

AUTONOMOUS

NAAC -accredited

'A' Grade

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

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 (MA EMA)

Academic Year 2021-2022 Report on Curriculum Feedback

Our institution has always endeavored 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 MA EMA Part II 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				
		STRONGL Y AGREE	AGREE	DON'T KNOW	DISAGRE E	
1	Do you think that the current curriculum is/ was relevant to the needs of industry?	40	50	10	0	
2	According to you, is/ was the curriculum relevant to needs of the society	20	70	10	0	
3	Do you feel the curriculum has enhanced your skills?	50	40	10	0	
4	Do you feel the curriculum has updated your knowledge?	30	60	0	10	

1 of 12

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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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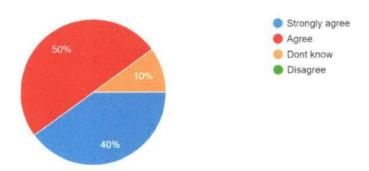
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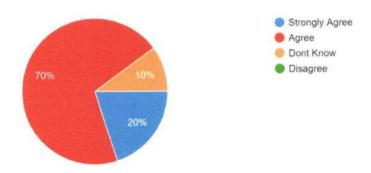
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5	According to you, was the current curriculum concise?	30	60	10	0
6	Would you like to do any ad-on courses or skill enhancement courses?	0	30	0	70

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



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





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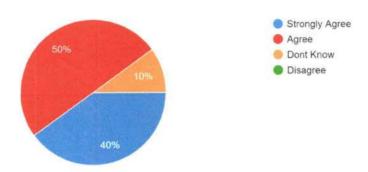


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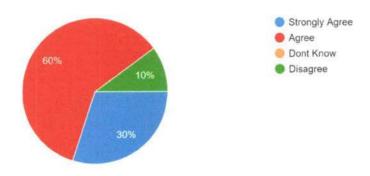
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3. Do you feel the curriculum has enhanced your skills?



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



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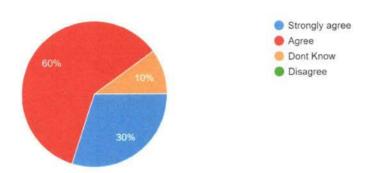


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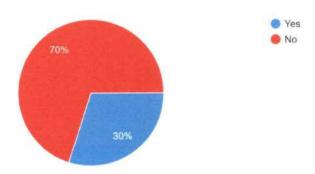
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5. According to you, was the current curriculum concise?



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



The students recommended the following add-on courses: data sciences, data analytics, animation to name a few.

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Curriculum Feedback by Alumni

SR.	QUESTIONS	RESPONSE %AGE			
NO.		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	100	0	0
3	Do you feel the curriculum has enhanced your skills	0	100	0	0
4	Do you feel the curriculum has updated your knowledge	0	100	0	0
5	According to you, was the current curriculum concise?	0	100	0	0
6	Would you like to do any ad-on courses or skill enhancement courses?	0	71.4	0	28.6

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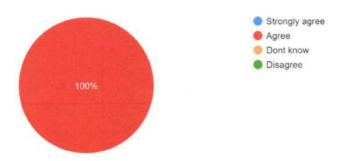


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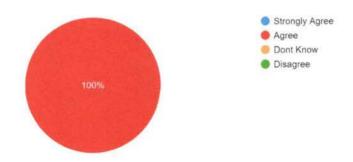
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1. Do you think that the current curriculum was relevant to the needs of industry?



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





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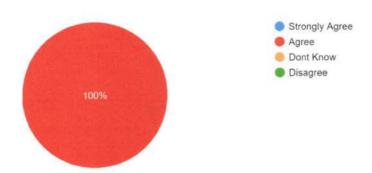


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3. Do you feel the curriculum has enhanced your skills



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



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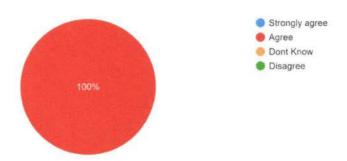


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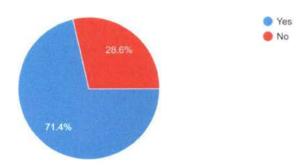
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5. According to you, was the current curriculum concise?



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



The alumni recommended the following as ad-on courses: Deep study on visual arts and communications and better field related projects and assignments, Digital marketing including editing, Digital marketing including editing,



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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	100	0	0
3	According to you, was the current curriculum concise?	33.3	66.7	0	0
4	Post the curriculum revision, do you think that the syllabus has resulted in the students gaining additional employability and entrepreneurship skills?	0	100	0	0
5	Would you like to recommend any Add-on course or skill enhancement courses to be conducted by the college	0	66.7	0	33.3

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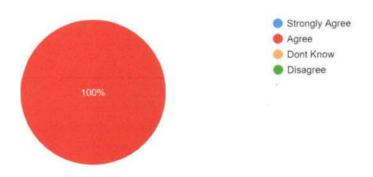
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1. Do you think that the current curriculum was relevant to the needs of Industry?



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





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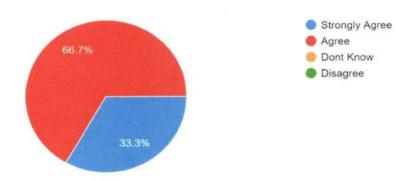


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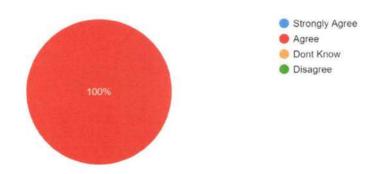
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3. According to you, was the current curriculum concise?



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





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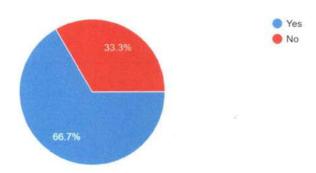


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5. Would you like to recommend any Add-on course or skill enhancement courses to be conducted by the college?



The peer teachers recommended the following as add-on courses: Live Skills





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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 MAEMA curriculum, employed by you, exhibit leadership and team-work qualities?	40	60	0	0
2	According to you, did the curriculum imparted to the students, equip them with the skills needed in the current work environment?	40	60	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?	60	40	0	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?	40	60	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	20	0	80



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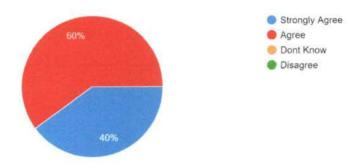
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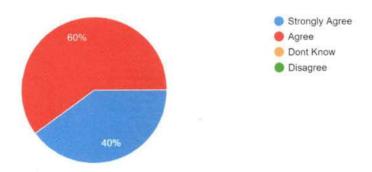
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1. According to you, do the students of the MAEMA curriculum, employed by you, exhibit leadership and team-work qualities?



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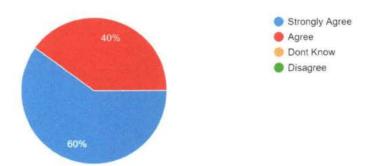
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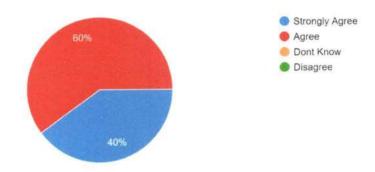
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3. Do you think that the students employed by you were imparted the curriculum that is relevant to the current needs of Industry?



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





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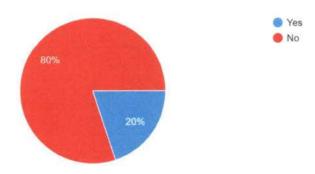


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5. Would you like to recommend any Add-on course or skill enhancement courses to be conducted by the college to increase the employability of the students studying the curriculum?



The employers recommended the following add-on courses: Practical skill course where they teach basic Google apps like sheets, does etc. can come handy



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Alumni Curriculum Feedback
"We appreciate your valuable time for filling this feedback"
Email *
rachayitaagrawal17071996@rjcollege.edu.in
Department *
Mass Media (MAEMA)
Year of Passing/ Completing MAEMA: *
2021-2022
Program/ Degree Name *
MAEMA Advertising
MAEMA Films
Stakeholder *
Alumni





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Alumni Feedback Form
Name of the student *
Write as: Last Name First Name Father's Name Mothers Name
Agrawal Rachayita Somesh Rashmi
Email ID *
rachayitaagrawal17071996@rjcollege.edu.in
Contact details (Residential/Mobile) *
9930712817
You are currently *
Pursuing further studies
Employed with an institution/ company
Self-employed/ freelancing
Others
Name of the course you are pursuing. *
realine of the course you are pursuing.





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Do you think that the BMM/BAMMC curriculum you studied is relevant to the needs of the society?
Strongly Agree
O Agree
Dont Know
Disagree
Do you think that the BMM/BAMMC curriculum you studied enhanced your skills? *
Strongly Agree
Agree
Ont Know
O Disagree
Do you think that the BMM/BAMMC curriculum you studied updated your knowledge? *
O Strongly Agree
Agree
Ont Know
O Disagree





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Do you think that the BMM/BAMMC curriculum you studied was concise? *
Strongly agree
Agree
O Dont Know
O Disagree
Would you suggest any Add-on course or skill enhancement course for your juniors *
Yes
O No
If your answer to the previous question is yes, give your suggestions: ### If your answer to the previous question is yes, give your suggestions: ### If your answer to the previous question is yes, give your suggestions:
Any sort of Personality Development course.
Give us a few details about what are you currently doing. *

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2021-2022 Peer Curriculum Feedback

"We appreciate your valuable time for filling this feedback"

Email *		
shalu85purswani@gmail.com		
Department *		
Mass Media		
Academic Year *		
2021-2022		
Program/ Degree Name *		
ВАММС		
MA-EMA		





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Class * First Year Second Year Third Year Stakeholder * Teacher Name of the teacher * Shalu purswani Name of the college * Rj college Department associated with: * Maema





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Designation *
Visiting Faculty/ Guest Faculty/ Industry Professional
Full Time Faculty
Assistant Professor
Associate Professor
Number of years of Experience *
O to 5
○ 5 to 10
● 10 to 15
O 15+
Contact Details (Residential/Mobile) *
8600066667
Do you think that the current curriculum is/was relevant to the needs of Industry? *
Strongly Agree
Agree
O Dont Know
O Disagree





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According to you, is/was the curriculum relevant to the needs of the society? *	
Strongly Agree	
Agree	
O Dont Know	
O Disagree	
According to you, is/was the current curriculum concise?*	
Strongly Agree	
○ Agree	
O Dont Know	
Disagree	
Post the curriculum revision from BMM to BAMMC, do you think that the syllabus has resulted in the students gaining additional employability and entreprenuership skills?	2
Strongly Agree	
Agree	
O Dont Know	
O Disagree	





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

Opposite Ghatkopar Railway Station, Ghatkopar (West), Mumbai - 400 086, Maharashtra, INDIA. Tel. No.: +91 22 25151763 Fax No: +91 22 25150957

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

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Would you like to recommend any Add-on course or skill enhancement courses to be conducted by the college	e *
YesNo	
If your answer to the previous question is yes, give your suggestions:	*
If no, type NA	
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Employer Curriculum Feedback

We appreciate your valuable time for filling this feedback"	
Email *	
aakashnath0108@gmail.com	
Department *	
Mass Media (MAEMA)	
Academic Year *	
2021-2022	
Stakeholder *	
Employer	
Name of the employee *	
Akash Nath	





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Name of the company/ Institution. *
Lester infoservices
Institution / Company Email Id/ Website Link *
www.lesterinc.com
In the first of the Control Date the Coffice (Markita)
Institution/ company Contact Details (Office/ Mobile) *
02239699000
Do you think the students of MAEMA curriculum, employed by you, exhibit leadership and team-work qualities?
Strongly Agree
Agree
O Dont Know
Disagree
Do you think the curriculum imparted to the students has equipped them with the skills needed in the current work environment?
needed in the current work environment?
Strongly Agree
Agree
Ont 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?	*
O Strongly Agree	
Agree	
O Dont Know	
O 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	
O Dont Know	
O 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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2021-2022 Student Curriculum Feedback

"We appreciate your valuable time for filling this feedback	
Email *	
kshitijamavle22@gmail.com	
Department *	
■ MA EMA	
Academic Year *	
2021-2022	
Program/ Degree Name *	
MA EMA	
Class*	
MA EMA Part I	
MA EMA Part II	

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Stakeholder *
Student
Name of the student *
Write as: Last Name First Name Father's Name Mothers Name
Mavle Kshitija Umesh Jayshree
Roll No: *
10
Email ID*
kshitijamavle22@gmail.com
KSIIIIJamaviezz@gman.com
Contact details (Residential/Mobile) *
8691039788
Do you think that the current curriculum is/was relevant to the needs of Industry? *
O Strongly agree
Agree
O Dont know
Disagree

ollege of Aris, Est. 1963 AUTONOMOUS NAAC Re-accredited



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According to you, is/was the curriculum relevant to the needs of the society? *
Strongly Agree
Agree
Ont Know
Disagree
Do you think that the curriculum updated your knowledge? *
Strongly Agree
Agree
Ont Know
Disagree
Do you think that the curriculum enhanced your skills?*
Strongly Agree
Agree
O Dont Know
Disagree





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According to you, is the current curriculum concise?*
Strongly agree
Agree
O Dont Know
Disagree
Would you like to do any Add-on course or skill enhancement courses? *
O Yes
No
If your answer to the previos question is yes, give your suggestions:
If no, type NA
NA
Any other suggestions:
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AUTONOMOUS NAAC Re-accredited 'A' Grade

PRINCIPAL
RAMNIRANJAN JHUNJHUNWALA COLLEGE
OF ARTS, SCIENCE & COMMERCE (AUTONOMOUS)
Ghatkopar (W), Mumbai-400 036, Maharashtra, INDIA

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