



# 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: 2017-2018**

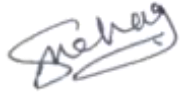
**No. of Respondents : 13**

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:**

<b>Sr. No</b>	<b>Particulars / Action Point</b>	<b>Action Taken</b>
1	Real life media planning, Media Strategy, Media fundamentals should be introduced	These components were added in strategeic media planning and strategic business management courses.



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



Dr. Ruchi Jaggi  
Name and Signature of Director



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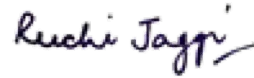
Name of the Institute: Symbiosis Institute of Media and Communication							
Name of the Program: Master of Business Administration (Communication Management)							
<b>Employers Feedback for design and review of syllabus</b>							
Academic Year:2017-2018							
<p>The organizations visiting SIMC to 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. For ex. An existing course named 'digital ecosystem' was revamped with a greater focus on digital marketing.</p>							
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	2	1	0	0	
2	The students of the programme are adequately trained in terms of knowledge, skills and values	2	1	2	0	0	
3	The students of the programme demonstrates the ability to learn new things quickly, to adapt, to the dynamic environment	1	2	2	0	0	
<p>Would you recommend any new course / topic to be added in the program structure? If yes, please specify.</p>		<p>Yes: 2</p> <ul style="list-style-type: none"> <li>• Digital Marketing</li> <li>• Internal Stakeholder Communication/client servicing</li> <li>• Basic business communication through e-means</li> </ul>			<p>No: 3</p>		

Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1.	Digital marketing needs to be taught with special focus.	The course 'digital ecosystem' was revamped and changed to digital marketing
2.	Basic business communications- like e-mail-was felt necessary to be taught to students.	Two courses on business communications are a part of MBA curriculum.



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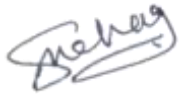
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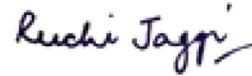
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Name of the Institute: Symbiosis Institute of Media and Communication						
Name of the Program: Master of Business Administration (Communication Management)						
Students Feedback for design and review of syllabus						
Academic Year: 2017-2018						
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. For example, the coding language R was incorporated in the syllabus.						
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	18	62	7	21	17
2	I was informed about our expected competencies and what is the outcome of the programme	7	16	34	43	15
3	The curriculum is relevant and offers flexibility to meet my learning needs	0	4	41	49	16
4.	Adequate co-curricular learning opportunities are provided to support my curricular learning.	2	0	23	77	13

Summary of Feedback Analysis and Action Taken:		
Sr. No	Particulars / Action Point	Action Taken
1.	Exposure to coding languages like R or Python would be great. Just basic course is enough	A full course that teaches 'R' is included in 2019-21 programme structure
2.	Internal communications have to be taught along with all the externally directed communication efforts. Perhaps it can be taught through a course on business communications	Two separate courses on business communication are included in the programme structure in 2019.



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Name of the Institute: Symbiosis Institute of Media and Communication

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

## Teachers Feedback for design and review of syllabus

Academic Year: 2017-2018

No. of Respondents : 12

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



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## Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1	Introduce more value addition workshops	Value added workshops increased from 2019 onwards.
2	Credit revision for MBA was suggested.	The 2019-21 programme structure features revisions of credit.

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