



# 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: 2018-2019**

**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:**

<b>Sr. No</b>	<b>Particulars / Action Point</b>	<b>Action Taken</b>
1	A course on investigative journalism and media research needed for AV	Investigative and environmental journalism was offered as a flexi credit course for sem II journalism for 2019-2021



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



Dr. Ruchi Jaggi  
Name and Signature of Director



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**Employers Feedback for design and review of syllabus**

**Academic Year: 2018-2019**

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. For some time now, recruiters have been suggesting that the syllabus focuses more on creating digital content.

**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.	2	3	0	0	0
2	The students of the programme are adequately trained in terms of knowledge, skills and values	2	2	1	0	0
3	The students of the programme demonstrates the ability to learn new things quickly, to adapt, to the dynamic environment	1	3	1	0	0

4	Would you recommend any new course/topic to be added to the programme? If yes, please specify	Yes: 2 <ul style="list-style-type: none"> <li>• Disruption of creative production due to technology</li> <li>• Digital content</li> </ul>	No: 3
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**Summary of Feedback Analysis and Action Taken:**

Sr. No	Particulars / Action Point	Action Taken
1.	Two recruiters highlighted the impact of technology and digital on the media production industry. They strongly felt that this should be reflected in the course curriculum.	The curriculum for the Audio-Visual cohort is increasingly being tuned in the digital way. Workshops in terms of value-added courses were taken by the industry professionals in the academic year 2019-20, to address this need. The corporate Interface Training also features guests primarily from the digital film making business.



Sneha Mehendale  
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Faculty In Charge



Dr Ruchi Jaggi  
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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: 2018-2019**

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 incorporating the fact-checking module in journalism programme.

**No. of Respondents: 63**

Sr No	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The topics were overlapping with the courses taught earlier/during the semester	3	6	30	14	10
2	I was informed about our expected competencies, Course Outcomes (CO) and Programme Outcomes (PO)	4	9	8	26	16
3	The curriculum is relevant and offers flexibility to meet my learning needs	0	0	16	8	39
4.	Adequate co-curricular learning opportunities are provided to support my curricular learning.	0	1	3	39	20

**Summary of Feedback Analysis and Action Taken:**

<b>Sr. No</b>	<b>Particulars / Action Point</b>	<b>Action Taken</b>
1.	A full-fledged fact-checking module would be necessary to be taught, since it is a very up-and-coming domain of journalism	A fact-checking module was immediately introduced in the 'news reporting and editing' course from 2018 onwards. The students eventually also secured internships with fact-checking organizations and published more than 50 bylines.
2.	The students could be taught how to produce multimedia stories	It is usually covered as smaller assignments taken up into Project II and III.
3.	Inclusion of basics of investigative journalism.	A flexi-credit course on environmental and investigative journalism was introduced in 2019-21 programme structure. Also, the 2019 Corporate Interface event of journalism featured a day-long deliberation on investigative journalism with prominent investigative journalists as well as RTI activists.



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Faculty In Charge / Coordinator



Dr Ruchi Jaggi  
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Name of the Program: Master of Arts (Mass Communication)

## Teachers Feedback for design and review of syllabus

Academic Year: 2018-2019

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.	8	3	2	0	0
2	The faculty members/teachers are supported with adequate learning resources.	8	2	3	0	0
3	The faculty members/teachers are encouraged to establish linkages with Industry.	8	3	2	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	2	2	1	0
5	Would you recommend any new course / topic to be added in the program structure?	8	3	2	0	0



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## Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1	The 100 to 80 credit reduction meeting also discussed introduction of flexi courses	The 80-credit worth MA syllabus for 2019-21 features provision for multiple flexi courses
2	Internship should be included as a credited course	The new programme structure has allocated 3 credits for internship

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

Dr. Ruchi Jaggi  
Name and Signature of Director