



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: 2018-2019

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.

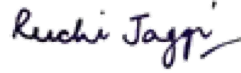
Sr No	Question	Excellent	Very Good	Good	Average	Bad
1	The institute curriculum has prepared me adequately for the job roles, I have handled and been handling.	9	3	2	1	0
2	The curriculum of the program is well designed and promotes learning experience of the students.	9	2	3	1	0
3	The courses offered in 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	AI related course and digital marketing course needed	A new course on AR, AI and VR was introduced for MBA sem III from 2019-2021.



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: 2018-2019

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. Subjects like Artificial Intelligence, with specific reference to Communications, are introduced in semester III, following a recruiters' feedback about latest technology developments.

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

Would you recommend any new course / topic to be added in the program structure? If yes, please specify.

Yes:3
Sessions by PR professionals
More exposure to industry interface Latest technologies

No: 2

Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1.	Students should be well versed with latest developments in technology	A new course on AR, AI and VR was introduced for MBA sem III from 2019-2021.



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Students Feedback for design and review of syllabus

Academic Year: 2018-2019

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: 109

Sr No	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The topics were overlapping with the courses taught earlier/during the semester	15	55	43	3	3
2	I was informed about our expected competencies, Course Outcomes (CO) and Programme Outcomes (PO).	0	1	54	39	15
3	The curriculum is relevant and offers flexibility to meet my learning needs	2	1	10	85	11
4.	Adequate co-curricular learning opportunities are provided to support my curricular learning.	0	3	8	69	29

Summary of Feedback Analysis and Action Taken:		
Sr. No	Particulars / Action Point	Action Taken
1.	Digital video production can be taught to MBA students, especially to brand communication students.	A course on visual methodologies and an elective in film making is offered
2.	It will help if some course on digital content is included	A course on content marketing was incorporated in the syllabus
3.	Event management is covered just in one course, but it is a whole profession outside. So more detailed knowledge of event management could be given.	The recommendation is under deliberation.



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Teachers Feedback for design and review of syllabus

Academic Year: 2018-2019

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	1	1	0	0
2	The faculty members/teachers are supported with adequate learning resources.	7	2	0	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.	6	1	2	0	0
5	Would you recommend any new course / topic to be added in the program structure?	7	1	1	0	0



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Summary of Feedback Analysis and Action Taken:

Sr. No	Particulars / Action Point	Action Taken
1	A module or course on case-based learning should be introduced	A course called 'cases in public relations and strategy' was introduced for PR specialization in 2019-2021 programme

Note: Please enclose Three filled forms.

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Faculty In Charge / Coordinator

Dr. Ruchi Jaggi

Name and Signature of Director