



# 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: 2016-2017**

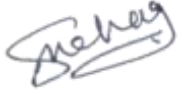
**No. of Respondents : 13**

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	2	2	1	0
2	The curriculum of the program is well designed and promotes learning experience of the students.	8	2	2	2	0
3	The courses offered in the Institute have relevance to societal needs and employment potential.	8	3	2	0	0
4	The institute encourages contribution from Alumni in curriculum and student development.	9	2	2	0	0
5	Would you recommend any new course / topic to be added in the program structure?	8	4	1	0	0

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

Sr. No	Particulars / Action Point	Action Taken
1	Possibly some courses on finance, equity and diversity	Management Accounting course is reflected in 2020-2022 programme structure, with these topics.



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 Business Administration (Communication Management)						
Employers Feedback for design and review of syllabus						
Academic Year: 2016-17						
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 ex. Recruiters voiced out a need that MBA students should have a basic knowledge of management accounting, so such course was started after a year.						
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.	0	3	2	0	0
2	The students of the programme are adequately trained in terms of knowledge, skills and values	0	3	1	1	0
3	The students of the programme demonstrates the ability to learn new things quickly, to adapt, to the dynamic environment	0	2	2	1	0
Would you recommend any new course / topic to be added in the program structure? If yes, please specify.		Yes: 2 How to deal with client during crisis Management accounting			No: 3	

Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1.	A feedback given was echoed by couple of recruiters, about the need to teach students management accounting.	After deliberation amongst faculty members over the need and feasibility, a course on management accounting was started in the academic year 2018
2.	Crisis communication was suggested to be taught	The PR specialization students learn crisis communication through the usage of rel life cases, taught by industry professionals coming as a visiting faculty.



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Name of the Institute: Symbiosis Institute of Media and Communication						
Name of the Program: Master of Business Administration (Communication Management)						
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: 115						
Sr No	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The topics were overlapping with the courses taught earlier/during the semester	9	29	33	31	22
2	I was informed about our expected competencies and what is the outcome of the programme	1	1	21	68	24
3	The curriculum is relevant and offers flexibility to meet my learning needs	0	0	57	41	17
4.	Adequate co-curricular learning opportunities are provided to support my curricular learning.	2	4	44	51	14

Summary of Feedback Analysis and Action Taken:		
Sr. No	Particulars / Action Point	Action Taken
1.	A Basic Introduction to AI and Machine learning basics could be done	The programme structure of 2019-21 incorporated a course on basics of AI
2.	More real-life problem-solving skills could be taught using case study methods and more practical knowledge	'Case studies in PR' was included as a course, more industry professionals are onboarded to teach crucial realistic industry problem solving skills



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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 : 10

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.	7	2	1	0	0
2	The faculty members/teachers are supported with adequate learning resources.	8	1	1	0	0
3	The faculty members/teachers are encouraged to establish linkages with Industry.	7	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.	8	1	1	0	0
5	Would you recommend any new course / topic to be added in the program structure?	8	1	1	0	0



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## Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1	PR specialization needs revision.	A course on 'public affairs' in PR specialization was introduced 2017-18 onwards.
2	A new specialization focusing on marketing and media analytics was recommended	A specialization on Marketing and Media Analytics (MMA) was introduced in AY 2016-17

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