwriting and Journalism Studies	New courses in the subject incorporated into programme structure for BT21 and BT22
2	More PR - focused subjects for PR specialization	Number of PR-focused courses increased in Sem V and Sem VI for BT21 and BT 22



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Alumni Feedback for design and review of syllabus

Academic Year: 2019-20

Alumni feedback was collected through structured feedback form imparted to students who graduated from SCMC in 2019, with scale-based and open-ended questions. Responses collected were analysed and discussed in curriculum review meetings and incorporated into programme structure where deemed relevant


No. of Respondents : 26

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)	0	11	11	3	1
2	The curriculum is relevant to and provides for flexibility to meet my learning needs	3	8	10	3	2
3	Adequate co-curricular learning opportunities are provided to me to support the curricular learning	1	9	9	4	3

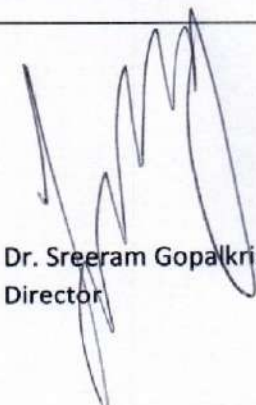
Sr No	Question	Yes	No
1	The topics were overlapping with the courses taught earlier / during the semester	21	5

Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1	Recommendations for more practical and skill-based modules in the final year	A 4- credit fully hands-on core course called Practical: Creation of a Newspaper/ Film/ Marketing/Communication-AD,PR Events with New Media has been introduced in Sem VI for all specializations
2	For Journalism, courses relating to law and public policy, data journalism and greater sensitization to socio-political issues recommended	Photojournalism introduced in Sem V, Data Journalism and Criminal Justice and Human Rights introduced in Semester VI, Political Communication and Social Movements (as elective) in Sem VI



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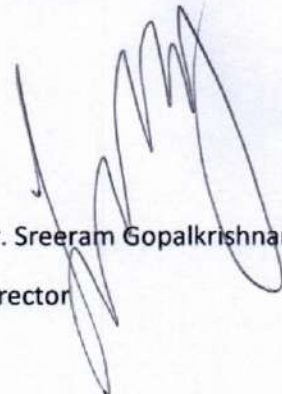



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Employers Feedback for design and review of syllabus						
Academic Year: 2019-2020						
Employer feedback for the year was collected through structured feedback forms imparted online post industry internship by students of Batch 2017-20. Questions were scale-based for student performance and open-ended for course recommendations and improvements. Feedback analysis shared during curriculum review and IQAC and relevant points incorporated into programme revisions.						
No. of Respondents : 27						
S. No	Question	Excellent	Very Good	Good	Average	Poor
1	Intern has Sufficient Knowledge & Values to perform Tasks	13	12	2	0	0
2	Took initiatives to get job one, including overcoming obstacles	16	10	1	0	0
3	Had a good blend of Theory & Practical Knowledge	9	13	5	0	0
4	Demonstrated ability to learn new things quickly & adapt to the dynamic environment	18	8	0	1	0
Summary of Feedback Analysis and Action Taken:						
Sr. No	Particulars / Action Point	Action Taken				
1	Business centric approach to courses such as marketing, also looking at social and cultural impact on advertising	Course in Service Process Management for Agency Businesses is introduced for better professional exposure and Advertising and Society to impart cultural context to their learning				
2	Greater emphasis on digital media and digital learning across all specializations	Digital Humanities introduced for Mass Comm, Digital PR, Digital Marketing and Digital Storytelling for Comm Management specializations				



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Parents Feedback for design and review of syllabus

Academic Year: 2019-2020

Curriculum feedback from parents was obtained using structured feedback forms online. Parent representatives part of IQAC also provided suggestions at meetings. Responses were analysed and relevant points incorporated in curriculum revision.

No. of Respondents : 28

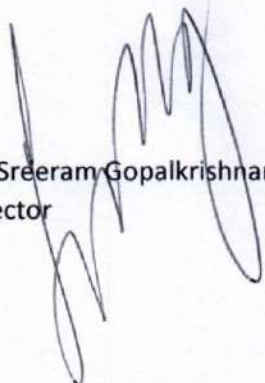
S. No	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	There is a positive change in the behaviour of my ward after joining the Institute.	6	19	2	0	1
2	The curriculum would make my ward employable and industry ready.	10	14	2	0	1
3	The curriculum provides choice of courses / specialization to select	10	14	2	0	1

Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1	Learnings in professional ethics, personality development	Professional Development, Foreign Languages, Career Development to be imparted as value-added courses



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