lAnnexure 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 (AD,PR & CC)

NAAC Programme Code: SDM0110

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	8	Excellent	92.31%	92.31%	92.31%	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.	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
	8	Very Good	7.69%	7.69%	7.69%	0%	7.69%				
	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%	–	–	–	–	–	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 2022-23 By adding subjects like • Photography and Visual Communication • Television News and Programme Production
	30	Very Good	18.75%	25%	–	–	–	–	–		
	30	Good	25%	25%	–	–	–	–	–		
	30	Satisfactory	6.25%	0%	–	–	–	–	–		
	30	Not Satisfactory	0%	0%	–	–	–	–	–		

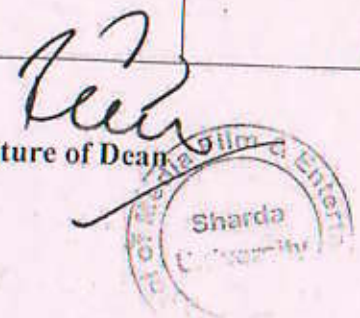|											
											• Advertising Lab
	5	Excellent	30% (3)	40% (4)	40% (4)	30% (3)	30% (3)	-	-	The Suggestion received more about improving the participation of students in production and designing.	The appropriate suggestions and feedback of the current students are incorporated/updated in the curriculum designed for the Academic Year 2022-23
	5	Very Good	20% (2)		10% (1)	10% (1)	20% (2)	-	-		Subjects introduced :
Alumni	5	Good	10% (1)	30% (3)	20% (2)	20% (2)	10% (1)	-	-		• Writing and Anchoring for Radio, TV, and Digital Media – Vocational
	5	Satisfactory	-	-	-	-	10% (1)	-	-		
	5	Not Satisfactory	40% (4)	30% (3)	30% (3)	40% (4)	30% (3)	-			• Photography and Visual Communication
Employers	18	Excellent	38.89%	50%	33.33%	38.89%	33.33%	50%	50%	The core suggestion was of	The all suggestions are welcomed and incorporated in

									aligning Advertising and Public Relation and Media Program Production contents together so all the students from each stream get benefited in Career Opportunity.	Curriculum 202.-2
18	Very Good	38.89%	27.78%	44.44%	61.11%	38.89%	27.78%	27.78%		*New Programs are introduced related to productions and creatives.* **Common Contents:-**
18	Good	16.67%	11.11%	16.67%	0%	27.78%	11.11%	11.11%		• Introduction to Communication and Media Research
18	Satisfactory	5.56%	11.11%	5.56%	0%	0%	11.11%	11.11%		• Soft Skills and Personality Development (Vocational Minor)
18	Not Satisfactory	0%	0%	0%	0%	0%	0%	0%		• Photography and Visual Communication • Television News and Programme Production • Writing and Anchoring for Radio, TV, and Digital Media - Vocational (Minor) • Research Based Learning (RBL 2) • Smartphone Film Making 1- Vocational Minor O Smartphone

										Film Making II - Vocational Minor

Signature of Dean

DAC Reference No

Date:

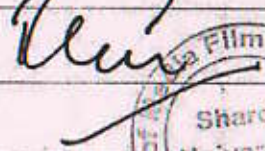Note: Questionnaires on Curriculum Feedback from Stakeholders is attached as Annexure I-A

Feedback Analysis Points: (Refer Feedback Analysis Report)	Feedback Action Taken: (Summarise as in points above)	Indicate whether incorporated in Curriculum/Course
1 Request for incorporating research based conceptual understanding And organize live campaigns.	**Action:-** incorporated/updated in the curriculum designed for the Academic Year 2022-23 By adding subjects • Industrial Connect • Research based learning	**Courses Added** incorporated/updated in the curriculum designed for the Academic Year 2022-23 By adding subjects • Industrial Connect • Research based learning

2 Suggestion of adding programming and productions	Action:-	Courses Added
• Media Labs, Computer Labs, Studios	• Writing and Anchoring for Radio, TV, and Digital Media – Vocational • Photography and Visual Communication • Television News and Programme Production • Writing and Anchoring for Radio, TV, and Digital Media - Vocational (Minor)	• Writing and Anchoring for Radio, TV, and Digital Media – Vocational • Photography and Visual Communication • Television News and Programme Production • Writing and Anchoring for Radio, TV, and Digital Media - Vocational (Minor)
3 Common Contents of MA (AD PR & CC) and MAJMC *Radio Production* *TV Production* *Photography* *Writing Scripts* *Digital Media Learning* *News Productions for various medium* *Smart Phone Film making*	**Action:-** Added Various Courses • Introduction to Communication and Media Research • Soft Skills and Personality Development (Vocational Minor) • Photography and Visual Communication • Television News and Programme Production • Writing and Anchoring for Radio, TV, and Digital Media - Vocational (Minor) • Research Based Learning (RBL 2) • Smartphone Film Making I- Vocational Minor • O Smartphone Film Making II - Vocational	**Courses Added** • Introduction to Communication and Media Research • Soft Skills and Personality Development (Vocational Minor) • Photography and Visual Communication • Television News and Programme Production • Writing and Anchoring for Radio, TV, and Digital

	Minor	Media - Vocational (Minor)
		• Research Based Learning (RBL 2) • Smartphone Film Making I- Vocational Minor • O Smartphone Film Making II - Vocational Minor
4 Clubbing Similar Subjects *N/A*	**Action:-** N/A	**Courses Updated** N/A
5		

Signature		Signature	
Name		Name	
Dean		HoD	