

Annexure I: Feedback Format of Stakeholders for Curriculum Review-Programme wise

(Based on survey through template A of Feedback policy)

School: Sharda School of Media, Film and Entertainment

Department: Dept. of Mass Communication

Academic Year: 2021-22

Programme Name: MA (Journalism and Mass Communication)

NAAC Programme Code: SDM0105

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	07	Excellent	84.62 %	84.62 %	84.62 %	84.62 %	84.62 %	-	-	Majority of faculty finds the curriculum appropriate but some of them suggested for increase teaching hours in theory subjects	The valuable suggestions are welcomed and incorporated/updated in the curriculum designed for the Academic Year 2022-23 Teaching hours increased, increased the credit of the subjects.
	07	Very Good	15.38 %	15.38 %	15.38 %	7.69%	7.69%	-	-		
	07	Good	0%	0%	0%	7.69%	7.69%	-	-		



	07	Satisfactory	0%	0%	0%	0%	0%			LTP of subjects changed	Also changed as per the current guidelines of UP higher Education
	07	Not Satisfactory	0%	0%	0%	0%	0%				
Student	10	Excellent	61.11 %	61.11 %	-	-	-	-	-	Majority of students are happy with the curriculum. A few are suggesting that the syllabus also have some programming for research.	The appropriate suggestions and feedback of the current students are incorporated/updated in the curriculum designed for the Academic Year 2022-23 <i>Research Based learning courses were introduced in all the semester.</i>
	10	Very Good	27.78 %	30.56 %	-	-	-	-	-		
	10	Good	11.11 %	5.56%	-	-	-	-	-		
	10	Satisfactory	0%	2.78%	-	-	-	-	-		
	10	Not Satisfactory	0%	0%	-	-	-	-	-		



Alumni	10	Excellent	30% (3)	40% (4)	40% (4)	30% (3)	30% (3)	-	-	The Suggestion received about more specification in interaction or connection with the Media industry to tap the pace of industry.	The appropriate suggestions and feedback of the current students are incorporated/updated in the curriculum designed for the Academic Year 2022-23 Industry connect course is also introduced to do startups and having exposure in running own organisation.
	10	Very Good	20% (2)		10% (1)	10% (1)	20% (2)	-	-		
	10	Good	10% (1)	30% (3)	20% (2)	20% (2)	10% (1)	-	-		
	10	Satisfactory					10% (1)	-	-		
	10	Not Satisfactory	40% (4)	30% (3)	30% (3)	40% (4)	30% (3)	-	-		
Employers	04	Excellent	38.89 %	50%	33.33 %	38.89 %	33.33 %	50%	50%	The core suggestion was to equip student	The all suggestions are welcomed and incorporated in Curriculum 2022-23
	04	Very Good	38.89 %	27.78 %	44.44 %	61.11 %	38.89 %	27.78 %	27.78 %		


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	04	Good	16.67 %	11.11 %	16.67 %	0%	27.78 %	11.11 %	11.11 %	with latest technolog y in film making through mobile phones.	<i>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 And Smartphone Film Making II</i>
	04	Satisfactory	5.56%	11.11 %	5.56%	0%	0%	11.11 %	11.11 %		
	04	Not Satisfactory	0%	0%	0%	0%	0%	0%	0%		

Signature of Dean



DAC Reference No

Date:

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

Feedback Analysis Points: (Refer Feedback Analysis Report)	Feedback Action Taken: (Summarise as in points above)	Indicate whether incorporated in Curriculum/Course
<p>1 <u>Request of increasing Theory and Practical teaching hours</u></p> <ul style="list-style-type: none"> Request for change in teaching hours of theory papers 	<p>Action:-</p> <p><i>Changed the LTP and Credit of Theory Papers</i></p>	<ul style="list-style-type: none"> Communication Process, Models and Theories Social Studies in Media and Contemporary Issues Development Communication Entrepreneurship & Business Communication Media Law and Ethics

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		<ul style="list-style-type: none"> Film Analysis and Appreciation
<u>2 Suggestion of adding Comprehensive Research Course</u> <i>Research Based Learning</i>	<u>Action:-</u> <ul style="list-style-type: none"> <i>Research Based Learning introduced in all the semester</i> 	Incorporated in all the 4 semesters.

Signature		Signature	
Name		Name	
Dean		HoD	