



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: 2017-2018

No. of Respondents : 15

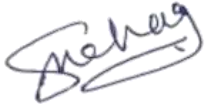
The alumni were given a simple feedback form to fill which had a few likert-scale based questions as well as qualitative feedback. Based on the alumni's feedback feasibility, the suggestions are incorporated herein.

Sample table is attached below

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	A course on data journalism should be included in curriculum	A course on Basics of Data Journalism introduced in 2018-2020 Sem III



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: 2017-2018

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, Many recruiters have strongly suggested that news verification training should be included in the curriculum, given the increasing menace of fake news.

No. of Respondents: 6

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	1	0	0
2	The students of the programme are adequately trained in terms of knowledge, skills and values	3	3	0	0	0
3	The students of the programme demonstrates the ability to learn new things quickly, to adapt, to the dynamic environment	1	4	1	0	0

4	Would you recommend any new course/topic to be added to the programme? If yes, please specify	Yes: 3 <ul style="list-style-type: none"> • Business and financial journalism • Busting fake news • More practical aspects of new coverage 	No: 2
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Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1.	Many recruiters, through formal and informal feedback highlighted the need of starting courses on news verification due to the increasing menace of fake news	Two of SIMC's faculty members are trained fact-checkers, certified by Google News Initiative, India. A separate module on news verification was included in the course 'news reporting and editing' from academic year 2018-19 onwards. The students are taught the techniques of fact checking, and have secured more than 150 bylines till date using these skills.
2.	More practical aspects of working on field as a journalist need to be taught, mentioned many recruiters. A simple thing like newspaper reading should be encouraged, said recruiters, which will make students more aware and adept at surroundings.	A thorough reading of newspaper for a month was incorporated as a pre-requisite for the pre-induction of journalism students. The work on Project I, II and III through the programme ensures that the students learn practical aspects of the ways that industry works.



Sneha Mehendale/ Neha Jindal
Name and Signature of
Faculty In Charge



Dr Ruchi Jaggi
Name and Signature of Director



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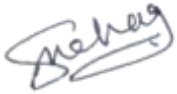
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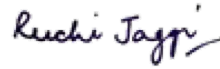
Name of the Institute: Symbiosis Institute of Media and Communication						
Name of the Program: Master of Arts (Mass Communication)						
Students Feedback for design and review of syllabus						
Academic Year: 2017-2018						
The students were given a simple feedback form to fill which had a few likert-scale based questions as well as qualitative feedback is sought. Based on the students' feedback feasibility, the suggestions are incorporated. Due action was taken on suggestions like incorporating newer techniques of documentary filmmaking						
No. of Respondents: 60						
Sr No	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The topics were overlapping with the courses taught earlier/during the semester	9	11	7	27	6
2	I was informed about our expected competencies and what is the outcome of the programme	0	1	12	41	6
3	The curriculum is relevant and offers flexibility to meet my learning needs	0	0	34	18	8
4.	Adequate co-curricular learning opportunities are provided to support my curricular learning.	0	8	21	28	3

Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1.	Some new techniques of documentary filmmaking would be welcome.	This was taken care by the introduction of iDoc module as a part of documentary filmmaking course in Sem III, in 2019
2.	More focus on news editing and video editing for journalism students would be welcome	Video editing practical are included as a part of TV news advanced course
3.	Some practical assignments could be developed throughout the four semesters where students track breaking/emerging news.,	Taken care of in the course on news reporting in Sem II.



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Teachers Feedback for design and review of syllabus

Academic Year: 2017-2018

No. of Respondents : 15

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	5	2	1	0
2	The faculty members/teachers are supported with adequate learning resources.	8	4	3	0	0
3	The faculty members/teachers are encouraged to establish linkages with Industry.	8	4	3	0	0
4	The syllabus is relevant and adequate in terms of scope, depth and choice to help develop the required competencies amongst students.	7	4	3	1	0
5	Would you recommend any new course / topic to be added in the program structure?	7	4	3	1	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	Revamping of SIMC WIRE and INK.	INK, 2018 onwards focuses on hyperlocal journalism.
3	The craft of writing for media needs to be revamped.	The craft of writing course was revamped and changed to basics of journalistic writing
4	Some course on data analysis and computational journalism is needed.	A new course on data journalism was started in 2018.

Prof. Sneha Gore Mehendale
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