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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 2020-2021

Particulars/Action Point	Action Taken
Understanding of modern digital advertising platforms should be given.	This was taken care of by the visiting faculty lectures and practical in media lab
Topics like creative management could be added	It has been internally deliberated in the faculty meeting, action is in process.
Basics of Microsoft office needs to be taught	The courses named Business communication –I and II cover this.
Faculty had undertaken and completed a massive revision in the course curriculum this year, hence no need of immediate change, opined faculty	No action to be taken right now. With time, a suitable call will be taken.

Ruchi Jaggi

Dr Ruchi Kher Jaggi
Director
Symbiosis Institute of Media and Communication

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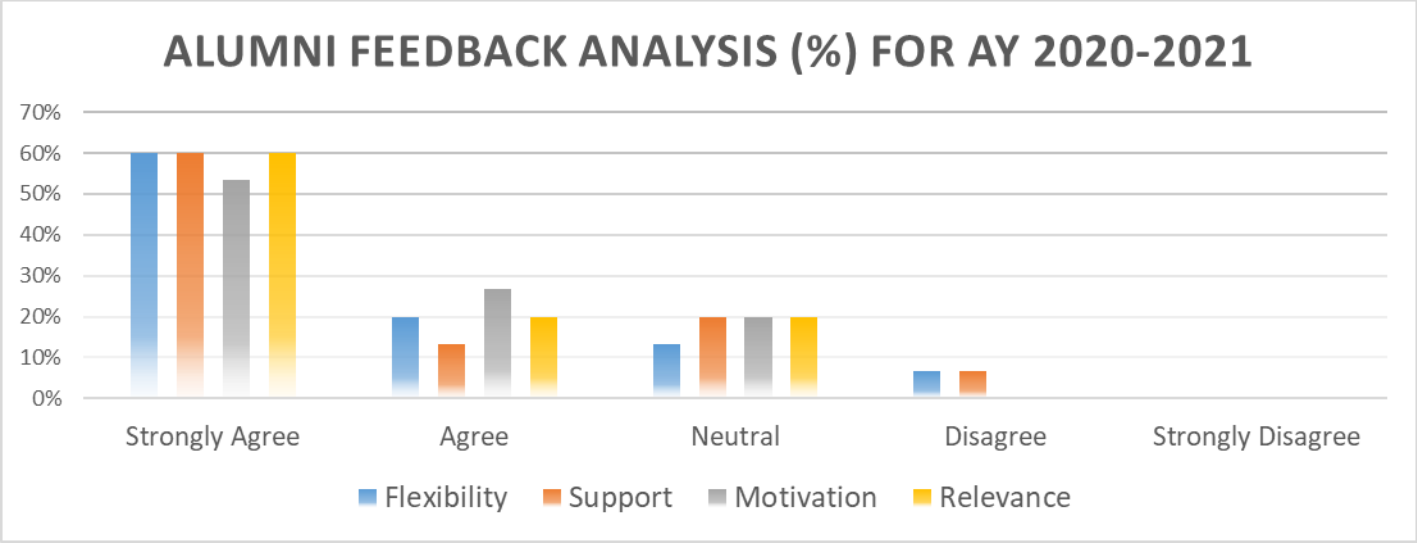
SIMC

Name of Stakeholder	Number of respondents
Students	352
Faculty	8
Employer	8
Alumni	15

Alumni Feedback %

Parameter	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Flexibility	60%	20%	13%	7%	0%	100%
Support	60%	13%	20%	7%	0%	100%
Motivation	53%	27%	20%	0%	0%	100%
Relevance	60%	20%	20%	0%	0%	100%



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Name of the Institute: Symbiosis Institute of Media and Communication

Name of the Program: Master of Business Administration (Communication Management)

Alumni Feedback for design and review of syllabus

Academic Year: **2020-2021**

No. of Respondents : 15

Sr No	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree
1	The institute curriculum has prepared me adequately for the jobroles, I have handled and been handling.	9	3	2	1	0
2	The curriculum of the program is well designed and promoteslearning experience of the students.	9	2	3	1	0
3	The courses offered in the Institute have relevance to societal needs and employment potential.	8	4	3	0	0
4	The institute encourages contribution from Alumni in curriculumand student development.	9	3	3	0	0

5	Would you recommend any newcourse / topic to be Added in the programstructure?						

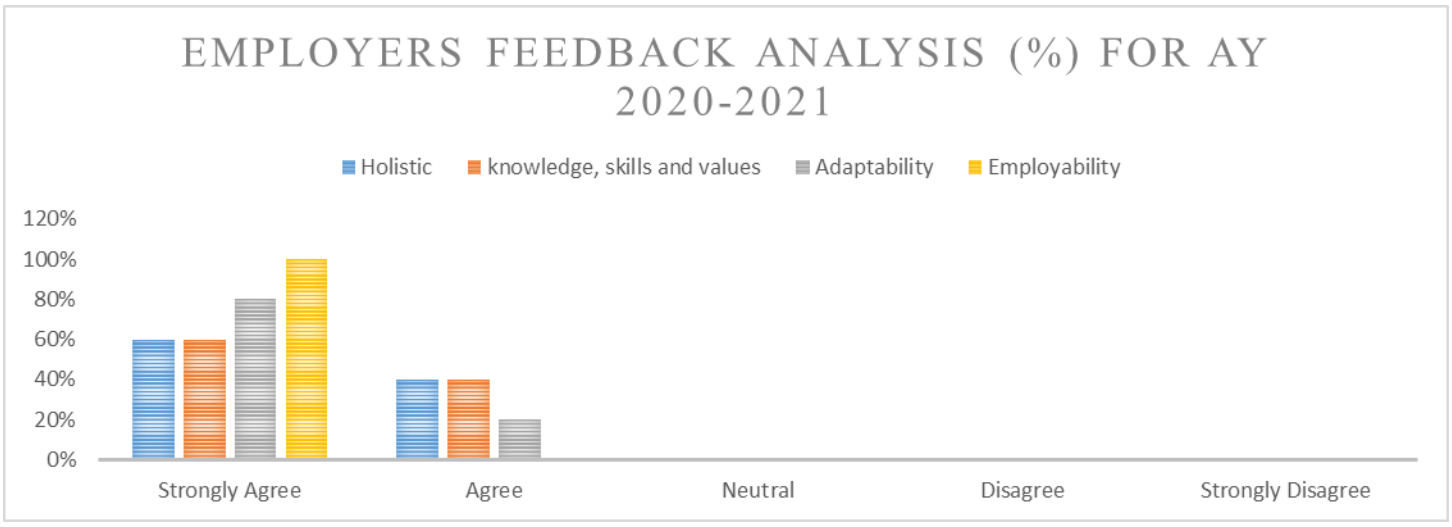
Summary of Feedback Analysis and Action Taken:		
Sr. No	Particulars / Action Point	Action Taken
1	Topics like creative management could be added	It has been internally deliberated in the faculty meeting, action is in process.

Prof. Sneha Gore Mehendale
Name and Signature of Faculty InCharge

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%



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Name of the Program: Master of Business Administration (Communication Management)

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. As of 2020, most recruiters give a feedback that the curriculum features latest developments in the field.

No. of Respondents: **8**

Sr No	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The curriculum at SIMC has a good blend of theory and practical aspects.	5	2	1	0	0
2	The students of the programme are adequately trained in terms of knowledge, skills and values	5	2	1	0	0
3	The students of the programme demonstrates the ability to learn new things quickly, to adapt, to the dynamic environment	5	3	0	0	0

4

Would you recommend any newcourse/topic to be added in the program structure? If yes, please specify.	Yes: 2 - Basics of Microsoft Office - Design Thinking - Fundamentals of (Good) Design	No: 6

Summary of Feedback Analysis and Action Taken:		
Sr. No	Particulars / Action Point	Action Taken
1.	Understanding ofmodern digital advertising like Google Analytics, Google Ads, Facebook or LinkedIn ads etc should be included in the programme	Basic information on this was given through visiting faculty lectures and media lab sessions.

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

Dr. Ruchi Jaggi

Name and Signature of Director

Students Feedback %

Parameter	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Clarity	1%	3%	26%	42%	29%	100%
Relevance	28%	45%	21%	5%	2%	100%
Learning	29%	46%	20%	3%	3%	100%
Applicability /relevance to real-life situations	26%	42%	23%	5%	3%	100%
Coverage	32%	43%	19%	3%	3%	100%

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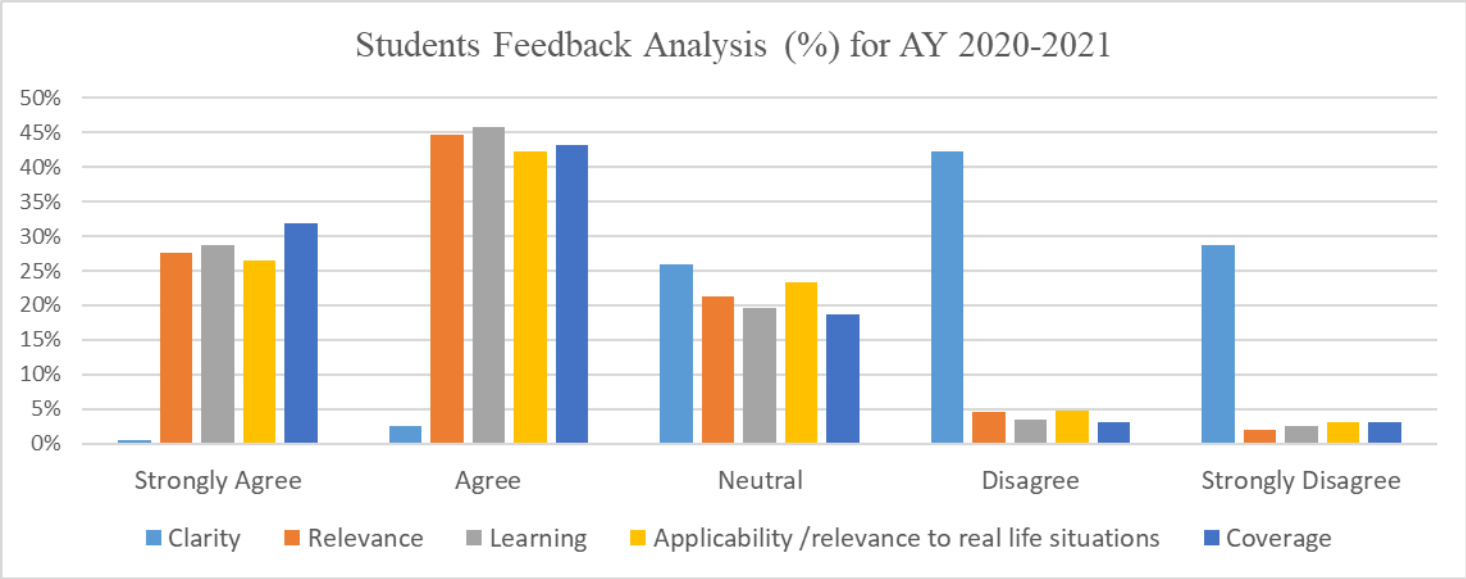
Name of the Institute: Symbiosis Institute of Media and Communication
Name of the Program: Master of Business Administration (Communication Management)
Students Feedback for design and review of syllabus
Academic Year: 2020-2021
The students were given a simple feedback form to fill which had a few likert-scale basedquestions as well as qualitative feedback is sought. Based on the students' feedback feasibility, the suggestions will be evaluated and considered.
No. of Respondents: 352



Sr.No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The course was overlapping with the coursestaught earlier /during the semester.	2	9	91	149	101
2	I was informed about our expected competencies, course outcomes (CO) andprogramme outcomes(PO)*	97	157	75	16	7
3	The curriculum is relevant to and provides forflexibility to meet my learning needs	101	161	69	12	9
4	Adequate co-curricular learning opportunitiesare provided to me to support the curricular learning	93	149	82	17	11
5	The course is relevant to the industryrequirements.	112	152	66	11	11
6	The number of hours allocated to the courseare adequate.	96	161	67	17	11
7	The faculty used different pedagogies such asCase studies, Roleplay, Industry visit, Presentation, etc.	92	142	87	18	13
8	My performance in the internal evaluationwas discussed with me.	71	114	114	32	21
9	Rate the faculty teaching the course.	102	102	98	34	16

Yes/No With Remark Question Type

Sr.No.	Question	Yes	No
1	The topics were overlapping with the courses taughtearlier / during the semester. If Yes, name such topics with course details	12	340
2	Would you recommend any new course / topicto be added in the program structure?	9	343

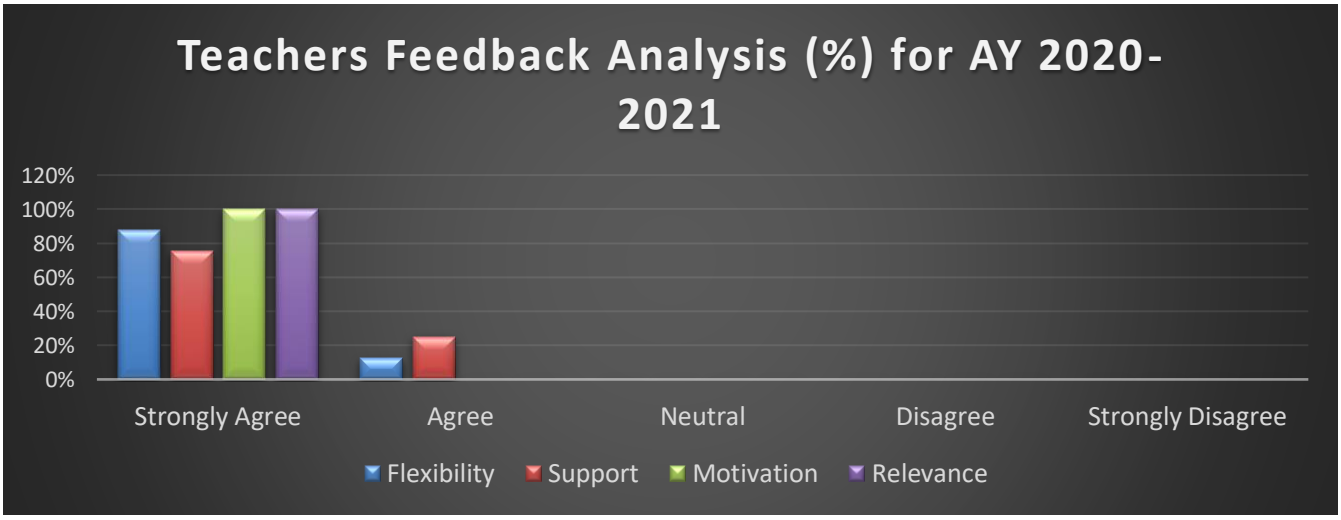
3	Placement of the course is in the appropriate semester.If No, Please specify the correct semester	341	11
4	Any suggestions for the faculty to improve	11	341

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

Dr. Ruchi Jaggi
Name and Signature of
Director

Teachers Feedback %

Parameter	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Flexibility	88%	13%	0%	0%	0%	100%
Support	75%	25%	0%	0%	0%	100%
Motivation	100%	0%	0%	0%	0%	100%
Relevance	100%	0%	0%	0%	0%	100%



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Name of the Institute: Symbiosis Institute of Media and Communication

Name of the Program: Master of Business Administration (Communication Management)

Teachers Feedback for design and review of syllabus

Academic Year: 2020-2021

No. of Respondents : 8

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 incorporatedherein.

Sr No	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree
1	I am given enough freedom to contribute my ideas on curriculum design anddevelopment.	7	1	0	0	0
2	The faculty members/teachers aresupported with adequate learning resources.	6	2	0	0	0
3	The faculty members/teachers are encouraged to establish linkages withIndustry.	8	0	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.	8	0	0	0	0

5	Would you recommend any newcourse/topic to be added in the programstructure?					

Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1	There was a massive revision in the Curriculum in the academic year. Hence, no revision is needed as of now, in opinion of the faculty members.	No action to be taken as of now..

Prof. Sneha Gore Mehendale
Name And Signature of faculty In charge

Dr Ruchi Jaggi
Name and Signature of the director