



SYMBIOSIS INSTITUTE OF MEDIA & COMMUNICATION

Symbiosis International University

(Established under section 3 of the UGC Act 1956 vide notification No. F9-12/2001-U.3 Govt. of India)

Accredited by NAAC with 'A' grade

Founder : Prof. Dr. S. B. Mujumdar M.Sc. Ph.D. (Awarded Padma Bhushan and Padma Shri by President of India)

Curriculum Feedback Collection, Analysis

and Action Taken Report

For

Academic Year 2020-2021



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Action Taken Report on curriculum feedback for the Academic Year 2020-21

Particulars/Action Points	Action Taken
Digital video production - an insight on the various categories of the videography industry and the commercials behind the same.	A course titled Corporate Film Making has components of digital video production incorporated into it
Media Literacy course should be included in the curriculum	Course already added in the SIU course catalogue, but not a part of the program structure yet



संयुक्त विश्वविद्यालय

SIMC

Symbiosis Institute of Media and Communication

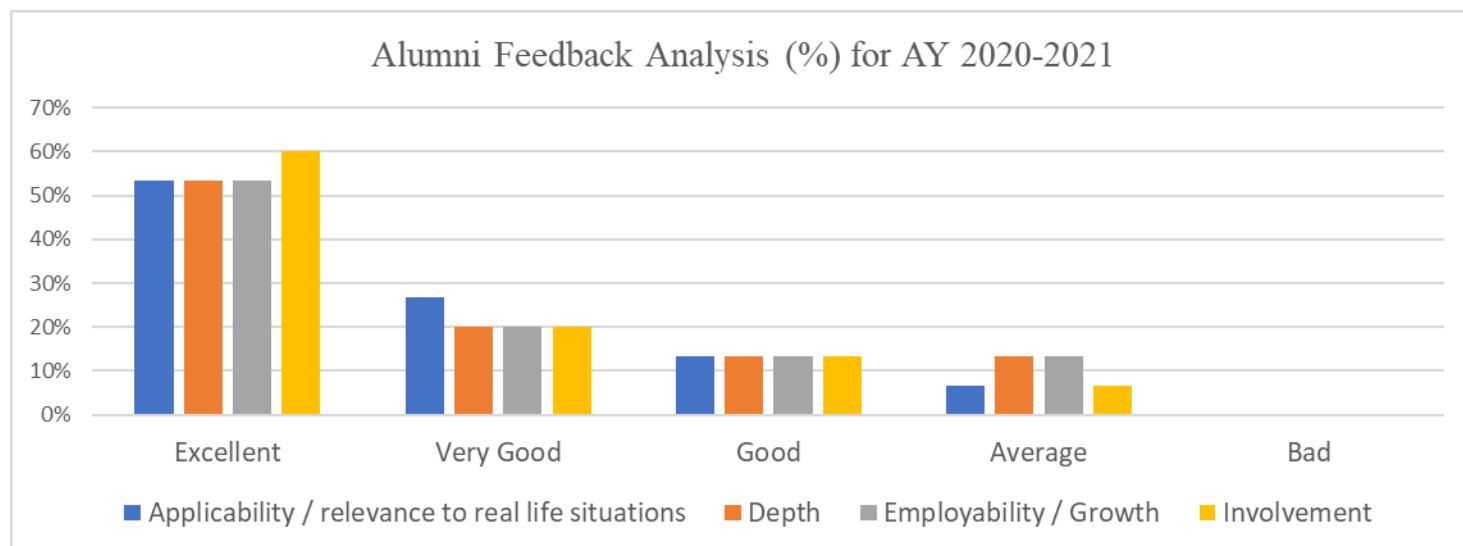
Dr Ruchi Kher Jaggi

Director

Name of Stake Holder	Number of Respondents
Students	66
Faculty	10
Employers	05
Alumni	15

Alumni Feedback (%)

Parameter	Excellent	Very Good	Good	Average	Bad	Total
Applicability/relevance to real-life situations	53%	27%	13%	7%	0%	100%
Depth	53%	20%	13%	13%	0%	100%
Employability / Growth	53%	20%	13%	13%	0%	100%
Involvement	60%	20%	13%	7%	0%	100%





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Name of the Institute: Symbiosis Institute of Media and Communication

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

Alumni Feedback for design and review of syllabus

Academic Year: 2020-2021

No. of Respondents : 15

The alumni were given a simple feedback form to fill which had a few likert-scale based questions as well as qualitative feedback. Based on the alumni's feedback feasibility, the suggestions are incorporated herein.

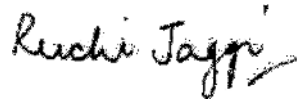
Sr No	Question	Excellent	Very Good	Good	Average	Bad
1	The institute curriculum has prepared me adequately for the job roles, I have handled and been handling.	8	4	2	1	0
2	The curriculum of the program is well designed and promotes learning experience of the students.	8	3	2	2	0
3	The courses offered in the Institute have relevance to societal needs and employment potential.	8	3	2	2	0
4	The institute encourages contribution from Alumni in curriculum and student development.	9	3	2	1	0
5	Would you recommend any new course / topic to be added in the program structure?	8	4	2	1	0

Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1	Digital video production - an insight on the various categories of the videography industry and the commercials behind the same.	A course titled Corporate Film Making has components of digital video production incorporated into it



Prof. Sneha Gore Mehendale
Name and Signature of Faculty
In Charge

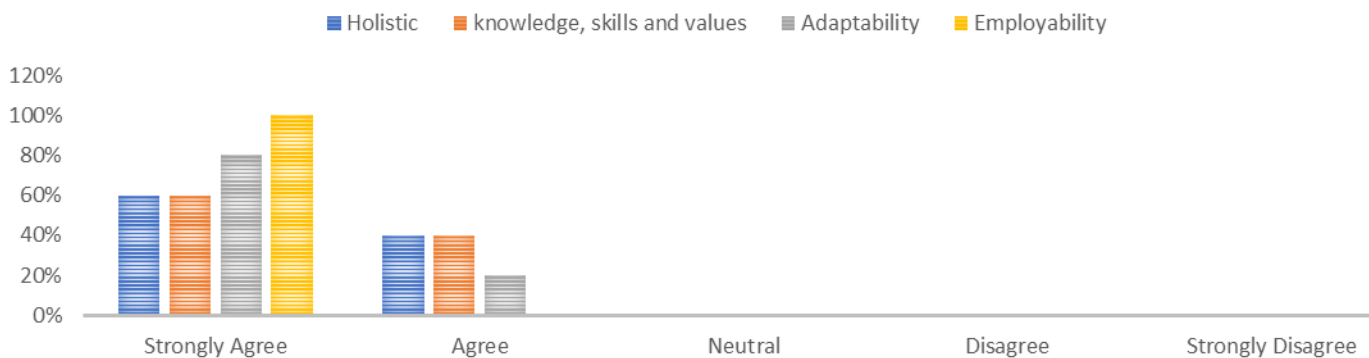


Dr. Ruchi Jaggi
Name and Signature of Director

Employer/ Industry Experts Feedback %

Parameter	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Holistic	60%	40%	0%	0%	0%	100%
knowledge, skills and values	60%	40%	0%	0%	0%	100%
Adaptability	80%	20%	0%	0%	0%	100%
Employability	100%	0%	0%	0%	0%	100%

EMPLOYERS FEEDBACK ANALYSIS (%) FOR AY
2020-2021





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

Employers Feedback for design and review of syllabus

Academic Year: **2020-2021**

The organizations visiting SIMC to recruit students are given a short questionnaire to gauge what they feel about the curriculum. The copy of curriculum is already sent to them over e-mail before the placement process begins. The feedback is usually taken from 4 to 5 recruiters and action is taken on feasible and actionable items after a deliberation by faculty members. Due to the global pandemic this year, the number of recruiters was lesser this year, and most feedback was taken online.

No. of Respondents : 5

Sr No	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The curriculum at SIMC has a good blend of theory and practical aspects.	3	2	0	0	0
2	The students of the programme are adequately trained in terms of knowledge, skills and values	3	2	1	0	0
3	The students of the programme demonstrates the ability to learn new things quickly, to adapt, to the dynamic environment	4	1	0	0	0

4	Would you recommend any new course/topic to be added to the programme? If yes, please specify	Yes: 0	No: 5
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Summary of Feedback Analysis and Action Taken:

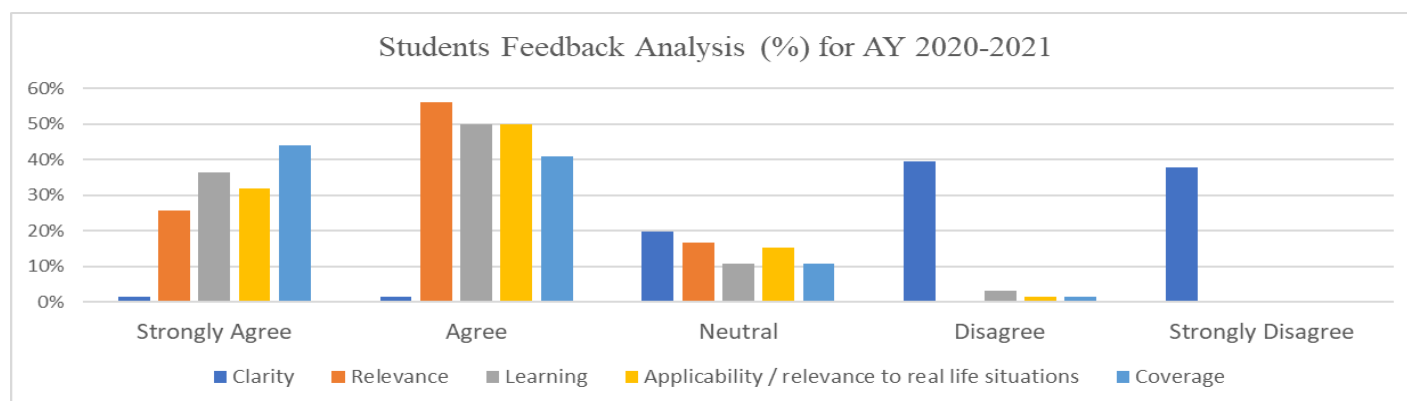
Sr. No	Particulars / Action Point	Action Taken
1.	There were no pertinent suggestions from the recruiter.	-

Sneha Mehendale/ Neha Jindal
Name and Signature of
Faculty In Charge

Dr Ruchi Jaggi
Name and Signature of Director

Students Feedback %

Parameter	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Clarity	2%	2%	20%	39%	38%	100%
Relevance	26%	56%	17%	0%	0%	98%
Learning	36%	50%	11%	3%	0%	100%
Applicability / relevance to real life situations	32%	50%	15%	2%	0%	98%
Coverage	44%	41%	11%	2%	0%	97%





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Name of the Institute: Symbiosis Institute of Media and Communication
Name of the Program: Master of Arts (Mass Communication)
Students Feedback for design and review of syllabus
Academic Year: 2020-2021
The students were given a simple feedback form to fill which had a few likert-scale based questions as well as qualitative feedback is sought. Based on the students' feedback feasibility, the suggestions will be evaluated and considered.
No. of Respondents: 66

Sr.No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The course was overlapping with the courses taught earlier / during the semester.	1	1	12	26	25
2	I was informed about our expected competencies, course outcomes (CO) and programme outcomes(PO)*	17	37	11	-	-
3	The curriculum is relevant to and provides for flexibility to meet my learning needs	24	33	7	2	-
4	Adequate co-curricular learning opportunities are provided to me to support the curricular learning	21	33	10	2	-
5	The course is relevant to the industry requirements.	29	27	7	1	-

6	The numbers of hours allocated to the course are adequate.	21	31	9	4	1
7	The faculty used different pedagogies such as Case studies, Roleplay, Industry visit, Presentation, etc.	22	30	11	2	-
8	My performance in the internal evaluation was discussed with me.	14	27	18	5	1
9	Rate the faculty teaching the course.	30	21	12	2	-

Sr.No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The course was overlapping with the courses taught earlier / during the semester.	-	1	13	30	22
2	I was informed about our expected competencies, course outcomes (CO) and programme outcomes(PO)*	16	33	14	3	-
3	The curriculum is relevant to and provides for flexibility to meet my learning needs	21	31	11	2	-
4	Adequate co-curricular learning opportunities are provided to me to support the curricular learning	20	29	13	3	-
5	The course is relevant to the industry requirements.	29	26	10	1	1
6	The number of hours allocated to the course is adequate.	19	32	11	4	-
7	The faculty used different pedagogies such as Case studies, Roleplay, Industry visit, Presentation, etc.	21	29	14	2	-
8	My performance in the internal evaluation was discussed with me.	19	24	20	3	-
9	Rate the faculty teaching the course.	25	22	14	5	-



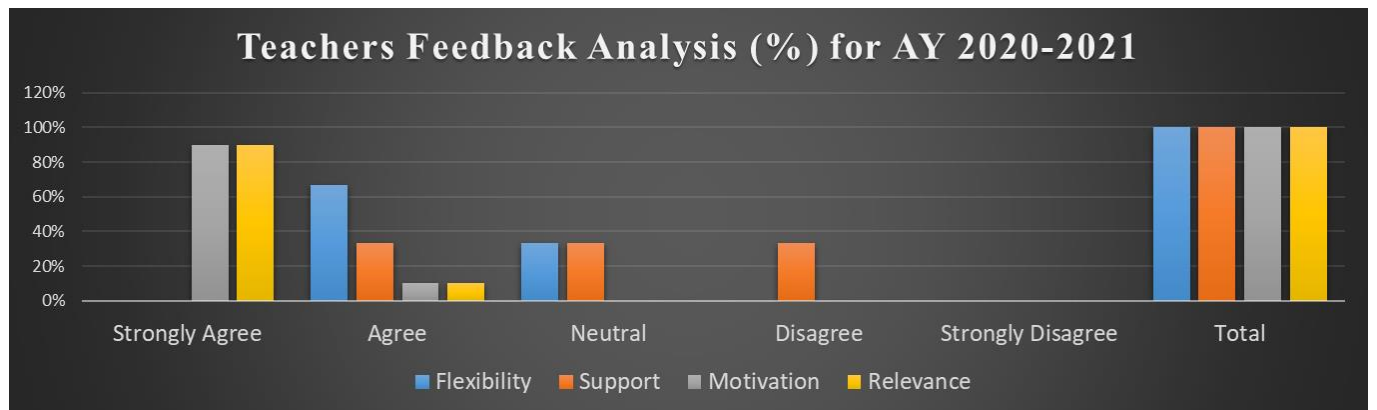
Prof. Sneha Gore Mehendale
Name and Signature of
Faculty In Charge



Dr. Ruchi Jaggi
Name and Signature of Director

Teachers Feedback %

Parameter	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Flexibility	0%	67%	33%	0%	0%	100%
Support	0%	33%	33%	33%	0%	100%
Motivation	90%	10%	0%	0%	0%	100%
Relevance	90%	10%	0%	0%	0%	100%





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Name of the Institute: Symbiosis Institute of Media and Communication						
Name of the Program: Master of Arts (Mass Communication)						
Teachers Feedback for design and review of syllabus						
Academic Year: 2020-2021						
No. of Respondents : 10						
The teachers were given a simple feedback form to fill which had a few likert-scale based questions as well as qualitative feedback. Based on the teachers' feedback feasibility, the suggestions are incorporated herein.						
Sr No	Question	Excellent	Very Good	Good	Average	Bad
1	I am given enough freedom to contribute my ideas on curriculum design and development.	-	2	1	0	0
2	The faculty members/teachers are supported with adequate learning resources.	-	1	1	1	0
3	The faculty members/teachers are encouraged to establish linkages with Industry.	9	1	0	0	0
4	The syllabus is relevant and adequate in terms of scope, depth and choice to help develop the required competencies amongst students.	9	1	0	0	0
5	Would you	5	4	1	0	0



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Summary of Feedback Analysis and Action Taken:						
Sr. No	Particulars / Action Point	Action Taken				
1	Media Literacy course should be included in the curriculum	Course already added in the SIU course catalogue, but not a part of the program structure yet -				

Name and Signature of Faculty
In Charge

Name and Signature of Director