

**Department of Mass Media (MA EMA)  
Academic Year 2022-2023**

**Action Taken Report on Analysis of Curriculum Feedback**

Feedback of the curriculum was obtained from all stakeholders. namely the alumni, students, peer teachers and employers from industry in the field of media. The analysis of feedback along with recommendations of the stakeholders was put forth in the meeting of Board of Studies for MA EMA held on 30th July, 2022.

The following suggestions were made by the board members:

1. It was suggested by a member that Film courses should cover business perspective and the economies behind the film making
2. IMR (Introduction to Media Research) should focus on SPS regression, R & RN Python, projective techniques etc of data analysis to be taught to students. Suggestion to include neuroscience.
3. Entrepreneurship and Media Laws subject could be made practical to understand the aspects of start-ups. The alumni can be involved to educate and motivate young budding entrepreneurs or any industry professional can be invited to give practical knowledge.
4. Digital and Social Media Advertising & Marketing subject could include an overview about advertising and marketing aspects with regard to OTT platform.
5. Internships in the media industry to be encouraged.



  
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