

SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS),

UJIRE – 574 240



DAKSHINA KANNADA, KARNATAKA STATE

(Re-Accredited at A++ Grade by NAAC)

Ph: 08256-236221, 236101(O), Fax: 236220

e-Mail:sdmcollege@rediffmail.com, sdmcollege@sdmcyjire.in, Website: www.sdmcyjire.in

Department of PG Studies & Research in Journalism & Mass Communication

Stake Holders Feedback Reports

- **Students Feedback**
- **Alumni Feedback**
- **Faculty Feedback**
- **Employer Feedback**
- **Feedback Analysis Report**
- **Action Taken Report**

SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)



UJIRE - 574 240

DAKSHINA KANNADA, KARNATAKA STATE

(Re-Accredited at A++ Grade by NAAC)

Ph: 08256-236221, 236101(0), Fax: 236220

e-Mail:sdmcollege@rediffmail.com, sdmcollege@sdmcejire.in, Website: www.sdmcejire.in

DEPARTMENT OF PG STUDIES IN JOURNALISM & MASS COMMUNICATION

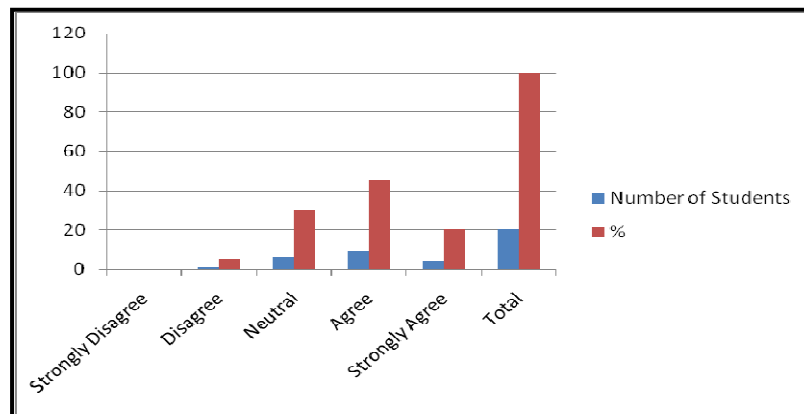
STUDENTS FEEDBACK

ACADEMIC YEAR 2022-23

Number Of Students Taken: 20

Table 1: Opinion on Planning of Academic Activities

Opinion	Number of Students	%
Strongly Disagree	00	00
Disagree	01	05
Neutral	06	30
Agree	09	45
Strongly Agree	04	20
Total	20	100

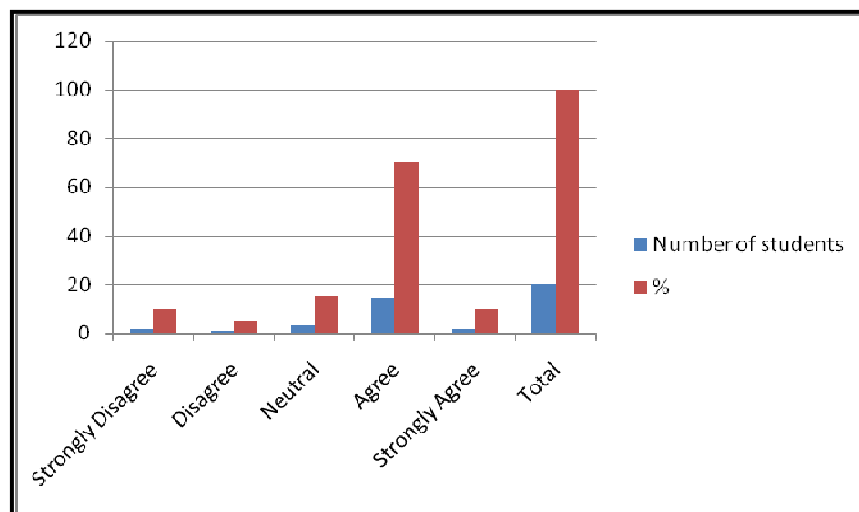


Interpretation:

It is evident from the accompanying table and chart that 45% of students concur that the academic plan they were provided assisted them in organizing their academic activities. Furthermore, twenty percent of students strongly agreed that they find academic preparation to be extremely beneficial. Five percent of respondents disagreed, while thirty percent of students had no opinion at all.

Table 2: Current Syllabus Adequately Covers Contemporary Topics

Opinion	Number of students	%
Strongly Disagree	02	10
Disagree	01	05
Neutral	03	15
Agree	14	70
Strongly Agree	02	10
Total	20	100

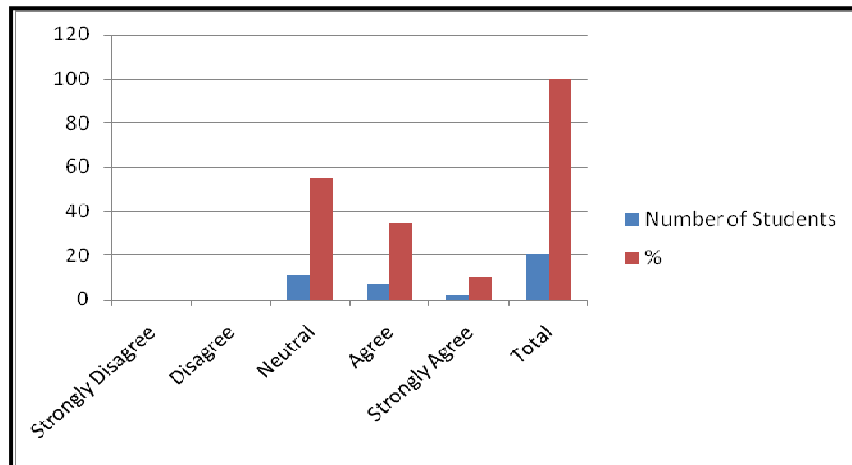


Interpretation:

It is evident from the accompanying table and chart that 70% of students concur that the present curriculum sufficiently covers and includes the themes of today. Ten percent of respondents strongly disagreed, fifteen percent indicated they were impartial, and ten percent strongly agreed.

Table 3: Contact Hours in Syllabus is Sufficient to Complete the Coverage of Syllabus

Opinion	Number of Students	%
Strongly Disagree	00	00
Disagree	00	00
Neutral	11	55
Agree	07	35
Strongly Agree	02	10
Total	20	100

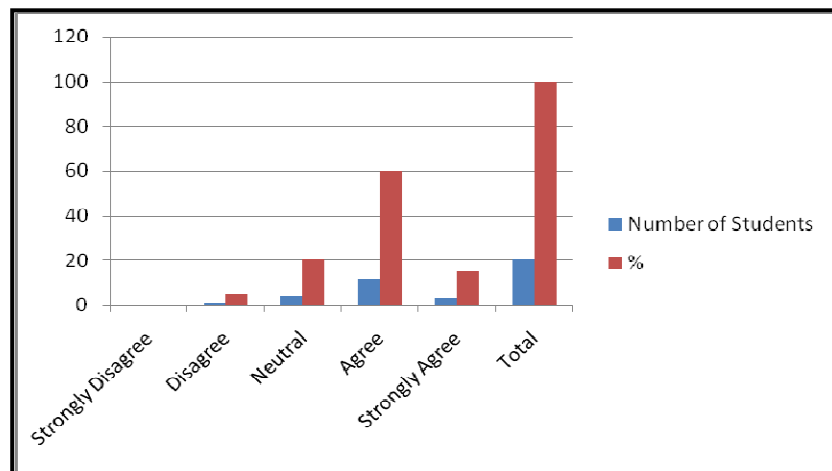


Interpretation:

It is evident from the accompanying table and chart that 55% of students are undecided about whether the contact hours listed in the curriculum are adequate to cover the material. Furthermore, 10 percent of students strongly agreed, and 35 percent of students agreed.

Table 4: Sufficient Reference Materials and Books are Available in the Library

Opinion	Number of Students	%
Strongly Disagree	00	00
Disagree	01	05
Neutral	04	20
Agree	12	60
Strongly Agree	03	15
Total	20	100

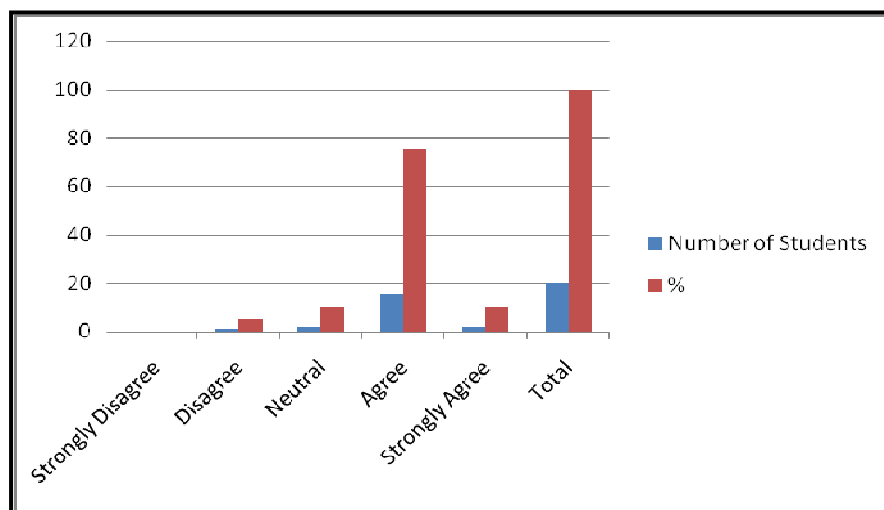


Interpretation

From the above table and chart it is clear that 60 per cent of the students agreed that the available library materials are sufficient for reference. 15 per cent students strongly agree, 20 per cent are neutral and 5 per cent are strongly disagreeing.

Table 5: The Evaluation Methods in the Syllabus are Sufficient for Providing Proper Assessment

Opinion	Number of Students	%
Strongly Disagree	00	00
Disagree	01	05
Neutral	02	10
Agree	15	75
Strongly Agree	02	10
Total	20	100

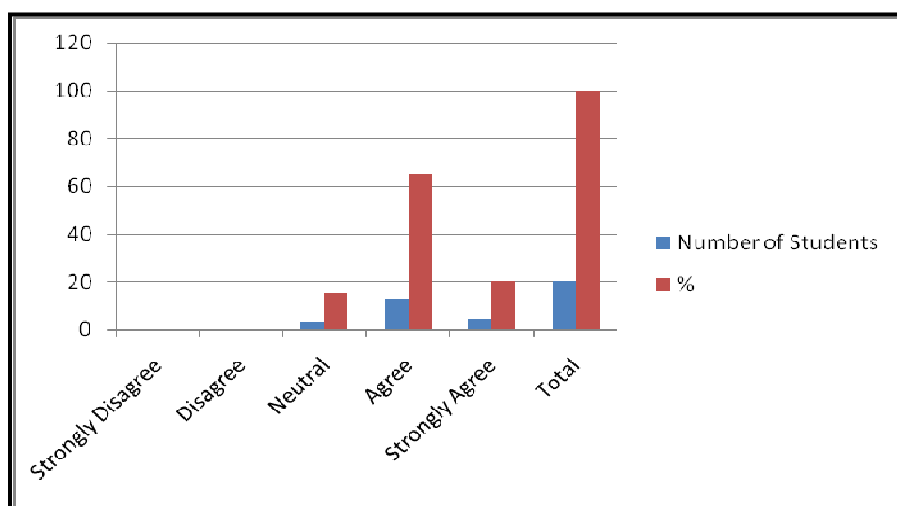


Interpretation:-

It is clear from the above table and chart that 75% of students concur that the assessment techniques included in the curriculum are adequate for carrying out a proper assessment. Ten percent more respondents had a neutral opinion, ten percent strongly agreed, and five percent disagreed.

Table 6: Contents of the Syllabus Meets the Expectations in terms of Relevance and Practical Orientation to Real Life Situations.

Opinion	Number of Students	%
Strongly Disagree	00	00
Disagree	00	00
Neutral	03	15
Agree	13	65
Strongly Agree	04	20
Total	20	100

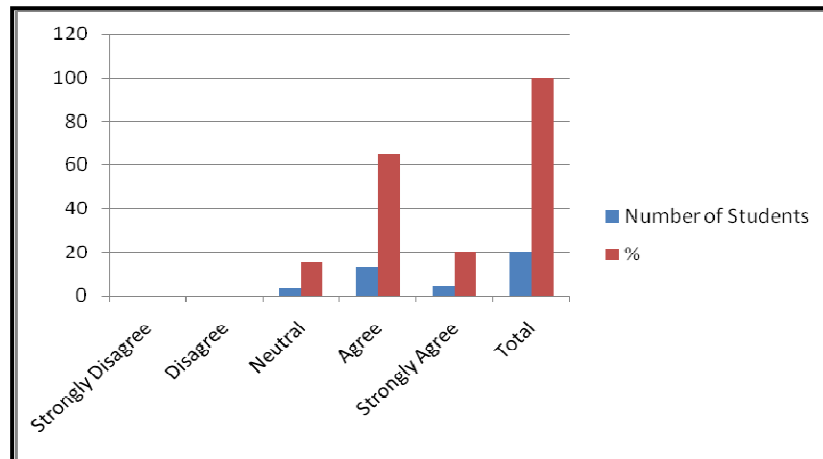


Interpretation:

From the above table and chart it is clear that 65 per cent of the students agree that contents of the syllabus meets the expectations in terms of relevance and practical orientation to real life situations. Another 20 per cent of the respondents said strongly agree 15 per cent said neutral.

Table 7: Contents of the Syllabus is Relevant to My Professional Development in Future.

Opinion	Number of Students	%
Strongly Disagree	00	00
Disagree	00	00
Neutral	03	15
Agree	13	65
Strongly Agree	04	20
Total	20	100

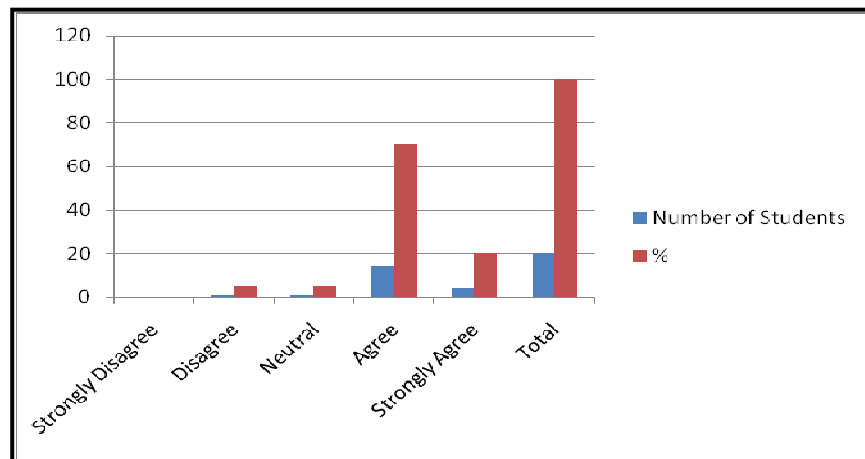


Interpretation:

From the above table and chart it is clear that 65 per cent of the students agree that contents of the syllabus are relevant to my professional development in future. Another 20 per cent of the respondents said strongly agree 15 per cent opined neutral.

Table 8: The Current Syllabus Tries to Build the Opportunities in Terms of Employability.

Opinion	Number of Students	%
Strongly Disagree	00	00
Disagree	01	05
Neutral	01	05
Agree	14	70
Strongly Agree	04	20
Total	20	100



Interpretation:

From the above table and chart it is clear that 70 per cent of the students agree that current syllabus tries to build the opportunities in terms of employability, 20 per cent of the respondents said strongly agree, 5 per cent opined neutral and only 5 per cent said disagree.

MAJOR FINDINGS

1. Based on student input, it is discovered that 45% of students concur that the academic plan they were provided assisted them in organizing their academic activities. (Table 1).
2. According to student input, 70% of students believe that the present syllabus covers modern issues sufficiently. (Table 2)
3. According to student comments, 55% of students are unsure whether the contact hours listed in the syllabus are enough to cover everything. (Table 3)
4. Based on student comments, it is discovered that 60% of students concur that the library has an adequate selection of books and reference resources. (Table 4)
5. Seventy-five percent of students concur that the assessment techniques included in the curriculum are enough to provide accurate evaluation. (Table 5).
6. Based on student input, it is discovered that 65% of students concur that the syllabus's contents satisfy expectations in terms of their applicability to real-world scenarios and its practical orientation. (Table 6)
7. According to student comments, 65% of students concur that the syllabus's contents would be helpful to their future professional growth. (Table 7)
8. Based on student comments, it is discovered that 70% of students concur that the present syllabus aims to increase employment chances. (Table 8)

Major Suggestion

Suggested to conduct online interactive sessions from various personalities.

Action Taken

Various online interactive sessions are conduction from different parts of the country.

SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS),

UJIRE - 574 240



DAKSHINA KANNADA, KARNATAKA STATE

(Re-Accredited at A++ Grade by NAAC)

Ph: 08256 236221, 236101/0; Fax: 236220

e-Mail: sdmccollege@rediffmail.com, sdmccollege@sdmcujire.in, Website: www.sdmcujire.in

DEPARTMENT OF PG STUDIES AND RESEARCH IN JOURNALISM AND MASS COMMUNICATION

STUDENT FEEDBACK FOR DESIGN AND REVIEW OF SYLLABUS

Name & Roll Number of the Student: Aishwarya K.R 213951

Please tick on a the scale with the appropriate response

Scale: 1 - Strongly Disagree, 2 - Disagree, 3 - Neutral, 4 - Agree, and 5 - Strongly Agree

Sl.No.	Particulars	5	4	3	2	1
1.	Curriculum, syllabus and the sequence of the courses in the curriculum are well defined and balanced	✓				
2.	The academic plan given in advance helped me to plan my academic activities	✓				
3.	I was informed about our expected competencies, Course Outcomes (CO) and Programme Outcomes (PO)	✓				
4.	The curriculum is relevant and provides flexibility to meet my learning needs	✓				
5.	Current Syllabus adequately covers contemporary topics /global issues/emerging global and national trends	✓				
6.	Contents of the syllabus meets expectation in terms of learning values, skills, knowledge, attitude, analytical abilities, applicability, relevance and practical orientation to real life situations.	✓				
7.	The syllabus has a good balance between theory and practical	✓				
8.	The specified contact hours stated in syllabus is sufficient to complete the coverage of syllabus as per each course by the teachers	✓				
9.	Usage of ICT in the class by faculty to facilitate teaching	✓				
10.	Sufficient reference materials and books are available in the library for the topics mentioned in the syllabus	✓				
11.	Relevance of additional source material provided through online & offline mode.	✓				
12.	The evaluation methods mentioned in the syllabus are sufficient for providing proper assessment	✓				
13.	The course is relevant to the industry requirements	✓				
14.	The current syllabus tries to build the opportunities in terms of employability such as Jobs, Services and Entrepreneurial attitude amongst the students.		✓			
Any Suggestions:		<u>practical related theory should adopt.</u>				

Aishwarya K.R
Name and Signature of Student

10/08/2023

**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS),
UJIRE - 574 240**



DAKSHINA KANNADA, KARNATAKA STATE
(Re-Accredited at A++ Grade by NAAC)
Ph: 08256 236221, 236101/02, Fax: 236220

e-Mail: sdmcollege@rediffmail.com, sdmcollege@sdmcujire.in, Website: www.sdmcujire.in

DEPARTMENT OF PG STUDIES AND RESEARCH IN JOURNALISM AND MASS COMMUNICATION

STUDENT FEEDBACK FOR DESIGN AND REVIEW OF SYLLABUS

Name & Roll Number of the Student: Raksha & 23961.

Please tick on a the scale with the appropriate response

Scale: 1 – Strongly Disagree, 2 – Disagree, 3 – Neutral, 4 – Agree, and 5 - Strongly Agree

Sl.No.	Particulars	5	4	3	2	1
1.	Curriculum, syllabus and the sequence of the courses in the curriculum are well defined and balanced	✓				
2.	The academic plan given in advance helped me to plan my academic activities	✓				
3.	I was informed about our expected competencies, Course Outcomes (CO) and Programme Outcomes (PO)	✓				
4.	The curriculum is relevant and provides flexibility to meet my learning needs	✓				
5.	Current Syllabus adequately covers contemporary topics /global issues/emerging global and national trends	✓				
6.	Contents of the syllabus meets expectation in terms of learning values, skills, knowledge, attitude, analytical abilities, applicability, relevance and practical orientation to real life situations.	✓				
7.	The syllabus has a good balance between theory and practical	✓				
8.	The specified contact hours stated in syllabus is sufficient to complete the coverage of syllabus as per each course by the teachers	✓				
9.	Usage of ICT in the class by faculty to facilitate teaching	✓				
10.	Sufficient reference materials and books are available in the library for the topics mentioned in the syllabus		✓			
11.	Relevance of additional source material provided through online & offline mode.	✓				
12.	The evaluation methods mentioned in the syllabus are sufficient for providing proper assessment	✓				
13.	The course is relevant to the industry requirements	✓				
14.	The current syllabus tries to build the opportunities in terms of employability such as Jobs, Services and Entrepreneurial attitude amongst the students.	✓				
Any Suggestions: Nil .						

Raksha. Raksha.

Name and Signature of Student

10/08/2023.

SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS),**UJIRE - 574 240**

DAKSHINA KANNADA, KARNATAKA STATE

(Re-Accredited at A++ Grade by NAAC)

Ph: 08256 236221, 236101(0), Fax: 236220

e-Mail: sdmcollege@rediffmail.com, sdmcollege@sdmcujire.in, Website: www.sdmcujire.in

DEPARTMENT OF PG STUDIES AND RESEARCH IN JOURNALISM AND MASS COMMUNICATION**STUDENT FEEDBACK FOR DESIGN AND REVIEW OF SYLLABUS**Name & Roll Number of the Student: *Preethi* 213960

Please tick on a the scale with the appropriate response

Scale: 1 – Strongly Disagree, 2 – Disagree, 3 – Neutral, 4 – Agree, and 5 - Strongly Agree

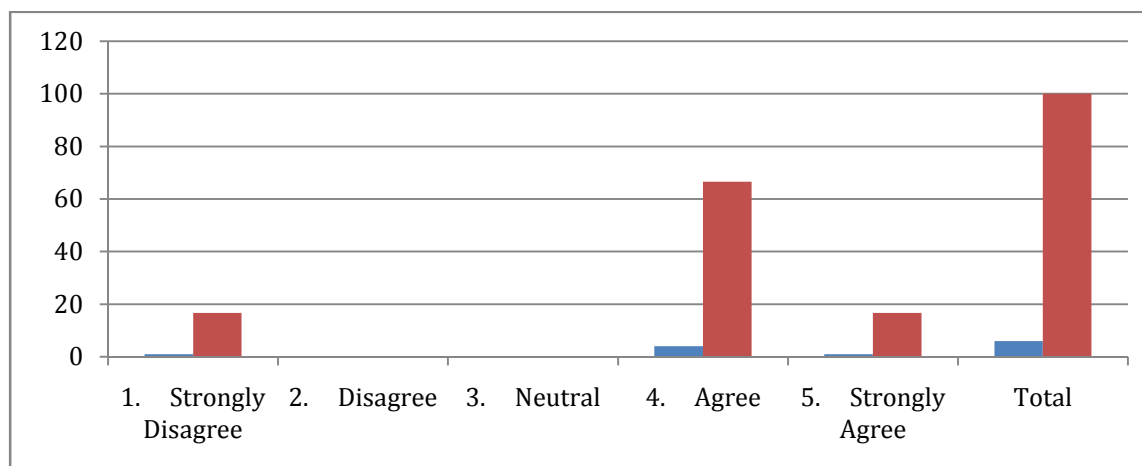
Sl.No.	Particulars	5	4	3	2	1
1.	Curriculum, syllabus and the sequence of the courses in the curriculum are well defined and balanced	✓				
2.	The academic plan given in advance helped me to plan my academic activities	✓				
3.	I was informed about our expected competencies, Course Outcomes (CO) and Programme Outcomes (PO)	✓				
4.	The curriculum is relevant and provides flexibility to meet my learning needs	✓				
5.	Current Syllabus adequately covers contemporary topics /global issues/emerging global and national trends	✓				
6.	Contents of the syllabus meets expectation in terms of learning values, skills, knowledge, attitude, analytical abilities, applicability, relevance and practical orientation to real life situations.	✓				
7.	The syllabus has a good balance between theory and practical		✓			
8.	The specified contact hours stated in syllabus is sufficient to complete the coverage of syllabus as per each course by the teachers	✓				
9.	Usage of ICT in the class by faculty to facilitate teaching		✓			
10.	Sufficient reference materials and books are available in the library for the topics mentioned in the syllabus	✓				
11.	Relevance of additional source material provided through online & offline mode.	✓				
12.	The evaluation methods mentioned in the syllabus are sufficient for providing proper assessment	✓				
13.	The course is relevant to the industry requirements	✓				
14.	The current syllabus tries to build the opportunities in terms of employability such as Jobs, Services and Entrepreneurial attitude amongst the students.	✓				
Any Suggestions: <i>nil</i>						

Name and Signature of Student

Preethi
10/07/2023

DEPARTMENT OF PG STUDIES IN JOURNALISM & MASS COMMUNICATION**ALUMNI FEEDBACK****ACADEMIC YEAR 2022 – 23****Number of Students Taken: 6****Table 1: Opinion on the Contents of Syllabus that Fulfills the Need of the Industry, Sufficient to bridge the Gap between Industry Standards/Current Global Scenario and Academics.**

Opinion	Number of Students	Percentage
1. Strongly Disagree	1	16.7
2. Disagree	0	0
3. Neutral	0	0
4. Agree	4	66.6
5. Strongly Agree	1	16.7
Total	6	100

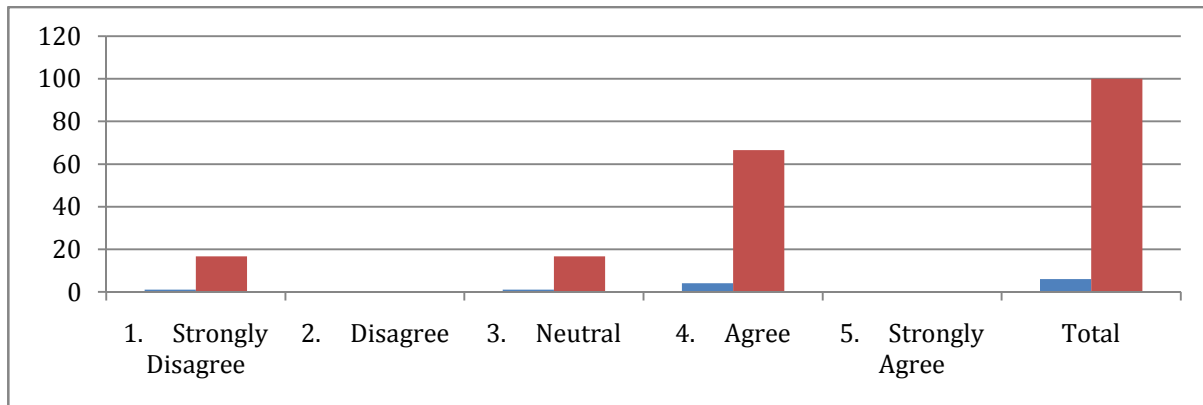
Chart 1: Opinion on the contents of syllabus

Students who strongly agreed (16.7%) and agreed (66%) with the complete contents of the syllabus, which are in line with industry standards and the intended framework for developing knowledge relevant to the functional areas of media companies, are shown in the table with favorable replies.

Table 2: Opinion on Current Syllabus that Adequately Covers Contemporary topics /Global Issues/Emerging Global and National Trends.

Opinion	Number of Students	Percentage
1. Strongly Disagree	1	16.7
2. Disagree	0	0
3. Neutral	1	16.7
4. Agree	4	66.6
5. Strongly Agree	0	0
Total	6	100

Chart 2: Opinion on the current syllabus

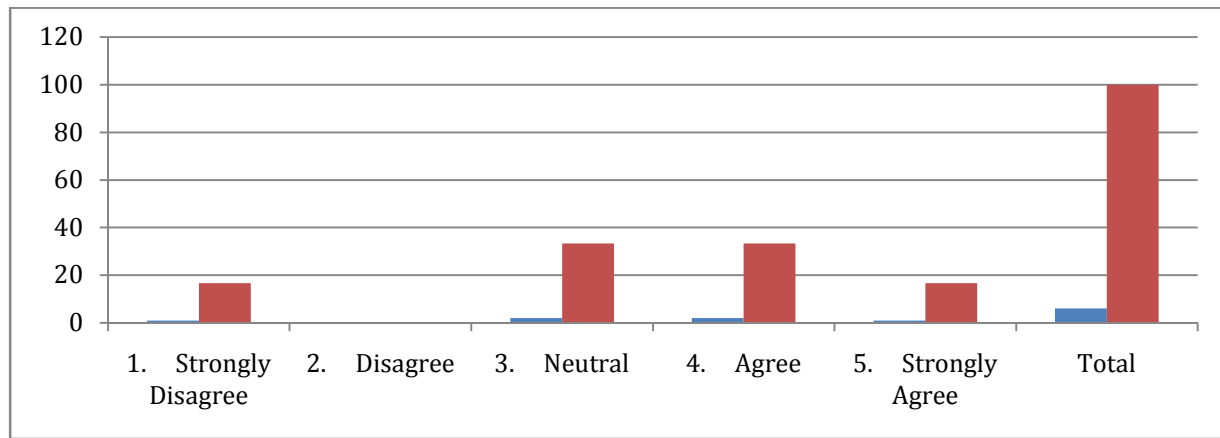


More respondents (66%) highly agreed with the present syllabus's coverage of current events, international concerns, and newly developing national and international media trends.

Table 3: Opinion on the Specified Contact Hours Stated in Syllabus is Sufficient to Complete the Coverage of Syllabus as Per Each Course by the Teachers

Opinion	Number of Students	Percentage
1. Strongly Disagree	1	16.7
2. Disagree	0	0
3. Neutral	2	33.3
4. Agree	2	33.3
5. Strongly Agree	1	16.7
Total	6	100

Chart 3: Opinion on the specific time for coverage of syllabus

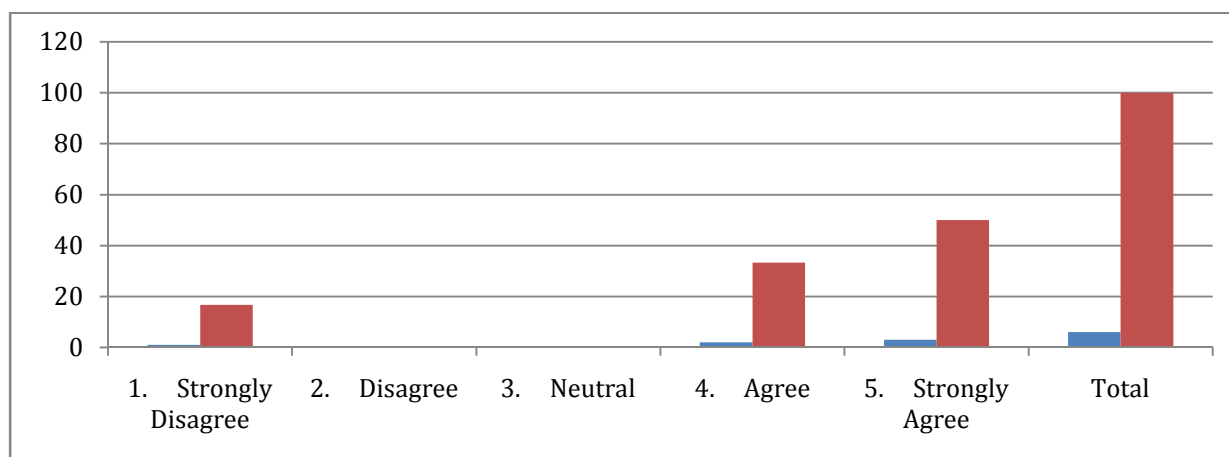


A larger percentage of respondents (66%) expressed strong agreement with the way current events, global issues, and emerging national and worldwide media trends are covered in the current syllabus.

Table 4: Opinion on Sufficient Reference Materials and Books are Available in the Departmental Library / Library for the Topics Mentioned in the Syllabus

Opinion	Number of Students	Percentage
1. Strongly Disagree	1	16.7
2. Disagree	0	0
3. Neutral	0	0
4. Agree	2	33.3
5. Strongly Agree	3	50.0
Total	6	100

Chart 4: Opinion on the availability of sufficient reference material

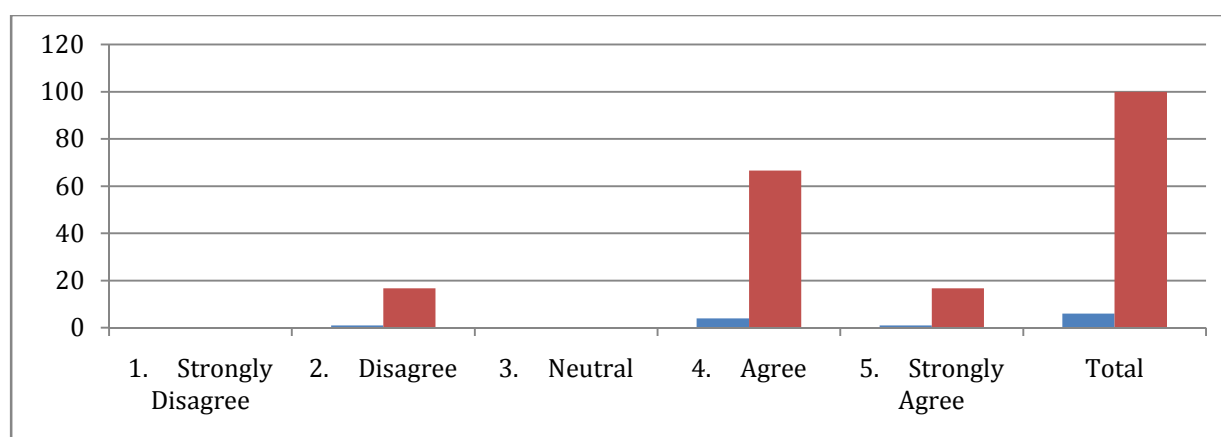


More respondents (50%) firmly agreed that the library had enough books and reference resources on the subjects covered in the syllabus. This upbeat response is indicative of the enormous wealth of literature that the college library has to offer.

Table 5: Opinion on the Evaluation Methods Adopted are Sufficient for Providing Proper Assessment.

Opinion	Number of Students	Percentage
1. Strongly Disagree	0	0
2. Disagree	1	16.7
3. Neutral	0	0
4. Agree	4	66.6
5. Strongly Agree	1	16.7
Total	6	100

Chart 5: Opinion on the evaluation methods

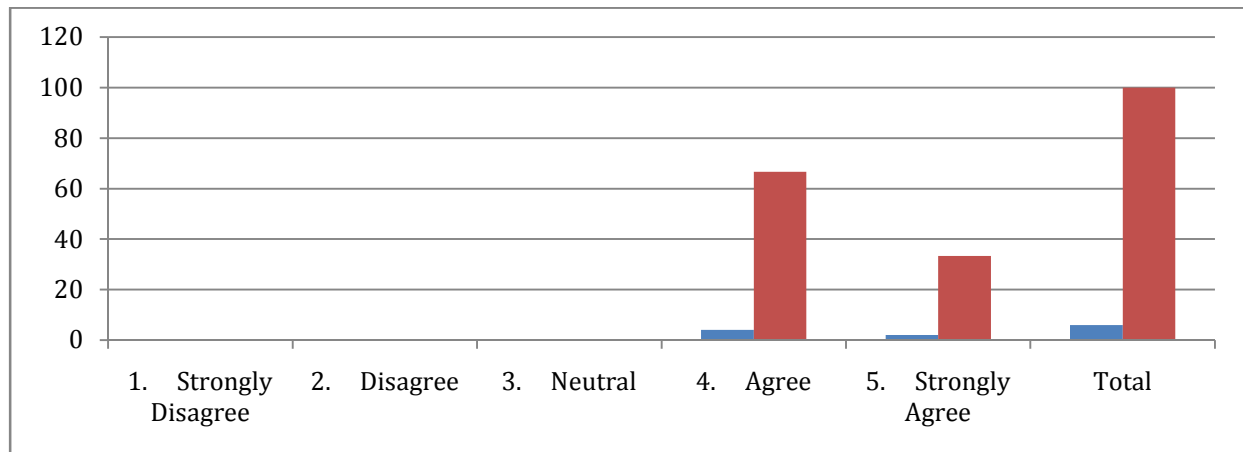


More respondents (66%) felt that the assessment techniques listed in the syllabus were adequate to provide accurate evaluation. Students' practical skills and intellectual strength were evaluated using the extensive Journalism and Mass Communication course structure. The evaluation is predicated on a thorough analysis that takes into account the students' qualitative performance. This comprehensive method is used to evaluate their practical experiments and analytical abilities. Few respondents said they would rather be in dispute.

Table 6: Opinion on Contents of the Syllabus that Meets the Expectations in Terms of Learning Values, Skills, Knowledge, Attitude, Analytical Abilities, Applicability, Relevance and Practical Orientation to Real Life Situations.

Opinion	Number of Students	Percentage
1. Strongly Disagree	0	0
2. Disagree	0	0
3. Neutral	0	0
4. Agree	4	66.7
5. Strongly Agree	2	33.3
Total	6	100

Chart 6: Opinion on contents of the syllabus

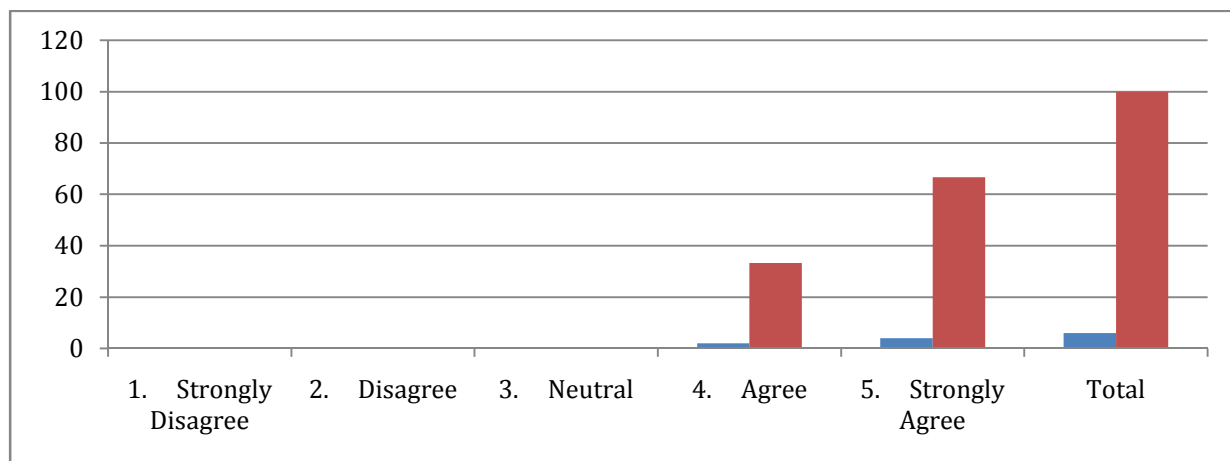


In terms of learning values, skills, knowledge, attitude, analytical capacities, application, relevance, and practical orientation to real-life circumstances, the feedback from students indicates that the syllabus's qualitative contents satisfy expectations. This is shown in the table. Students who strongly (33.3%) and agree (66.7%) with these contents.

Table 7: Opinion on Computer Oriented Practical that helps in Higher Education and Employability

Opinion	Number of Students	Percentage
1. Strongly Disagree	0	0
2. Disagree	0	0
3. Neutral	0	0
4. Agree	2	33.3
5. Strongly Agree	4	66.7
Total	6	100

Chart 7: Opinion on Computer oriented practical.

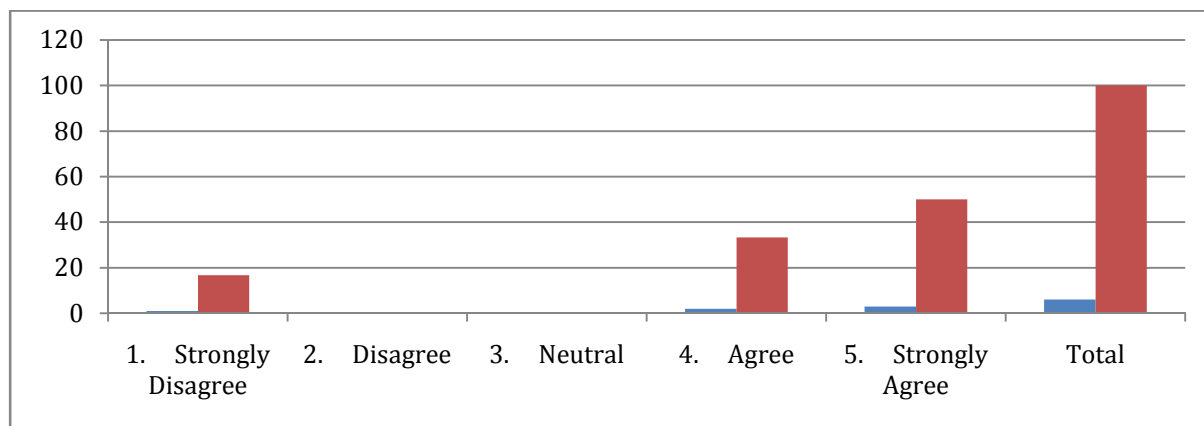


Strong agreement (66.7%) among students indicated that they felt positively about the course/subject framework, which covers subjects like human rights, social security, peace, love, and communal harmony, as well as teaching them about national growth. This stands for the pro-social and national components of the organization's several academic areas' subject/course systems.

Table 8: Opinion on the Current Syllabus that Tries to Build the Opportunities in Terms of Employability Such as Jobs and Services.

Opinion	Number of Students	Percentage
1. Strongly Disagree	1	16.7
2. Disagree	0	0
3. Neutral	0	0
4. Agree	2	33.3
5. Strongly Agree	3	50.0
Total	6	100

Chart 8: Opinion on the current syllabus



Respondents expressed a substantial preference (50%) for the existing syllabus, which aims to increase employability by providing chances for jobs, services, and an entrepreneurial mindset among students.

MAJOR FINDINGS

1. According to alumni comments, 66.6% of respondents agreed, and 16.7% strongly agreed, that the syllabus's contents meet industry needs and are enough to close the gap between academics and industry standards and the contemporary global environment. (Table 1)
2. It is found from the alumni feedback that 66.6 % of the respondents agreed that the current syllabus adequately covers contemporary topics/global issues/ emerging global and national trends.(Table 2)
3. It is found from the alumni feedback that 33.3 % of the respondents agreed and 16.7 % strongly agreed that the specified contact hours stated in syllabus is sufficient to complete the coverage of syllabus as per each course by the teachers. (Table 3)
4. It is found from the alumni feedback that 33.3% of the respondents agreed and 50% agreed that sufficient reference materials and books are available in the Departmental library / library for the topics mentioned in the syllabus.(Table 4)
5. It is found from the alumni feedback that 66.6% of the respondents agreed and 16.7 % strongly agreed that the evaluation methods adopted are sufficient for providing proper assessment.(Table 5)
6. It is found from the alumni feedback that 66.7% of the respondents agreed, 33.3 strongly % agreed that contents of the syllabus meet the expectations in terms of learning values, skills, knowledge, attitude, analytical abilities, applicability, relevance and practical orientation to real life situations. (Table 6)
7. It is found from the alumni feedback that 66.7% of the respondents strongly agreed, 33.3% agreed that computer oriented practical helps in higher education and employability. (Table 7)
8. It is found from the alumni feedback that 50% of the respondents strongly agreed, 33.3% agreed that the current syllabus tries to build the opportunities in terms of employability such as Jobs and Services. (Table 8)

MAJOR SUGGESTIONS

1. According to feedback from alumni, the course covers a wide range of topics, and its applied modules which include practical exercises are essential for ensuring career opportunities in the mass media industry.
2. Alumni feedback has highlighted the department as a forerunner in the field of education and suggested that it focus on professional procedures that align with the recently enforced industry management standards.

ACTION TAKEN

1. The department's current academic and practical programs should be enhanced with updated branding as a top priority.
2. The Class Ambassador concept was established to help students understand the curriculum and improve their application of the covered topics in order to create additional professional modules.
3. In addition, emphasize a greater proportion of remedial instruction to project syllabus topics by developing meaningful discussions on their applicability in accordance with modern professional ethics.
4. Moreover, there have been coordinated attempts to add a more modern digital element to the department's practice journal, SDM Gazette, and weekly news bulletin, Nammura Varthe. These publications are essential in bringing attention to current issues by means of exclusive cover stories, in-depth analytical journalistic write-ups, and editorials with democratic ethical significance.
5. The weekly student conversation about how print, audio, and audio-visual media outlets cover news.

SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)

UJIRE - 574 240



DAKSHINA KANNADA, KARNATAKA STATE
(Re-Accredited by NAAC at 'A' Grade with CGPA 3.61 out of 4)
Ph: 08256-236221, 236101(O), Fax: 236220

e-Mail: sdmcollege@rediffmail.com, sdmcollege@sdmcujire.in, Website: www.sdmcujire.in

ALUMNI FEEDBACK FOR DESIGN AND REVIEW OF SYLLABUS

Name of the Respondent: Varsha Prabhu T Contact Number: 9964182512

Year in which degree is completed:

Email Id: VarshaPrabhu6310@gmail.com

(Please tick on a the scale with the appropriate response)

Scale: 1 - Strongly Disagree, 2 - Disagree, 3 - Neutral, 4 - Agree and 5 - Strongly Agree

Sl. No	Particulars	1	2	3	4	5
1	The contents of syllabus fulfill the need of the Industry, sufficient to bridge the gap between industry standards/current global scenario and academics and enhances knowledge of functional areas of management					✓
2	Current Syllabus adequately covers contemporary topics/global issues/emerging global and national trends in management					✓
3	The specified contact hours stated in syllabus is sufficient to complete the coverage of syllabus as per each course by the teachers					✓
4	Sufficient reference materials and books are available in the library for the topics mentioned in the syllabus					✓
5	The evaluation methods mentioned in the syllabus are sufficient for providing proper assessment					✓
6	Contents of the syllabus meets the expectations in terms of learning values, skills, knowledge, attitude, analytical abilities, applicability, relevance and practical orientation to real life situations.					✓
7	The course/subjects covers the aspects such as fundamental duties, national integration, peace, love and Communal harmony, Human rights, social security and sensitising the students towards National Development					✓
8	The current syllabus tries to build the opportunities in terms of employability such as Jobs, Services and Entrepreneurial attitude amongst the students.					✓

Any suggestions:

Varsha
Name and Signature of Alumni

SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)

UJIRE - 574 240



DAKSHINA KANNADA, KARNATAKA STATE

(Re-Accredited by NAAC at 'A' Grade with CGPA 3.61 out of 4)

Ph: 08256-236221, 236101(0), Fax: 236220

e-Mail:sdmcollege@rediffmail.com, sdmcollege@sdmujire.in, Website: www.sdmujire.in

ALUMNI FEEDBACK FOR DESIGN AND REVIEW OF SYLLABUS

Name of the Respondent: Saniya R

Contact Number: 8073423254

Year in which degree is completed: 2020-21

Email Id: SaniyaRiya2ahmed708@gmail.com

(Please tick on a the scale with the appropriate response)

Scale: 1 - Strongly Disagree, 2 - Disagree, 3 - Neutral, 4 - Agree and 5 - Strongly Agree

Sl. No	Particulars	1	2	3	4	5
1	The contents of syllabus fulfill the need of the Industry , sufficient to bridge the gap between industry standards/current global scenario and academics and enhances knowledge of functional areas of management				✓	
2	Current Syllabus adequately covers contemporary topics/global issues/emerging global and national trends in management					✓
3	The specified contact hours stated in syllabus is sufficient to complete the coverage of syllabus as per each course by the teachers					✓
4	Sufficient reference materials and books are available in the library for the topics mentioned in the syllabus					✓
5	The evaluation methods mentioned in the syllabus are sufficient for providing proper assessment					✓
6	Contents of the syllabus meets the expectations in terms of learning values, skills, knowledge, attitude, analytical abilities, applicability, relevance and practical orientation to real life situations.					✓
7	The course/subjects covers the aspects such as fundamental duties, national integration, peace, love and Communal harmony, Human rights, social security and sensitising the students towards National Development					✓
8	The current syllabus tries to build the opportunities in terms of employability such as Jobs, Services and Entrepreneurial attitude amongst the students.					✓

Any suggestions:

Saniya

Name and Signature of Alumni

SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)
UJIRE - 574 240



DAKSHINA KANNADA, KARNATAKA STATE
(Re-Accredited by NAAC at 'A' Grade with CGPA 3.61 out of 4)
Ph: 08256-236221, 236101(0), Fax: 236220
e-Mail:sdmcollege@rediffmail.com, sdmcollege@sdmcujire.in, Website: www.sdmcujire.in

ALUMNI FEEDBACK FOR DESIGN AND REVIEW OF SYLLABUS

Name of the Respondent: Abhirama Sharma S

Year in which degree is completed: 2020-21

Email Id: abhiramsharmas@gmail.com

Contact Number: 9480478399

(Please tick on a the scale with the appropriate response)

Scale: 1 - Strongly Disagree, 2 - Disagree, 3 - Neutral, 4 - Agree and 5 - Strongly Agree

Sl. No	Particulars	1	2	3	4	5
1	The contents of syllabus fulfill the need of the Industry , sufficient to bridge the gap between industry standards/current global scenario and academics and enhances knowledge of functional areas of management				✓	
2	Current Syllabus adequately covers contemporary topics/global issues/emerging global and national trends in management				✓	
3	The specified contact hours stated in syllabus is sufficient to complete the coverage of syllabus as per each course by the teachers				✓	
4	Sufficient reference materials and books are available in the library for the topics mentioned in the syllabus				✓	
5	The evaluation methods mentioned in the syllabus are sufficient for providing proper assessment					✓
6	Contents of the syllabus meets the expectations in terms of learning values, skills, knowledge, attitude, analytical abilities, applicability, relevance and practical orientation to real life situations.				✓	
7	The course/subjects covers the aspects such as fundamental duties, national integration, peace, love and Communal harmony, Human rights, social security and sensitising the students towards National Development				✓	
8	The current syllabus tries to build the opportunities in terms of employability such as Jobs, Services and Entrepreneurial attitude amongst the students.					✓

Any suggestions: _____

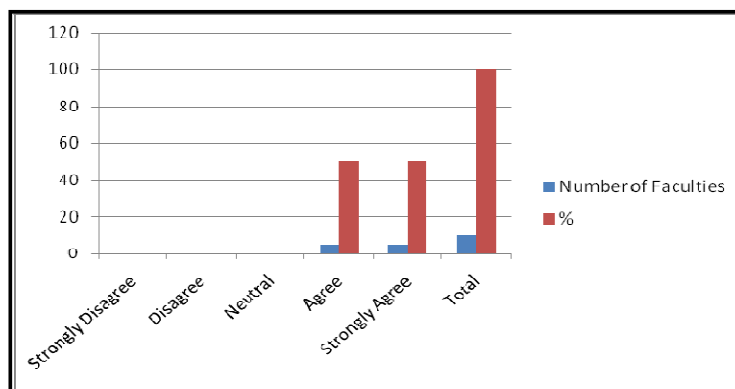
Name and Signature of Alumni

**DEPARTMENT OF PG STUDIES IN JOURNALISM & MASS COMMUNICATION****FACULTY FEEDBACK****ACADEMIC YEAR 2022-23**

Number of Faculties taken: 10

Table 1: Contents of Syllabus are Relevant to the Course

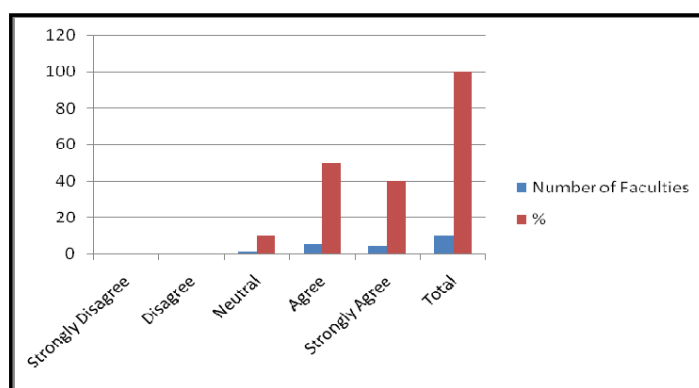
Opinion	Number of Faculties	%
Strongly Disagree	00	00
Disagree	00	00
Neutral	00	00
Agree	05	50
Strongly Agree	05	50
Total	10	100

**Interpretation:**

It is evident from the above table and chart that 50% of the faculties strongly agreed and another 50% thought that the syllabus's contents were relevant to the course.

Table 2: Syllabus has a Good Balance between Theory and Practical Aspects

Opinion	Number of Faculties	%
Strongly Disagree	00	00
Disagree	00	00
Neutral	01	10
Agree	05	50
Strongly Agree	04	40
Total	10	100

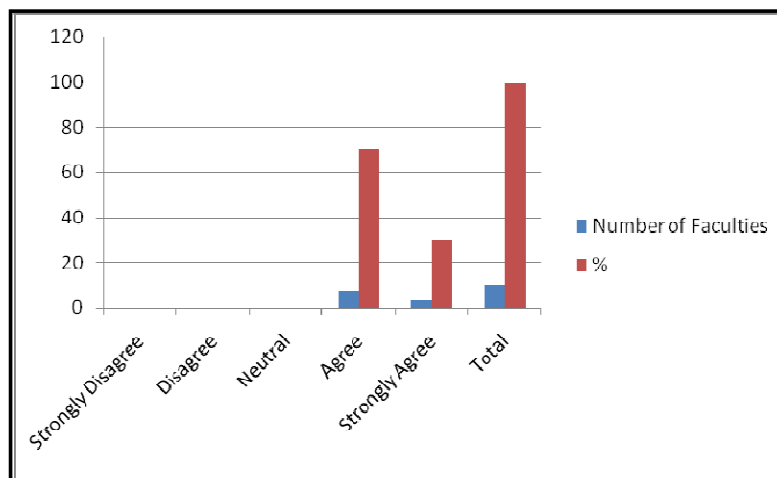


Interpretation

It is evident from the above table and chart that 50% of the faculty felt the syllabus struck a good balance between academic and practical elements. A further 10% of the faculty expressed neutrality, and 40% strongly agreed.

Table 3: Syllabus Provides Comprehensive Knowledge and Perspective in the Subject Area

Opinion	Number of Faculties	%
Strongly Disagree	00	00
Disagree	00	00
Neutral	00	00
Agree	07	70
Strongly Agree	03	30
Total	10	100

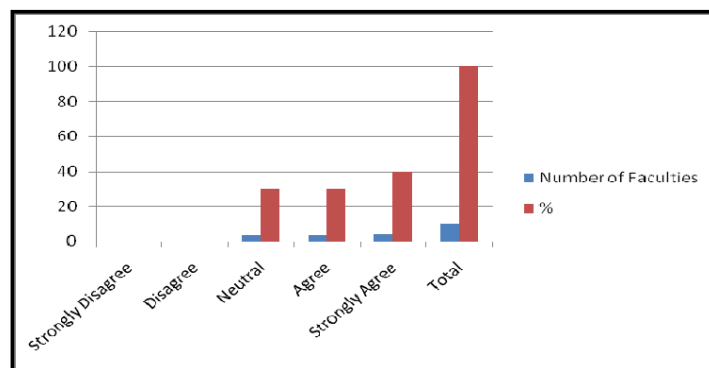


Interpretation

It is evident from the table and chart above that 70% of the faculties concur that the curriculum offers thorough information and perspective on the subject. Thirty percent of faculty members strongly concur as well.

Table 4: Books Prescribed/ Listed as Reference Materials are Appropriate, Relevant and Updated

Opinion	Number of Faculties	%
Strongly Disagree	00	00
Disagree	00	00
Neutral	03	30
Agree	03	30
Strongly Agree	04	40
Total	10	100

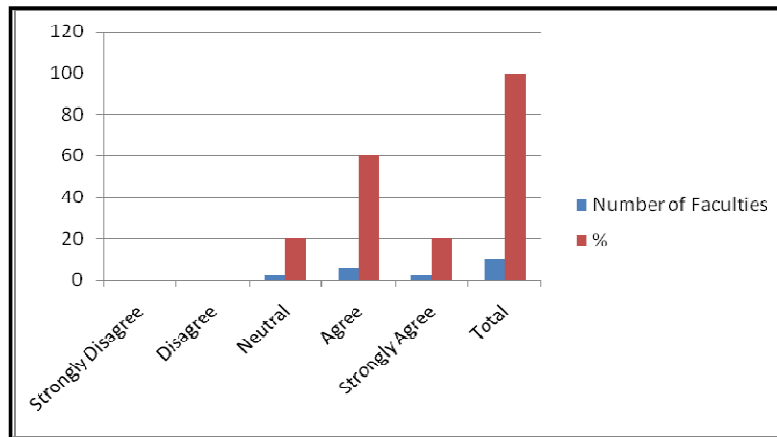


Interpretation:

From the above table and chart it is clear that 40 per cent of the faculties strongly agreed that sufficient reference materials and books are updated. Another 30 per cent of the faculties said neutral and 30 per cent said agreed.

Table 5: Current Syllabus Adequately Covers Contemporary Topics /Global Issues/Emerging Global and National Trends in Management

Opinion	Number of Faculties	%
Strongly Disagree	00	00
Disagree	00	00
Neutral	02	20
Agree	06	60
Strongly Agree	02	20
Total	10	100

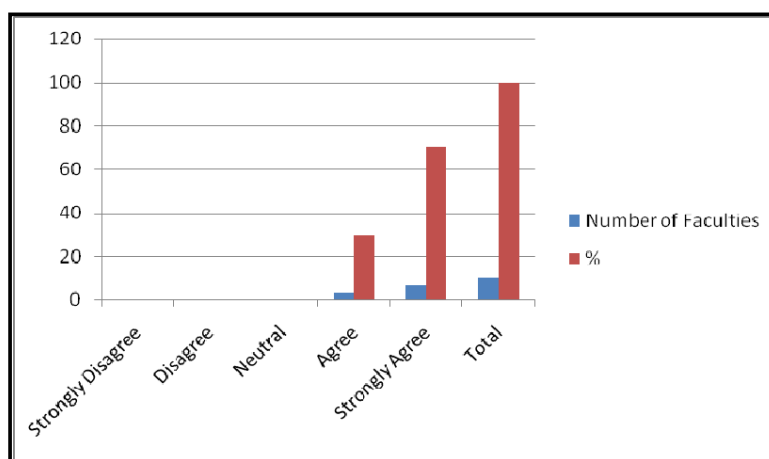


Interpretation:

From the above table and chart it is clear that 60 per cent of the faculties agreed that current syllabus adequately covers contemporary topics about global and national trends. Another 20 per cent agrees strongly and 20 per cent said neutral.

Table 6: The Specified Contact Hours Stated in Syllabus is Sufficient to Complete the Syllabus

Opinion	Number of Faculties	%
Strongly Disagree	00	00
Disagree	00	00
Neutral	00	00
Agree	03	30
Strongly Agree	07	70
Total	10	100

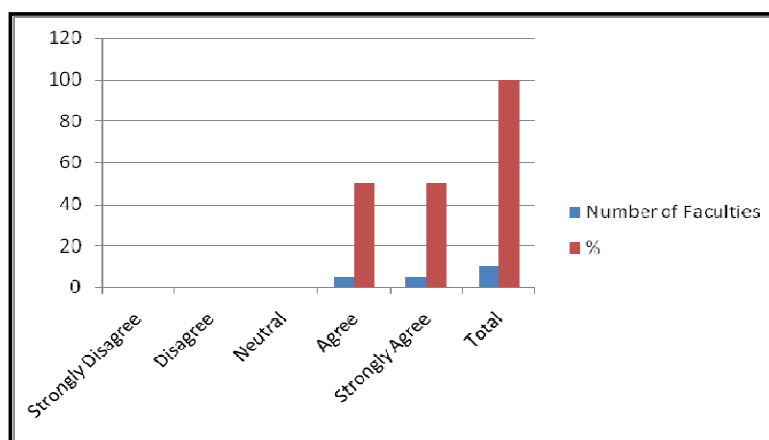


Interpretation:

From the above table and chart it is clear that 70 per cent of the faculties agree strongly that the specified contact hours stated in syllabus is sufficient to complete the syllabus. Another 30 per cent faculties agrees the same.

Table 7: Sufficient Reference Materials and Books are Available in the Library for the Topics Mentioned in the Syllabus

Opinion	Number of Faculties	%
Strongly Disagree	00	00
Disagree	00	00
Neutral	00	00
Agree	05	50
Strongly Agree	05	50
Total	10	100

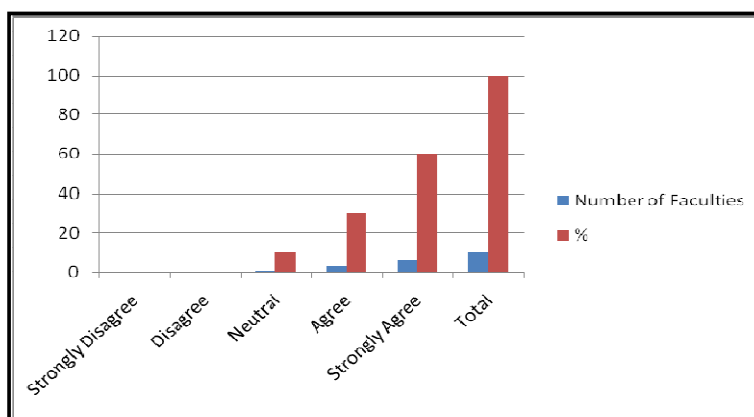


Interpretation:

According to the table and chart above, 50% of the faculty strongly agreed that the library has enough books and reference resources, while another 50% expressed agreement with this statement.

Table 8: The Evaluation Methods Mentioned in the Syllabus are Sufficient for Providing Proper Assessment

Opinion	Number of Faculties	%
Strongly Disagree	00	00
Disagree	00	00
Neutral	01	10
Agree	03	30
Strongly Agree	06	60
Total	10	100

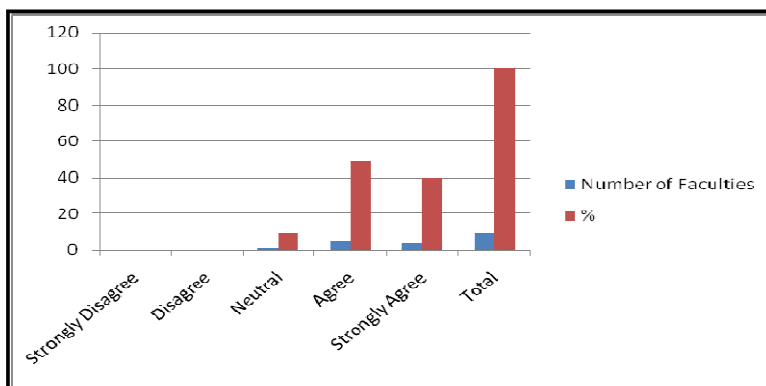


Interpretation:

From the above table and chart it is clear that 60 per cent of the faculties strongly agree that the evaluation methods in the syllabus are sufficient. Another 10 per cent of the faculties said neutral 30 per cent opined agree about proper assessment.

Table 9: Contents of the Syllabus Meets the Expectations of the Students in Terms of Learning Values, Skills, Knowledge, Attitude, Analytical Abilities, Applicability, Relevance and Practical Orientation to Real Life Situations.

Opinion	Number of Faculties	%
Strongly Disagree	00	00
Disagree	00	00
Neutral	01	10
Agree	05	50
Strongly Agree	04	40
Total	10	100



Interpretation:

From the above table and chart it is clear that 50 per cent of the faculties agree that the content of the syllabus meets the expectations of the students in all terms. Another 10 per cent of the respondents said neutral 40 per cent opined strongly agree about the expectations of the students.

MAJOR FINDINGS

1. It is discovered that 50% of the faculty members firmly agreed that the course material is covered in the curriculum. (Table 1).
2. It is discovered that 50% of the faculty members concurred that the syllabus strikes a reasonable balance between theory and application. (Table 2)
3. It was discovered that 70% of the faculty members concurred that the syllabus offers thorough understanding and a broad perspective on the subject. (Table 3)
4. It was discovered that 40% of the faculty firmly felt that there are enough updated books and reference resources. (Table 4)
5. was discovered that 60% of the faculty members concurred that the existing curriculum sufficiently covers themes related to current national and international trends. (Table 5).
6. It is discovered that 70% of the faculties firmly concur that the syllabus's allotted contact hours are enough to finish it. (Table 6)
7. It was discovered that 50% of the faculty members firmly felt that the library had enough volumes and reference resources. (Table 7)
8. It is discovered that 60% of the faculty members firmly concur that the assessment techniques outlined in the syllabus are adequate for carrying out accurate evaluation. (Table 8)
9. Research reveals that 50% of faculty members concur that the syllabus's material satisfies students' expectations in every way, including learning values, skills, knowledge, attitude, analytical prowess, application, relevance, and practical orientation to real-world scenarios. (Table 9)

Major Suggestion

Suggested to conduct online interactive sessions from various personalities.

Action Taken

Various online interactive sessions are conduction from different parts of the country.

SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)

UJIRE - 574 240



DAKSHINA KANNADA, KARNATAKA STATE
(Re-Accredited by NAAC at 'A' Grade with CGPA 3.61 out of 4)
Ph: 08256-236221, 236101(0), Fax: 236220
e-Mail:sdmcollege@rediffmail.com,sdmcollege@sdmcujire.in, Website: www.sdmcujire.in

FACULTY FEEDBACK FOR DESIGN AND REVIEW OF SYLLABUS

Please tick on the scale with the appropriate response

Scale: 1 – Strongly Disagree, 2 – Disagree, 3 – Neutral, 4 – Agree and 5 – Strongly Agree

Sl.N o.	Particulars	1	2	3	4	5
1	Contents of syllabus are relevant to the course				✓	
2	Syllabus has a good balance between theory and practical aspects					✓
3	Syllabus provides comprehensive knowledge and perspective in the subject area				✓	
4	Books prescribed/ listed as reference materials are appropriate, relevant and updated					✓
5	Current Syllabus adequately covers contemporary topics /global issues/emerging global and national trends in management				✓	
6	The specified contact hours stated in syllabus is sufficient to complete the syllabus				✓	
7	Sufficient reference materials and books are available in the library for the topics mentioned in the syllabus					✓
8	The evaluation methods mentioned in the syllabus are sufficient for providing proper assessment					✓
9	Contents of the syllabus meets the expectations of the students in terms of learning values, skills, knowledge, attitude, analytical abilities, applicability, relevance and practical orientation to real life situations.					✓

Any suggestions:

Name and Signature of Faculty

Anisha
Dr. Anisha
Nitte University
Mangalore.

SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)
UJIRE - 574 240



DAKSHINA KANNADA, KARNATAKA STATE
(Re-Accredited by NAAC at 'A' Grade with CGPA 3.61 out of 4)
Ph: 08256-236221, 236101(0), Fax: 236220
e Mail:sdmcollege@rediffmail.com,sdmcollege@sdmcjire.in, Website: www.sdmcjire.in

**FACULTY FEEDBACK FOR DESIGN AND REVIEW OF
SYLLABUS OF JOURNALISM**

Please tick on the scale with the appropriate response

Scale: 1 – Strongly Disagree, 2 – Disagree, 3 – Neutral, 4 – Agree and 5 – Strongly Agree

Sl.No.	Particulars	1	2	3	4	5
1	Contents of syllabus are relevant to the course					✓
2	Syllabus has a good balance between theory and practical aspects				✓	
3	Syllabus provides comprehensive knowledge and perspective in the subject area					✓
4	Books prescribed/ listed as reference materials are appropriate, relevant and updated				✓	
5	Current Syllabus adequately covers contemporary topics /global issues/emerging global and national trends in management					✓
6	The specified contact hours stated in syllabus is sufficient to complete the syllabus				✓	
7	Sufficient reference materials and books are available in the library for the topics mentioned in the syllabus				✓	
8	The evaluation methods mentioned in the syllabus are sufficient for providing proper assessment					✓
9	Contents of the syllabus meets the expectations of the students in terms of learning values, skills, knowledge, attitude, analytical abilities, applicability, relevance and practical orientation to real life situations.					✓

Any suggestions:


Name and Signature of Faculty

Rakesh Kumar K.



DEPARTMENT OF PG STUDIES IN JOURNALISM & MASS COMMUNICATION

EMPLOYER FEEDBACK

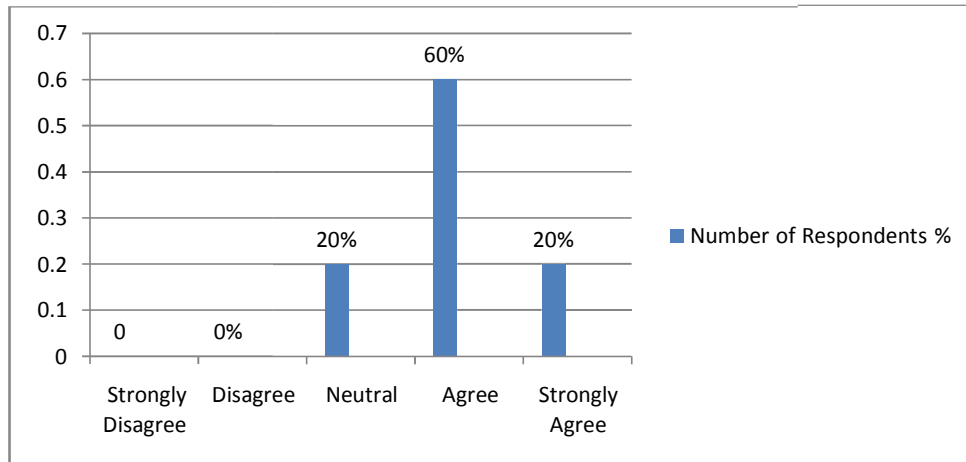
ACADEMIC YEAR 2022 - 23

Number of Feedback Taken: 05

Table 1: Opinion on Relevance of Curriculum for Employability

Opinion	Number of respondents	%
Strongly Disagree		0%
Disagree		0%
Neutral	1	20%
Agree	03	60%
Strongly Agree	1	20%
Total	05	100

Chart 1: Opinion on Relevance of Curriculum for Employability

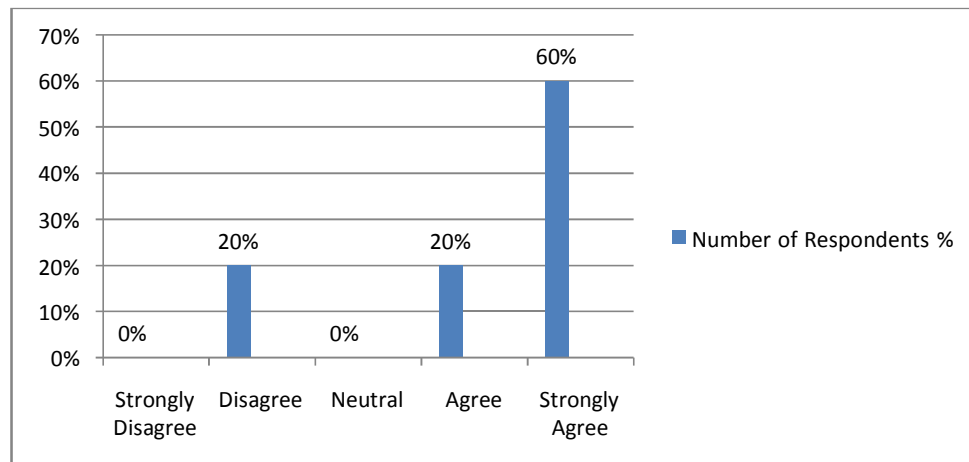


Interpretation:

The aforementioned table and chart make it evident that 20% of our employers firmly believed that the journalism program's present curriculum is pertinent to employability. Of them, sixty percent thought the curriculum was pertinent. Twenty percent of the employers said they had no opinion about the curriculum.

Table 2: Opinion on Catering the Need and Expectation of Industry

Opinion	Number of respondents	%
Strongly Disagree		
Disagree	1	20%
Neutral		
Agree	1	20%
Strongly Agree	03	60%
Total	05	100

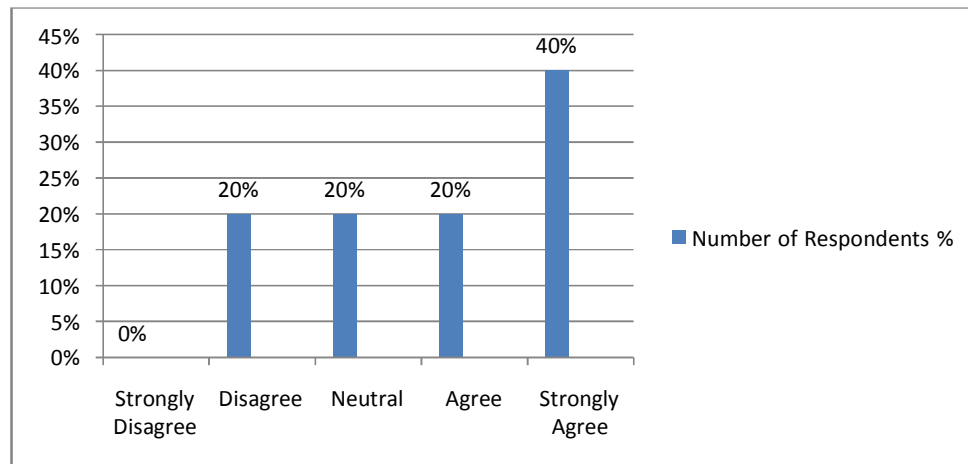
Chart 2: Opinion on Catering the Need and Expectation of Industry**Interpretation:**

Based on the table and figure presented above, it is evident that 20% of respondents agreed and 60% of respondents strongly agreed that the curriculum satisfies industry requirements and meets demands. Twenty percent disagreed, respectively.

Table 3: Opinion on Enhancing Knowledge, Skills, Attitude And Innovation

Opinion	Number of respondents	%
Strongly Disagree		
Disagree	1	20
Neutral	1	20
Agree	1	20
Strongly Agree	2	40
Total	05	100

Chart- 3: Opinion on Enhancing Knowledge, Skills, Attitude And Innovation



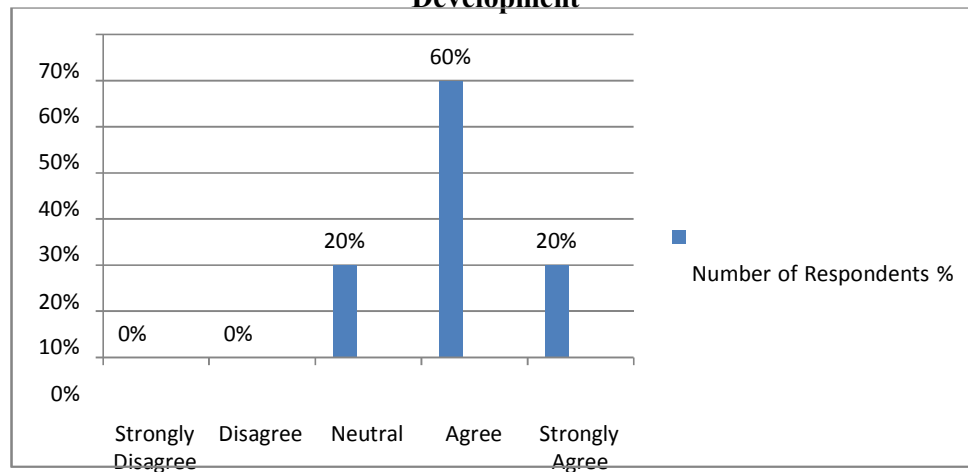
Interpretation:

From the above table and chart it is clear that 40% of the respondents strongly agreed that the syllabus is need based and updated from time to time. 20% of the respondents agreed that the syllabus is need based and updated. However 20% of the respondents expressed their neutral opinion and expressed that their disagreement.

Table 4: Opinion on Inclusion of Content for Human Resource Development

Opinion	Number of respondents	%
Strongly Disagree	-	-
Disagree	-	-
Neutral	1	20%
Agree	03	60%
Strongly Agree	1	20%
Total	05	100%

Chart 4: Opinion on Inclusion of Content for Human Resource Development



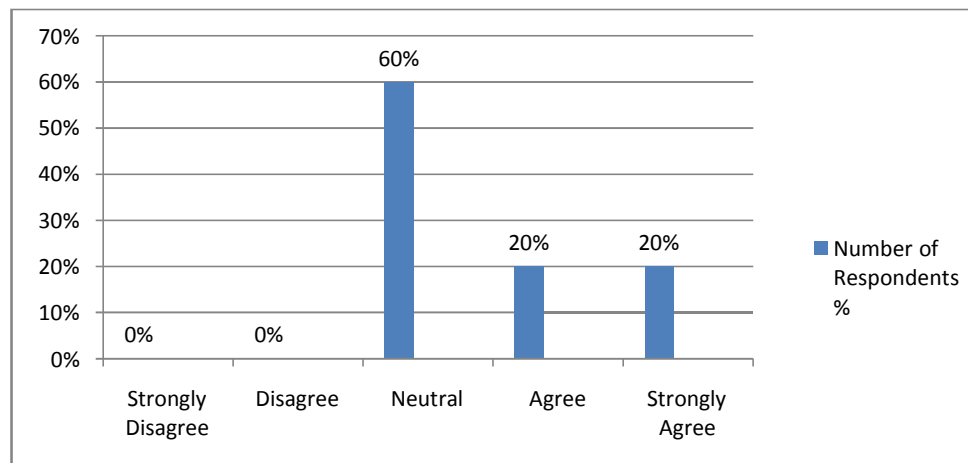
Interpretation:

It is evident from the above table and chart that 60% of respondents believe that the enrichment content in our curriculum is necessary for the development of human resources. Additionally, 20% of respondents highly agreed with the expanded material in our course. Twenty percent of the respondents said they had no opinion.

Table 5: Opinion on Building Entrepreneurial Motives

Opinion	Number of respondents	%
Strongly Disagree	-	-
Disagree	-	-
Neutral	03	60%
Agree	1	20%
Strongly Agree	1	20%
Total	05	100

Chart 5: Opinion on Building Entrepreneurial Motives



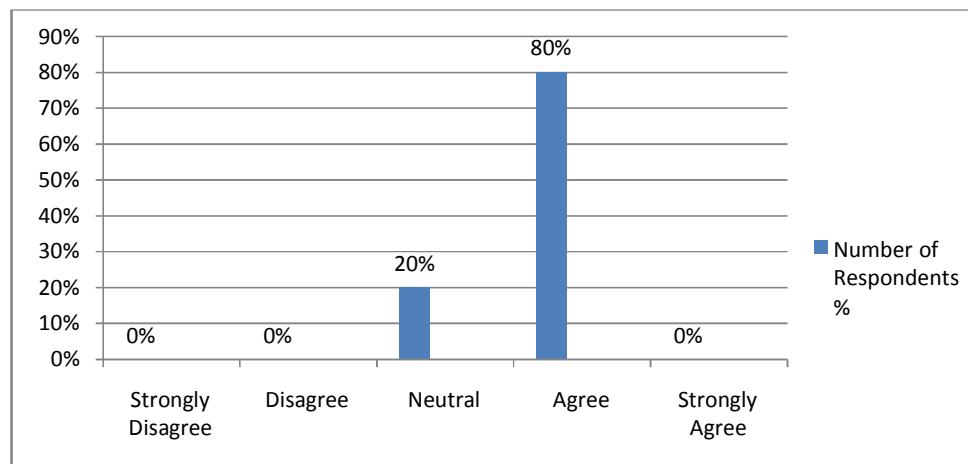
Interpretation:

Based on the table and chart above, it is evident that 40% of respondents believe our curriculum effectively fosters entrepreneurial motivation, assisting students in launching their own businesses. Regarding the efficiency of curriculum in fostering entrepreneurial impulses, 60% of respondents had a neutral attitude.

Table 6: Opinion on Bridging the Gap between Industry & Academics

Opinion	Number of respondents	%
Strongly Disagree	-	-
Disagree	-	-
Neutral	1	20%
Agree	04	80%
Strongly Agree	-	-
Total	05	100

Chart 6: Opinion on Bridging the Gap between Industry & Academics



Interpretation:

From the above table and chart it is clear that 80% of the respondents say that our syllabus is effective in bridging the gap between industry & academics. 20% of the respondents expressed their neutral opinion.

MAJOR FINDINGS

- 1) Employers who visited our institution gave 60% of our students high ratings, according to company feedback. (Table 1).
- 2) Employer input indicates that 60% of respondents believe their education is relevant to their employability. (Table 2)
- 3) Employer input indicates that 60% of respondents believe the syllabus is need-based and periodically revised. (Table 3)
- 4) According to employer feedback, 80% of respondents believe that our program encourages students to think creatively. (Table 4)
- 5) Employer feedback indicates that 40% of respondents believe our course effectively enhances the necessary skill components for students. (Table 5).
- 6) According to employer feedback, 80% of respondents believe that our syllabus helps students develop their entrepreneurial abilities. (Table 6)

MAJOR SUGGESTIONS

- 1) It is crucial that the curriculum places a strong emphasis on students' use of digital media.
- 2) Students' improvised language abilities should receive more attention.
- 3) The emphasis should be more on imparting information and skills in TV journalism than on adhering to the language and style of Kannada television.

ACTION TAKEN

- 1) The needs of the industry must be met by teaching and learning. It needs to entail learning more digital media abilities. The faculty members are informed about the same.
- 2) Students' language and writing abilities need to be instilled with more emphasis. The faculty has been tasked with encouraging pupils to read more books and publish more essays.



**EMPLOYER FEEDBACK FOR DESIGN AND REVIEW OF
SYLLABUS**

Name of the institution / Firm: TV9 Digital

Name of our student employed in your institution / Firm: Sandhya, Preethi, Ganapathi, Shruthi,

Year in which degree is completed: Slkanda, Guru Ganesh, Shivaprasad

Designation / Position held:

(Please tick on a scale by checking the appropriate response)

Scale: 1 – Strongly Disagree, 2 – Disagree, 3 – Neutral, 4 – Agree and 5 – Strongly Agree

Sl.No	Particulars	1	2	3	4	5
1	Current curriculum of Journalism/JMC programme is relevant for employability				✓	
2	Curriculum caters the needs of industry and meets the expectations of industry				✓	
3	Current curriculum is updated and enhanced the students in terms of knowledge, skills, attitude and innovation				✓	
4	The curriculum has enrichment content which is required for human resource development			✓		
6	Curriculum helps in building entrepreneurial motives which helps to the students for starting their own ventures		✓			
7	Curriculum bridges the gap between industry & academics				✓	

Any suggestions A Journalism student can't start his own venture. So, the question of starting their own venture may be difficult.

2. Try to train them in Digital Journalism which is still evolving in India.

Dasgogga

Signature of respondent:

SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)

UJIRE - 574 240



DAKSHINA KANNADA, KARNATAKA STATE
(Re-Accredited by NAAC at 'A' Grade with CGPA 3.61 out of 4)

Ph: 08256-236221, 236101(0), Fax: 236220

e-Mail: sdmcollege@rediffmail.com, sdmcollege@sdmcjire.in, Website: www.sdmcjire.in

EMPLOYER FEEDBACK FOR DESIGN AND REVIEW OF

SYLLABUS

Name of the institution / Firm: Manipal Digital Media Networks

Name of our student employed in your institution / Firm: Nithen, Shivamallayya

Year in which degree is completed: 2017 - 18


Designation / Position held: Content Editor

(Please tick on a scale by checking the appropriate response)

Scale: 1 - Strongly Disagree, 2 - Disagree, 3 - Neutral, 4 - Agree and 5 - Strongly Agree

Sl.No.	Particulars	1	2	3	4	5
1	Current curriculum of B.Com. programme is relevant for employability				✓	
2	Curriculum caters the needs of industry and meets the expectations of industry				✓	
3	Current curriculum is updated and enhanced the students in terms of knowledge, skills, attitude and innovation				✓	
4	The curriculum has enrichment content which is required for human resource development				✓	
6	Curriculum helps in building entrepreneurial motives which helps to the students for starting their own ventures				✓	
7	Curriculum bridges the gap between industry & academics					✓

Any suggestions


(Nagendra Trasi)
Signature of respondent:
Content Head
Udayavani online
Manipal.
(MONE)

SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)
UJIRE - 574 240

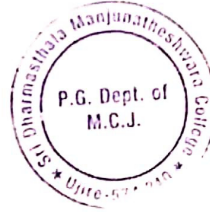
DAKSHINA KANNADA, KARNATAKA STATE
(Re-Accredited at A++ Grade by NAAC)
Ph: 08256-236221, 236101(0), Fax: 236220
e-Mail:sdmcollege@rediffmail.com,sdmcollege@sdmujire.in, Website: www.sdmujire.in

DEPARTMENT OF PG STUDIES IN JOURNALISM & MASS COMMUNICATION

Feedback Analysis Report 2022-23

The feedback on the curriculum of Department of JMC was collected from the stakeholders (Students, Teachers, Employers and Alumni) during the year 2022-23. The feedback has been analyzed and the following suggestions made by them are recorded for further follow up:

Sl.No	Stakeholders	No of Stakeholders who gave feedback	Important Suggestions/Remarks
1	Students	20	Conduct online interactive sessions with a range of individuals.
2	Faculty	10	Suggested to conduct online interactive sessions from various personalities.
3	Employers	05	It is imperative that the curriculum places a strong emphasis on students' digital media literacy. Students' ability to improvise language should receive more attention. The emphasis should be more on imparting information and skills in TV journalism than on adhering to the language and style of Kannada television.
4	Alumni	05	Alumni feedback indicates that the syllabus is broad in scope and that its applied modules, which involve hands-on activities, are crucial in guaranteeing job possibilities in the mass media sector.



Sd/-

HOD

SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)
UJIRE - 574 240

DAKSHINA KANNADA, KARNATAKA STATE
(Re-Accredited at A++ Grade by NAAC)
Ph: 08256-236221, 236101(0), Fax: 236220
e-Mail:sdmcollege@rediffmail.com,sdmcollege@sdmcujiire.in, Website: www.sdmcujiire.in

DEPARTMENT OF PG STUDIES IN JOURNALISM & MASS COMMUNICATION

Action Taken Report 2022-23

The suggestions were discussed in the department meeting. The members resolved to place the issue before the BOS with the required justification and specific details about the academic as well as practical facet of the syllabus.

1. Different online interactive sessions are being conducted around the nation.
2. Instruction and learning are designed to meet the demands of the business today. It entails picking up new skills in digital media.
3. Students' language and writing abilities are being instilled with more emphasis. The faculty has been tasked with encouraging pupils to read more books and publish more essays.



Sd/-

HOD