

Programme Code :- SDM 0110
Date :- 01/06/2021

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

Feedback Analysis

(This format is placed before the Departmental Academic Committee & the Board of Studies)

| Stakeholders | No of Respondents | Scale | Feedback Questions Response (%) | | | | | | | Suggestions by Stakeholders in Feedback | |
|--------------|-------------------|------------------|---------------------------------|-------|-------|-------|-------|-------|-------|---|---|
| | | | Q1 | Q2 | Q3 | Q4 | Q5 | Q6 | Q7 | | |
| Faculty | 11 | Excellent | 1.12% | 0.87% | 1.12% | 1.00% | | | | | 1. Course Code: MCI202 (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 community 3. Course Code: MMC188 (PP), Suggestion: Many important laws like Cinematograph Act are missing. Modules are not inclusive of |
| | | 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. |
| | | 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 |
| | | 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% | 0.72% | 0.60% | | |

| | | | | | | | | | | |
|-------------------------------|---|------------------|-------|-------|-------|-------|-------|-------|-------|------------------|
| Employers/ <i>Industry</i> | 1 | Excellent | 1.00% | 1.00% | 1.00% | 1.00% | 1.00% | 1.00% | 1.00% | 1. No Suggestion |
| | | 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: (Few lines)

1. More Industry inclined teaching learning method to be followed
2. More practical classes
3. Much more interactive online classes
4. Good work by faculties

Signature:

Name: Prof. (Dr.) Ritu S. sood

Dean SMFE

Ritu Sood
1/6/21

