

Feedback Action Taken Report													
School:	Sharda School of Media, Film and Entertainment					Department:			Mass Communication				
Programme Code:	SDM0110	Programme Name:	Master of Arts in Advertising, Public Relations and Corporate 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	70.00%	50.00%	40.00%	50.00%	50.00%	70.00%	50.00%	20.00%	60.00%	Majority of faculty finds the curriculum appropriate but some of them suggested to incorporate research based conceptual understanding and organize live campaign	The valuable suggestions are welcomed and incorporated/updated in the curriculum designed for the Academic Year 2022-23 By adding subjects Industrial Connect Research based learning
		Agree	30.00%	40.00%	40.00%	50.00%	30.00%	10.00%	40.00%	70.00%	20.00%		
		Neutral	0.00%	10.00%	20.00%	0.00%	20.00%	20.00%	10.00%	10.00%	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	15	Strongly Agree	40.00%	40.00%	46.67%	40.00%	46.67%	46.67%	53.33%	13.33%	53.33%	Majority of students are happy with the curriculum. A few are suggesting that the syllabus also must have more Practical based and through assignments and dissertation they must have more access to Media labs and studios	The appropriate suggestions and feedback of the current students are incorporated/updated in the curriculum designed for the Academic Year 2023-25
		Agree	26.67%	26.67%	20.00%	20.00%	13.33%	20.00%	6.67%	53.33%	13.33%		
		Neutral	0.00%	0.00%	0.00%	6.67%	6.67%	0.00%	6.67%	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	60.00%	40.00%	80.00%	40.00%	40.00%	20.00%	60.00%	20.00%	40.00%	The Suggestion received more about improving the participation of students in production and designing.	The appropriate suggestions and feedback of the current students are incorporated/updated in the curriculum designed for the Academic Year 2023-25
		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%		
Employers	5	Strongly Agree	20.00%	40.00%	40.00%	40.00%	40.00%	20.00%	20.00%	60.00%	40.00%	The core suggestion was of aligning Advertising and Public Relation and Media Program Production contents together so all the students from each stream get benefited in Career Opportunity.	New Programs are introduced related to productions and creatives like Research Based Learning (RBL 2) Smartphone Film Making I- Vocational Minor O Smartphone Film Making II -
		Agree	60.00%	60.00%	40.00%	40.00%	20.00%	20.00%	20.00%	40.00%	40.00%		
		Neutral	40.00%	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%		
Academic Peers	2	Strongly Agree	100.00%	50.00%	50.00%	50.00%	50.00%	0.00%	0.00%	0.00%	0.00%	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.	The appropriate suggestions and feedback of the current students are incorporated/updated in the curriculum designed for the Academic Year 2023-25
		Agree	0.00%	50.00%	0.00%	50.00%	50.00%	100.00%	0.00%	0.00%	0.00%		
		Neutral	0.00%	0.00%	50.00%	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	60.00%	40.00%	40.00%	40.00%	40.00%	40.00%	20.00%	20.00%	40.00%	Majority of the Parents are happy with the curriculum. Detailed feedback incorporated in the next academic year.	The valuable suggested are welcomed and incorporated in course surriculum of the next academic year.
		Agree	40.00%	40.00%	20.00%	40.00%	60.00%	40.00%	20.00%	40.00%	40.00%		

Parents	5	Neutral	0.00%	20.00%	40.00%	0.00%	0.00%	20.00%	40.00%	40.00%	20.00%	Curriculum received few suggestion in terms of laying stress upto technical training with humanistic approach	Next Academic year
		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%		

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 Suggestion of more practical exposure in terms of adding programming and productions Media Labs, Computer Labs, Studios	More practical hours to Television News and Programme Production	Industrial Connect Research based learning
2 proposed to incorporate research based conceptual understanding and organize live campaigns.	Smartphone Film Making I- Vocational Minor O Smartphone Film Making II - Vocational Minor	Yes Incorporated
3. 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-world application of their knowledge.	Practical and theory both courses are incorporated.	Yes Incorporated
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Signature	Signature
Name	Name
Dean	HoD