

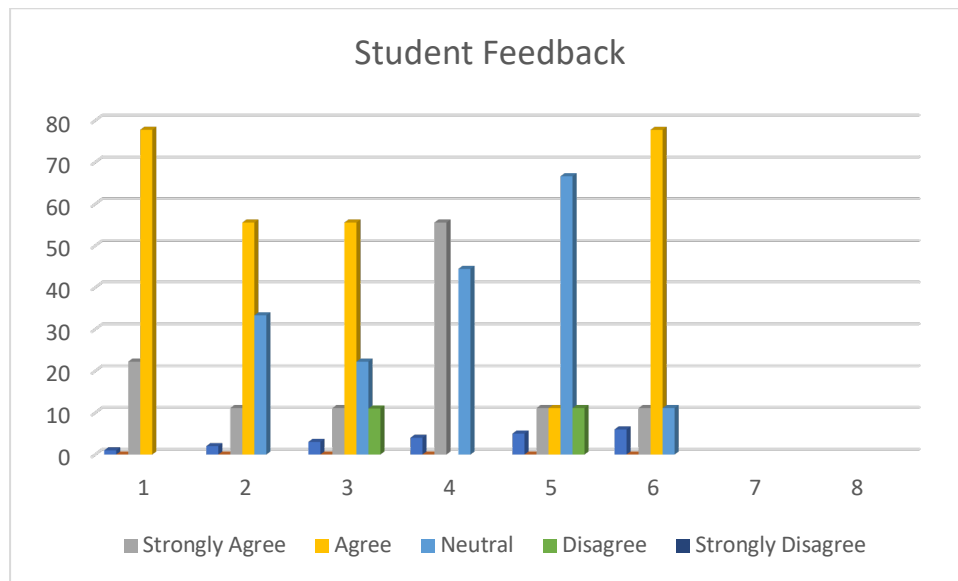
Feedback Analysis

AQAR 2023-24



- √ *Students*
- √ *Faculty Members*
- √ *Parents*
- √ *Alumni*

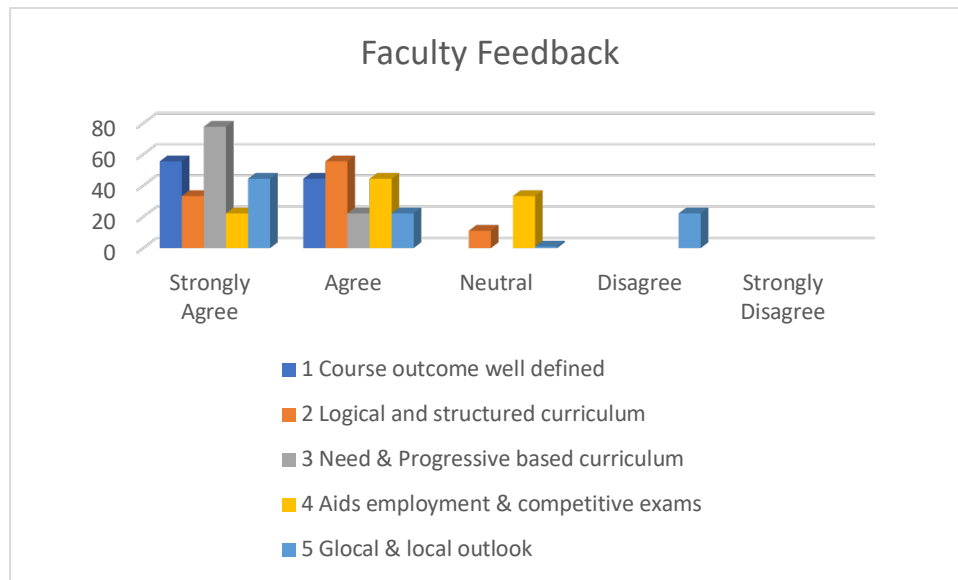
Bachelor of Arts in Multimedia & Mass Communication



Sr. No	Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Focused & engaging	22.23	77.77			
2	Covers recent advancement	11.12	55.55	33.33		
3	Recent insights	11.12	55.55	22.23	11	
4	Theory & practical	55.55		44.45		
5	Professional development	11.12	11.12	66.64	11.12	
6	Higher education	11.12	77.76	11.12		

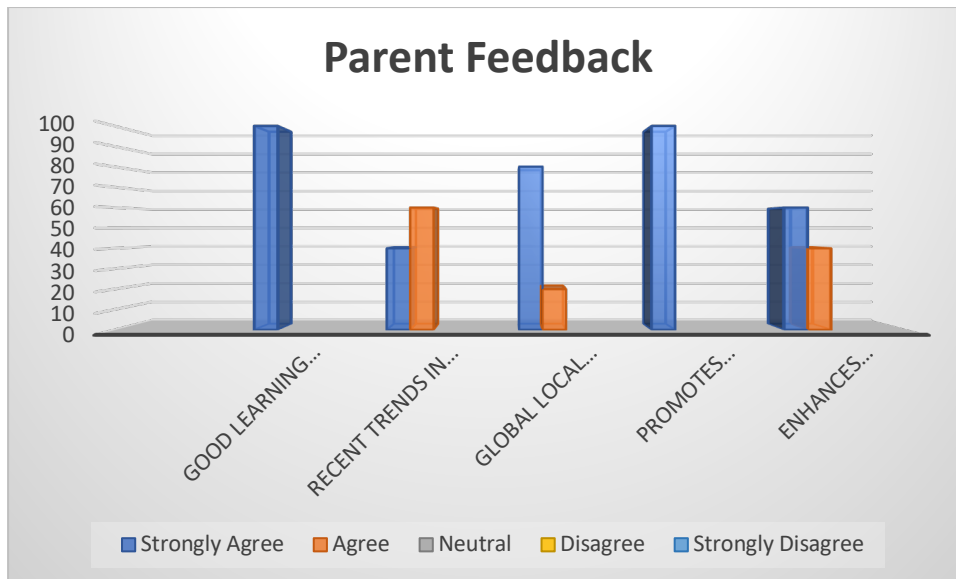
- 77.77% of the students agreed that the syllabus is learned focus and engaging.
- 77.76% of the students stated that the syllabus motivated them to pursue higher education.
- 66.64% of the students were neutral about the syllabus with the perception of professional development.
- 55.55% of the strongly agreed that the syllabus provided a perfect blend of theory and practical.

- 55.55% agreed that the syllabus covers the recent advancement in respective subjects and updating syllabus from time to time helped the students in getting better insights.



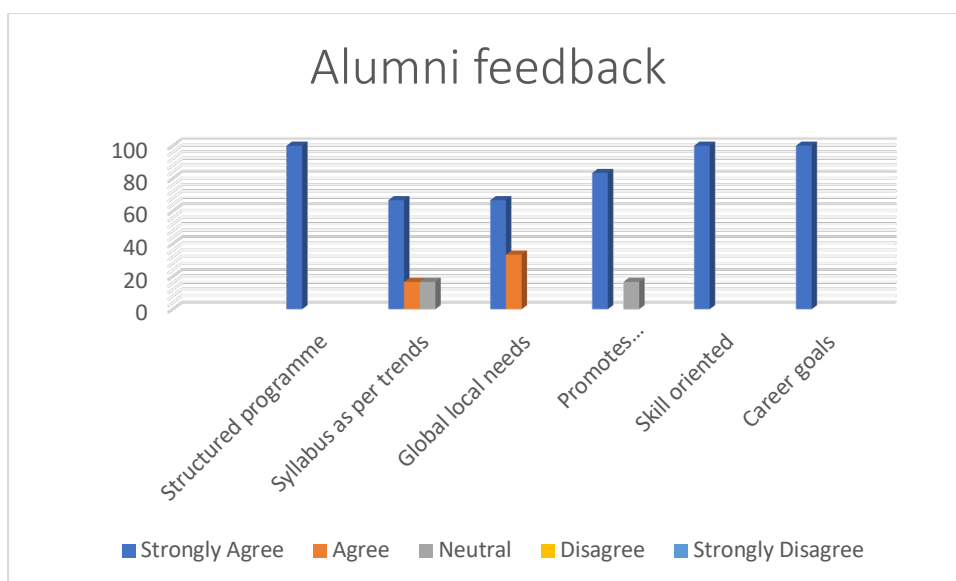
Sr. No	Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Course outcome well defined	55.56	44.44			
2	Logical and structured curriculum	33.33	55.56	11.11		
3	Need & Progressive based curriculum	77.78	22.22			
4	Aids employment & competitive exams	22.22	44.44	33.33		
5	Global & local outlook	44.44	22.22	1	22.22	

- 77.78% strongly agreed that the syllabus incorporated by the college is need and progressive based.
- 55.56% of the faculty strongly agreed that the syllabus has provided a well-defined outcome to cater the subject as per industry needs.
- 55.56% agreed that the curriculum is logical and well structured. This provides the faculty to deal with the course effectively.



Sr. No	Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Good learning experience	100				
2	Recent trends in syllabus	40	60			
3	Global local scenario	80	20			
4	Promotes employability skills	100				
5	Enhances personality	60	40			

- 100% of the parents strongly agreed that the syllabus provided good learning experience and promoted employability skills.
- 80% of the parents strongly agreed that the curriculum provides perspective of global local scenario.
- 60% of the parents agreed that the syllabus is revised as per the recent trends.
- 60% of the parents strongly agreed that the syllabus overall enhanced the personality of the student.



Sr. No	Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Structured programme	100				
2	Syllabus as per trends	66.66	16.66	16.68		
3	Global local needs	66.67	33.33			
4	Promotes employability skills	83.33		16.67		
5	Skill oriented	100				
6	Career goals	100				

- 100% of the Alumni strongly agreed that the Multimedia and Mass Communication programme offered by the college is well structured and updated.
- 66.66% of the alumni students experienced that the syllabus was revised as and when needed to meet the recent trends.
- 66.67% syllabus of each subject provides local and global needs.
- 83.33% of the alumni provided a feedback stating that the syllabus was appropriate for career oriented prospects.
- 100% of the students strongly agreed about the syllabus providing skill oriented projects to support career goals.

Action Taken Report (ATR)
Feedback Received from Students, Alumni, Parents and
Faculties

Sr. No.	Feedback	Action Taken and its overall impact
1.	Many students suggested to inculcate practical sessions for the subjects.	The subjects like Computers and Multimedia included stop motion animation, TVC making. Subjects like writing and editing incorporated writing for different platforms along with LinkedIn profile and blog updating. Students were also asked to create something usable and functional from the waste to enhance creativity.
2.	Faculty suggested the structuring of syllabus for better delivery of course content.	Syllabus for TYBAMMC Journalism was structured to 4 theory modules and 1 practical module providing brief scope for the faculty members to give hands on assignment to the students.
3.	Practical exposure to be provided was suggested by Alumni students.	Considering the suggestion provided by Alumni, the students were sent to programs like Mukta Sanman (16/3/24) organized by News 18 group. The students were also provided a brief coverage of Loksabha elections for Maharashtra representing B. K. Birla College. The students also covered Vidhan Sabha elections for ABP group.