

Annexure I: Feedback Format on Curriculum Review by Stakeholders -Programme wise
(To be based on survey as per Curricula Feedback templates of Feedback policy)

School: School of Media, Film and Entertainment

Department: Mass Communication

Academic Year: 2021-22 ^D

Programme Name: BA (J&MC)

NAAC Programme Code: SDM0101

(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		
Faculty	18	Excellent	88.46	84.62	88.46	84.62	88.46	NA	NA	The course is designed excellently. Students have to be involved in more practical assignments.	<ul style="list-style-type: none"> • The valuable suggestions are welcomed and incorporated /updated in the curriculum designed for the Academic Year 2022-23 • To lay more emphasis on planning the assignments and discussing it with the coordinators before the finalising and uploading on iCloud. • The credit structure of
		Very Good	7.69	11.54	11.54	11.54	7.69	NA	NA		
		Good	3.85	3.85	-	3.85	3.85	NA	NA		
		Satisfactory	-	-	-	-	-	NA	NA		




		Not Satisfactory	-	-	-	-	-	NA	NA		the courses are adjusted and new skill based courses are added as per the NEP and UP Higher education's suggestions.
Student	123	Excellent	37.07	37.56	NA	NA	NA	NA	NA	<p>Online classes were difficult to understand as compared to offline classes and now we are getting more clarity in offline classes</p> <p>Duration of the class should be long. Focus should be on practical knowledge rather than ppt and pdf</p>	<ul style="list-style-type: none"> • The appropriate suggestions and feedback of the current students are incorporated/updated in the curriculum designed for the Academic Year 2022-23 • Offline classes has started and the problem is resolved as students are using computer labs, radio station and television studios for their assignments. • The credit structure of the courses are adjusted and new skill based courses are added as per the NEP and UP Higher education's suggestions.
		Very Good	30.24	29.27	NA	NA	NA	NA	NA		
		Good	18.05	18.54	NA	NA	NA	NA	NA		
		Satisfactory	5.85	6.83	NA	NA	NA	NA	NA		
		Not Satisfactory	2.93	1.95	NA	NA	NA	NA	NA		

												<ul style="list-style-type: none"> • New skill based elective courses added like Understanding New Media Tools, (BCJ104) Case Studies –Trail by Media(BCJ110) Contemporary India: Issues & Debates (BCJ229)...
Alumni	14	Excellent	42.86	42.86	35.71	42.86	42.86	NA		<ul style="list-style-type: none"> • The course is designed excellently. But requires industry interaction on continuous basis. • All is okay but there should be more practical classes to understand things clearly. 	<ul style="list-style-type: none"> • Friday lectures are kept for student in order to have constant interaction with the industry and the alumni working in the industry in various capacities. • A new Audit Course 'Industry Connect' is introduced so that students get opportunities to understand the working environment of the industry and can prepare as the industry's current demand. 	
		Very Good	35.71	28.57	21.43	7.14	21.43	NA				
		Good	-	14.29	21.43	35.71	21.43	NA				
		Satisfactory	-	-	-	-	7.14	NA				
		Not Satisfactory	21.43	14.29	21.43	14.29	7.14	NA				
Employers		Excellent	38.89	50	33.33	38.89	33.33	50	50	<ul style="list-style-type: none"> • Some Subjects like community 	<ul style="list-style-type: none"> • Placement and internship cell of SMFE 	



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Very Good	38.89	27.78	44.44	61.11	38.89	27.78	27.78
Good	16.67	11.11	16.67	-	27.78	11.11	11.11
Satisfactory	5.56	11.11	5.56	-	-	11.11	11.11
Not Satisfactory	-	-	-	-	-	-	-

connect and specialisation offered in the course is a something that makes the course very unique.

- Good internship and placement opportunities will let the students practise these skills

will try to do 100 % placement for better industry exposure.

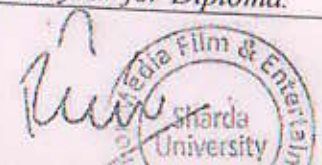
- Launched vocational courses along with the existing courses to give more exposure to the student. So that they can become industry ready product.
Smartphone Film Making I (VOF 202) And Smartphone Film Making II(VOF 204)
- A new Audit Course 'Industry Connect' is introduced so that students get opportunities to understand the working environment of the industry and can prepare themselves according to the industry's current demand and are also introduced, motivated and exposed to do startups and running



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

own organisation.

Feedback Analysis Points: (Refer Feedback Analysis Report)	Feedback Action Taken: (Summarise as in points above)	Indicate whether incorporated in Curriculum/Course
<ul style="list-style-type: none"> Students have to be involved in more practical assignments 	<p>Action:-</p> <ul style="list-style-type: none"> More practical inputs / hands-on training hours added in the curriculum including theory subjects also. New Skill based elective courses are added Skill based Vocational courses are amended to support NEP multiple entry and exit policy. 	<p>Courses Added</p> <ul style="list-style-type: none"> Tutorial hours amended – Indian Culture and Art form Advertising: Concepts, Principles & Practices Public Relations & Corporate Communication Basics of Radio Programme Production Basics of TV Programing & Production History of Cinema & Film Appreciation Digital Media Marketing Media: Sociology & Psychology Event Management New skill based elective courses added like Understanding Media Tools, Case Studies – Media Trails, Contemporary India: Issues & Debates, Advertising Lab Skill based Vocational Courses amended as per NEP multiple entry exit policy like Script Writing and Writing Anchoring for Radio, TV, and Digital Media for 1st year certificate programme. Smartphone Film Making I and Smartphone Film Making II in 2nd year for Diploma.



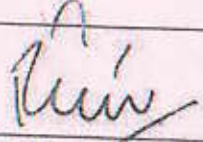
- Requires industry interaction on continuous basis.
- Good internship and placement opportunities will let the students practise these skills

Action:-

A new Audit Course 'Industry Connect' is Introduced so that students get opportunities to understand the working environment of the industry and can prepare themselves according to the industry's current demand and are also introduced, motivated and exposed to do startups and running own organisation.

Courses Updated:

Industry Connect in Term V

Signature	
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Dean	SMFE

