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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)

Curriculum Feedback Collection, Analysis and Action Taken Report For Academic Year 2023-2024

Ruchi Jagri
Director
SIMC

Action taken on curriculum feedback for 2023-24

Feedback item	Action taken on feedback
The prominence of platforms in the contemporary media domain is ever increasing and platformization is on the rise. It was suggested by alumni as well as recruiters to include platform specific knowledge into the MBA curriculum.	Media platforms from different perspectives are already dealt with as a part of many existing courses. More focus on OTT platforms, monetization, operations and business is included as part of courses like digital marketing, and advance media planning.
Students expressed a need to get exposed to various contours of using Artificial Intelligence in academic as well as industry needs.	AI is already a part of course titled AI, AR and VR. However, to provide more contemporary AI use cases, the entire theme of SIMC's corporate interface event Comvisage revolved around AI, inducting students in the domain in a better manner.

Ruchi Jaggi

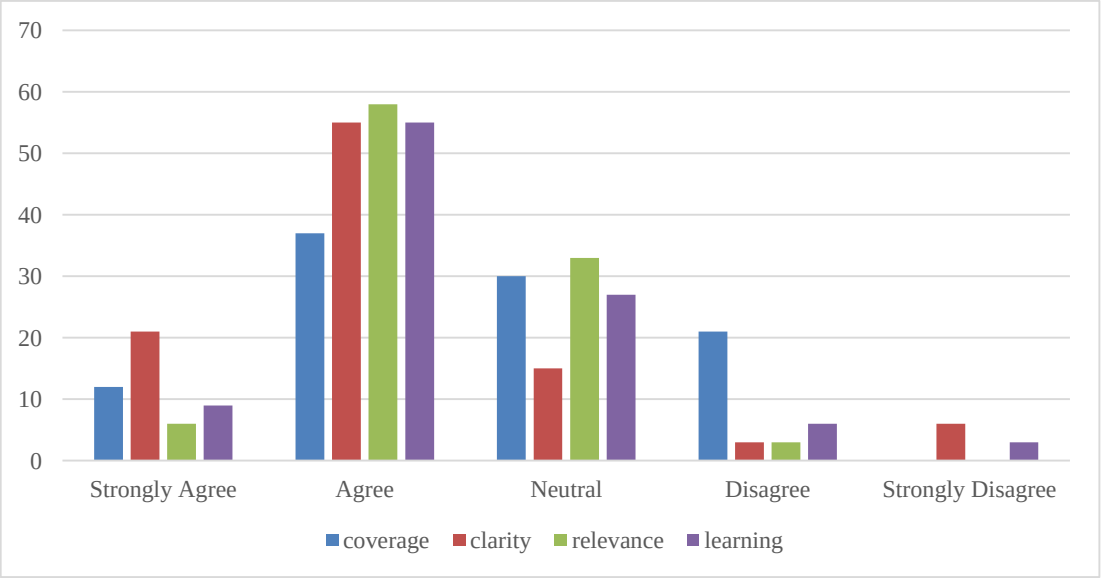
Details of stakeholder feedback and statistical analysis for the Ay 2023-24

Stakeholder	No. of respondents
Students	33
Teachers	06
Employers	05
Alumni	11

STUDENTS FEEDBACK IN %

Parameter	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
coverage	12	37	30	21	0	100
clarity	21	55	15	3	6	100
relevance	6	58	33	3	0	100
learning	9	55	27	6	3	100

Students feedback analysis for AY 2023-24

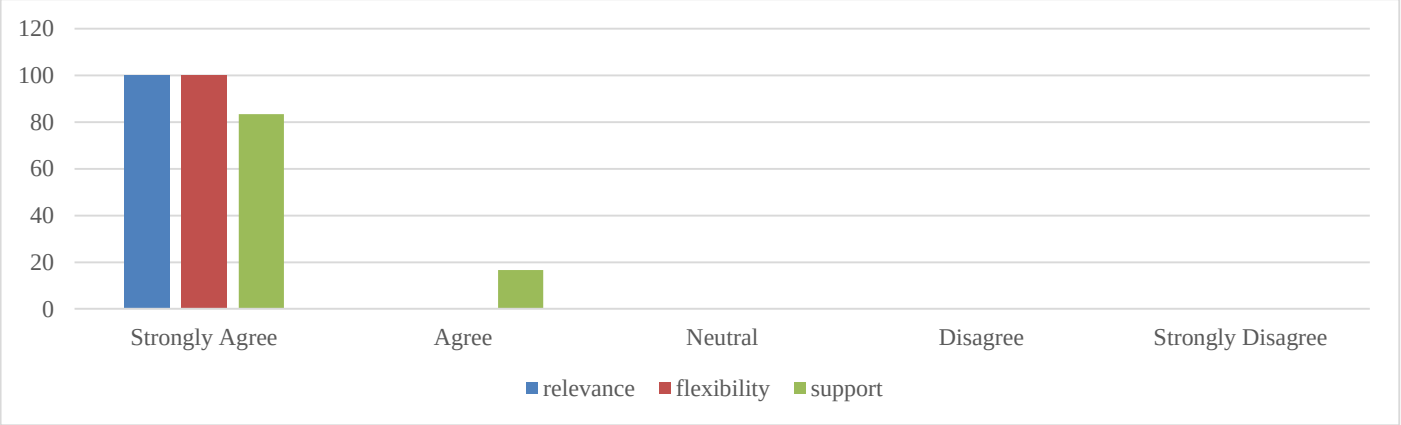


Name of the Institute: Symbiosis Institute of Media and Communication					
Name of the Program: MBA (CM)					
Students' Feedback for design and review of Syllabus					
Academic Year: 2023-2024					
Number of respondents: 33					
SIMC collects the feedback from the students in a structured mode. The feedback is analysed and suitable actions are taken to ensure that the curriculum is up-to-date to make our program structure comprehensive and well defined catering to both National and International needs of the media and communication domain.					
Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The topics were overlapping with the courses taught earlier/during the semester.	4	12	10	7	0
I was informed about our expected competencies, Course Outcomes (CO), and Programme Outcomes (PO).	7	18	5	1	2
The curriculum is relevant and offers flexibility to meet my learning needs.	2	19	11	1	0
Adequate co-curricular learning opportunities are provided to support my curricular learning.	3	18	9	2	1

TEACHERS' FEEDBACK IN %

Parameters	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
relevance	100	0	0	0	0	100
flexibility	100	0	0	0		100
support	83.34	16.66	0	0	0	100

Teachers' feedback analysis for AY 2023-24

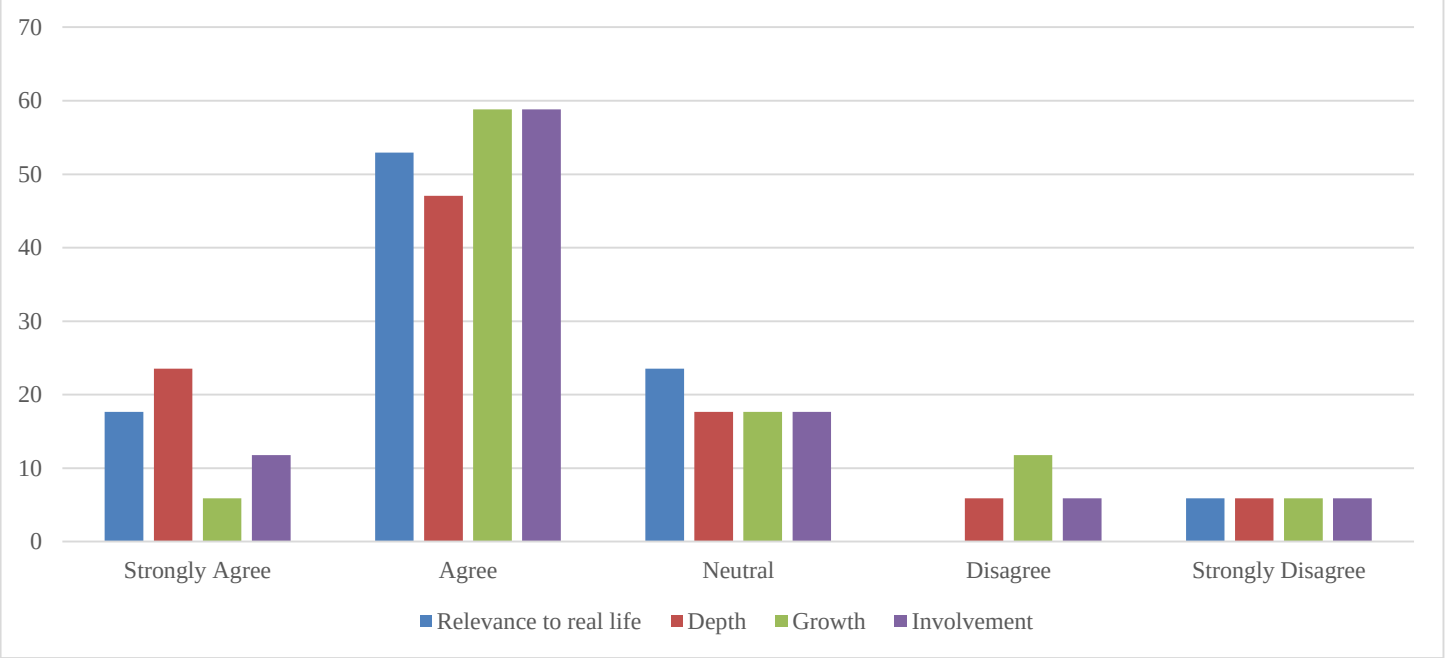


Name of the Institute: Symbiosis Institute of Media and Communication					
Name of the Program: Master of Business Administration					
Teachers' Feedback for design and review of Syllabus					
Academic Year: 2023-2024					
Number of respondents: 6					
SIMC collects the feedback from the faculty in a structured mode. The feedback is analysed and suitable actions are taken to ensure that the curriculum is up-to-date to make our program structure comprehensive and well defined catering to both National and International needs of the media and communication domain.					
Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The syllabus is relevant to the needs of the profession and is adequate to develop necessary competencies in the students	6	0	0	0	0
I am given enough freedom to give suggestions about enriching additions to the course content.	6	0	0	0	
Enough resources are available to me for my own development as a faculty member	5	1	0	0	0

ALUMNI FEEDBACK %

Parameters	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Relevance to real life	17.64706	52.9412	23.52941	0	5.882353	100
Depth	23.52941	47.0588	17.64706	5.882353	5.882353	100
Growth	5.882353	58.8235	17.64706	11.76471	5.882353	100
Involvement	11.76471	58.8235	17.64706	5.882353	5.882353	100

Alumni feedback analysis for AY 2023-24

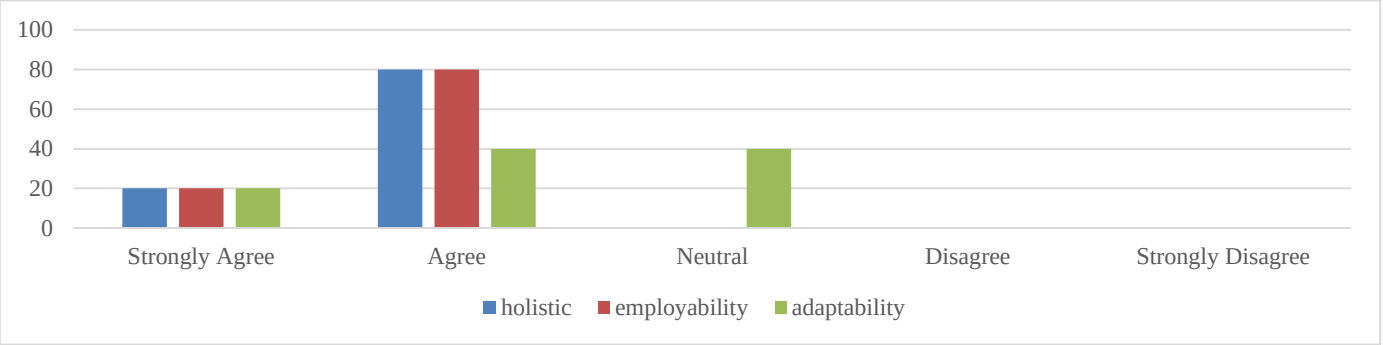


Name of the Program: Master of Arts (Mass Communication)						
Alumni Feedback for design and review of Syllabus						
Academic Year: 2023-2024						
Number of respondents: 17						
SIMC collects the feedback from the employers in a structured mode. The feedback is analysed and suitable actions are taken to ensure that the curriculum is up-to-date to make our program structure comprehensive and well defined catering to both National and International needs of the media and communication domain.						
	Question	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.	3	9	4	0	1
2	The curriculum of the program is well designed and promotes learning experience of the students.	4	8	3	1	1
3	The courses offered in the Institute have relevance to societal needs and employment potential.	1	10	3	2	1
4	The institute encourages contribution from Alumni in curriculum and student development.	2	10	3	1	1

EMPLOYERS' FEEDBACK %

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
holistic	20	80	0	0	0	100
employability	20	80	0	0	0	100
adaptability	20	40	40	0	0	100

Employer feedback analysis for AY 2023-24



	Name of the Program: Master of Arts (Mass Communication)					
	Employers' Feedback for design and review of Syllabus					
	Academic Year: 2023-2024					
	Number of respondents: 5					
	SIMC collects the feedback from the employers in a structured mode. The feedback is analysed and suitable actions are taken to ensure that the curriculum is up-to-date to make our program structure comprehensive and well defined catering to both National and International needs of the media and communication domain.					
	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The curriculum at SIMC has a good blend of theory and practical aspects	1	4	0	0	0
2	The students are adequately trained in terms of knowledge, skills and values	1	4	0	0	0
3	The students of the programme demonstrate the ability to learn new things quickly, to adapt to the dynamic environment	1	2	2	0	0