



# 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:**

Sr. No	Particulars / Action Point	Action Taken
1	Real life media planning, Media Strategy, Media fundamentals should be introduced	-



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



Dr. Ruchi Jaggi  
Name and Signature of Director



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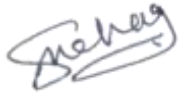
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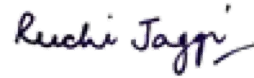
Name of the Institute: Symbiosis Institute of Media and Communication							
Name of the Program: Master of Business Administration (Communication Management)							
<b>Employers Feedback for design and review of syllabus</b>							
Academic Year:2017-2018							
<p>The organizations visiting SIMC to 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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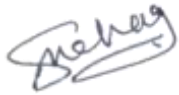
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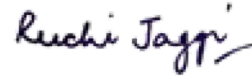
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Name of the Institute: Symbiosis Institute of Media and Communication						
Name of the Program: Master of Business Administration (Communication Management)						
Students Feedback for design and review of syllabus						
Academic Year: 2017-2018						
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.

**Note: Please enclose Three filled forms.**

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

Dr. Ruchi Jaggi  
Name and Signature of Director