



# 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 Business Administration (Communication Management)**

**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.

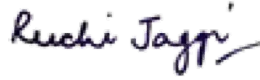
Sr No	Question	Excellent	Very Good	Good	Average	Bad
1	The institute curriculum has prepared me adequately for the job roles, I have handled and been handling.	8	4	2	1	0
2	The curriculum of the program is well designed and promotes learning experience of the students.	8	3	2	2	0
3	The courses offered in 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	Finance, equity and diversity related course should be introduced	A course with these components will be introduced.



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)

## 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.

Prof. Sneha Gore Mehendale

Name and signature of faculty in charge

Dr Ruchi Jaggi

Name and signature of the director



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

## Students Feedback for design and review of syllabus

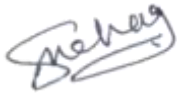
Academic Year: 2015-2016

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.

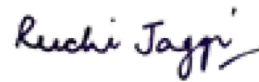
No. of Respondents: 107

Sr No	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The topics were overlapping with the courses taught earlier/during the semester	11	44	29	12	11
2	I was informed about our expected competencies and what is the outcome of the programme	0	3	4	66	38
3	The curriculum is relevant and offers flexibility to meet my learning needs	0	7	41	29	40
4.	Adequate co-curricular learning opportunities are provided to support my curricular learning.	0	5	24	49	39

Summary of Feedback Analysis and Action Taken:		
Sr. No	Particulars / Action Point	Action Taken
1.	Some courses on database marketing, marketing analytics should be included.	A separate socialization named Marketing and Media analytics (MMA) was started from 2017 to address these needs
2.	Understanding taxation is essential for MBA students. Taxation, or in general courses on personal finances well as basic accounting can be included	MBA Sem II has a course on basics of managerial accounting
3.	Crisis Communication needs to be taught in a great detail	Crisis communication starts in the second semester now, in a course named writing for PR. Also, more industry professionals come to teach this peculiar hands-on need.
4.	International students exchange programme could immensely benefit students to make them global citizens. It should be considered	A global immersion programme (GIP) was started at SIU level in 2018. Students from MBA cohort participated in that and went on for semester exchange, spending a semester in a foreign university.



Prof. Sneha Gore Mehendale  
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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 Business Administration (Communication Management)
<b>Teachers Feedback for design and review of syllabus</b>
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	2	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.	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	Industry professionals from relevant fields in business administration should be invited to interact with students.	Industry interaction with professionals visiting to interact with students was made a regular feature.

Prof. Sneha Gore Mehendale  
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Faculty In Charge / Coordinator

Dr. Ruchi Jaggi  
Name and Signature of Director