



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)

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: 2015-2016

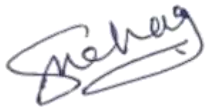
No. of Respondents : 15

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.

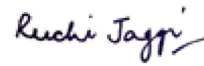
Sr No	Question	Excellent	Very Good	Good	Average	Bad
1	The institute curriculum has prepared me adequately for the job roles, I have handled and been handling.	8	4	2	1	0
2	The curriculum of the program is well designed and promotes learning experience of the students.	8	3	2	2	0
3	The courses offered in 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	Teach more industry oriented courses rather than theory	Changing the content of multiple courses based on industry professional's feedback



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



Dr. Ruchi Jaggi
Name and Signature of Director



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Employers Feedback for design and review of syllabus

Academic Year: 2015-16

For the academic year 2015-16, informal feedback was collected from the recruiters as they came to campus during the placement season. An input from a recruiter would typically be discussed by the faculty members, or even during the Programme Review Committees meetings, to deliberate and gauge what action could be taken on these inputs. After checking the feasibility of these inputs, some of them have been acted upon and changes have been made in the curricular aspects in the following years.

The recruiters for journalism cohort highlighted the need to teach the students specific skills for online media, since many digital-only news outlets had just started. The journalists working at such outlets need to possess multi-media skills, given the slow transition towards MoJo (Mobile Journalism). These suggestions were incorporated in the syllabus through special focus on digital media in courses like 'Writing for media', 'news reporting and editing' as well as 'online and social media tools', which had just started that year.

The recruiters for the Audio-Visual Cohort would often be production houses, or even independent film makers, who highlighted the need for students to be absolutely technically sound. The content of a few key courses was tailored to suit these demands.

Sneha Mehendale
Name and Signature of
Faculty In Charge

Dr Ruchi Jaggi
Name and Signature of Director



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Students Feedback for design and review of syllabus

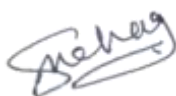
Academic Year: 2015-2016

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 are incorporated. Due action was taken on suggestions like incorporation of courses on public policy and data journalism.

No. of Respondents: 55

Sr No	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The topics were overlapping with the courses taught earlier/during the semester	12	18	9	16	0
2	I was informed about our expected competencies and what is the outcome of the programme	0	5	18	23	14
3	The curriculum is relevant and offers flexibility to meet my learning needs	0	3	15	27	10
4.	Adequate co-curricular learning opportunities are provided to support my curricular learning.	1	1	23	21	9

Summary of Feedback Analysis and Action Taken:		
Sr. No	Particulars / Action Point	Action Taken
1.	International relations and international trade could be given special focus while learning journalism. The journalism students will also benefit from learning in detail about public policy.	A course on public policy was included in Sem II for journalism students, in 2018.
2.	Data journalism needs to be taught; it seems to be the future of the industry	A course on data journalism was included in Sem II for journalism students, in 2018. SIMC is one of the first J-schools in the country to have a specific course dedicated to data journalism
3.	How do journalists need to deal with mental health and sexual health should be taught while teaching reporting skills. Such concepts are gaining prominence in journalism	Dealing and reporting on these concepts is usually covered in a sem III course named specialized reporting, 2016 onwards.



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



Dr Ruchi Jaggi
Name and Signature of Director



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

Teachers Feedback for design and review of syllabus

Academic Year: 2015-2016

No. of Respondents : 13

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.	9	2	2	0	0
2	The faculty members/teachers are supported with adequate learning resources.	9	3	1	0	0
3	The faculty members/teachers are encouraged to establish linkages with Industry.	9	3	1	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	2	2	0	0
5	Would you recommend any new course / topic to be added in the program structure?	9	2	2	0	0



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Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1	MA journalism needs a course on public policy	A course on public policy was introduced in 2018-19 for Sem II journalism
2	More courses on data and analytics could be introduced	A course on Basics of Data Journalism was introduced in 2018-19 for Sem III Journalism

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

Dr. Ruchi Jaggi
Name and Signature of Director