



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 400086, 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 || NAAC Re-Accredited 'A' Grade (CGPA: 3.50)

Department of Mass Media (BMM/BAMMC) Academic Year 2020-2021 Report on Curriculum Feedback

In our institution's endeavor to uphold the quality and relevance of education, 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?	18.75	68.75	6.25	6.25
2	According to you, was the curriculum relevant to needs of the society	12.50	84.38	0.00	3.13
3	Do you feel the curriculum has enhanced your skills	31.25	59.38	0.00	9.38
4	Do you feel the curriculum has updated your knowledge	28.13	62.50	6.25	3.13
5	According to you, was the current curriculum concise?	21.88	46.88	3.13	28.13
6	Would you like to do any ad-on courses or skill enhancement courses?	0.00	50.00	0.00	50.00



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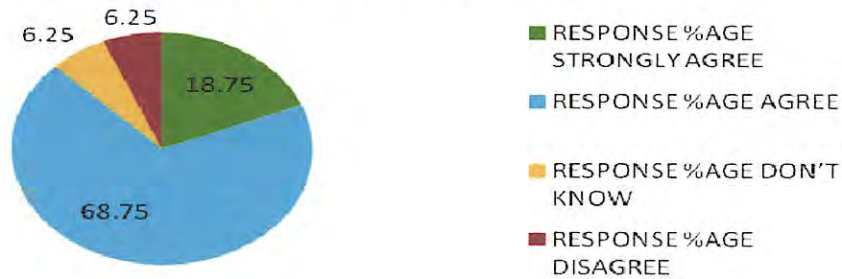
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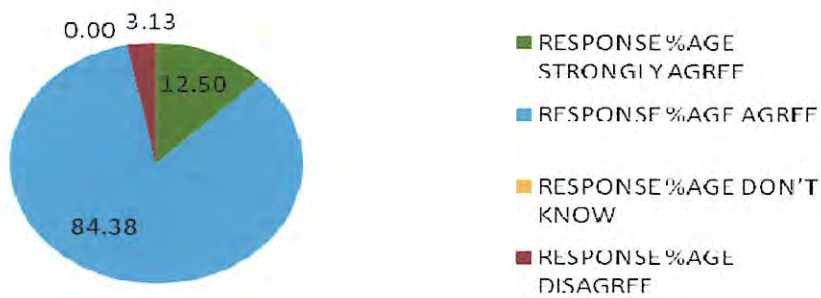
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1 Do you think that the current curriculum was relevant to the needs of industry?



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



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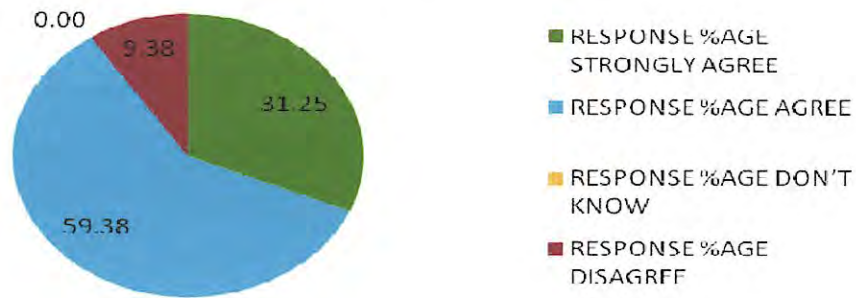
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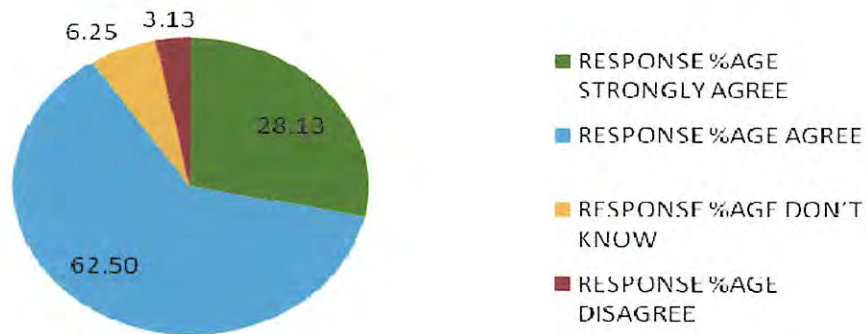
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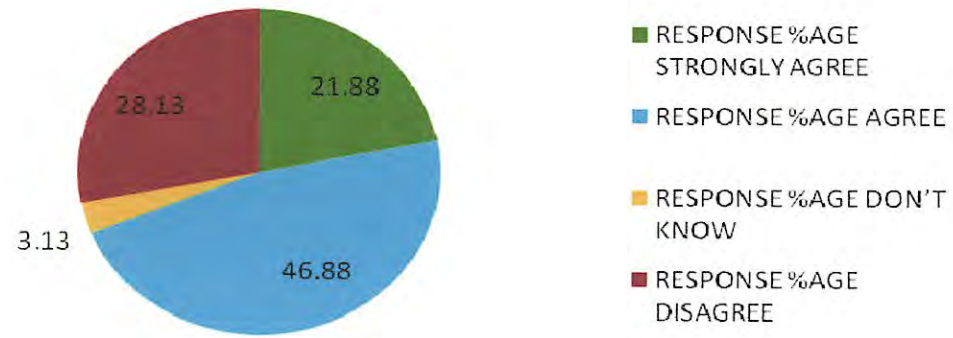
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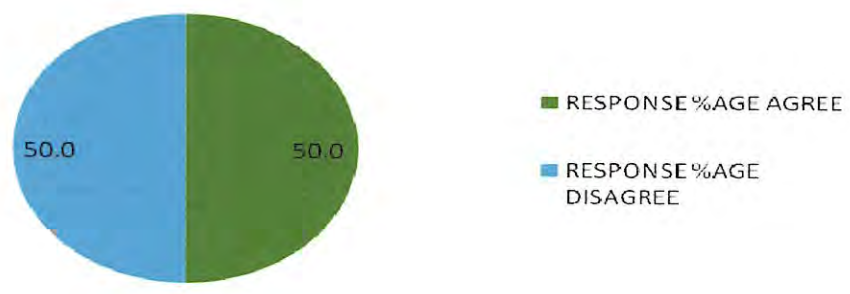
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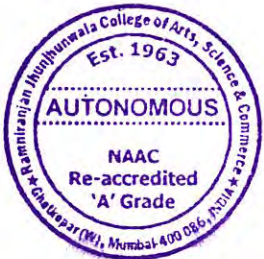
5 According to you, was the current curriculum concise?



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



The students recommended the following add-on courses: Music production, Leadership development, event management, soft skills and interpersonal skills, digital marketing, film communication, professional editing courses, animation to name a few.



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Curriculum Feedback by Alumni:

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?	11.43	80.00	5.71	2.86
2	According to you, was the curriculum relevant to needs of the society	14.29	68.57	14.29	2.86
3	Do you feel the curriculum has enhanced your skills	20.00	71.43	8.57	0.00
4	Do you feel the curriculum has updated your knowledge	22.86	71.43	2.86	2.86
5	According to you, was the current curriculum concise?	14.29	62.86	20.00	2.86
6	Would you like to do any ad-on courses or skill enhancement courses?	0.00	62.86	0.00	37.14



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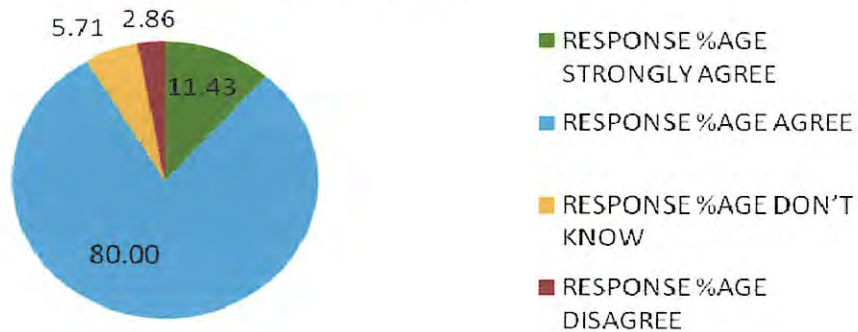
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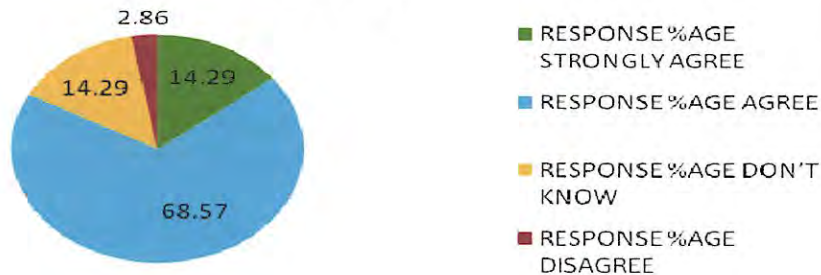
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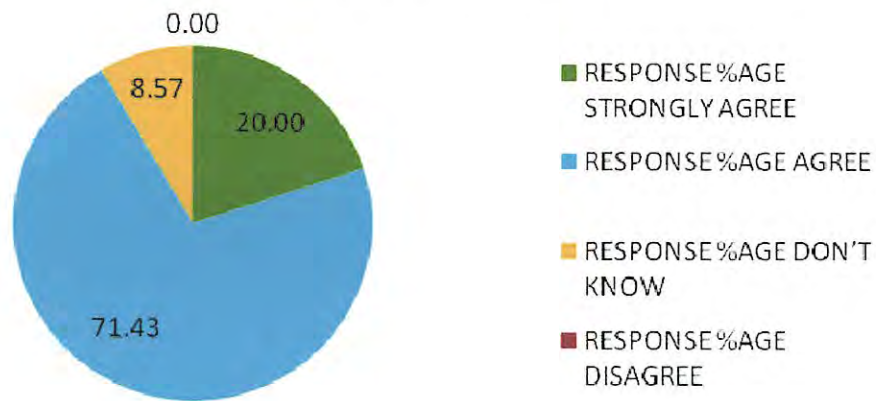
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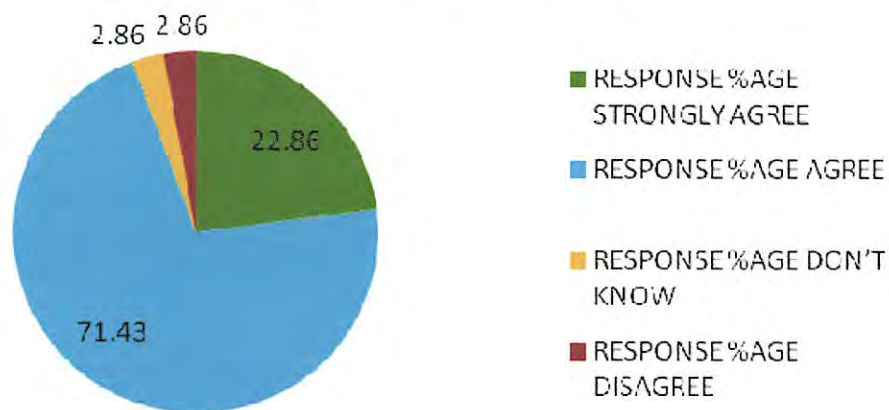
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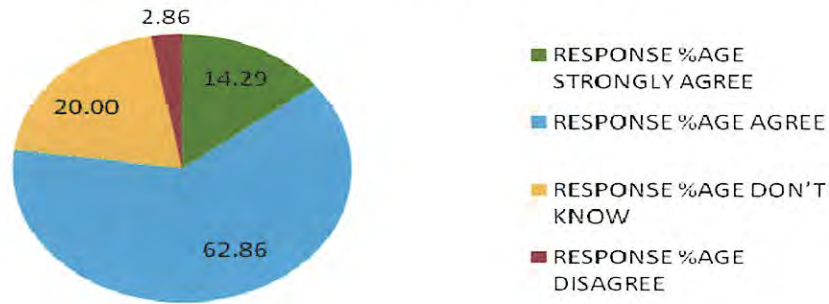
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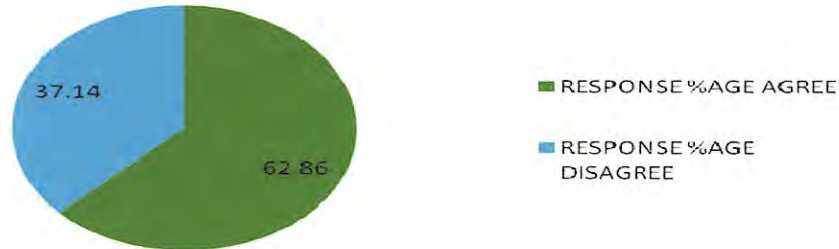
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6 Would you like to do any ad-on course or skill enhancement courses.



The alumni recommended the following as ad-on courses: Digital marketing , Graphic designing , Content writing , Social media marketing, Mental Health Management, Film making 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?	33.33	66.67	0	0
2	According to you, was the curriculum relevant to needs of the society	16.67	66.67	16.67	0
3	According to you, was the current curriculum concise?	16.67	83.33	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?	16.67	66.67	0	16.67
5	Would you like to recommend any Add-on course or skill enhancement courses to be conducted by the college	0	83.33	0	16.67



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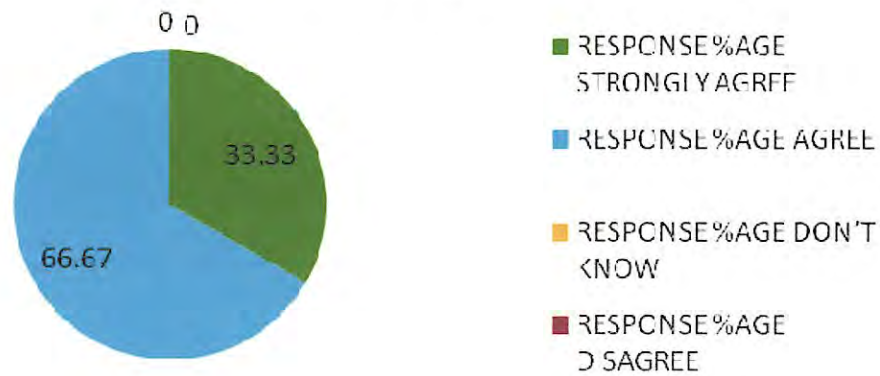
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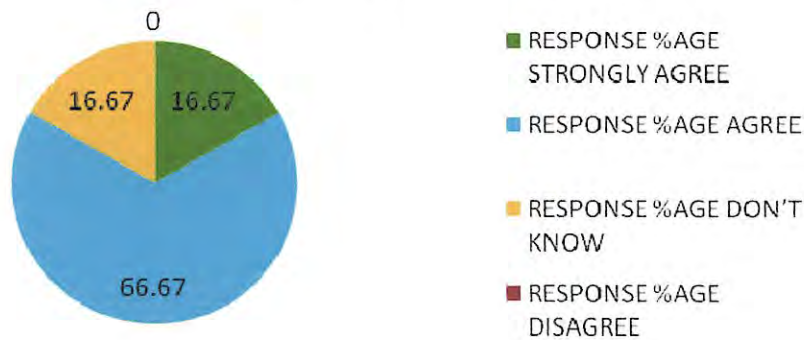
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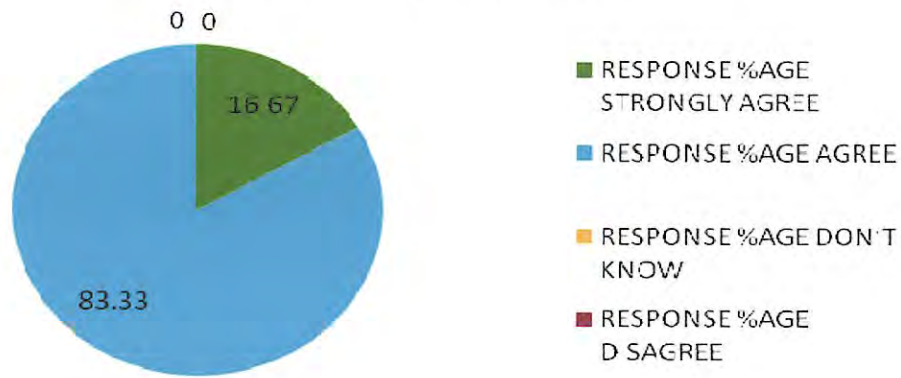
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4 Post the curriculum revision from BMM to BAMMC, do you think that the syllabus has resulted in the students gaining additional employability and entrepreneurship skills?



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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: Non selected electives can be introduced as a 5 hour skill enhancement workshop or 30 hour certificate course with credits, Public Relations, Celebrity Management, Some practical sessions including field reporting, anchoring, voice over practice, story writing, script writing, making short visuals, online editing, Advance Communication, Video/Sound editing, 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 BMM/BAMMC curriculum, employed by you, exhibit leadership and team-work qualities?	56.76	37.84	2.7	2.7
2	According to you, did the curriculum imparted to the students, equip them with the skills needed in the current work environment?	32.43	62.16	5.41	0
3	Do you think that the students employed by you were imparted the curriculum that is relevant to the current needs of Industry?	27.03	59.46	13.51	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?	43.24	37.84	13.51	5.41
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	43.24	0	56.76



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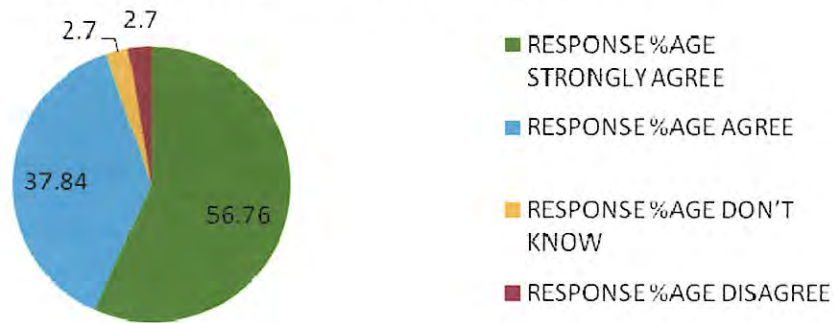
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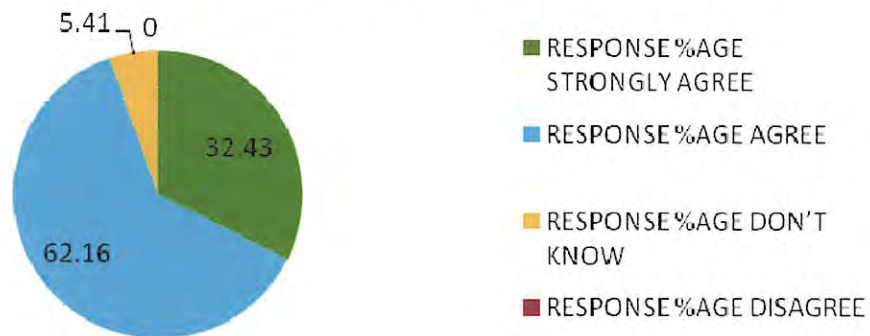
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(Hindi Vidya Prachar Samiti's RAMNIRANJAN JHUNJHUNWALA COLLEGE of Arts, Science & Commerce)

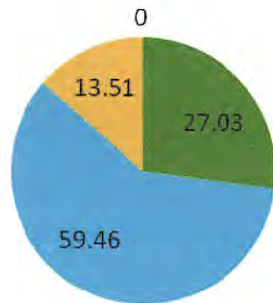
Opposite Ghatkopar Railway Station, Ghatkopar (West), Mumbai 400086, Maharashtra, INDIA.

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

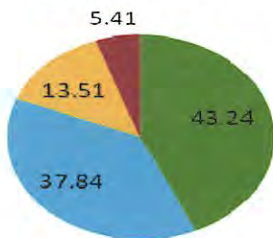
Affiliated to UNIVERSITY OF MUMBAI || NAAC Re-Accredited 'A' Grade (CGPA: 3.50)

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



- RESPONSE %AGE STRONGLY AGREE
- RESPONSE %AGE AGREE
- RESPONSE %AGE DON'T KNOW
- RESPONSE %AGE DISAGREE

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



- RESPONSE %AGE STRONGLY AGREE
- RESPONSE %AGE AGREE
- RESPONSE %AGE DON'T KNOW
- RESPONSE %AGE DISAGREE



[Signature]
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

2011: 'Best Teacher Award' by Government of Maharashtra 2013: DST-FIST 2014: DBT STAR College

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)



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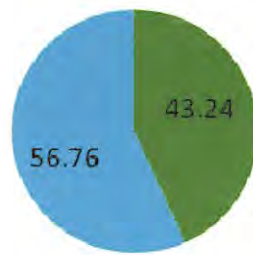
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5 Would you like to recommend any Add-on course or skill enhancement courses to be conducted by the college to increase the...



■ RESPONSE %AGE AGREE
■ RESPONSE %AGE DISAGREE

The employers recommended the following add-on courses: Digital marketing , social media marketing, graphics design, advanced communication skills to name a few.




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