

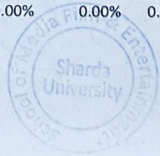
Feedback Analysis Report

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|------------------------|---|------------------------|---|--|--------------------|--------------------|--|-----------------------|---------|--|
| 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 |
|--------------|-------------------|-------------------|---------------------------------|---------|---------|---------|---------|---------|---------|---------|--------|---|
| | | | Q1 | Q2 | Q3 | Q4 | Q5 | Q6 | Q7 | Q8 | Q9 | |
| Students | 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. |
| | | 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% | |
| Faculty | 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 |
| | | 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 | 50.00% | 50.00% | 0.00% | 50.00% | 50.00% | 50.00% | 0.00% | 100.00% | 0.00% | 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. |
| | | Agree | 50.00% | 50.00% | 100.00% | 50.00% | 0.00% | 50.00% | 100.00% | 0.00% | 0.00% | |
| | | Neutral | 0.00% | 0.00% | 0.00% | 0.00% | 50.00% | 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% | |
| Employers | 5 | Strongly Agree | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | Majority of the employers are satisfied with course curriculum and urged to provide more training based on practical exposure through technology driven courses |
| | | Agree | 100.00% | 0.00% | 0.00% | 100.00% | 100.00% | 0.00% | 100.00% | 0.00% | 0.00% | |
| | | Neutral | 0.00% | 0.00% | 100.00% | 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% | |
| | | Strongly Agree | 66.67% | 0.00% | 0.00% | 33.33% | 33.33% | 33.33% | 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. |
| | | Agree | 0.00% | 100.00% | 66.67% | 33.33% | 66.67% | 66.67% | 0.00% | 0.00% | 0.00% | |
| | | Neutral | 33.33% | 0.00% | 33.33% | 33.33% | 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% | |

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| Academic Peers | 5 | Strongly Disagree | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| | | Strongly Agree | 50.00% | 0.00% | 0.00% | 50.00% | 50.00% | 0.00% | 50.00% | 50.00% | 50.00% |
| Parents | 10 | Agree | 0.00% | 100.00% | 100.00% | 0.00% | 50.00% | 100.00% | 0.00% | 50.00% | 0.00% |
| | | Neutral | 50.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 50.00% | 0.00% | 50.00% |
| | | Disagree | 0.00% | 0.00% | 0.00% | 50.00% | 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% |

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 rule.

Majority of the Parents are happy with the curriculum. Received few suggestion in terms of laying stress upto technical training with humanistic approach

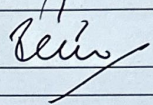
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Note: Questionnaires on Curriculum Feedback from Stakeholders is attached as Annexure I-A

Feedback Analysis Points

- 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.
- 2 Students should be sent for more internship and training programmes.
- 3 In the theory part there should be some part of political history that can help to clear the basics for students.
- 4 There should be combination of courses from Social Science & Development Studies.
- 5 The inclusion of industrial visits, project work, internships, field visits, and community-connect training in a programme enhances students' learning experiences and provides them with practical exposure and real-

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| Signature | | Signature |  | |
| Name | | Name | | |
| Dean | | HoD | | |

