



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	91
2	Faculty	11
3	Employer/ Industry Expert	7
4	Alumni	41



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Name of the Program: Master of Business Administration (Communication Management)						
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.	6	19	42	21	3
2	I was informed about our expected competencies, Course Outcomes (CO), and Programme Outcomes (PO).	22	45	21	2	1
3	The curriculum is relevant and offers flexibility to meet my learning needs.	22	48	19	1	1
4	Adequate co-curricular learning opportunities are provided to support my curricular learning.	23	44	20	3	1
5	The course is relevant to the industry requirements.	23	42	25	1	0
6	The number of hours allocated to the course is adequate.	20	44	22	3	2
7	The faculty used different pedagogies such as Case studies, Roleplay, Industry visit,	23	48	17	3	0



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	Presentation, etc.					
8	My performance in the internal evaluation was discussed with me.	7	29	30	22	3

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



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Name of the Program: Master of Business Administration (Communication Management)						
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 of the students.	8	20	8	4	1
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					



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



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Stakeholder Group	Key Feedback	Action Taken Report (ATR)
Students	Stronger focus on practical, industry-aligned skills, specifically calling for advanced modules in Digital Marketing (SEO, SEM, and Analytics), AI and Machine Learning applications in communication, and hands-on training in creative software (Adobe Suite/Canva). There is also a notable demand for specialized subjects like Crisis Management, Event Management, and Corporate Social Responsibility (CSR) to better bridge the gap between theory and industry requirements.	<ol style="list-style-type: none">1) Reputed industry experts come as visiting faculties to teach advanced modules in Digital Marketing and AI learning in communication, giving hands-on training and industry exposure.2) Under PR specialization, courses such as Event Management, Strategic PR and Reputation Management are taught which trains students in skills like Crisis Management and Event Planning.3) Students are trained in CSR under the course Corporate Communication Strategy in Semester 3.
Faculty	The syllabus should have more components devoted to AI, looking at the pace Generative AI is assuming importance in the industry.	The third semester course titled AR, VR and AI now has more modules on generative AI and how it can be used to streamline work
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
Employers	Employers largely expressed satisfaction about the content of the curriculum.	No specific action required on this.



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