

## Department of Mass Media (BAMMC)

### Academic Year 2022-2023

### Report on Curriculum Feedback

In accordance with our institution's endeavour and mission to uphold the quality of education, we ensure a connection between the academic and professional world. To support this, regular feedback is taken from various stakeholders associated with specific departments. Curriculum feedback is taken from students, alumni, peer teachers and employers. Online mode of google forms is used to collect feedback from the stakeholders.

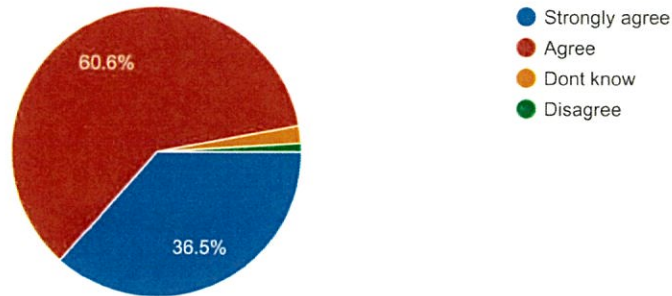
Feedback was sought and obtained from the stakeholders with reference to the relevance of curriculum towards the needs of industry, needs of the society, orientation of syllabus towards skill enhancement and to check relevance of syllabus in respect of domain knowledge and skills imparted. Additionally, suggestions of the stakeholders were taken regarding updates in syllabi, skill enhancement and value added courses.

Following is the compiled data giving overview followed by statistical analysis of stakeholders separately.

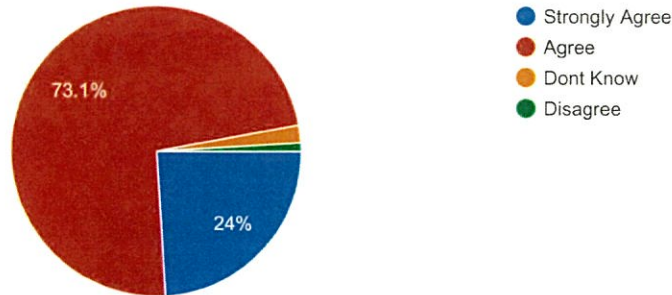
### Curriculum Feedback by Students

SR. NO.	QUESTIONS	RESPONSE %AGE			
		STRONGLY AGREE	AGREE	DON'T KNOW	DISAGREE
1	Do you think that the current curriculum was relevant to the needs of industry?	36.5	60.6	1.9	1.0
2	According to you, was the curriculum relevant to needs of the society	24.0	73.1	1.9	1.0
3	Do you feel the curriculum has enhanced your skills	29.8	67.3	0.0	2.9
4	Do you feel the curriculum has updated your knowledge	43.3	54.8	1.0	1.0
5	According to you, was the current curriculum concise?	17.3	75.0	4.8	2.9
6	Would you like to do any ad-on courses or skill enhancement courses?	0.0	51.9	0.0	48.1

1. Do you think that the current curriculum was relevant to the needs of industry?



2. According to you, was the curriculum relevant to the needs of society?

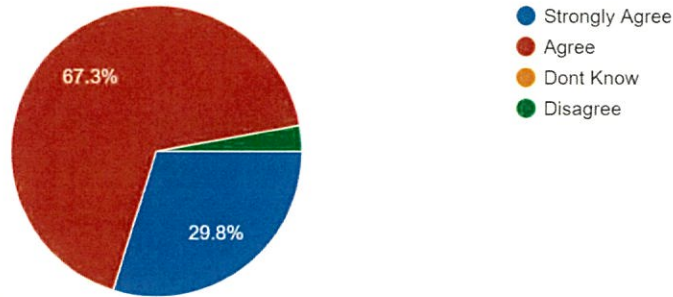


  
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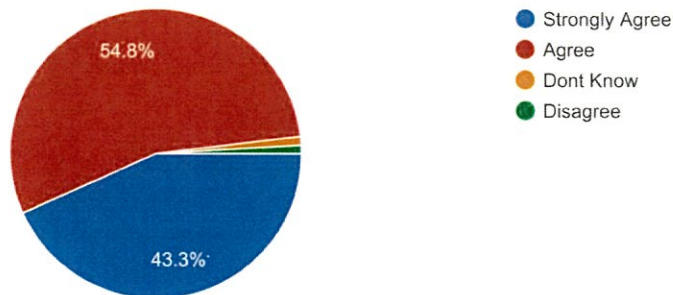
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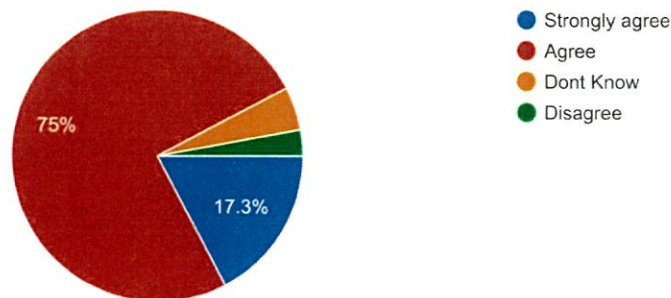
3. Do you feel the curriculum has enhanced your skills?



4. Do you feel the curriculum has updated your knowledge?

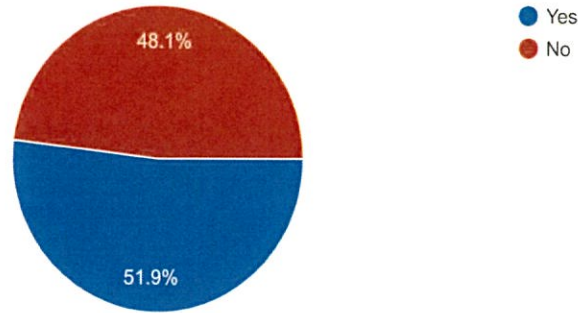


5. According to you, was the current curriculum concise?



  
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6. Would you like to do any ad-on courses or skill enhancement courses?



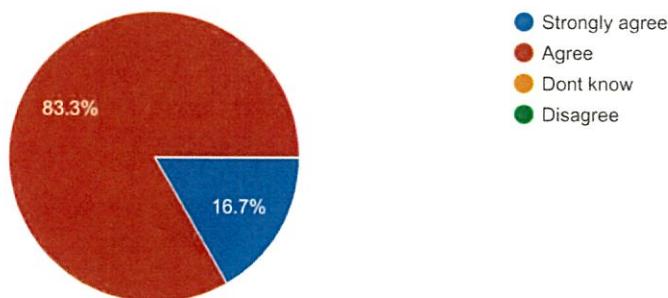
The students recommended the following add-on courses: Anchoring, Niche Photography, Social media marketing, Communication skills, marketing Skills, Startups Techniques, Graphics and web designing to name a few.

**Curriculum Feedback by Alumni (Pursuing further studies)**

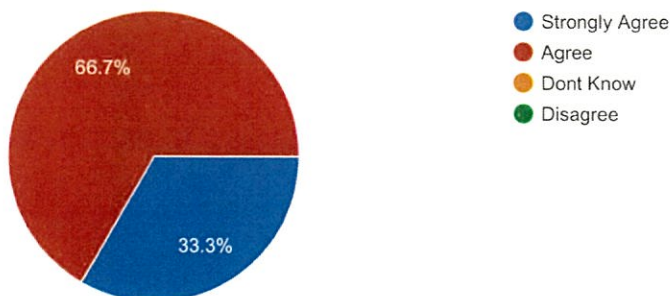
SR. NO.	QUESTIONS	RESPONSE %AGE			
		STRONGLY AGREE	AGREE	DON'T KNOW	DISAGREE
1	Do you think that the current curriculum was relevant to the needs of industry?	16.7	83.3	0	0
2	According to you, was the curriculum relevant to needs of the society	33.3	66.7	0	0
3	Do you feel the curriculum has enhanced your skills?	33.3	66.7	0	0
4	Do you feel the curriculum has updated your knowledge?	33.3	66.7	0	0
5	According to you, was the current curriculum concise?	16.7	83.3	0	0
6	Would you like to do any ad-on courses or skill enhancement courses?	0	33.3	0	66.7



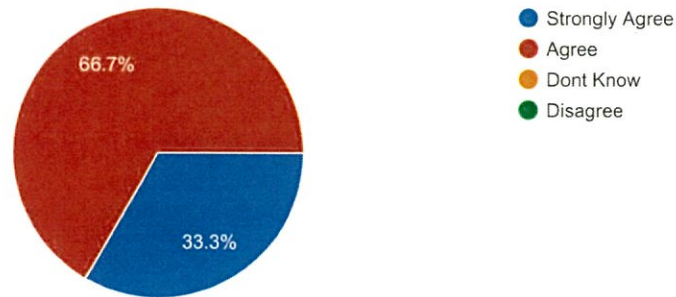
1. Do you think that the current curriculum was relevant to the needs of industry?



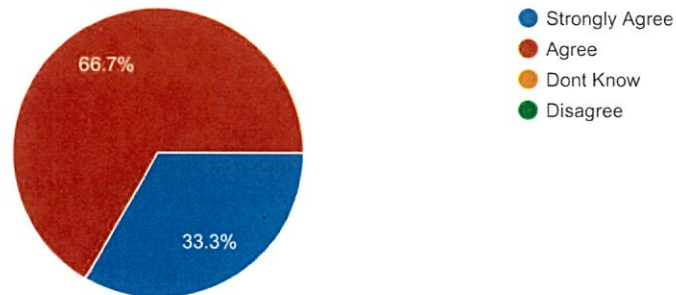
2. According to you, was the curriculum relevant to needs of the society



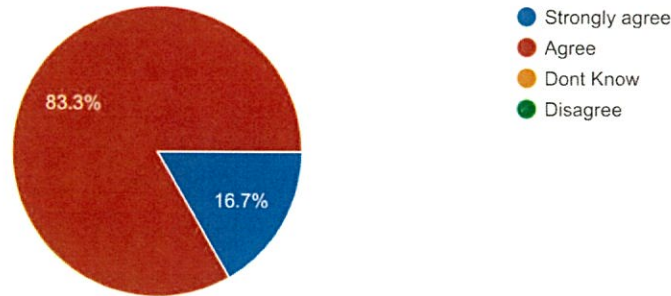
3. Do you feel the curriculum has enhanced your skills?



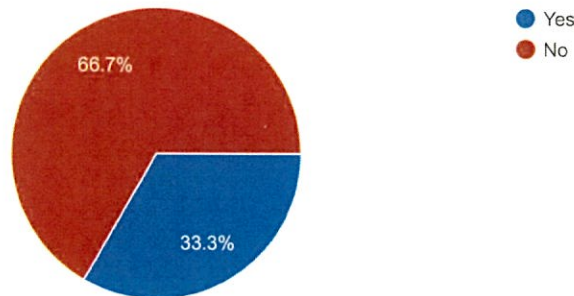
4. Do you feel the curriculum has updated your knowledge?



5. According to you, was the current curriculum concise?



6. Would you like to do any ad-on courses or skill enhancement courses?



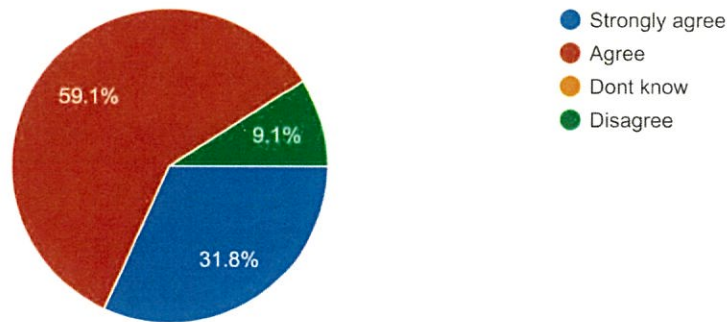
The alumni recommended the following as ad-on courses: Animation, Digital Marketing and basic knowledge of Data Analytics, to name a few.



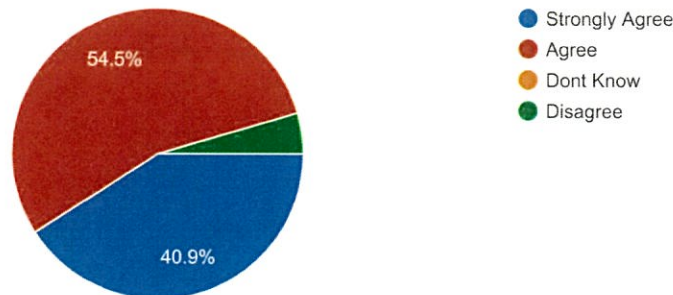
**Curriculum Feedback by Alumni (Employed with an institution/ company)**

SR. NO.	QUESTIONS	RESPONSE %AGE			
		STRONGLY AGREE	AGREE	DON'T KNOW	DISAGREE
1	Do you think that the current curriculum was relevant to the needs of industry?	31.8	59.1	0	9.1
2	According to you, was the curriculum relevant to needs of the society	40.9	54.5	0	4.5
3	Do you feel the curriculum has enhanced your skills?	36.4	63.6	0	0
4	Do you feel the curriculum has updated your knowledge?	36.4	63.6	0	0
5	According to you, was the current curriculum concise?	31.8	54.5	13.6	0
6	Would you like to do any ad-on courses or skill enhancement courses?	0	63.6	0	36.4

1. Do you think that the current curriculum was relevant to the needs of industry?

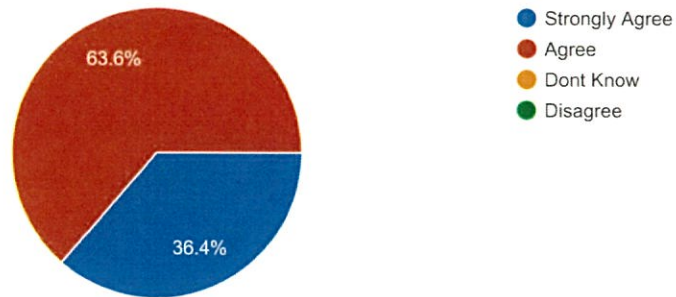


2. According to you, was the curriculum relevant to needs of the society

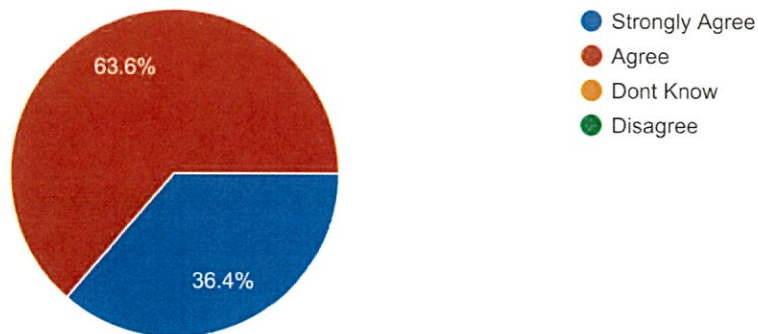


  
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3. Do you feel the curriculum has enhanced your skills?



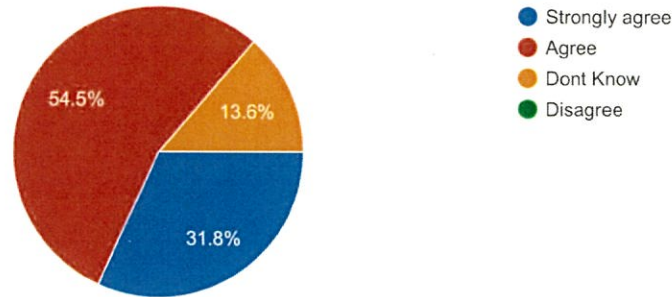
4. Do you feel the curriculum has updated your knowledge?



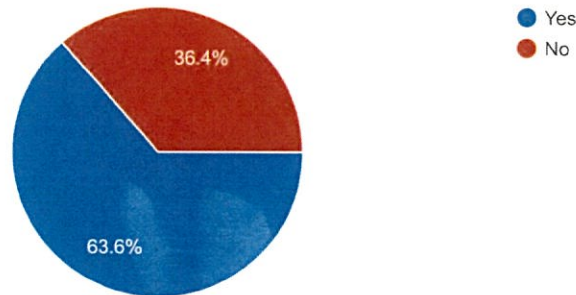
  
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5. According to you, was the current curriculum concise?



6. Would you like to do any ad-on courses or skill enhancement courses?



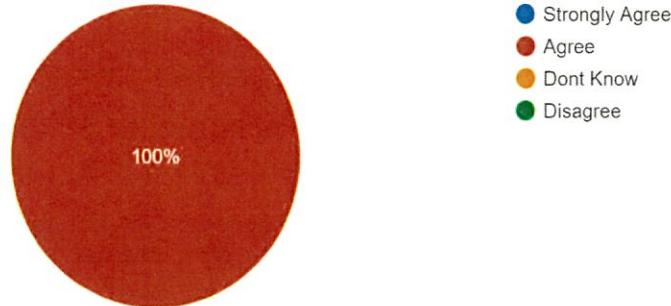
The alumni recommended the following as ad-on courses: Communications and soft skill development courses, Digital marketing, Media planning & buying courses to name a few.

  
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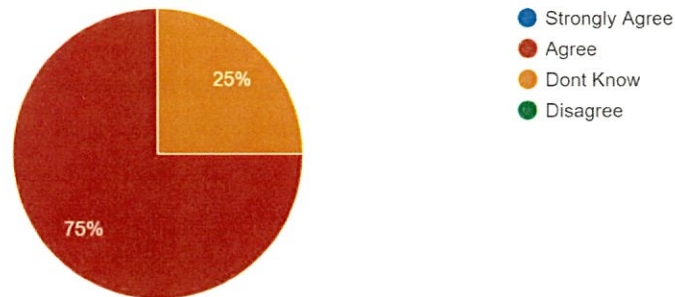
**Curriculum Feedback by Peer Teachers**

SR. NO.	QUESTIONS	RESPONSE % AGE			
		STRONGLY AGREE	AGREE	DON'T KNOW	DISAGREE
1	Do you think that the current curriculum was relevant to the needs of Industry?	0	100	0	0
2	According to you, was the curriculum relevant to needs of the society	0	75	25	0
3	According to you, was the current curriculum concise?	25	75	0	0
4	Post the curriculum revision from BMM to BAMMC, do you think that the syllabus has resulted in the students gaining additional employability and entrepreneurship skills?	0	75	25	0
5	Would you like to recommend any Add-on course or skill enhancement courses to be conducted by the college	0	100	0	0

1. Do you think that the current curriculum was relevant to the needs of Industry?



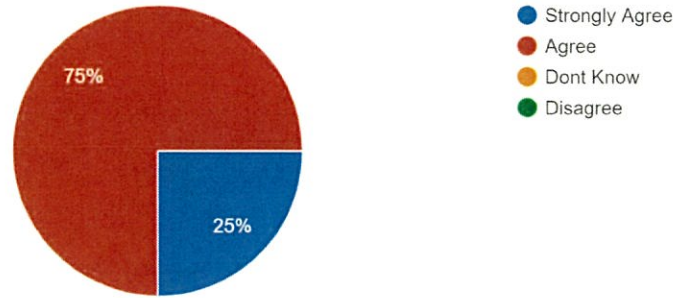
2. According to you, was the curriculum relevant to needs of the society



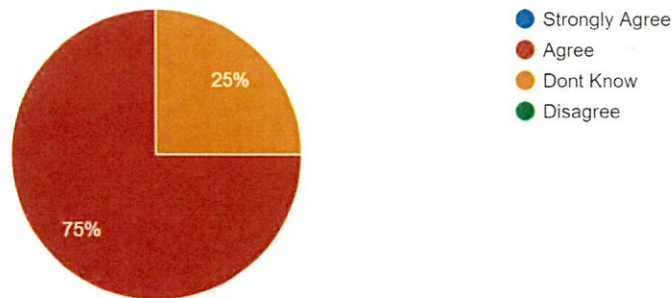
  
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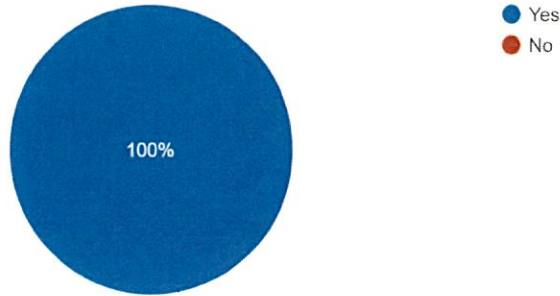
3. According to you, was the current curriculum concise?



4. Post the curriculum revision, do you think that the syllabus has resulted in the students gaining additional employability and entrepreneurship skills?



5. Would you like to recommend any Add-on course or skill enhancement courses to be conducted by the college



The peer teachers recommended the following as add-on courses: Design thinking, Event management, Programmatic Advertising, Social media content creation, Using AI tools for marketing, Writing blogs, Analytical Writing, B2B writing, current media industry based skill, film making courses and language related courses to name a few.

  
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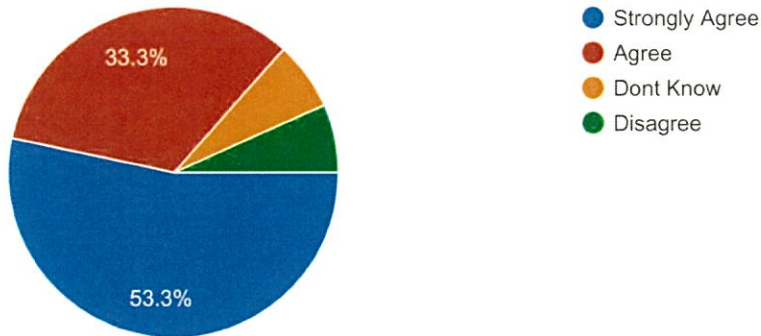
**Curriculum Feedback by Industry Person/ Employers**

SR. NO.	QUESTIONS	RESPONSE %AGE			
		STRONGLY AGREE	AGREE	DON'T KNOW	DISAGREE
1	According to you, do the students of the BAMMC curriculum, employed by you, exhibit leadership and team-work qualities?	53.3	33.3	6.7	6.7
2	According to you, did the curriculum imparted to the students, equip them with the skills needed in the current work environment?	60	40	0	0
3	Do you think that the students employed by you were imparted the curriculum that is relevant to the current needs of Industry?	33.3	53.3	13.3	0
4	Do you think that the students employed by you were imparted the curriculum that is relevant to the current needs of the society?	33.3	66.7	0	0
5	Would you like to recommend any Add-on course or skill enhancement courses to be conducted by the college to increase the employability of the students studying the curriculum?	0	40	0	60

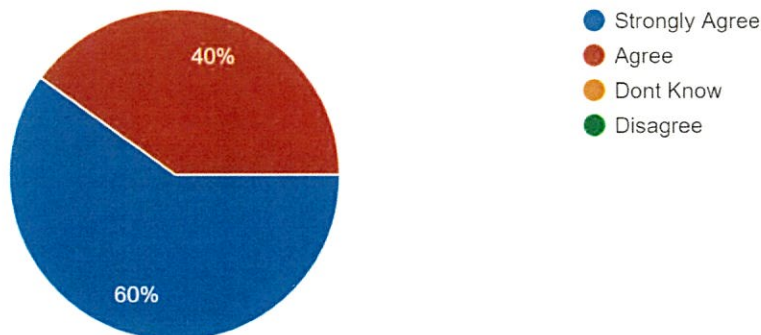
  
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1. According to you, do the students of the BAMMC curriculum, employed by you, exhibit leadership and team-work qualities?

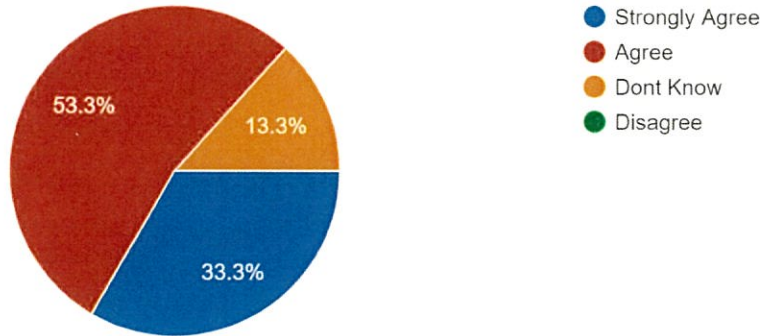


2. According to you, did the curriculum imparted to the students, equip them with the skills needed in the current work environment?

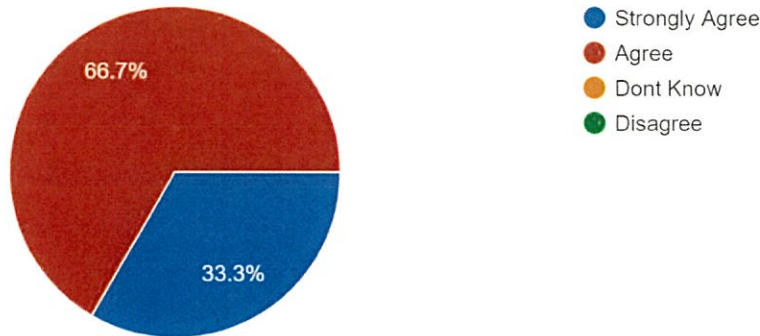


  
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3. Do you think that the students employed by you were imparted the curriculum that is relevant to the current needs of Industry?

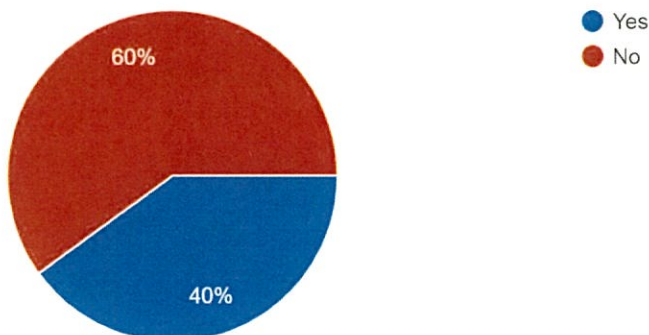


4. Do you think that the students employed by you were imparted the curriculum that is relevant to the current needs of the society?



5. Would you like to recommend any Add-on course or skill enhancement courses to be conducted by the college to increase the employability of the students studying the curriculum?

  
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The employers recommended the following add-on courses: Animation, Personality and soft skills development, basics of finance, commerce and management, advanced communication skills, to name a few.

  
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