

Name of the School : SSMFE - Sharda School of Media, Film, and Entertainment
Name of the Programme : Master of Arts in Advertising, Public Relations and Corporate Communication
Programme Code: SDM0110
Student Feedback on Curriculum (Sample Forms)
Academic Year : '2022-2023'
Total Unique Number of Respondents: 10

Student 1						
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The curriculum increases knowledge and perspective in the subject area.		Agree			
2	The curriculum includes a balance of theory and practical components.		Agree			
3	The course outcomes align with programme outcomes.	Strongly Agree				
4	The curriculum facilitates analytical thinking and problem-solving.		Agree			
5	The curriculum ensures relevant technical tools and software are integrated.	Strongly Agree				
6	The school provide options to the students to select Elective courses / Value Added courses / Vocational courses / Choice Based Credit System.			Neutral		
7	The curriculum enhances entrepreneurial skills, employability, lifelong learning, human values, and professional ethics.	Strongly Agree				
8	The text and reference books prescribed are relevant, updated, and appropriate.		Agree			
9	Any other suggestions for curriculum improvement?	More Educational trip to be included				

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Student 2						
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The curriculum increases knowledge and perspective in the subject area.	Strongly Agree				
2	The curriculum includes a balance of theory and practical components.		Agree			
3	The course outcomes align with programme outcomes.	Strongly Agree				
4	The curriculum facilitates analytical thinking and problem-solving.		Agree			
5	The curriculum ensures relevant technical tools and software are integrated.	Strongly Agree				
6	The school provide options to the students to select Elective courses / Value Added courses / Vocational courses / Choice Based Credit System.			Neutral		
7	The curriculum enhances entrepreneurial skills, employability, lifelong learning, human values, and professional ethics.		Agree			
8	The text and reference books prescribed are relevant, updated, and appropriate.		Agree			
9	Any other suggestions for curriculum improvement?	More Industry Visit is needed				

Ravi



Student 3						
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The curriculum increases knowledge and perspective in the subject area.	Strongly Agree				
2	The curriculum includes a balance of theory and practical components.			Neutral		
3	The course outcomes align with programme outcomes.		Agree			
4	The curriculum facilitates analytical thinking and problem-solving.	Strongly Agree				
5	The curriculum ensures relevant technical tools and software are integrated.		Agree			
6	The school provide options to the students to select Elective courses / Value Added courses / Vocational courses / Choice Based Credit System.		Agree			
7	The curriculum enhances entrepreneurial skills, employability, lifelong learning, human values, and professional ethics.			Neutral		
8	The text and reference books prescribed are relevant, updated, and appropriate.	Strongly Agree				
9	Any other suggestions for curriculum improvement?	Try to focus more on practical subjects as compare to theory				




Student 4						
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The curriculum increases knowledge and perspective in the subject area.	Strongly Agree				
2	The curriculum includes a balance of theory and practical components.		Agree			
3	The course outcomes align with programme outcomes.	Strongly Agree				
4	The curriculum facilitates analytical thinking and problem-solving.		Agree			
5	The curriculum ensures relevant technical tools and software are integrated.			Neutral		
6	The school provide options to the students to select Elective courses / Value Added courses / Vocational courses / Choice Based Credit System.	Strongly Agree				
7	The curriculum enhances entrepreneurial skills, employability, lifelong learning, human values, and professional ethics.		Agree			
8	The text and reference books prescribed are relevant, updated, and appropriate.		Agree			
9	Any other suggestions for curriculum improvement?	More Guest lectures must be conducted.				



Student 5						
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The curriculum increases knowledge and perspective in the subject area.	Strongly Agree				
2	The curriculum includes a balance of theory and practical components.	Strongly Agree				
3	The course outcomes align with programme outcomes.		Agree			
4	The curriculum facilitates analytical thinking and problem-solving.	Strongly Agree				
5	The curriculum ensures relevant technical tools and software are integrated.		Agree			
6	The school provide options to the students to select Elective courses / Value Added courses / Vocational courses / Choice Based Credit System.	Strongly Agree				
7	The curriculum enhances entrepreneurial skills, employability, lifelong learning, human values, and professional ethics.		Agree			
8	The text and reference books prescribed are relevant, updated, and appropriate.	Strongly Agree				
9	Any other suggestions for curriculum improvement?	No suggestions				




Student 6						
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The curriculum increases knowledge and perspective in the subject area.	Strongly Agree				
2	The curriculum includes a balance of theory and practical components.	Strongly Agree				
3	The course outcomes align with programme outcomes.		Agree			
4	The curriculum facilitates analytical thinking and problem-solving.		Agree			
5	The curriculum ensures relevant technical tools and software are integrated.		Agree			
6	The school provide options to the students to select Elective courses / Value Added courses / Vocational courses / Choice Based Credit System.	Strongly Agree				
7	The curriculum enhances entrepreneurial skills, employability, lifelong learning, human values, and professional ethics.		Agree			
8	The text and reference books prescribed are relevant, updated, and appropriate.		Agree			
9	Any other suggestions for curriculum improvement?	Try to teach more technical skills				



Student 7						
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The curriculum increases knowledge and perspective in the subject area.		Agree			
2	The curriculum includes a balance of theory and practical components.	Strongly Agree				
3	The course outcomes align with programme outcomes.			Neutral		
4	The curriculum facilitates analytical thinking and problem-solving.	Strongly Agree				
5	The curriculum ensures relevant technical tools and software are integrated.	Strongly Agree				
6	The school provide options to the students to select Elective courses / Value Added courses / Vocational courses / Choice Based Credit System.		Agree			
7	The curriculum enhances entrepreneurial skills, employability, lifelong learning, human values, and professional ethics.	Strongly Agree				
8	The text and reference books prescribed are relevant, updated, and appropriate.		Agree			
9	Any other suggestions for curriculum improvement?	Variety of reference books Should be available				



Student 8						
S. No	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The curriculum increases knowledge and perspective in the subject area.		Agree			
2	The curriculum includes a balance of theory and practical components.	Strongly Agree				
3	The course outcomes align with programme outcomes.		Agree			
4	The curriculum facilitates analytical thinking and problem-solving.	Strongly Agree				
5	The curriculum ensures relevant technical tools and software are integrated.		Agree			
6	The school provide options to the students to select Elective courses / Value Added courses / Vocational courses / Choice Based Credit System.		Agree			
7	The curriculum enhances entrepreneurial skills, employability, lifelong learning, human values, and professional ethics.	Strongly Agree				
8	The text and reference books prescribed are relevant, updated, and appropriate.		Agree			
9	Any other suggestions for	More outdoor Activities like Field Reporting should be incorporated				



curriculum
improvement?

Student 9						
S. No	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The curriculum increases knowledge and perspective in the subject area.	Strongly Agree				
2	The curriculum includes a balance of theory and practical components.			Neutral		
3	The course outcomes align with programme outcomes.		Agree			
4	The curriculum facilitates analytical thinking and problem-solving.	Strongly Agree				
5	The curriculum ensures relevant technical tools and software are integrated.	Strongly Agree				
6	The school provide options to the students to select Elective courses / Value Added courses / Vocational courses / Choice Based Credit System.		Agree			
7	The curriculum enhances entrepreneurial skills, employability, lifelong learning, human values, and professional ethics.		Agree			
8	The text and reference books prescribed are relevant, updated, and appropriate.	Strongly Agree				
9	Any other suggestions for curriculum improvement?	Industry relevant softwares should be used				

Ravi


Student 10						
S. No	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The curriculum increases knowledge and perspective in the subject area.	Strongly Agree				
2	The curriculum includes a balance of theory and practical components.		Agree			
3	The course outcomes align with programme outcomes.		Agree			
4	The curriculum facilitates analytical thinking and problem-solving.			Neutral		
5	The curriculum ensures relevant technical tools and software are integrated.		Agree			
6	The school provide options to the students to select Elective courses / Value Added courses / Vocational courses / Choice Based Credit System.		Agree			
7	The curriculum enhances entrepreneurial skills, employability, lifelong learning, human values, and professional ethics.		Agree			
8	The text and reference books prescribed are relevant, updated, and appropriate.			Neutral		
9	Any other suggestions for curriculum improvement?	Try to teach the more ethical and moral responsibilities of a Journalist				



Name of the School : SSMFE - Sharda School of Media, Film and Entertainment
Name of the Programme : Master of Arts in Advertising, Public Relations and Corporate Communication
Programme Code: SDM0110
Faculty Feedback on Curriculum (Sample Forms)
Academic Year : '2022-2023'
Total Unique Number of Respondents : 10

1- Faculty Dr. Juhi Pushpa Pathak						
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The outcome-based education driven curriculum provides in-depth subject knowledge and competencies that are required by the industry & practical needs.		Agree			
2	The curriculum facilitates analytical thinking and problem-solving.			Neutral		
3	The curriculum ensures holistic development through social, emotional, and ethical learning.		Agree			
4	The programme offers industrial visits, project work, internships, field visits, and community-connect training.	Strongly Agree				
5	The course outcomes align with programme outcomes.		Agree			
6	The curriculum ensures relevant technical tools and software are integrated.			Neutral		
7	The school provide options to the students to select Elective courses / Value Added courses / Vocational courses / Choice Based Credit System.		Agree			
8	Rate your autonomy in curriculum	Strongly				



	design and course revision.	Agree				
9	The curriculum enhances entrepreneurial skills, employability, lifelong learning, human values, and professional ethics.		Agree			
10	Any other suggestions for curriculum improvement?	Research Projects should be promoted primarily				

2- Faculty Dr. Shrinkhala Upadhyaya

S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The outcome-based education driven curriculum provides in-depth subject knowledge and competencies that are required by the industry & practical needs.	Strongly Agree				
2	The curriculum facilitates analytical thinking and problem-solving.	Strongly Agree	Agree			
3	The curriculum ensures holistic development through social, emotional, and ethical learning.	Strongly Agree				
4	The programme offers industrial visits, project work, internships, field visits, and community-connect training.		Agree			
5	The course outcomes align with programme outcomes.					
6	The curriculum ensures relevant technical tools and software are integrated.	Strongly Agree	Agree			
7	The school provide options to the students to select Elective courses / Value Added courses / Vocational courses / Choice Based Credit System.		Agree			
8	Rate your autonomy in curriculum design and course revision.		Agree			
9	The curriculum enhances entrepreneurial skills, employability, lifelong learning, human values, and professional ethics.			Neutral		
10	Any other suggestions for curriculum improvement?	The curriculum needs to include more technical skills.				



3- Faculty Dr. Ranu Tomar						
S. No	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The outcome-based education driven curriculum provides in-depth subject knowledge and competencies that are required by the industry & practical needs.	Strongly Agree				
2	The curriculum facilitates analytical thinking and problem-solving.	Strongly Agree				
3	The curriculum ensures holistic development through social, emotional, and ethical learning.		Agree			
4	The programme offers industrial visits, project work, internships, field visits, and community-connect training.	Strongly Agree				
5	The course outcomes align with programme outcomes.	Strongly Agree				
6	The curriculum ensures relevant technical tools and software are integrated.		Agree			
7	The school provide options to the students to select Elective courses / Value Added courses / Vocational courses / Choice Based Credit System.	Strongly Agree				
8	Rate your autonomy in curriculum design and course revision.		Agree			
9	The curriculum enhances entrepreneurial skills, employability, lifelong learning, human values, and professional ethics.	Strongly Agree				



10	Any other suggestions for curriculum improvement?	There should be more communication between the industry sector and students.
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4- Faculty Dr. Divya						
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The outcome-based education driven curriculum provides in-depth subject knowledge and competencies that are required by the industry & practical needs.	Strongly Agree				
2	The curriculum facilitates analytical thinking and problem-solving.		Agree			
3	The curriculum ensures holistic development through social, emotional, and ethical learning.	Strongly Agree				
4	The programme offers industrial visits, project work, internships, field visits, and community-connect training.		Agree			
5	The course outcomes align with programme outcomes.	Strongly Agree				
6	The curriculum ensures relevant technical tools and software are integrated.	Strongly Agree				
7	The school provide options to the students to select Elective courses / Value Added courses / Vocational courses / Choice Based Credit System.	Strongly Agree				
8	Rate your autonomy in curriculum design and course revision.		Agree			
9	The curriculum enhances entrepreneurial skills, employability, lifelong learning, human values, and professional ethics.	Strongly Agree				
10	Any other suggestions for					



curriculum improvement?

Should concentrate more on the students' holistic growth

5- Faculty Dr. Dhruv Sabharwal						
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The outcome-based education driven curriculum provides in-depth subject knowledge and competencies that are required by the industry & practical needs.	Strongly Agree				
2	The curriculum facilitates analytical thinking and problem-solving.		Agree			
3	The curriculum ensures holistic development through social, emotional, and ethical learning.	Strongly Agree				
4	The programme offers industrial visits, project work, internships, field visits, and community-connect training.		Agree			
5	The course outcomes align with programme outcomes.	Strongly Agree				
6	The curriculum ensures relevant technical tools and software are integrated.	Strongly Agree				
7	The school provide options to the students to select Elective courses / Value Added courses / Vocational courses / Choice Based Credit System.	Strongly Agree				
8	Rate your autonomy in		Agree			



	curriculum design and course revision.					
9	The curriculum enhances entrepreneurial skills, employability, lifelong learning, human values, and professional ethics.	Strongly Agree				
10	Any other suggestions for curriculum improvement?	No Suggestions				

6- Faculty Dr. CP Rashmi						
S. No	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The outcome-based education driven curriculum provides in-depth subject knowledge and competencies that are required by the industry & practical needs.		Agree			
2	The curriculum facilitates analytical thinking and problem-solving.	Strongly Agree				
3	The curriculum ensures holistic development through social, emotional, and ethical learning.		Agree			
4	The programme offers industrial visits, project work, internships, field visits, and community-connect training.	Strongly Agree				
5	The course outcomes align with programme outcomes.	Strongly Agree				
6	The curriculum ensures relevant technical tools and software are integrated.	Strongly Agree				
7	The school provide options to the students to select Elective courses / Value Added courses / Vocational courses / Choice Based Credit System.	Strongly Agree				
8	Rate your autonomy in curriculum design and course revision.		Agree			
9	The curriculum enhances entrepreneurial skills, employability, lifelong learning, human values, and professional ethics.	Strongly Agree				



10	Any other suggestions for curriculum improvement?	counselling session should be included.
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7- Faculty Ms. Sonali Srivastava						
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The outcome-based education driven curriculum provides in-depth subject knowledge and competencies that are required by the industry & practical needs.	Strongly Agree				
2	The curriculum facilitates analytical thinking and problem-solving.		Agree			
3	The curriculum ensures holistic development through social, emotional, and ethical learning.	Strongly Agree				
4	The programme offers industrial visits, project work, internships, field visits, and community-connect training.	Strongly Agree				
5	The course outcomes align with programme outcomes.	Strongly Agree				
6	The curriculum ensures relevant technical tools and software are integrated.	Strongly Agree				
7	The school provide options to the students to select Elective courses / Value Added courses / Vocational courses / Choice Based Credit System.	Strongly Agree				
8	Rate your autonomy in curriculum design and course revision.		Agree			
9	The curriculum enhances entrepreneurial skills, employability, lifelong learning, human values, and professional ethics.		Agree			



10	Any other suggestions for curriculum improvement?	Will concentrate more on the practical
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8- Faculty Ms. Kiran Panchal						
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The outcome-based education driven curriculum provides in-depth subject knowledge and competencies that are required by the industry & practical needs.		Agree			
2	The curriculum facilitates analytical thinking and problem-solving.	Strongly Agree				
3	The curriculum ensures holistic development through social, emotional, and ethical learning.			Neutral		
4	The programme offers industrial visits, project work, internships, field visits, and community-connect training.	Strongly Agree				
5	The course outcomes align with programme outcomes.			Neutral		
6	The curriculum ensures relevant technical tools and software are integrated.	Strongly Agree				
7	The school provide options to the students to select Elective courses / Value Added courses / Vocational courses / Choice Based Credit System.	Strongly Agree	Agree	Neutral		
8	Rate your autonomy in curriculum design and course revision.			Neutral		
9	The curriculum enhances entrepreneurial skills, employability, lifelong learning, human values, and professional ethics.	Strongly Agree				



10	Any other suggestions for curriculum improvement?	Right now, nothing needs to be changed.
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9- Faculty Dr. Shishir Kr. Singh						
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The outcome-based education driven curriculum provides in-depth subject knowledge and competencies that are required by the industry & practical needs.	Strongly Agree				
2	The curriculum facilitates analytical thinking and problem-solving.		Agree			
3	The curriculum ensures holistic development through social, emotional, and ethical learning.	Strongly Agree				
4	The programme offers industrial visits, project work, internships, field visits, and community-connect training.		Agree			
5	The course outcomes align with programme outcomes.			Neutral		
6	The curriculum ensures relevant technical tools and software are integrated.	Strongly Agree				
7	The school provide options to the students to select Elective courses / Value Added courses / Vocational courses / Choice Based Credit System.		Agree			
8	Rate your autonomy in curriculum design and course revision.	Strongly Agree				



9	The curriculum enhances entrepreneurial skills, employability, lifelong learning, human values, and professional ethics.			Neutral	
10	Any other suggestions for curriculum improvement?	Course should be updated to reflect current industry needs.			

10- Faculty Prof. Dr. Ritu S. Sood						
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The outcome-based education driven curriculum provides in-depth subject knowledge and competencies that are required by the industry & practical needs.	Strongly Agree				
2	The curriculum facilitates analytical thinking and problem-solving.	Strongly Agree				
3	The curriculum ensures holistic development through social, emotional, and ethical learning.	Strongly Agree				
4	The programme offers industrial visits, project work, internships, field visits, and community-connect training.	Strongly Agree				
5	The course outcomes align with programme outcomes.	Strongly Agree				
6	The curriculum ensures relevant technical tools and software are integrated.	Strongly Agree				
7	The school provide options to the students to select Elective courses / Value Added courses / Vocational courses / Choice Based Credit System.	Strongly Agree				
8	Rate your autonomy in curriculum design and course revision.		Agree			
9	The curriculum enhances entrepreneurial skills, employability, lifelong learning, human values, and professional ethics.	Strongly Agree				
10	Any other suggestions for curriculum improvement?	No Suggestions				



Name of the School : SSMFE - Sharda School of Media, Film, and Entertainment
Name of the Programme : Master of Arts in Advertising, Public Relations and Corporate Communication
Programme Code: SDM0110
Employer/Industry Experts Feedback on Curriculum (Sample Forms)
Academic Year : '2022-2023'
Total Unique Number of Respondents: 05

1- Employer : Mr. Rakesh Sharma Editor (Times of India)						
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The curriculum helps the students attain industry-specific knowledge and personal competencies.	Strongly Agree				
2	The curriculum helps the students imbibe essential leadership qualities and encourages teamwork.			Neutral		
3	The curriculum ensures holistic development through social, emotional, and ethical learning.	Strongly Agree				
4	The curriculum enhances entrepreneurial skill / employability / lifelong learning / human values and professional ethics			Neutral		
5	The curriculum facilitates analytical thinking & problem solving.		Agree			
6	The curriculum prepares to the students to find solutions to real-life problems.		Agree			
7	The curriculum facilitates students' ability to collaborate and engage in multidisciplinary tasks.		Agree	1		
8	Any other suggestions for curriculum improvement?	One can add more industry visits.				



2- Employer: Ms Sangeeta Agrwal - Editor OMCOM Online News Odisha						
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The curriculum helps the students attain industry-specific knowledge and personal competencies.	Strongly Agree				
2	The curriculum helps the students imbibe essential leadership qualities and encourages teamwork.		Agree			
3	The curriculum ensures holistic development through social, emotional, and ethical learning.			Neutral		
4	The curriculum enhances entrepreneurial skill / employability / lifelong learning / human values and professional ethics	Strongly Agree				
5	The curriculum facilitates analytical thinking & problem solving.		Agree			
6	The curriculum prepares to the students to find solutions to real-life problems.		Agree			
7	The curriculum facilitates students' ability to collaborate and engage in multidisciplinary tasks.	Strongly Agree				
8	Any other suggestions for curriculum improvement?	More Industry oriented training can be included				




3- Employer : Dr. Indukat Dixit Bureau Chief, PTI Ranchi						
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The curriculum helps the students attain industry-specific knowledge and personal competencies.			Neutral		
2	The curriculum helps the students imbibe essential leadership qualities and encourages teamwork.	Strongly Agree				
3	The curriculum ensures holistic development through social, emotional, and ethical learning.			Neutral		
4	The curriculum enhances entrepreneurial skill / employability / lifelong learning / human values and professional ethics		Agree			
5	The curriculum facilitates analytical thinking & problem solving.		Agree			
6	The curriculum prepares to the students to find solutions to real-life problems.	Strongly Agree				
7	The curriculum facilitates students' ability to collaborate and engage in multidisciplinary tasks.	Strongly Agree				
8	Any other suggestions for curriculum improvement?	No need to be changed				



4- Employer : Mr. Vikrant Parmar - Editor The Tribune, Chandigarh						
S. No	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The curriculum helps the students attain industry-specific knowledge and personal competencies.	Strongly Agree	Agree			
2	The curriculum helps the students imbibe essential leadership qualities and encourages teamwork.	Strongly Agree				
3	The curriculum ensures holistic development through social, emotional, and ethical learning.	Strongly Agree				
4	The curriculum enhances entrepreneurial skill / employability / lifelong learning / human values and professional ethics	Strongly Agree	Agree			
5	The curriculum facilitates analytical thinking & problem solving.	Strongly Agree				
6	The curriculum prepares to the students to find solutions to real-life problems.		Agree			
7	The curriculum facilitates students' ability to collaborate and engage in multidisciplinary tasks.		Agree			
8	Any other suggestions for curriculum improvement?	A week or two of practical training ought to be included in the curriculum.				



5- Employer : Mr. Amit Gupta – Sub Editor, Amar Ujala, Noida						
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The curriculum helps the students attain industry-specific knowledge and personal competencies.			Neutral		
2	The curriculum helps the students imbibe essential leadership qualities and encourages teamwork.	Strongly Agree				
3	The curriculum ensures holistic development through social, emotional, and ethical learning.			Neutral		
4	The curriculum enhances entrepreneurial skill / employability / lifelong learning / human values and professional ethics	Strongly Agree				
5	The curriculum facilitates analytical thinking & problem solving.		Agree	Neutral		
6	The curriculum prepares to the students to find solutions to real-life problems.		Agree			
7	The curriculum facilitates students' ability to collaborate and engage in multidisciplinary tasks.		Agree			
8	Any other suggestions for curriculum improvement?	More Industry-Academia Collaboration required				



Name of the School : SSMFE - Sharda School of Media, Film, and Entertainment
Name of the Programme : Master of Arts in Advertising, Public Relations and Corporate Communication
Programme Code: SDM0110
Alumni Feedback on Curriculum (Sample Forms)
Academic Year : '2022-2023'
Total Unique Number of Respondents : 5

1- Alumni : Deepam Jain						
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The outcome-based education curriculum helped to improve domain knowledge and soft skills.		Agree			
2	The curriculum facilitated analytical thinking and problem-solving.	Strongly Agree				
3	The curriculum ensured holistic development through social, emotional, and ethical learning.		Agree			
4	The hands-on training and laboratory practical work taught in synchronisation with industry helped promote lifelong learning.	Strongly Agree				
5	The curriculum has prospects for higher education, employability, and experiential learning.			Neutral		
6	The curriculum promoted teamwork and encouraged the development of essential leadership skills.		Agree			
7	The programme offered industrial visits, project work, internships, field visits, and community-connect training.		Agree			
8	The curriculum ensured relevant technical tools and software were integrated.	Strongly Agree				
9	Any other suggestions for					




curriculum improvement?

Need more outdoor visits

Ravi



2- Alumni : Sharmin Hossain						
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The outcome-based education curriculum helped to improve domain knowledge and soft skills.		Agree			
2	The curriculum facilitated analytical thinking and problem-solving.		Agree			
3	The curriculum ensured holistic development through social, emotional, and ethical learning.		Agree			
4	The hands-on training and laboratory practical work taught in synchronisation with industry helped promote lifelong learning.				Disagree	
5	The curriculum has prospects for higher education, employability, and experiential learning.		Agree			
6	The curriculum promoted teamwork and encouraged the development of essential leadership skills.		Agree			
7	The programme offered industrial visits, project work, internships, field visits, and community-connect training.		Agree			
8	The curriculum ensured relevant technical tools and software were integrated.		Agree			
9	Any other suggestions for curriculum improvement?	Better can be done, Not up to the expectation				

Sharmin



3- Alumni : Kabir Naqvi						
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The outcome-based education curriculum helped to improve domain knowledge and soft skills.	Strongly Agree				
2	The curriculum facilitated analytical thinking and problem-solving.	Strongly Agree				
3	The curriculum ensured holistic development through social, emotional, and ethical learning.		Agree			
4	The hands-on training and laboratory practical work taught in synchronisation with industry helped promote lifelong learning.			Neutral		
5	The curriculum has prospects for higher education, employability, and experiential learning.		Agree			
6	The curriculum promoted teamwork and encouraged the development of essential leadership skills.		Agree			
7	The programme offered industrial visits, project work, internships, field visits, and community-connect training.	Strongly Agree				
8	The curriculum ensured relevant technical tools and software were integrated.	Strongly Agree				
9	Any other suggestions for curriculum improvement?	Very Good				




4- Alumni : Priya Barak						
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The outcome-based education curriculum helped to improve domain knowledge and soft skills.		Agree			
2	The curriculum facilitated analytical thinking and problem-solving.		Agree			
3	The curriculum ensured holistic development through social, emotional, and ethical learning.		Agree			
4	The hands-on training and laboratory practical work taught in synchronisation with industry helped promote lifelong learning.	Strongly Agree				
5	The curriculum has prospects for higher education, employability, and experiential learning.		Agree			
6	The curriculum promoted teamwork and encouraged the development of essential leadership skills.	Strongly Agree				
7	The programme offered industrial visits, project work, internships, field visits, and community-connect training.		Agree			
8	The curriculum ensured relevant technical tools and software were integrated.		Agree			
9	Any other suggestions for curriculum improvement?	More Educational Trip should be organised				

Priya



5- Alumni : Kanishk Tyagi						
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The outcome-based education curriculum helped to improve domain knowledge and soft skills.		Agree			
2	The curriculum facilitated analytical thinking and problem-solving.	Strongly Agree				
3	The curriculum ensured holistic development through social, emotional, and ethical learning.		Agree			
4	The hands-on training and laboratory practical work taught in synchronisation with industry helped promote lifelong learning.	Strongly Agree				
5	The curriculum has prospects for higher education, employability, and experiential learning.	Strongly Agree				
6	The curriculum promoted teamwork and encouraged the development of essential leadership skills.		Agree			
7	The programme offered industrial visits, project work, internships, field visits, and community-connect training.		Agree			
8	The curriculum ensured relevant technical tools and software were integrated.	Strongly Agree				
9	Any other suggestions for curriculum improvement?	I am Satisfied				



Name of the School : SSMFE - Sharda School of Media, Film and Entertainment
Name of the Programme : Master of Arts in Advertising, Public Relations and Corporate Communication
Programme Code: SDM0110
Academic Peer Feedback on Curriculum (Sample Forms)
Academic Year : '2022-2023'
Total Unique Number of Respondents : 02

1- Academic Peer-Dr. Amit Channa, Associate Professor , GGSIP University, New Delhi						
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The outcome-based education driven curriculum provides in-depth subject knowledge and competencies that are required by the industry & practical needs.	Strongly Agree				
2	The curriculum facilitates analytical thinking and problem-solving.		Agree			
3	The curriculum ensures holistic development through social, emotional, and ethical learning.	Strongly Agree				
4	The programme offers industrial visits, project work, internships, field visits, and community-connect training.		Agree			
5	The curriculum ensures relevant technical tools and software are integrated.	Strongly Agree	Agree			
6	The curriculum enhances entrepreneurial skills, employability, lifelong learning, human values, and professional ethics.	Strongly Agree	Agree			
7	Any other suggestions for curriculum improvement?	Collaboration with the industry is necessary.				

Rain



2- Academic Peer-Dr. Vinod Singh, Assistant Professor – MGKV University, Varanasi

S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The outcome-based education driven curriculum provides in-depth subject knowledge and competencies that are required by the industry & practical needs.	Strongly Agree				
2	The curriculum facilitates analytical thinking and problem-solving.			Neutral		
3	The curriculum ensures holistic development through social, emotional, and ethical learning.			Neutral		
4	The programme offers industrial visits, project work, internships, field visits, and community-connect training.	Strongly Agree				
5	The curriculum ensures relevant technical tools and software are integrated.		Agree			
6	The curriculum enhances entrepreneurial skills, employability, lifelong learning, human values, and professional ethics.		Agree			
7	Any other suggestions for curriculum improvement?	More technical proficiency is required.				



Name of the School : SSMFE - Sharda School of Media, Film and Entertainment
Name of the Programme : Master of Arts in Advertising, Public Relations and Corporate Communication
Programme Code: SDM0110
Parents Feedback on Curriculum (Sample Forms)
Academic Year : '2022-2023'
Total Unique Number of Respondents : 05

1 Parent Name: Nirupom Saika Student's Name: Bhuban Saikia						
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The curriculum helps the students imbibe essential leadership qualities and encourages teamwork.	Strongly Agree				
2	The curriculum facilitates students' analytical thinking and problem solving.	Strongly Agree				
3	The curriculum prepares the students to find solutions to real-life problems.		Agree			
4	The curriculum helps the students attain industry-specific knowledge and personal competencies.	Strongly Agree				
5	The curriculum enhances students' entrepreneurial skill / employability / lifelong learning / human values and professional ethics.	Strongly Agree				
6	The curriculum facilitates students' ability to collaborate and engage in multidisciplinary tasks.		Agree			
7	The curriculum ensures students' holistic development through social, emotional, and ethical learning.		Agree			
8	The curriculum fully meets our expectations.	Strongly Agree				
9	Any other suggestions for curriculum improvement?	No Suggestions				



2 Parent Name: Mithlesh Kumar Jha Student's Name: Aakriti Jha						
S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The curriculum helps the students imbibe essential leadership qualities and encourages teamwork.			Neutral		
2	The curriculum facilitates students' analytical thinking and problem solving.		Agree			
3	The curriculum prepares the students to find solutions to real-life problems.		Agree			
4	The curriculum helps the students attain industry-specific knowledge and personal competencies.				Disagree	
5	The curriculum enhances students' entrepreneurial skill / employability / lifelong learning / human values and professional ethics.		Agree			
6	The curriculum facilitates students' ability to collaborate and engage in multidisciplinary tasks.		Agree			
7	The curriculum ensures students' holistic development through social, emotional, and ethical learning.			Neutral		
8	The curriculum fully meets our expectations.		Agree			
9	Any other suggestions for curriculum improvement?	Better can be done				




3 Parent Name: Brijesh Bhardwaj
Student's Name: Anirudh Bhardwaj

S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The curriculum helps the students imbibe essential leadership qualities and encourages teamwork.		Agree			
2	The curriculum facilitates students' analytical thinking and problem solving.	Strongly Agree				
3	The curriculum prepares the students to find solutions to real-life problems.		Agree			
4	The curriculum helps the students attain industry-specific knowledge and personal competencies.		Agree			
5	The curriculum enhances students' entrepreneurial skill / employability / lifelong learning / human values and professional ethics.	Strongly Agree				
6	The curriculum facilitates students' ability to collaborate and engage in multidisciplinary tasks.		Agree			
7	The curriculum ensures students' holistic development through social, emotional, and ethical learning.		Agree			
8	The curriculum fully meets our expectations.		Agree			
9	Any other suggestions for curriculum improvement?	No Suggestions at all				



4 Parent Name: Chander Kainthola
Student's Name: Deepanshu Kainthola

S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The curriculum helps the students imbibe essential leadership qualities and encourages teamwork.		Agree			
2	The curriculum facilitates students' analytical thinking and problem solving.		Agree			
3	The curriculum prepares the students to find solutions to real-life problems.		Agree			
4	The curriculum helps the students attain industry-specific knowledge and personal competencies.			Neutral		
5	The curriculum enhances students' entrepreneurial skill / employability / lifelong learning / human values and professional ethics.	Strongly Agree				
6	The curriculum facilitates students' ability to collaborate and engage in multidisciplinary tasks.	Strongly Agree				
7	The curriculum ensures students' holistic development through social, emotional, and ethical learning.		Agree			
8	The curriculum fully meets our expectations.		Agree			
9	Any other suggestions for curriculum improvement?	Focus should be on holistic growth of the students				



5 Parent Name: Mr. Ambesh Tiwari

Student's Name: Pranjal Tiwari

S. No.	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The curriculum helps the students imbibe essential leadership qualities and encourages teamwork.	Strongly Agree				
2	The curriculum facilitates students' analytical thinking and problem solving.	Strongly Agree	Agree			
3	The curriculum prepares the students to find solutions to real-life problems.	Strongly Agree	Agree			
4	The curriculum helps the students attain industry-specific knowledge and personal competencies.		Agree			
5	The curriculum enhances students' entrepreneurial skill / employability / lifelong learning / human values and professional ethics.		Agree			
6	The curriculum facilitates students' ability to collaborate and engage in multidisciplinary tasks.	Strongly Agree				
7	The curriculum ensures students' holistic development through social, emotional, and ethical learning.		Agree			
8	The curriculum fully meets our expectations.		Agree			
9	Any other suggestions for curriculum improvement?	Happy with the results as a whole				

