

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

School: Sharda School of Media, Film and Entertainment

Department: Dept. of Mass Communication

Academic Year: 2021-22

Programme Name: MA (AD PR & CC)

NAAC Programme Code: SDM0110

Stakeholders	No of Respo ndents	Scale	Feedback Questions Response (%)							Suggestions in Feedback taken up after DAC
			Q1	Q2	Q3	Q4	Q5	Q6	Q7	
Faculty	8	Excellent	92.31 %	92. 31 %	92.3 1%	100 %	92. 31 %	-	-	Majority of faculty finds the curriculum appropriate but some of them suggested to incorporate research based conceptual understanding And organize live campaigns.
	8	Very Good	7.69%	7.6 9%	7.69 %	0%	7.6 9%			
	8	Good	0%	0%	0%	0%	0%	-	-	
	8	Satisfactory	0%	0%	0%	0%	0%			



	8	Not Satisfactory	0%	0%	0%	0%	0%			
Student	30	Excellent	50%	50%	50%	50%	43.75%	-	-	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 .
	30	Very Good	18.75%	25%	25%	25%	18.75%	-	-	
	30	Good	25%	18.75%	25%	25%	37.5%	-	-	
	30	Satisfactory	6.25%	6.25%	0%	0%	0	-	-	
	30	Not Satisfactory	0%	0%	0%	0%	0%	-	-	
Alumni	5	Excellent	30% (3)	40% (4)	40% (4)	30% (3)	30% (3)	-	-	The Suggestion received more about improving the participation of students in production and designing.
	5	Very Good	20% (2)		10% (1)	10% (1)	20% (2)	-	-	
	5	Good	10% (1)	30% (3)	20% (2)	20% (2)	10% (1)	-	-	



	5	Satisfactory					10 % (1)			
	5	Not Satisfactory	40% (4)	30 % (3)	30% (3)	40% (4)	30 % (3)			
Employers	18	Excellent	38.89 %	50 %	33.3 3%	38.8 9%	33. 33 %	50%	50%	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.
	18	Very Good	38.89 %	27. 78 %	44.4 4%	61.1 1%	38. 89 %	27.7 8%	27.78 %	
	18	Good	16.67 %	11. 11 %	16.6 7%	0%	27. 78 %	11.1 1%	11.11 %	
	18	Satisfactory	5.56%	11. 11 %	5.56 %	0%	0%	11.1 1%	11.11 %	
	18	Not Satisfactory	0%	0%	0%	0%	0%	0%	0%	



Feedback Analysis Points: (Refer Feedback Analysis Report)	
<p>Request for incorporating research based conceptual understanding</p> <p>And organize live campaigns.</p>	
<u>2 Suggestion of adding programming and productions</u>	
Media Labs, Computer Labs, Studios	
<u>3 Common Contents of MA (AD PR & CC) and MAJMC</u>	
<i>Radio Production</i> <i>TV Production</i> <i>Photography</i> <i>Writing Scripts</i> <i>Digital Media Learning</i> <i>News Productions for various medium</i> <i>Smart Phone Film making</i>	
<u>4 Clubbing Similar Subjects</u>	
N/A	

Signature	
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