



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 2022-2023



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Action Taken on Curriculum Feedback A.Y. 2022-2023

Suggestions Given	Action Taken
<ol style="list-style-type: none">1. Courses like International journalism, crime-legal journalism, Philosophy of Media, International Relations should be added as a part of the electives.2. If Data journalism is added as a detailed subject, we can get more thorough learning.3. Cinematography as an Elective should be considered.	<p>The restructuring of the MA(MC) programme which is underway is already incorporating several of these recommendations after a thorough review. Courses like Crafting Data Stories, Cinematography, and Branded Content are already approved and are incorporated in the proposed new programme structure.</p>
<ol style="list-style-type: none">4. For MA (MC) a programme revision to incorporate inter-disciplinary courses like arts, perhaps minors, looking at higher education trends and industry demands for wholistic skill-development.	<p>A major restructuring for the MA(MC) programme is underway to incorporate a major-minor structure and more contemporary courses like Media, Gender & Sexuality, Multimedia News Production, among others.</p>
<ol style="list-style-type: none">5. There should be comprehensive, dedicated courses in film direction, screenplay, cinematography, sound where a student can get specialised skill.	<p>The recommendations are being considered in the revised programme structure, where dedicated courses – cinematography and sound design, among others, are being offered.</p>

Dy. Director

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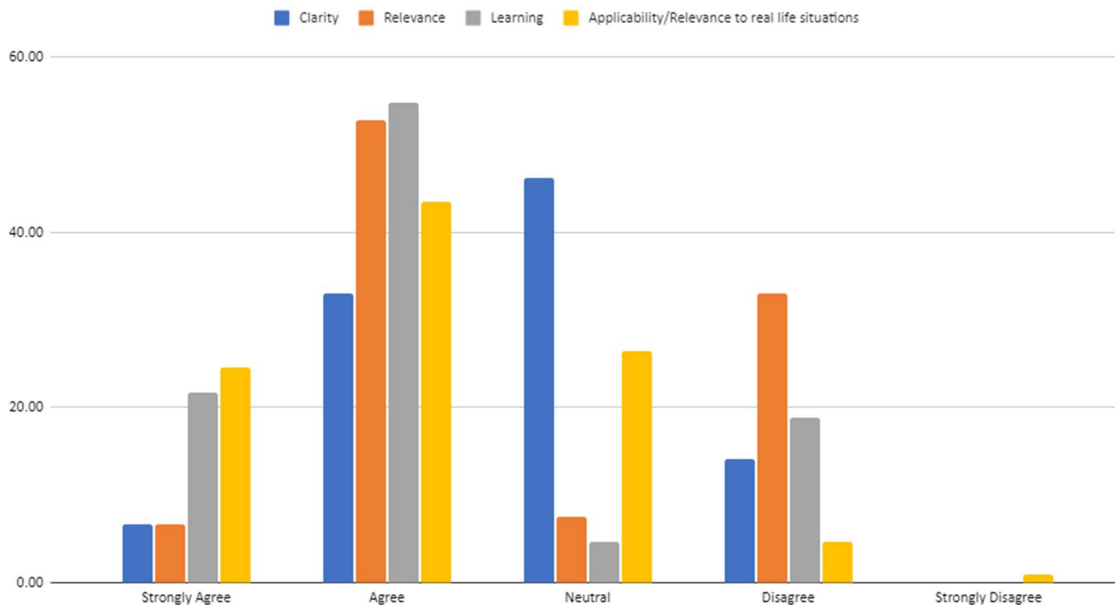
Detailed Feedback Analysis and Review for Academic Year 2022-2023

Sr No	Stakeholder	Number of Respondents
1	Students	106
2	Teachers	20
3	Employers/Industry Experts	05
4	Alumni	06

Students Feedback %

Parameter	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Clarity	6.60	33.02	46.23	14.15	-	100.00
Relevance	6.60	52.83	7.55	33.02	-	100.00
Learning	21.70	54.72	4.72	18.87	-	100.00
Applicability / relevance to real life situations	24.53	43.04	26.42	4.72	0.94	100.00
Coverage	-	-	-	-	-	-

Student Feedback Analysis (%) for AY 2022-2023





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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: '2022-2023' (Batch 2022-24)						
SIMC collects the feedback from students in a structured mode. The feedback is analyzed and suitable actions are taken to ensure that to make our program structure comprehensive and well-defined catering to both National and International needs of the media and communication domain.						
Number of Respondents: 106						
Sr.No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The course was overlapping with the courses taught earlier / during the semester. If Agree, Name such courses	7	35	49	15	-
2	The curriculum is relevant to and provides for flexibility to meet my learning needs	7	56	8	35	-
3	Adequate co-curricular learning opportunities are provided to me to support the curricular learning	23	58	5	20	-
4	The course is relevant to the industry requirements.	26	46	28	5	1
5	The number of hours allocated to the course are adequate.	-	-	-	-	-
Sr.No.	Question	Yes	No			
1	The topics were overlapping with the courses taught earlier / during the semester. If Yes, name such topics with course details	-	-			
2	Placement of the course is in appropriate semester. If No, please specify the correct semester	-	-			



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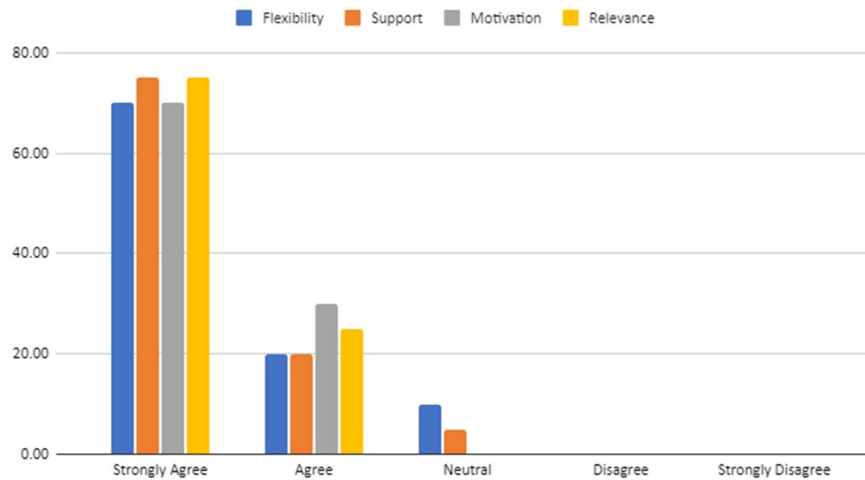
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Teachers Feedback %

Parameter	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Flexibility	70.00	20.00	10.00	-	-	100.00
Support	75.00	20.00	5.00	-	-	100.00
Motivation	70.00	30.00	-	-	-	100.00
Relevance	75.00	25.00	-	-	-	100.00

Teachers' Feedback Analysis (%) for AY 2022-2023



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: 2022-2023						
SIMC collects the feedback from the faculty in a structured mode. The feedback is analyzed and suitable actions are taken to ensure that the curriculum is up-to-date to make our program structure comprehensive and well-defined catering to both National and International needs of the media and communication domain.						
Number of Respondents: 20						
Sr.No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I am given enough freedom to contribute my ideas on curriculum design and development.	14	4	2	-	-
2	The faculty members/teachers are supported with adequate learning resources.	15	4	1	-	-
3	The faculty members/teachers are encouraged to establish linkages with Industry.	14	6	-	-	-
4	The syllabus is relevant and adequate in terms of scope, depth, and choice to help develop the required competencies amongst students.	15	5	-	-	-



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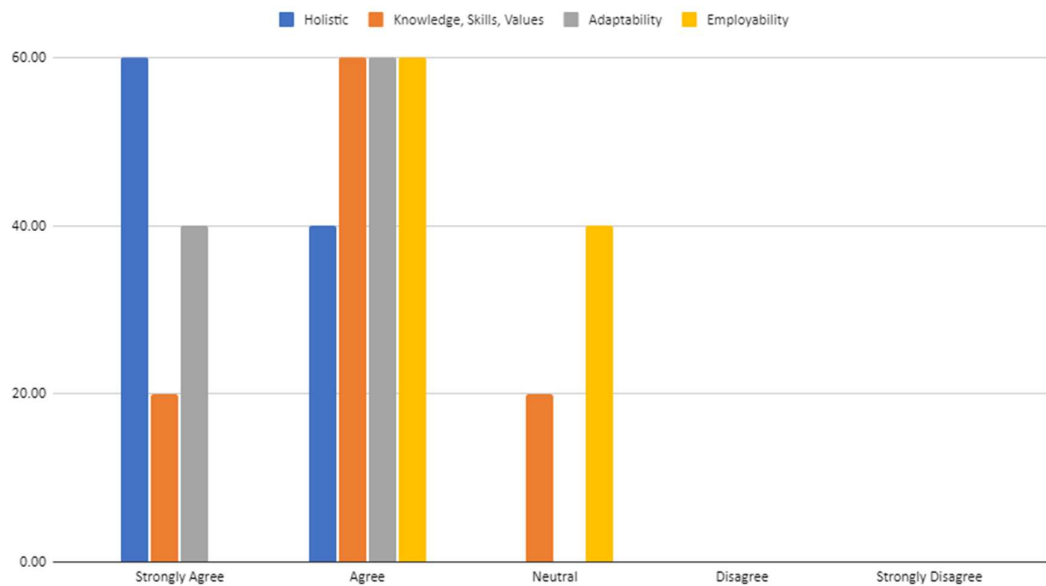
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Employer/ Industry Experts Feedback %

Parameter	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Holistic	60.00	40.00	-	-	-	100.00
knowledge, skills and values	20.00	60.00	20.00	-	-	100.00
Adaptability	40.00	60.00	-	-	-	100.00
Employability	-	60.00	40.00	-	-	100.00

Employers' Feedback Analysis (%) for AY 2022-2023





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Name of the Program: Master of Arts (Mass Communication)						
Employers' Feedback for design and review of Syllabus						
Academic Year: 2022-2023						
SIMC collects the feedback from employers in a structured mode. The feedback is analyzed and suitable actions are taken to ensure that to make our program structure comprehensive and well-defined catering to both National and International needs of the media and communication domain.						
Number of Respondents: 05						
Sr.No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The curriculum has a good blend of theory and practical aspects	3	2	-	-	-
2	The students of the programme are adequately trained in terms of knowledge, skills and values	1	3	1	-	-
3	The students of the programme demonstrates the ability to learn new things quickly, to adapt, to the dynamic environment	2	3	-	-	-
4	The courses offered in the Institute have relevance to societal needs and employment potential.	-	3	2	-	-



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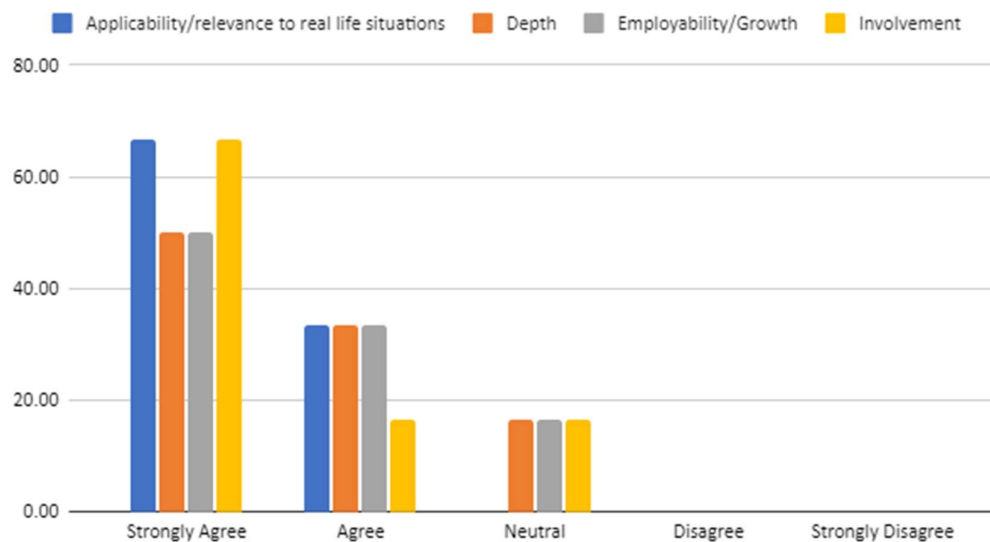
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Alumni Feedback %

Parameter	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Applicability / relevance to real life situations	66.67	33.33	-	-	-	100
Depth	50.00	33.33	16.67	-	-	100
Employability / Growth	50.00	33.33	16.67	-	-	100
Involvement	66.67	16.67	16.67	-	-	100

Alumni Feedback Analysis (%) for AY 2022-2023





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Name of the Program: Master of Arts (Mass Communication)						
Alumni Feedback for design and review of Syllabus						
Academic Year: 2022-2023						
SIMC collects the feedback from alumni in a structured mode. The feedback is analyzed and suitable actions are taken to ensure that to make our program structure comprehensive and well-defined catering to both National and International needs of the media and communication domain.						
Number of Respondents: 06						
Sr.No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The Institute Curriculum has prepared me adequately for the job roles, I have handled and been handling	4	2	-	-	-
2	The Curriculum of the program is well designed and promotes learning experience of the students	3	2	1	-	-
3	The courses offered in the Institute have relevance to societal needs and employment potential.	3	2	1	-	-
4	The Institute encourages contribution from alumni in curriculum and student development	4	1	1	-	-