

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: 2015-2016

General feedback from students on subjects, pedagogy and curriculum was collected during Batch Meets, Open Houses, from semi-structured forms given to student representatives and student feedback on faculty and courses through Odd and Even Semesters. Feedback analysed is considered by the Director in making institute level changes and curriculum related matters in IQAC for any action points to be implemented in programme structure.

No. of Respondents : 200

Curriculum-related feedback received from students is received and minuted during batch-meets and open houses. Responses are used to improve syllabus content and classroom delivery, infrastructure improvements etc. Key demands from the students used to improve classroom content included more industry-level knowledge for Public Relations, more up to date content related to digital media and new technologies; more practical modules for Journalism with output such as newsletter or bulletin or online portal news; time for use of labs and facilities to be extended. Requests were also received for potential new courses across specializations and for internships to begin earlier.

Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1	Redundant and repetitive syllabus in some of the courses	Based on student and other stakeholder inputs programme structure for Batch 2014-17 onwards has undergone significant restructuring as per University guidelines
2	The course on Journalism in Hindi is difficult for students who are not familiar with writing in the language.	Decision to hold viva-voce exam for the course at the end of the semester for a fairer assessment of students not familiar with the language.
3	AV students request courses in ad filmmaking, digital filmmaking, radio and animation	Ad Filmmaking as a subject has been extended to AV students from Batch 2014-17. New course in Evolving Media Technologies includes radio studies
4	Students want to bring out a Newsletter, a broadcast bulletin and online news portal under faculty guidance	An online news portal with UNI news rundown handled by students was set up from Batch 2016-19



Snehal Galande
Faculty In-Charge



॥वसुधैव कुटुम्बकम्॥
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: 2015-2016

Feedback is collected from SCMC faculty at regular faculty meetings, interaction with directors and IQAC sessions, feedback is also collected from guest lecturers and visiting faculty on sessions and improvements.

No. of Respondents : 15

New courses proposed for Public Relations, Radio Programming, Broadcasting, Folk and Traditional Media, and Anthropology. Faculty members advised that basic media courses such as camera, lighting, audiography be introduced earlier than Sem IV. Modules such as Electronic Media Production, Film Appreciation etc. would be useful for students of Journalism specialization as well since they work in broadcast media. For students of Advertising and Public Relations there are very few differentiators they are learning almost the same subjects. More specialized AD and PR courses were proposed.

Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1	Merge Corporate Communication with PR fundamentals or PR verticals, and replacing the separate course on Introduction to Corporate Communication Practices in Sem V with advanced module on Event Management	The institute feels it is necessary for students to have in-depth understanding of corporate communication as it has much employment potential. Hence the course is retained in the PS for Batch 18
2	Students be imparted basic knowledge of Camera, AV, and Audiography earlier than Sem IV which is towards the end of their second year.	Introductory courses on Audio-Visual Post Production, Camera & Lighting and Audiography & Music have been moved to Sem III from Sem IV while more advanced courses have been shifted from Sem V MC to Sem IV MC in revised PS for Batch 2015-18



Snehal Galande
Faculty In-Charge



॥वसुधैव कुटुम्बकम्॥
SCMC



Anupam Siddhartha
Director

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: 2015-2016

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

No. of Respondents : 32

Feedback consisted of suggestions on infrastructure and resource improvements, general administrative issues, new topics and subjects relevant to industry practice and courses that can be included in curriculum. Recommendations were discussed and implemented where relevant.

Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1	More courses in sound, audio and radio recommended	Radio and sound technology included in syllabus of the new Emerging Media Technology course for BT17



Snehal Galande
Faculty In-Charge



वसुधैव कुटुम्बकम्
SCMC



Anupam Siddhartha
Director

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: 2015-2016


Feedback from industry professionals and employers is was received through a structured feedback form which is sent out after the completion of student industry internships in Semester IV and V. Data pertaining to course and curriculum is evaluated by the Director and considered at curriculum review meetings

No. of Respondents : 60

General feedback included recommendations on longer internships, improvement in technical skills such as design and writing and interaction. Employers also recommended that students gain command over local languages, in particular when working with NGOs outside of cities. Some course recommendations relevant to the industry were also provided.

Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1	Journalism students could build technical skills in video and design in addition to writing and reporting	Electronic Media Production which is offered for AV will be extended to Journalism students in the revised programme structure for Batch 18


Snehal Galande
Faculty In-Charge


॥वसुधैव कुटुम्बकम्॥
SCMC


Anupam Siddhartha
Director

Name of the Institute: SYMBIOSIS CENTRE FOR MEDIA AND COMMUNICATION		
Name of the Program: Bachelor of Arts (Mass Communication)		
Parents Feedback for design and review of syllabus		
Academic Year: 2015-2016		
Feedback from parents was collected informally through a standard email that requested responses on the performance of ward and other recommendations. PTA meeting was held and minuted and recommendations were also sought from parent representatives at IQACs.		
No. of Respondents : 40		
Suggestions on curriculum and teaching were collated, analysed and discussed at curriculum meetings. General feedback for the year did not have many suggestions on new courses.		
Summary of Feedback Analysis and Action Taken:		
Sr. No	Particulars / Action Point	Action Taken
1.	Inclusion of Yoga and physical activity in curriculum	Institute encourages sporting activities and university already offers Yoga and Physical fitness programmes through SCHC at campuses
2.	Too many assignments as clustered together	Faculty advised by the Director to stagger assignments across the semester so the students are not overburdened



Snehal Galande
Faculty In-Charge




Anupam Siddhartha
Director