



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)

Reaccredited 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)

Consolidated Feedback Collection, Analysis, and Action Taken Report

SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)

SYMBIOSIS INSTITUTE OF MEDIA AND COMMUNICATION

Curriculum Feedback Collection, Analysis and Action Taken Report
For Academic Year 2024-2025

1. Introduction & Methodology

This report presents a consolidated summary of feedback collected on curriculum design and review from all key stakeholders for the Academic Year **2024–2025**.

The feedback was gathered through structured online questionnaires deployed via **LMS–Moodle**. The objective of this exercise is to systematically analyze stakeholder inputs and implement necessary improvements to enhance the overall quality and relevance of academic programs.

This feedback mechanism forms a core component of the **Quality Management & Benchmarking (QMB)** initiatives of the University.

2. Stakeholder Participation Summary

The table below summarizes the number of respondents from each stakeholder group who participated in the curriculum feedback process during the academic year 2024–2025.

SI. No	Stakeholder	No. of Respondents
1	Students	39
2	Faculty	11
3	Employer/ Industry Expert	7
4	Alumni	41



॥वसुधैव कुटुम्बकम्॥

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)

Reaccredited 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 Program: Master of Arts (Mass Communication)

Students Feedback for design and review of syllabus

Academic Year: 2024-2025

The curriculum is developed and revised in consultation with Faculty members and industry professionals and also feedback collected from students on the course. The faculty members meet to discuss the required revision which is carried forward in IQAC and PRC meetings. This process is followed at the institute level.

No. of Respondents:

SI. No	Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The course was overlapping with the courses taught earlier / during the semester.	0	4	19	15	1
2	I was informed about our expected competencies, course outcomes (CO) and programme outcomes(PO)	4	25	9	0	1
3	The curriculum is relevant to and provides for flexibility to meet my learning needs.	5	19	13	1	1
4	Adequate co-curricular learning opportunities are provided to me to support curricular learning.	6	19	11	2	1
5	The course is relevant to the industry requirements.	9	14	14	1	1
6	The number of hours allocated to the course is adequate.	6	16	14	1	2



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)
Reaccredited 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)

7	The faculty used different pedagogies such as Case studies, Roleplay, Industry visit, Presentation, etc.	5	16	16	1	1
8	My performance in the internal evaluation was discussed with me.	1	9	23	4	2

Name of the Program: Master of Arts (Mass Communication)

Faculty Feedback for design and review of syllabus

Academic Year: 2024-2025

The curriculum is developed and revised in consultation with Faculty members and industry professionals and also feedback collected from students on the course. The faculty members meet to discuss the required revision which is carried forward in IQAC and PRC meetings. This process is followed at the institute level.

No. of Respondents: 11

Sl. No	Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I am given enough freedom to contribute ideas on curriculum design and development	7	4	0	0	0
2	Enough resources are available to me for my own development as a faculty member	6	3	0	0	2
3	The syllabus is relevant and adequate in terms of scope, depth and choice to help develop the required competencies amongst students.	2	6	0	0	3



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)

Reaccredited 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 Program: Master of Arts (Mass Communication)						
Alumni Feedback for design and review of syllabus						
Academic Year: 2024-2025						
The curriculum is developed and revised in consultation with Faculty members and industry professionals and also feedback collected from students on the course. The faculty members meet to discuss the required revision which is carried forward in IQAC and PRC meetings. This process is followed at the institute level.						
No. of Respondents: 41						
SI. No	Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The institute curriculum has prepared me adequately for the job roles I have handled and been handling.	6	19	12	2	2
2	The curriculum of the program is well designed and promotes the learning experience	8	20	8	4	1



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)

Reaccredited 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)

	of the students.					
3	The courses offered in the Institute have relevance to societal needs and employment potential.	6	21	9	3	2
4	The institute encourages contribution from Alumni in curriculum and student development .	9	20	9	2	1
5	Any other Suggestions for improvement					



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)

Reaccredited 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 Program: Master of Arts (Mass Communication)

Employer Feedback for design and review of syllabus

Academic Year: 2024-2025

The curriculum is developed and revised in consultation with Faculty members and industry professionals and also feedback collected from students on the course. The faculty members meet to discuss the required revision which is carried forward in IQAC and PRC meetings. This process is followed at the institute level.

No. of Respondents: 7

SI. No	Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The students are adequately trained in terms of knowledge, skills and values required for the job	0	5	2	0	0
2	The students demonstrate the ability to learn new things quickly, to adapt to the dynamic environment	1	4	1	1	0
3	The curriculum at SIMC has a good blend of theory and practice	0	2	4	1	0



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)
Reaccredited 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)

Stakeholder Group	Key Feedback	Action Taken Report (ATR)
Students	Students are requesting advanced training in Cinematography, Film Editing, and Investigative Journalism. There is a strong emphasis on integrating AI tools for media production, alongside practical modules on Digital Marketing, Podcast Production, and specialized PR, to ensure the coursework aligns with evolving industry standards.	<ol style="list-style-type: none">1) With effect from 2025, the Online Social Media and AI Tools course is offered to enhance students' proficiency in AI tools and their innovative application in professional practice.2) Through the Strategic Communication course, students are coached in specialized public relations skills.3) The Community Radio and Podcasting course trains students in podcast creation and production.
Faculty	Faculty are advocating for the integration of emerging AI-driven tools within filmmaking and professional editing suites like Adobe and DaVinci. Additionally, there is a call for practical modules on production management and holistic personality development to better equip students with both technical workflows and the mental resilience needed for the industry.	<ol style="list-style-type: none">1) From 2025 onwards, Online Social Media and AI Tools course is introduced in Semester 2 to equip students with AI tools and their creative use as professionals.2) Regular sessions are conducted in the Computer Lab for Adobe and DaVinci tools.3) We organize grooming workshops for student's holistic personality development, in order to prepare them for the industry.
Alumni	The syllabus should have more courses/focus on content marketing, especially ROI and evaluation	As part of the content creation and marketing course, a specific module is taught on how content marketing will give organic results and some commonly acceptable ways in the industry to evaluate its effectiveness



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)

Reaccredited 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)

Employers	Employers largely expressed satisfaction about the content of the curriculum.	No specific action required on this.
------------------	---	--------------------------------------

Dr. Sudha Venkataswamy
QIC Coordinator

Dr. Ruchi Kher Jaggi
Director,
Symbiosis Institute of Media & Communication
Symbiosis Knowledge Village
Ta. Mulshi, Lavale, Pune - 412 115,
Maharashtra, Ph. 020-39116100

