Sharda University

School: SUMFE - School of Media, Film and Entertainment
Department Mass Communication(BA-MA Integrated)
Academic Year: '2020-2021'

Pregram co de SMF0112 Doite - 06/06/2021.

Feedback Action Taken Report

(This format is placed before the e Board of Studies & Action Taken Incorporated in Curriculum & forwarded to the Academic Council for Approval)

No of		of		Feedback Questions Response (%)						Suggestions in Feedback taken up after DAC	Action Taken on Feedback	
Stakeholders			Q1	Q2	Q3	Q4	Q5	Q6	Q7	Suggestions in Feedback taken up after DAC	Action Taken on Feedback	
Faculty	12	Excellent	1.25	1.08%	1.16%	1.08%				Course Code: BMC153, Suggestion:more practical exercises should beincluded	Incorporated Incorporated	
		Very Good	0.00	0.60%	0.33%	0.33%				2. Course Code: BMC157, Suggestion: This should be taught insegments		
		i.	Good	0.33	0.16%	0.25%	0.25%			*	a. Includes portions on Qualitative Research	
		Satisfactory	0.00	0.00%	0.00%	0.08%					u — — — — —	
		NotSatisfact ory	0.00	0.08%	0.00%	0.00%						
Student Trodustry		Excellent	2.50	2.50%	i					1.focus on practical knowledge rather than	Point has be taken into consideration and focused.	
	4	Very Good	0.50	0.50%						theoretical 2. Invest some more money to buy good tools and	it 2. Working as per the	
	4	Good	0.25	0.25%	5					make more industrialvisits	covidguidelinest	
	•	Satisfactory	0.25	0.00%	Ó	ė.				,		
2	V	NotSatisfac ory	0.00	0.25%	6							

NOTE: Questionnaires on Curriculum Feedback from stakeholders is attached as Annexure-A

Feedback	25.		Indicate
Analysis:			whether
(Refer			incorporated
Feedback	2		in
Analysis		Feedback Action Taken: (Summarise as in	Curriculum/C
Report)		points above)	ourse

	Syllabus	
	are	
1. Duration of	regulated	1
the class	as per the	
should be	subject	
long. Focus	course	
should be on	and are	III
practical	covered	
knowledge	within the	
ratherthan	time	
ppt andpdf	frame	Incorporated

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	. 7	
. It can be		
nore		
peneficial for		
tudents with	The same	
touch of	Monitore	
consistency	d and	
and a	aligned to	
connection	get the	
with the	required	
ideologies and	outcome	
reality of	with	
journalism.	syllabus	Incorporated
journalism.	Syllabus	
*	has been	
	upgraded	
	as per the	
lo s II-bus	need of	
3. Syllabus	the	
need	subject	Incorporated
upgradation		
	Much	
4. All is okay	focus is	
but there	given to	
should be		
more practical	practical	
classes to	or the	
understand	required	Incorporate
things clearly.	subjects	, , , , , , , , , , , , , , , , , , ,

	Teachers	
	are	
	available	
	for	
	students	
5. Teachers	for their	
should	need in	
support	the	
students	subject	Incorporated
	been	
18	taken into	
	considerat	
	ion as	
	cuuriculu	
	m has	
	been	
	based	
	according	
	to the	
	changes	
	and	
	requireme	
6. Curriculum	nt of the	
is not helpful	industry.	
in the real	As well as	
industry. You	it is	×
need to	monitored	
upgrade it.	if any	
You are	changes	
teaching the	has been	
outdated	developed	
softwaresthat	within the	
are out of the	course of	
in the industry	time and	
in the endof	whetherit	
the	is	Incorporated
uie		Inicorporated

	Workshop	
	s are	
7. The	orgainsed	
program could	so that	
have been	students	
more industry	can get an	
oriented and	exposure	
more	of the	
expansive	industry	Incorporated
	Technical	
	tools and	2
8. do not give	softwares	
sufficient time	are	*
to any	upgarded	
software that	as	
you teach and	necessary.	
pay more	Students	
attention	have	
towards the	access to	
student and	media	
install a bigger	labrorator	
project.	ies	Incorporated
10000		
,	Faculities	
	are always	¥
	working	
	towarda	
	better	
9	curriculu	
	m ·	-
	required	
1	for the	
9. Good	students	Incorporated

			1.0		
				£1	
	\$ 4				
	_				
9		Indusrty			
		experts			
		have			
		considere			
		d			
		curriculu		.41	
-		m to be			
		good for			
n .		the			
		industry			
		but still it			
3		is			
		monitored			
10. Looking at		and			
the industry		change as			
standards this		per the		1	
looks fine to		industry			9
me.		needs	8	Incorporated	
11. Unit 3 & 4					
need to be		On			6
reworked		progress		Incorporated	
δ. ω					
					#
12. This should					
be taught in					8
segments by					
including					
portions on					
Qualitative		=			
Research and				0	E 8
provide				1	
qualitative and					e
quantitative					
research		On	9		
software		progress	E	Incorporated	

13. As this	Monitorin	
subject is for	g and	
Masters few	updating	3
opics can be	new	
made more	syllabus	
ntensive and	for the	
ndepth	course	Incorporated
	Regular	
14. There shall	feedback	
be some	from	
arrangement	students	
so that	who are	1
students get	working	
quality	(intern/jo	9-
training.	b)	Incorporated
	-	
15. School	New	
need to	hardwares	
procure audio	and	
hardware to	softwares	
conduct	are being	
practical	installed	
classes as per	as per the	4
approved	need of	
syllabus	the hour	Incorporated
	Focused in	
16. This is a	undertsta	
very relevant	nding PR	
subject for the	and CC	
student of	role for	
Advertising,	brand	
PR and CC	imaging	Incorporated

Signature: Name: Dean

Sharda University