



# 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: 2016-2017**

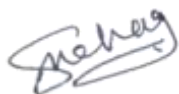
**No. of Respondents : 15**

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	Some courses on effect of technology on media industry should be offered	A course on the Business of Media introduced in 2018-2020 Sem II



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



Dr. Ruchi Jaggi  
Name and Signature of Director



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Name of the Institute: Symbiosis Institute of Media and Communication

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

## Employers Feedback for design and review of syllabus

Academic Year: 2016-17

For the academic year 2016-17, many recruiters visited SIMC throughout the year, since SIMC was celebrating its Silver Jubilee year, and had many lectures and programme lined up, as a value add to the curricular teaching. Informal feedback was collected from the recruiters at this time. 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.

Sr. No	Particulars / Action Point	Action Taken
1.	Given the ever-increasing relevance of online and social media, most recruiters unanimously highlighted the need for the communication students to be well versed with the required techniques. This would open more doors for their careers as well as it may fast track their careers if they already possess the required skill set.	The changes slowly started being incorporated in the course named online and social media tools. The science of data analytics, knowing Search Engine Optimization, using the right key words etc became a part of the course.
2.	The changes in the industry are applicable to the Audio Visual cohort too, with production undergoing rapid changes. The writing, direction and strategy for the digital medium are totally different from conventional analogue medium. This needed to be addressed, felt the recruiters	New courses like Screen-writing and Digital Production and strategy were introduced in the syllabus in the following academic years, to address this need. Digital production is taught through various hands-on workshops which are run as value added courses.

Sneha Mehendale  
Name and Signature of  
Faculty In Charge

Dr Ruchi Jaggi

Name and Signature of Director



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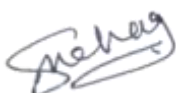
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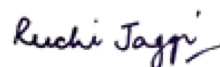
Name of the Institute: Symbiosis Institute of Media and Communication						
Name of the Program: Master of Arts (Mass Communication)						
Students Feedback for design and review of syllabus						
Academic Year: 2016-2017						
The students were given a simple feedback form to fill which had a few likert-scale 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: 62						
Sr No	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The topics were overlapping with the courses taught earlier/during the semester	9	12	20	19	2
2	I was informed about our expected competencies and what is the outcome of the programme	2	1	11	24	23
3	The curriculum is relevant and offers flexibility to meet my learning needs	0	0	7	33	21
4.	Adequate co-curricular learning opportunities are provided to support my curricular learning.	0	2	14	28	17

Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1.	Business journalism course needs restructuring.	The course delivery mechanism has been slightly modified as required.
2.	Advanced courses on 3D animations could be started in AV specialization	NA
3.	International relations, especially with the other Asian countries need to be taught to journalism students.	A sem III course named specialized reporting features specific sessions on international relations, focusing on Asian countries like Sino-Indian relations.



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 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: 2016-2017						
No. of Respondents : 11						
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.	8	2	1	0	0
2	The faculty members/teachers are supported with adequate learning resources.	8	2	1	0	0
3	The faculty members/teachers are encouraged to establish linkages with Industry.	8	2	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.	7	2	2	0	0
5	Would you recommend any new course / topic to be added in the program structure?	7	2	2	0	0



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## Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1	Based on syllabus review meeting, entertainment and media marketing is to be revamped.	Introduced a course on film marketing and distribution models.
2	AV communication needs to be revamped	AV communication was removed from 2019-21 onwards.
3	Books like India After Gandhi need to be read by students for understanding of the contemporary India	A pre-induction activity was introduced 2018 onwards wherein students made presentations based on India after Gandhi.

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

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Name and Signature of Director