



# 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: 2019-2020**

**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	Digital video production - an insight on the various categories of the videography industry and the commercials behind the same.	These themes are handled in the course content of digital video production -



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



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: 2019-2020**

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. Due to the global pandemic this year, the number of recruiters was lesser this year, and most feedback was taken online.

**No. of Respondents : 4**

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

4	Would you recommend any new course/topic to be added to the programme? If yes, please specify	Yes: 1 Graphic Designing	No: 2
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**Summary of Feedback Analysis and Action Taken:**

Sr. No	Particulars / Action Point	Action Taken
1.	The recruiter suggested that graphic designing should be added to the course curriculum for Audio Visual cohort.	The suggestion will be deliberated and based on feasibility, suitable action will be taken.



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



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 Arts (Mass Communication)**

**Students Feedback for design and review of syllabus**

**Academic Year: 2019-2020**

**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 will be evaluated and considered.**

**No. of Respondents: 61**

Sr No	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The topics were overlapping with the courses taught earlier/during the semester	13	7	15	13	13
2	I was informed about our expected competencies, Course Outcomes (CO) and Programme Outcomes (PO)	0	0	12	29	20
3	The curriculum is relevant and offers flexibility to meet my learning needs	0	0	11	9	41
4.	Adequate co-curricular learning opportunities are provided to support my curricular learning.	0	7	18	22	14

Summary of Feedback Analysis and Action Taken:		
Sr. No	Particulars / Action Point	Action Taken
1.	Finances of film-making has to be taught. Students mostly focus only on the creative aspects, ignoring financial aspects, which is different from the scene in real world.	Film marketing is already a course in the AV programme structure. But if more focus on finance is needed, it would be evaluated and based on the feasibility, suitable action will be taken in future
2.	More insight into regional media from all parts of India would be welcome	Would be evaluated and based on the feasibility, suitable action will be taken in future.
3.	Would be evaluated and based on the feasibility, suitable action will be taken in future	Would be evaluated and based on the feasibility, suitable action will be taken in future.



Prof. Sneha Gore Mehendale  
Name and Signature of  
Faculty In charge



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 Arts (Mass Communication)						
Teachers Feedback for design and review of syllabus						
Academic Year: 2019-2020						
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.	9	4	2	0	0
2	The faculty members/teachers are supported with adequate learning resources.	9	4	2	1	0
3	The faculty members/teachers are encouraged to establish linkages with Industry.	9	5	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	3	1	0
5	Would you	8	5	2	0	0



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	recommend any new course / topic to be added in the program structure?					
<b>Summary of Feedback Analysis and Action Taken:</b>						
Sr. No	Particulars / Action Point	Action Taken				
1	Health communication needs to be a core course	A course has been clared by PRC and included in the central course catalogue				

Name and Signature of Faculty  
In Charge

Name and Signature of Director