



# 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: 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.

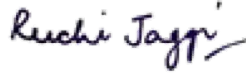
Sr No	Question	Excellent	Very Good	Good	Average	Bad
1	The institute curriculum has prepared me adequately for the job roles, I have handled and been handling.	9	3	2	1	0
2	The curriculum of the program is well designed and promotes learning experience of the students.	9	2	3	1	0
3	The courses offered in the Institute have relevance to societal needs and employment potential.	8	4	3	0	0
4	The institute encourages contribution from Alumni in curriculum and student development.	9	3	2	0	0
5	Would you recommend any new course / topic to be added in the program structure?	8	5	2	0	0

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

Sr. No	Particulars / Action Point	Action Taken
1	The scope and scale of the Advanced PR writing course needs to be increased	After discussing with concerned faculty, suggested modification was included.



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: 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. As of 2020, most recruiters give a feedback that the curriculum features latest developments in the field.

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

4

Would you recommend any new course / topic to be added in the program structure? If yes, please specify.	Yes: 1 Popular culture, should focus on the trending pop-culture formats to enable students to think tactically as well to align better with strategic objectives	No:4
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objectives

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

<b>Sr. No</b>	<b>Particulars / Action Point</b>	<b>Action Taken</b>
1.	Popular culture was suggested to be taught, with the above mentioned goals.	Popular culture is already taught as a part of the course 'media, culture and society' .
2.	Most recruiters opine that the curriculum features latest developments of the field.	Not Applicable



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

## **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: 113**

Sr No	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The topics were overlapping with the courses taught earlier/during the semester	22	13	41	18	19
2	I was informed about our expected competencies, Course Outcomes (CO) and Programme Outcomes (PO)	1	7	32	57	16
3	The curriculum is relevant and offers flexibility to meet my learning needs	1	0	34	53	26
4.	Adequate co-curricular learning opportunities are provided to support my curricular learning.	0	3	16	65	29

Summary of Feedback Analysis and Action Taken:		
Sr. No	Particulars / Action Point	Action Taken
1.	More focus on tactical PR tools and a live PR project for the class to work on would be welcome	Would be evaluated and based on the feasibility, suitable action will be taken in future.
2.	Since the PR industry has shifted to digital PR, more exposure to the same is needed.	Would be evaluated and based on the feasibility, suitable action will be taken in future.



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Faculty In Charge / Coordinator



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## Teachers Feedback for design and review of syllabus

Academic Year: 2019-2020

No. of Respondents : 9

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



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## Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1	More recent themes like blockchain management need to be included in some course	-

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Name and Signature of Director