

**Sharda University**  
 School: SUMFE - School of Media, Film and Entertainment  
 Department Mass Communication  
 MA ( Advertising & Corporate Communication )  
 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	11	Excellent	1.12%	0.87%	1.12%	1.00%				1. Course Code: MCJ202 (PP), Suggestion: The subject is relevant and up to date 2. Course Code: MCC301 (PR), Suggestion: Should include more on study materials towards understanding theoretical dimensions of	1. Monitoring for new updates 2. Updated as per the need 3. Monitoring and updating as per new development in
		Very Good	0.37%	0.62%	0.25%	0.37%					
		Good	0.12%	0.12%	0.12%	0.25%					
		Satisfactory	0.00%	0.00%	0.00%	0.00%					
		Not Satisfactory	0.00%	0.00%	0.00%	0.00%					
Student	7	Excellent	0.00%	0.00%						1. Improve the online classes and the student is asking question from a teacher on whatsapp then teacher should reply fast 2. More interaction between student and faculties.	1. Done 2. Classes have been made more interactive
		Very Good	0.00%	0.00%							
		Good	0.00%	0.00%							
		Satisfactory	0.00%	0.00%							
		Not Satisfactory	0.00%	0.00%							
Alumni	3	Excellent	0.00%	0.00%	0.00%	0.00%	0.00%			1. No Suggestion	1. All under control
		Very Good	0.33%	0.00%	0.33%	0.00%	0.33%				
		Good	0.00%	0.33%	0.00%	0.33%	0.00%				
		Satisfactory	0.00%	0.00%	0.33%	0.00%	0.33%				
		Not Satisfactory	0.33%	0.33%	0.00%	0.33%	0%				
Employers	1	Excellent	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1. No Suggestion	1. Industry are fine with course
		Very Good	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		
		Good	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		
		Satisfactory	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		
		Not Satisfactory	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		

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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<p>1. Duration of the class should be long. Focus should be on practical knowledge rather than ppt and pdf</p>	<p>Syllabus are regulated as per the subject course and are covered within the time frame</p>	<p>Incorporated</p>
<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>

4. All is okay but there should be more practical classes to understand things clearly.	Much focus is given to practical or the required subjects	Incorporated
5. Teachers should support students	Teachers are available for students for their need in the subject	Incorporated

<p>6. Curriculum is not helpful in the real industry. You need to upgrade it. You are teaching the outdated softwares 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 &amp; 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:

Dean

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SMFE

