



R. J. COLLEGE of Arts, Science & Commerce (AUTONOMOUS)

(Hindi Vidya Prachar Samiti's RAMNIRANJAN JHUNJHUNWALA COLLEGE of Arts, Science & Commerce)

Opposite Ghatkopar Railway Station, Ghatkopar (West), Mumbai - 400 086, Maharashtra, INDIA.

Website : www.rjcollege.edu.in Email : rjcollege@rjcollege.edu.in Tel. No.: +91 22 25151763 Fax No: +91 22 25150957

College is recognized under Section 2(f) & 12(B) of the UGC Act. 1956

Affiliated to UNIVERSITY OF MUMBAI II NAAC Re-Accredited 'A' Grade (CGPA: 3.50)

Department of Mass Media (BAMMC)

Academic Year 2021-2022

Report on Curriculum Feedback

Our institution has always endeavoured to uphold the quality of education and ensure a connection between the academic and professional world. Regular feedback is taken from various stakeholders associated with specific departments. Curriculum feedback is taken from TY students, alumni, peer teachers and employers. The feedback is obtained via the online mode through google forms.

It was intended to obtain feedback from above-mentioned stakeholders about the relevance of syllabus as to 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. Similarly, their suggestions were sought about syllabus and skill enhancement/ 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?	18.2	81.8	0	0
2	According to you, was the curriculum relevant to the needs of society?	18.2	72.7	9.1	0
3	Do you feel the curriculum has enhanced your skills	30.9	69.1	0	0
4	Do you feel the curriculum has updated your knowledge?	29.1	70.9	0	0



Pooja B

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PRINCIPAL
RAMNIRANJAN JHUNJHUNWALA COLLEGE
OF ARTS, SCIENCE & COMMERCE (AUTONOMOUS)
Ghatkopar (W), Mumbai-400 086, Maharashtra, INDIA

2019 : Star College Status by DBT

2008 : Best College by University of Mumbai 2010 : IMC RBNQ Award 'Performance Excellence' for the year 2009

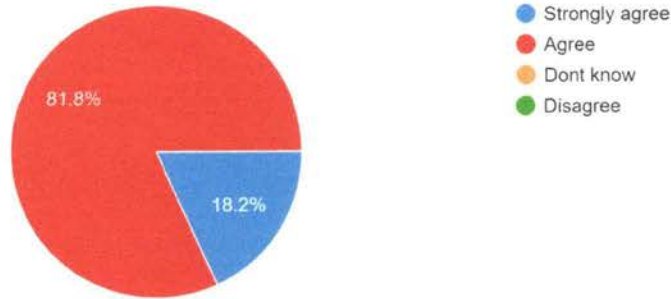
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2013 & 2014 : 'Jagar Jaanivancha Award' by Govt. of Maharashtra 2016 : ISO 14001:2015 2016 : ISO 9001:2015 2017 : ISO 27001:2013

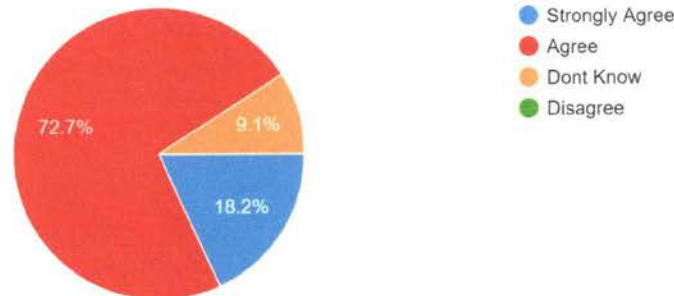
2018 : Autonomous Status by University Grants Commission (No. F 22-1/2018(AC) - 28.05.2018) & by University of Mumbai (No.Aff./ICD/18-19/440 - 08.06.2018)

5	According to you, was the current curriculum concise?	14.5	81.8	1.8	1.8
6	Would you like to do any ad-on courses or skill enhancement courses?	0.00	45.5	0.00	54.5

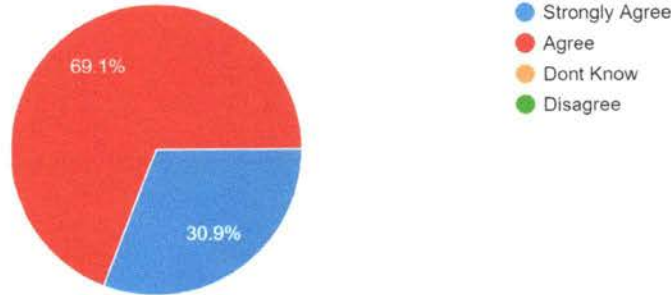
1. Do you think that the current curriculum was relevant to the needs of industry?



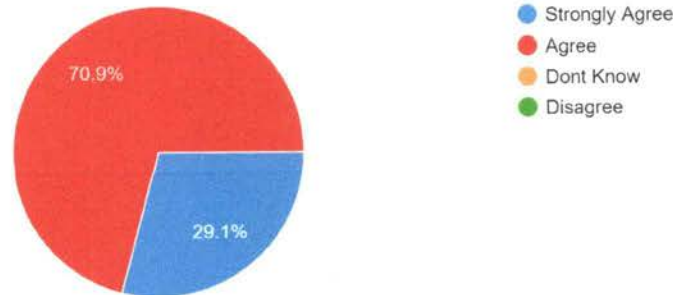
2. According to you, was the curriculum relevant to the needs of society?



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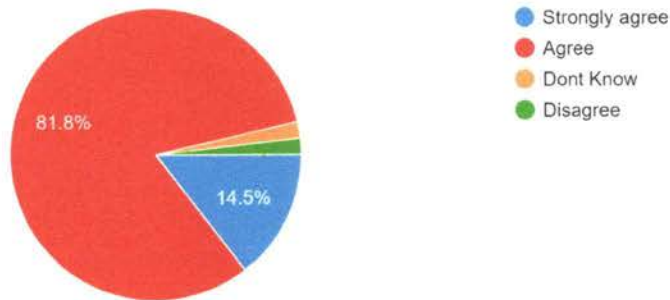
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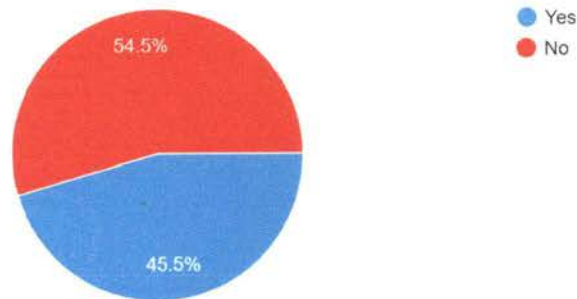
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6. Would you like to do any ad-on courses or skill enhancement courses?



The students recommended the following add-on courses: Personality development, Animation, Theatre, Social media marketing to name a few.



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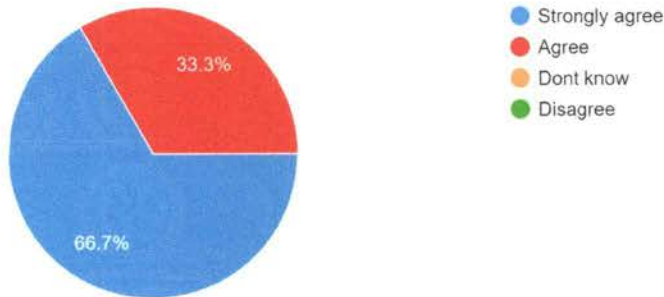
Curriculum Feedback by Alumni (Pursuing further studies)

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?	66.7	33.3	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?	66.7	33.3	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?	66.7	33.3	0	0
6	Would you like to do any ad-on courses or skill enhancement courses?	0.00	66.7	0	33.3

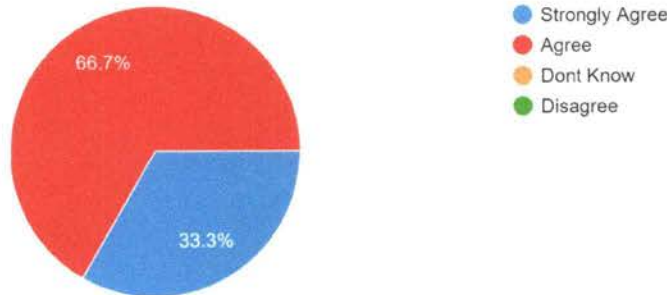


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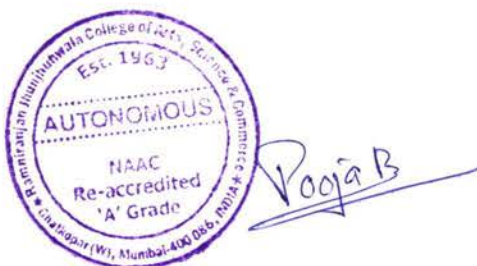
1. Do you think that the current curriculum was relevant to the needs of industry?



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



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




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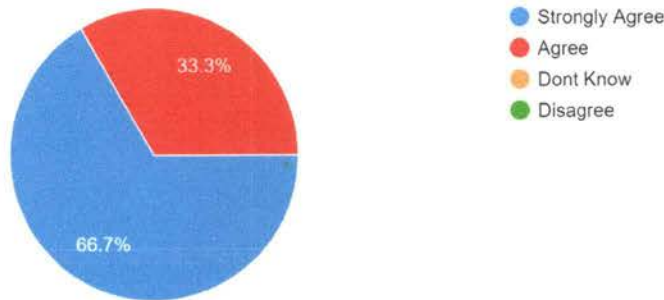
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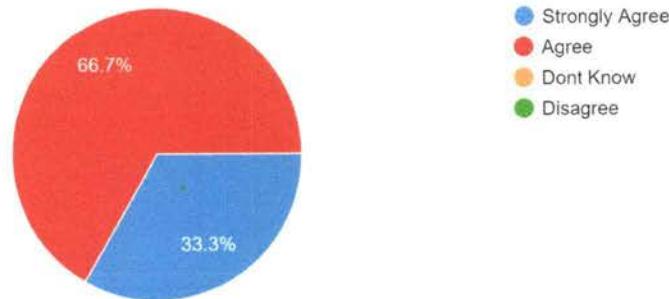
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4. Do you feel the curriculum has updated your knowledge?



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



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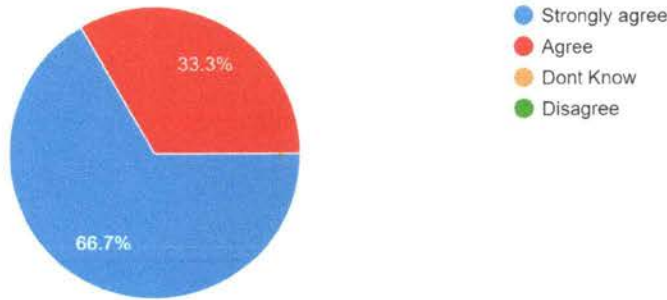
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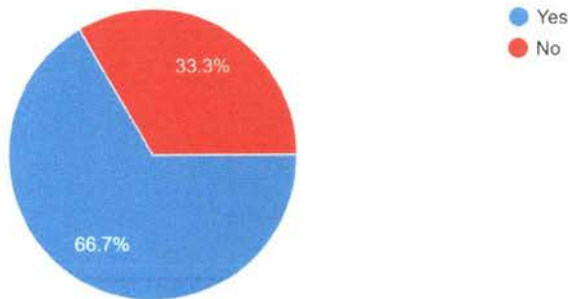
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6. Would you like to do any ad-on courses or skill enhancement courses?



The alumni recommended the following as ad-on courses: digital marketing, content writing, technical skills for filmmaking and editing, to name a few.



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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?	42.9	57.1	0	0
2	According to you, was the curriculum relevant to needs of the society	42.9	57.1	0	0
3	Do you feel the curriculum has enhanced your skills?	85.7	14.3	0	0
4	Do you feel the curriculum has updated your knowledge?	57.1	42.9	0	0
5	According to you, was the current curriculum concise?	57.1	42.9	0	0
6	Would you like to do any ad-on courses or skill enhancement courses?	0.00	57.1	0	42.9

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



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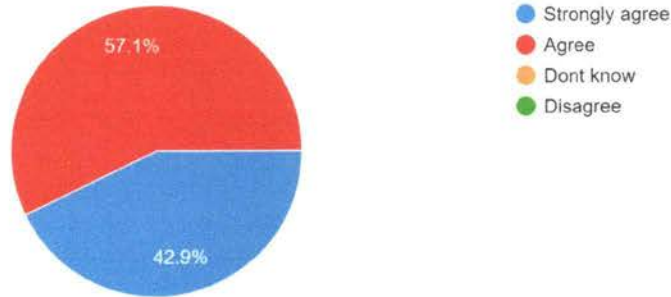
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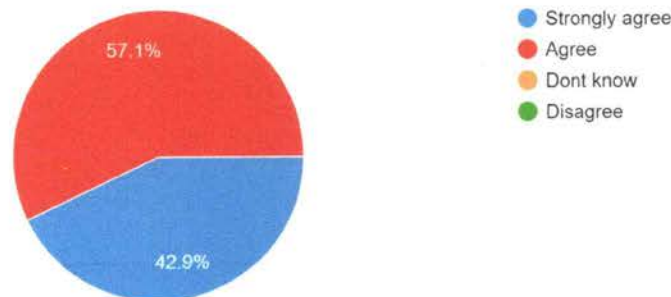
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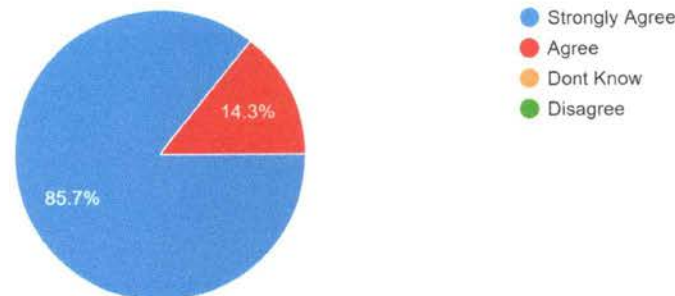
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2. According to you, was the curriculum relevant to needs of the society



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



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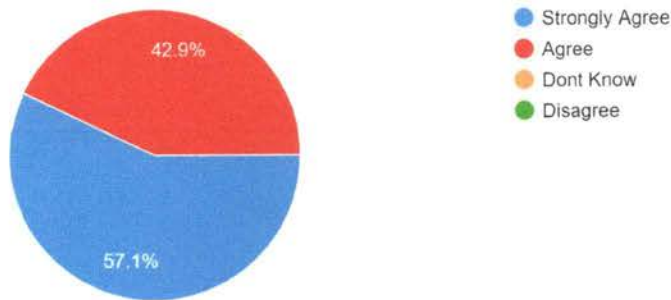
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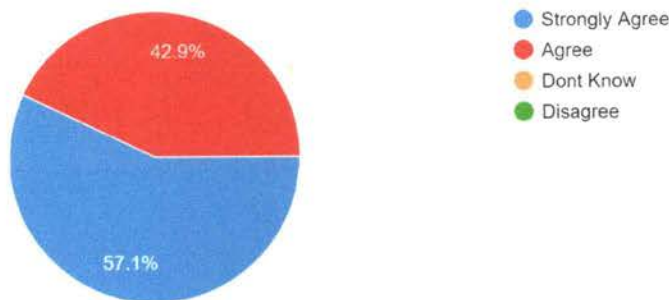
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4. Do you feel the curriculum has updated your knowledge?



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



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



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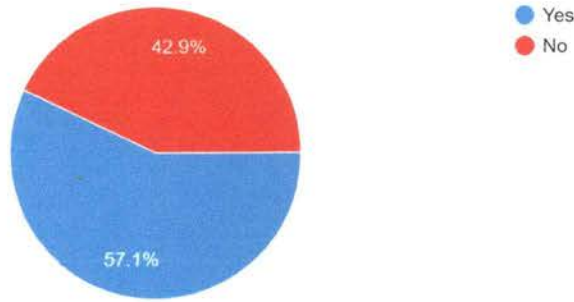
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The alumni recommended the following as ad-on courses: digital marketing, graphic designing, brand communication management, to name a few.



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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?	16.67	83.33	0.00	0.00
2	According to you, was the curriculum relevant to the needs of society?	16.67	83.33	0.00	0.00
3	According to you, was the current curriculum concise?	16.67	83.33	0.00	0.00
4	Post the curriculum revision, do you think that the syllabus has resulted in the students gaining additional employability and entrepreneurship skills?	33.33	33.33	33.33	0.00
5	Would you like to recommend any Add-on course or skill enhancement courses to be conducted by the college	0.00	66.67	0.00	33.33



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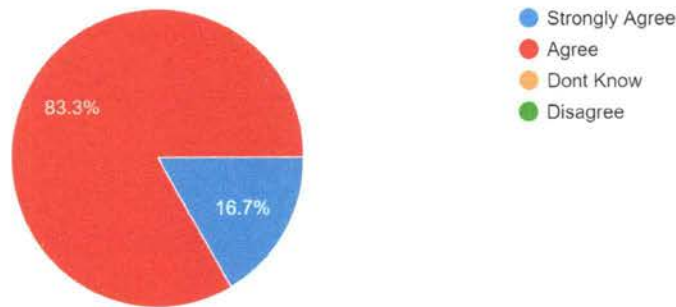
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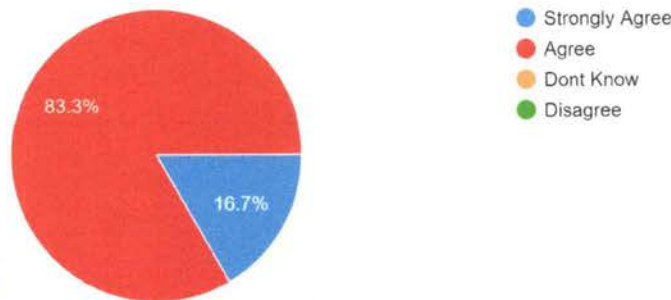
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3. According to you, was the current curriculum concise?



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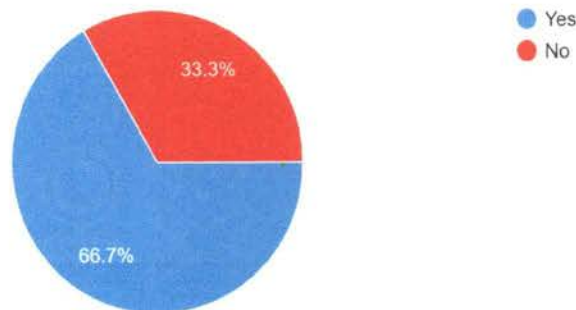
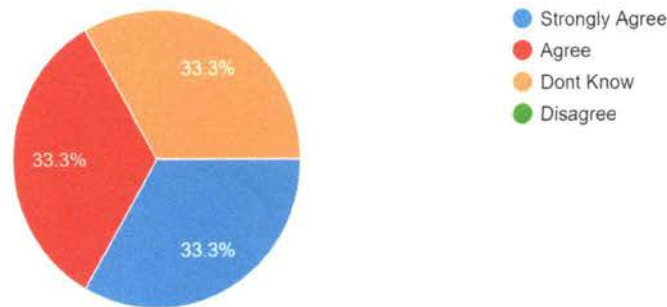
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4. Post the curriculum revision, do you think that the syllabus has resulted in the students gaining additional employability and entrepreneurship skills?



The peer teachers recommended the following as add-on courses: Mobile Photography, New Media Journalism, Crypto Financing and Trading, Media Policy & Advocacy, Audio/video editing, Digital media, Corporate communication 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?	66.7	33.3	0	0
2	According to you, did the curriculum imparted to the students, equip them with the skills needed in the current work environment?	33.3	66.7	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?	25	66.7	8.3	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?	25	66.7	8.3	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	33.3	0	66.7

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



Pooja B



R. J. COLLEGE of Arts, Science & Commerce (AUTONOMOUS)

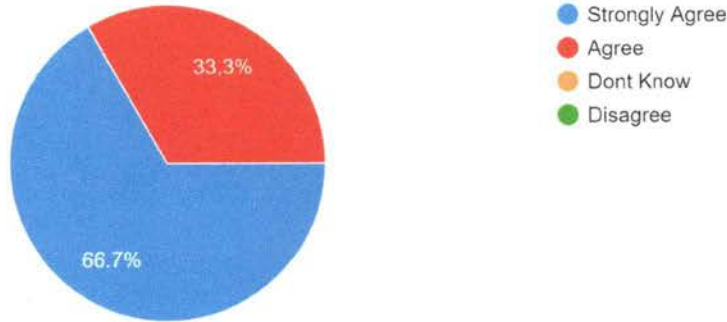
(Hindi Vidya Prachar Samiti's RAMNIRANJAN JHUNJHUNWALA COLLEGE of Arts, Science & Commerce)

Opposite Ghatkopar Railway Station, Ghatkopar (West), Mumbai - 400 086, Maharashtra, INDIA.

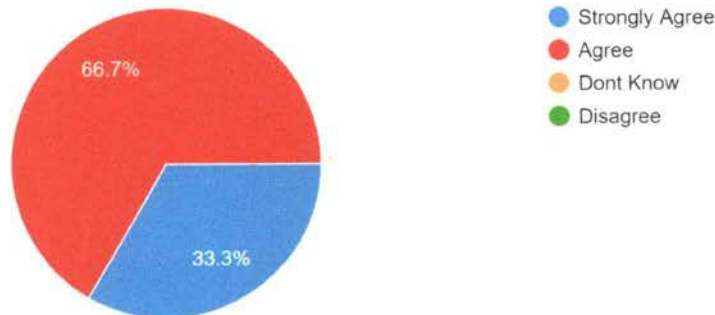
Website : www.rjcollege.edu.in Email : rjcollege@rjcollege.edu.in Tel. No.: +91 22 25151763 Fax No: +91 22 25150957

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



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



Pooja B

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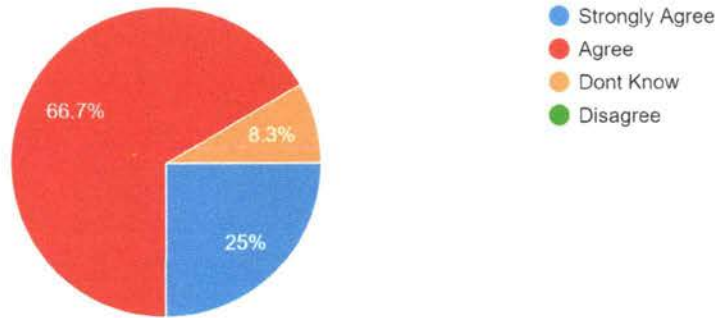
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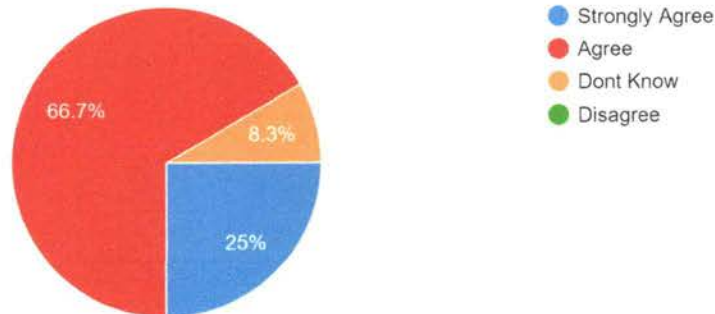
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4. Do you think that the students employed by you were imparted the curriculum that is relevant to the current needs of the society?



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?



Pooja B

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[Signature]
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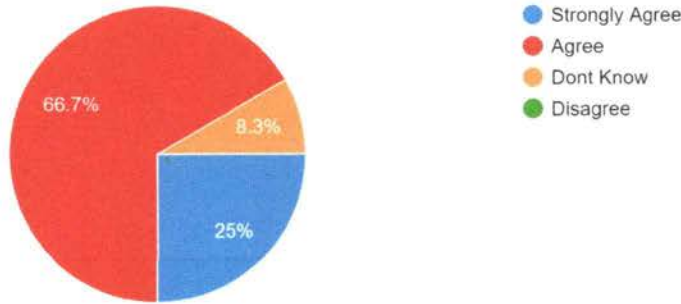
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The employers recommended the following add-on courses: Digital marketing , advanced communication skills with regards to foreign languages to name a few.



Pooja B

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Alumni Curriculum Feedback

"We appreciate your valuable time for filling this feedback"

Email *

alqamak4664@gmail.com

Department *

Mass Media

Year of Passing/ Completing TY: *

2018-2019

2019-2020

2020-2021

2021-2022

Program/ Degree Name *

BMM

BAMMC



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Stakeholder *

Alumni

Alumni Feedback Form

Name of the student *

Write as: Last Name First Name Father's Name Mothers Name

Khan Alqama Gazialamgir Samira

Email ID *

alqamak4664@gmail.com

Contact details (Residential/Mobile) *

7058573146

You are currently *

- Pursuing further studies
- Employed with an institution/ company
- Self-employed/ freelancing
- Others

Pursuing further studies

Name of the course you are pursuing. *

MBA in advertising (preparing for entrances CAT & CMAT) & currently pursuing Digital Marketing





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Name of the institution where pursuing further studies. *

Digital marketing from lelevate .

Do you think that the BMM/BAMMC curriculum you studied is relevant to the needs of Industry? *

- Strongly agree
 Agree
 Dont know
 Disagree

Do you think that the BMM/BAMMC curriculum you studied is relevant to the needs of the society? *

- Strongly Agree
 Agree
 Dont Know
 Disagree

Do you think that the BMM/BAMMC curriculum you studied enhanced your skills? *

- Strongly Agree
 Agree
 Dont Know
 Disagree





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Do you think that the BMM/BAMMC curriculum you studied updated your knowledge? *

- Strongly Agree
- Agree
- Dont Know
- Disagree

Do you think that the BMM/BAMMC curriculum you studied was concise? *

- Strongly agree
- Agree
- Dont Know
- Disagree

Would you suggest any Add-on course or skill enhancement course for your juniors? *

- Yes
- No

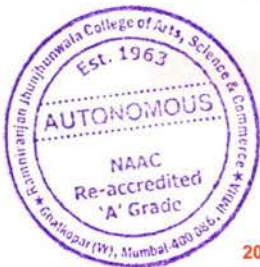
If your answer to the previous question is yes, give your suggestions: *

If no, type NA

NA

Employed with an institution/ company

Name of the company/ designation where employed *





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Your Designation or role in your current workplace/ company. *

Do you think that the BMM/BAMMC curriculum you studied is relevant to the needs of Industry? *

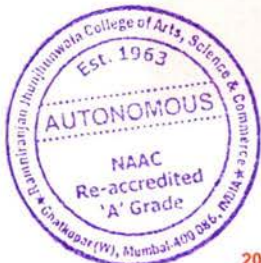
- Strongly agree
- Agree
- Dont know
- Disagree

Do you think that the BMM/BAMMC curriculum you studied is relevant to the needs of the society? *

- Strongly Agree
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- Strongly Agree
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- Strongly Agree
- Agree
- Dont Know
- Disagree

Do you think that the BMM/BAMMC curriculum you studied was concise? *

- Strongly agree
- Agree
- Dont Know
- Disagree

Would you suggest any Add-on course or skill enhancement course for your juniors? *

- Yes
- No

If your answer to the previous question is yes, give your suggestions: *

If no, type NA

Self-employed/ freelancing

If self-employed/ freelancing/ others, give us a few details about your work. *




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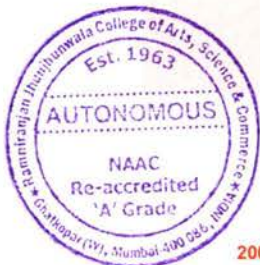
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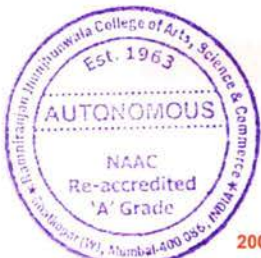
- Yes
- No

If your answer to the previous question is yes, give your suggestions: *

If no, type NA

Others

Give us a few details about what are you currently doing. *





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- Strongly agree
- Agree
- Dont Know
- Disagree

Would you suggest any Add-on course or skill enhancement course for your juniors? *

- Yes
- No

If your answer to the previous question is yes, give your suggestions: *

If no, type NA

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Google Forms





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2021-2022 Student Curriculum Feedback

"We appreciate your valuable time for filling this feedback"

Email *

farazsiddiquihii@gmail.com

Department *

Mass Media

Academic Year *

2021-2022

Program/ Degree Name *

BAMMC

Class *

First Year (FYBAMMC)

Second Year (SYBAMMC)

Third Year (TYBAMMC Advertising)

Third Year (TYBAMMC Journalism)



PRINCIPAL
RAMNIRANJAN JHUNJHUNWALA COLLEGE
OF ARTS, SCIENCE & COMMERCE (AUTONOMOUS)
Ghatkopar (W), Mumbai-400 086, Maharashtra, INDIA

2019 : Star College Status by DBT

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R. J. COLLEGE of Arts, Science & Commerce (AUTONOMOUS)

(Hindi Vidya Prachar Samiti's RAMNIRANJAN JHUNJHUNWALA COLLEGE of Arts, Science & Commerce)

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Website : www.rjcollege.edu.in Email : rjcollege@rjcollege.edu.in Tel. No.: +91 22 25151763 Fax No: +91 22 25150957

College is recognized under Section 2(f) & 12(B) of the UGC Act. 1956

Affiliated to UNIVERSITY OF MUMBAI II NAAC Re-Accredited 'A' Grade (CGPA: 3.50)

Stakeholder *

Student

Student Feedback Form

Name of the student *

Write as: Last Name First Name Father's Name Mothers Name

Siddiqui faraz rizwanullah asiya

Roll No: *

7

Email ID *

farazsiddiquihii@gmail.com

Contact details (Residential/Mobile) *

9082342756

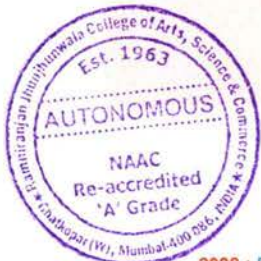
Do you think that the current curriculum is/was relevant to the needs of Industry? *

Strongly agree

Agree

Dont know

Disagree



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According to you, is/was the curriculum relevant to the needs of the society? *

- Strongly Agree
 Agree
 Dont Know
 Disagree

Do you think that the curriculum updated your knowledge? *

- Strongly Agree
 Agree
 Dont Know
 Disagree

Do you think that the curriculum enhanced your skills? *

- Strongly Agree
 Agree
 Dont Know
 Disagree



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According to you, is the current curriculum concise? *

- Strongly agree
 Agree
 Dont Know
 Disagree

Would you like to do any Add-on course or skill enhancement courses? *

- Yes
 No

If your answer to the previos question is yes, give your suggestions: *

If no, type NA

Yes

Any other suggestions:

Nothing

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2021-2022_ Peer Curriculum Feedback

"We appreciate your valuable time for filling this feedback"

Email *

tejas.stu@gmail.com

Department *

Mass Media

Academic Year *

2021-2022

Program/ Degree Name *

BAMMC

MA-EMA

Class *

First Year

Second Year

Third Year



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Stakeholder *

Teacher

Peer Feedback Form

Name of the teacher *

Tejasvi Binod Khatry

Name of the college *

Ramniranjan Jhunjhunwala College

Department associated with: *

BAMMC

Designation *

Visiting Faculty/ Guest Faculty/ Industry Professional

Full Time Faculty

Assistant Professor

Associate Professor



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Number of years of Experience *

- 0 to 5
 5 to 10
 10 to 15
 15+

Contact Details (Residential/Mobile) *

9766741350

Do you think that the current curriculum is/was relevant to the needs of Industry? *

- Strongly Agree
 Agree
 Dont Know
 Disagree

According to you, is/was the curriculum relevant to the needs of the society? *

- Strongly Agree
 Agree
 Dont Know
 Disagree



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According to you, is/was the current curriculum concise? *

- Strongly Agree
 Agree
 Dont Know
 Disagree

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

- Strongly Agree
 Agree
 Dont Know
 Disagree

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

- Yes
 No

If your answer to the previous question is yes, give your suggestions: *

If no, type NA

Mobile Photography, New Media Journalism, Crypto Financing and Trading, Media Policy & Advocacy

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Employer Curriculum Feedback

"We appreciate your valuable time for filling this feedback"

Email *

diagochelsea71@gmail.com

Department *

Mass Media (BAMMC)

Academic Year *

2021-2022

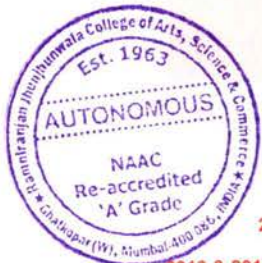
Stakeholder *

Employer

Employer Feedback Form

Name of the employee *

Chelsea Diago



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Name of the company/ Institution. *

Widen Services

Institution / Company Email Id/ Website Link *

<https://widen.co.in/>

Institution/ company Contact Details (Office/ Mobile) *

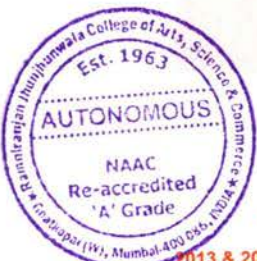
9321653901

Do you think the students of BAMMC curriculum, employed by you, exhibit leadership and team-work qualities? *

- Strongly Agree
- Agree
- Dont Know
- Disagree

Do you think the curriculum imparted to the students has equipped them with the skills needed in the current work environment? *

- Strongly Agree
- Agree
- Dont Know
- Disagree



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

- Strongly Agree
- Agree
- Dont Know
- Disagree

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

- Strongly Agree
- Agree
- Dont Know
- Disagree

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? *

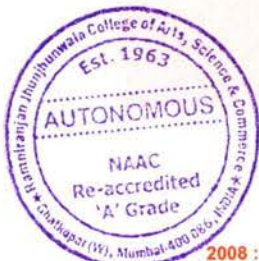
- Yes
- No

If your answer to the previous question is yes, give your suggestions. If no, type NA *

NA

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