

Sharda University

School: SUMFE - School of Media, Film and Entertainment

Department Mass Communication

BA (JOURNALISM & MASS COMMUNICATION), PROGRAMME CODE :- SDM0101

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	12	Excellent	1.25%	1.08%	1.16%	1.08%				should be included 2. Course Code: BFM301 (PP), Suggestion: This should be taught in segments a. Includes portions on Qualitative Research b. Provide qualitative and quantitative research software
		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	91	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
		Very Good	0.50%	0.50%						
		Good	0.25%	0.25%						
		Satisfactory	0.25%	0.00%						
		Not Satisfactory	0.00%	0.25%						
Alumni	25	Excellent	60.00%	40.00%	48.00%	40.00%	36.00%			1. Not up to industry standards
		Very Good	32.00%	40.00%	36.00%	24.00%	28.00%			
		Good	4.00%	12.00%	8.00%	16.00%	20.00%			
		Satisfactory	0.00%	0.00%	0.00%	12.00%	8.00%			
		Not Satisfactory	4.00%	8.00%	8.00%	8.00%	8.00%			
Employers	4	Excellent	75.00%	75.00%	50.00%	50.00%	50.00%	50.00%	50.00%	1. Looking at the industry standards this looks fine to me.
		Very Good	25.00%	25.00%	50.00%	50.00%	50.00%	50.00%	50.00%	
		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 Sood

Dean:

SMFE

