

Feedback Action Taken Report

School:		Sharda School of Media Film and Entertainment				Department:				Mass Communication			
Programme Code:		SDM0101		Programme Name:		Bachelor of Arts in Journalism and Mass Communication						Academic Year: 2022-23	
For Information only (Need to remove this row while documentation) - (This format is placed before the Department (This format is placed before the Board of Studies & Action Taken Incorporated in Curriculum & forwarded to the Academic Council for Approval) Academic Committee & the Board of Studies)													
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	Q8	Q9		
Faculty	10	Strongly Agree	50.00%	50.00%	40.00%	50.00%	50.00%	60.00%	50.00%	20.00%	50.00%	Majority of Faculty members find curriculum appropriate but some of them suggested more Practical Classes and increased field work. Writing and Anchoring for Radio, TV and Digital Media-VOF104 Can have more industry connect	The appropriate suggestions of the Faculty on the L-T-P of the courses proposed to change also keeping NEP 2020 requirements and UP Higher education norms in the view Industry connect is also revised based on the suggestions
		Agree	40.00%	40.00%	40.00%	50.00%	30.00%	20.00%	40.00%	60.00%	30.00%		
		Neutral	10.00%	10.00%	20.00%	0.00%	20.00%	20.00%	10.00%	20.00%	20.00%		
		Disagree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		
		Strongly Disagree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		
Students	10	Strongly Agree	60.00%	60.00%	70.00%	60.00%	90.00%	70.00%	90.00%	20.00%	80.00%	The core suggestions was to provide more hand-on training, industry visits and provide more robust infrastructure and technology	Launched vocational courses along with the existing courses to give more exposure to the student and make them industry ready
		Agree	40.00%	40.00%	30.00%	40.00%	10.00%	30.00%	10.00%	80.00%	20.00%		
		Neutral	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		
		Disagree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		
		Strongly Disagree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		
Alumni	5	Strongly Agree	20.00%	40.00%	40.00%	40.00%	40.00%	20.00%	20.00%	60.00%	40.00%	The suggestions received about more specifications on interaction or connection with the media industry to tap the pace of industry. Also suggested that in the theory courses there should be some part of political history to make student familiar with the nuances of indian polity.	The suggestions are welcomed and incorporated in the curriculum designed for the Academic year 2023-26 and nomenclature/credits are also proposed to change accordingly
		Agree	60.00%	60.00%	40.00%	40.00%	20.00%	20.00%	20.00%	40.00%	40.00%		
		Neutral	20.00%	0.00%	20.00%	0.00%	40.00%	60.00%	60.00%	0.00%	20.00%		
		Disagree	0.00%	0.00%	0.00%	20.00%	0.00%	0.00%	0.00%	0.00%	0.00%		
		Strongly Disagree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		
Employers	5	Strongly Agree	60.00%	40.00%	80.00%	40.00%	40.00%	20.00%	60.00%	20.00%	420.00%	Majority of the employers are satisfied with course curriculum and urged to provide more training based on practical exposure through technology driven courses	Launched vocational courses along with the existing courses to give more exposure to the student and make them industry ready also industry internship made mandatory through industry connect courses
		Agree	40.00%	20.00%	0.00%	60.00%	40.00%	20.00%	40.00%	80.00%	20.00%		
		Neutral	0.00%	40.00%	20.00%	0.00%	20.00%	60.00%	0.00%	0.00%	40.00%		
		Disagree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		
		Strongly Disagree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		
Academic Peers	5	Strongly Agree	40.00%	40.00%	40.00%	20.00%	60.00%	60.00%	0.00%	0.00%	0.00%	Suggested some changes in curriculum for more practical sessions and emphasis on research, outcome based education, focused on critical thinking and a combination of social sciences courses development studies. Also suggested to enhance entrepreneurial skills, employability, lifelong learning human values, and professional ethics of the students through the curriculum which can incorporate the many strategies and components like skill development, lifelong learning, professional ethics and practical exposure. Theory and Practical courses suggested to be proportionate to as per 40 60	Brought changes in the L-T-P structure and introduced courses based on research and projects. Practical and theory both courses are proposed to be incorporated incorporated based on outcome based education.
		Agree	60.00%	20.00%	40.00%	40.00%	20.00%	40.00%	0.00%	0.00%	0.00%		
		Neutral	0.00%	40.00%	20.00%	40.00%	20.00%	0.00%	0.00%	0.00%	0.00%		
		Disagree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		
		Strongly Disagree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		
Parents	10	Strongly Agree	30.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	10.00%	20.00%	Majority of the Parents are happy with the curriculum. Received few suggestion in terms of laying stress upto technical training with humanistic approach	The valuable suggested are welcomed and incorporated in course surriculum of the next academic year
		Agree	20.00%	10.00%	20.00%	30.00%	20.00%	20.00%	10.00%	20.00%	20.00%		
		Neutral	0.00%	10.00%	20.00%	0.00%	0.00%	10.00%	20.00%	20.00%	10.00%		
		Disagree	0.00%	0.00%	0.00%	10.00%	0.00%	0.00%	0.00%	0.00%	0.00%		
		Strongly Disagree	0.00%	0.00%	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 I-A

Feedback Analysis Points	Feedback Action Taken: (Summarise as in points above)	Indicate whether incorporated in Curriculum/Course (Yes / No)
1 This is the time for outcome-based education because, in our mass media and journalism professions, skill-based education is the requirement of the hour.	Proposed introducing Skill based programmes , and proposed to bring changes in L-T-P and nomenclature of the programme as per the new industry requirements	Yes Incorporated
2 Students should be sent for more internship and training programmes	Industry internship proposed to be made mandatory through industry connect courses	Yes Incorporated
3 In the theory part there should be some part of political history that can help to clear the basics for students.	Subjects like Introduction to Development Communication (BCJ 315), Development Communication Lab (BCJ 318), Socio-Economic & Political Issues (BCJ 240), and Contemporary Media & Gender Studies (BCJ 239) are there in the syllabus ensuring that combination of subjects from social Science & Development studies are there.	Yes Incorporated
4 There should be combination of courses from Social Science & Development Studies	Practical and theory both courses are incorporated.	Yes Incorporated
5 The inclusion of industrial visits, project work, internships, field visits, and community-connect training in a programme enhances students' learning		

Signature	Signature	
Name	Name	
Dean	HoD	

