



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)

Curriculum Feedback Collection, Analysis and Action Taken Report For Academic Year 2022-2023



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Action Taken on Curriculum Feedback A.Y. 2022-2023

Suggestions Given	Action Taken
1. Courses like Business of Content, OTT, VFX, Events & Integration of Emerging Technologies, Branded Content.	The feedback will be taken into consideration when undergoing revisions in the programme structure.
2. The MBA(CM) curriculum is already up to date and covers all the contemporary areas that will help the students to be at par with the current Industry practices.	NA

Dy. Director

Symbiosis Institute of Media & Communication
Symbiosis Knowledge Village
Tal. Mulshi, Lavale, Pune - 412 115.
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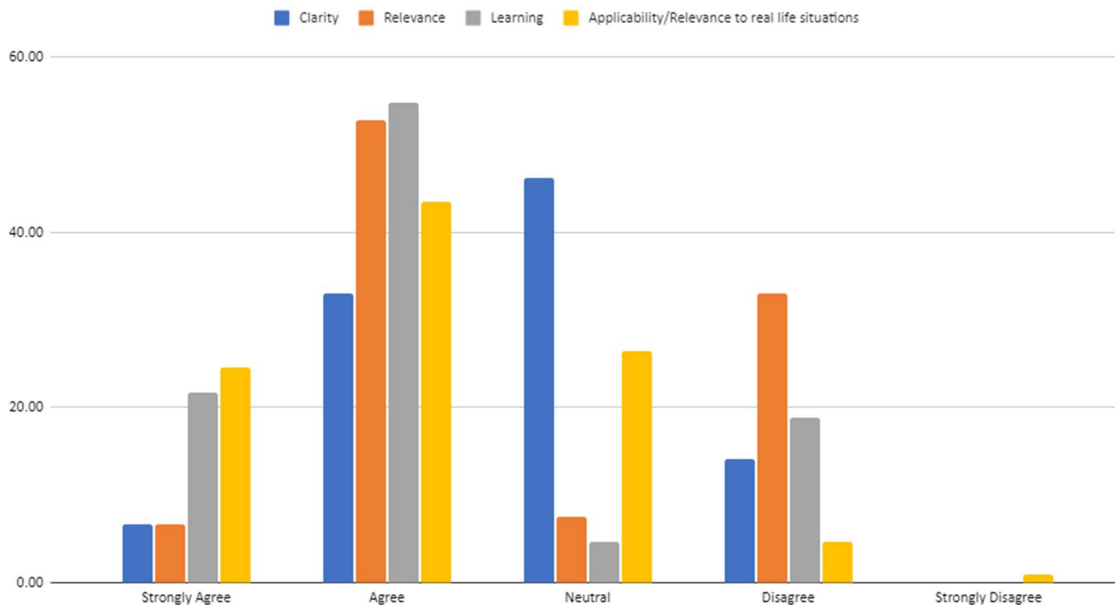
Detailed Feedback Analysis and Review for Academic Year 2022-2023

Sr No	Stakeholder	Number of Respondents
1	Students	106
2	Teachers	20
3	Employers/Industry Experts	05
4	Alumni	06

Students Feedback %

Parameter	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Clarity	6.60	33.02	46.23	14.15	-	100.00
Relevance	6.60	52.83	7.55	33.02	-	100.00
Learning	21.70	54.72	4.72	18.87	-	100.00
Applicability / relevance to real life situations	24.53	43.04	26.42	4.72	0.94	100.00
Coverage	-	-	-	-	-	-

Student Feedback Analysis (%) for AY 2022-2023





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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: '2022-2023' (Batch 2022-24)						
SIMC collects the feedback from students in a structured mode. The feedback is analyzed and suitable actions are taken to ensure that to make our program structure comprehensive and well-defined catering to both National and International needs of the media and communication domain.						
Number of Respondents: 106						
Sr.No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The course was overlapping with the courses taught earlier / during the semester. If Agree, Name such courses	7	35	49	15	-
2	The curriculum is relevant to and provides for flexibility to meet my learning needs	7	56	8	35	-
3	Adequate co-curricular learning opportunities are provided to me to support the curricular learning	23	58	5	20	-
4	The course is relevant to the industry requirements.	26	46	28	5	1
5	The number of hours allocated to the course are adequate.	-	-	-	-	-
Sr.No.	Question	Yes	No			
1	The topics were overlapping with the courses taught earlier / during the semester. If Yes, name such topics with course details	-	-			
2	Placement of the course is in appropriate semester. If No, please specify the correct semester	-	-			



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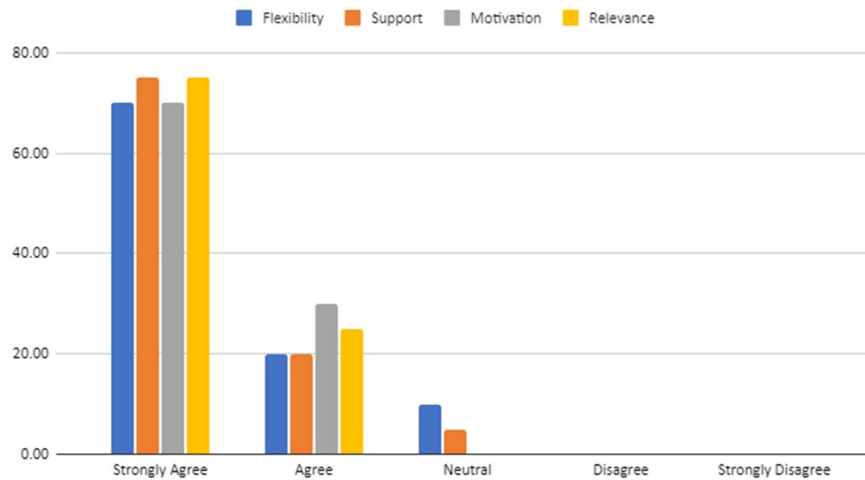
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Teachers Feedback %

Parameter	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Flexibility	70.00	20.00	10.00	-	-	100.00
Support	75.00	20.00	5.00	-	-	100.00
Motivation	70.00	30.00	-	-	-	100.00
Relevance	75.00	25.00	-	-	-	100.00

Teachers' Feedback Analysis (%) for AY 2022-2023



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: 2022-2023						
SIMC collects the feedback from the faculty in a structured mode. The feedback is analyzed and suitable actions are taken to ensure that the curriculum is up-to-date to make our program structure comprehensive and well-defined catering to both National and International needs of the media and communication domain.						
Number of Respondents: 20						
Sr.No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I am given enough freedom to contribute my ideas on curriculum design and development.	14	4	2	-	-
2	The faculty members/teachers are supported with adequate learning resources.	15	4	1	-	-
3	The faculty members/teachers are encouraged to establish linkages with Industry.	14	6	-	-	-
4	The syllabus is relevant and adequate in terms of scope, depth, and choice to help develop the required competencies amongst students.	15	5	-	-	-



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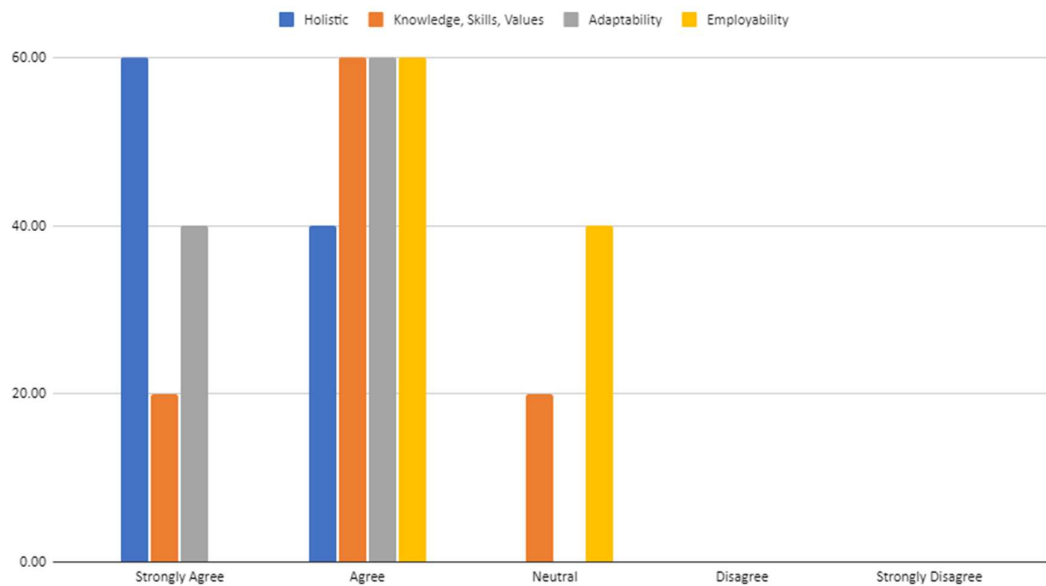
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Employer/ Industry Experts Feedback %

Parameter	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Holistic	60.00	40.00	-	-	-	100.00
knowledge, skills and values	20.00	60.00	20.00	-	-	100.00
Adaptability	40.00	60.00	-	-	-	100.00
Employability	-	60.00	40.00	-	-	100.00

Employers' Feedback Analysis (%) for AY 2022-2023





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Name of the Program: Master of Business Administration (Communication Management)						
Employers' Feedback for design and review of Syllabus						
Academic Year: 2022-2023						
SIMC collects the feedback from employers in a structured mode. The feedback is analyzed and suitable actions are taken to ensure that to make our program structure comprehensive and well-defined catering to both National and International needs of the media and communication domain.						
Number of Respondents: 05						
Sr.No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The curriculum has a good blend of theory and practical aspects	3	2	-	-	-
2	The students of the programme are adequately trained in terms of knowledge, skills and values	1	3	1	-	-
3	The students of the programme demonstrates the ability to learn new things quickly, to adapt, to the dynamic environment	2	3	-	-	-
4	The courses offered in the Institute have relevance to societal needs and employment potential.	-	3	2	-	-



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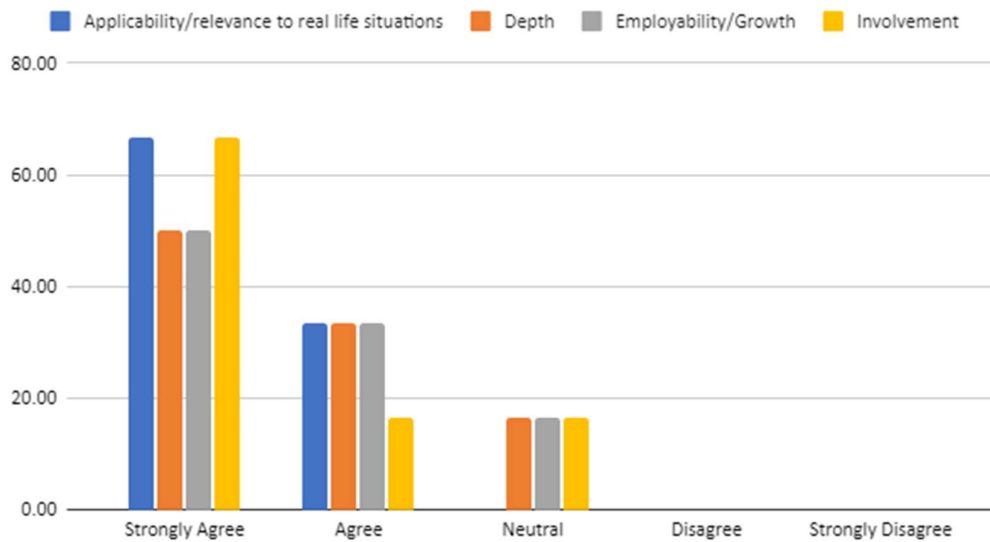
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Alumni Feedback %

Parameter	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Applicability / relevance to real life situations	66.67	33.33	-	-	-	100
Depth	50.00	33.33	16.67	-	-	100
Employability / Growth	50.00	33.33	16.67	-	-	100
Involvement	66.67	16.67	16.67	-	-	100

Alumni Feedback Analysis (%) for AY 2022-2023





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Alumni Feedback for design and review of Syllabus						
Academic Year: 2022-2023						
SIMC collects the feedback from alumni in a structured mode. The feedback is analyzed and suitable actions are taken to ensure that to make our program structure comprehensive and well-defined catering to both National and International needs of the media and communication domain.						
Number of Respondents: 06						
Sr.No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The Institute Curriculum has prepared me adequately for the job roles, I have handled and been handling	4	2	-	-	-
2	The Curriculum of the program is well designed and promotes learning experience of the students	3	2	1	-	-
3	The courses offered in the Institute have relevance to societal needs and employment potential.	3	2	1	-	-
4	The Institute encourages contribution from alumni in curriculum and student development	4	1	1	-	-