

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

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)

Stakeholders	No of Respondents	Scale	Feedback Questions Response (%)							Suggestions in Feedback taken up after DAC	Action Taken on Feedback
			Q1	Q2	Q3	Q4	Q5	Q6	Q7		
Faculty	12	Excellent	1.25%	1.08%	1.16%	1.08%				1. Course Code: BMC153, Suggestion: more practical exercises should be included 2. Course Code: BMC157, Suggestion: This should be taught in segments a. Includes portions on Qualitative Research	1. Incorporated 2. Incorporated
		Very Good	0.00%	0.60%	0.33%	0.33%					
		Good	0.33%	0.16%	0.25%	0.25%					
		Satisfactory	0.00%	0.00%	0.00%	0.08%					
		Not Satisfactory	0.00%	0.08%	0.00%	0.00%					
Student	4	Excellent	2.50%	2.50%						1. focus on practical knowledge rather than theoretical 2. Invest some more money to buy good tools and make more industrial visits	1. Point has been taken into consideration and focused on it 2. Working as per the covid guidelines
		Very Good	0.50%	0.50%							
		Good	0.25%	0.25%							
		Satisfactory	0.25%	0.00%							
		Not Satisfactory	0.00%	0.25%							

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

Feedback Analysis: (Refer Feedback Analysis Report)											Feedback Action Taken: (Summarise as in points above)	Indicate whether incorporated in Curriculum/ Course
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1. Duration of the class should be long. Focus should be on practical knowledge rather than ppt and pdf

Syllabus are regulated as per the subject course and are covered within the time frame

Incorporated

<p>2. It can be more beneficial for students with a touch of consistency and a connection with the ideologies and reality of journalism.</p>	<p>Monitored and aligned to get the required outcome with syllabus</p>	<p>Incorporated</p>
<p>3. Syllabus need upgradation</p>	<p>Syllabus has been upgraded as per the need of the subject</p>	<p>Incorporated</p>
<p>4. All is okay but there should be more practical classes to understand things clearly.</p>	<p>Much focus is given to practical or the required subjects</p>	<p>Incorporated</p>

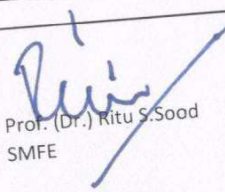
<p>5. Teachers should support students</p>	<p>Teachers are available for students for their need in the subject</p>	<p>Incorporated</p>
<p>6. Curriculum is not helpful in the real industry. You need to upgrade it. You are teaching the outdated software that are out of the in the industry in the end of the</p>	<p>been taken into consideration as curriculum has been based according to the changes and requirement of the industry. As well as it is monitored if any changes has been developed within the course of time and whether it is</p>	<p>Incorporated</p>

<p>7. The program could have been more industry oriented and more expansive</p>	<p>Workshops are organised so that students can get an exposure of the industry</p>	<p>Incorporated</p>
<p>8. do not give sufficient time to any software that you teach and pay more attention towards the student and install a bigger project.</p>	<p>Technical tools and softwares are upgarded as necessary. Students have access to media laborator ies</p>	<p>Incorporated</p>
<p>9. Good</p>	<p>Facilities are always working towarda better curriculu m required for the students</p>	<p>Incorporated</p>

<p>10. Looking at the industry standards this looks fine to me.</p>	<p>Industry experts have considered curriculum to be good for the industry but still it is monitored and change as per the industry needs</p>	<p>Incorporated</p>
<p>11. Unit 3 & 4 need to be reworked</p>	<p>On progress</p>	<p>Incorporated</p>
<p>12. This should be taught in segments by including portions on Qualitative Research and provide qualitative and quantitative research software</p>	<p>On progress</p>	<p>Incorporated</p>

13. As this subject is for Masters few topics can be made more intensive and indepth	Monitoring and updating new syllabus for the course	Incorporated
14. There shall be some arrangement so that students get quality training.	Regular feedback from students who are working (intern/job)	Incorporated
15. School need to procure audio hardware to conduct practical classes as per approved syllabus	New hardwares and softwares are being installed as per the need of the hour	Incorporated
16. This is a very relevant subject for the student of Advertising, PR and CC	Focused in understanding PR and CC role for brand imaging	Incorporated

Signature:
Name:
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Prof. (Dr.) Ritu S. Sood
SMFE

