



**Sri Dharmasthala Manjunatheshwara College**  
(Autonomous), Ujire-574 240, Dakshina Kannada, Karnataka State  
(Re-Accredited at A++ Grade by NAAC)

## **DEPARTMENT OF JOURNALISM**

### **STAKEHOLDER FEEDBACK REPORT**

- **STUDENTS FEEDBACK**
- **FACULTY FEEDBACK**
- **ALUMNI FEEDBACK**
- **EMPLOYERS FEEDBACK**
- **FEEDBACK ANALYSIS**
- **ACTION TAKEN REPORT**



### DEPARTMENT OF JOURNALISM

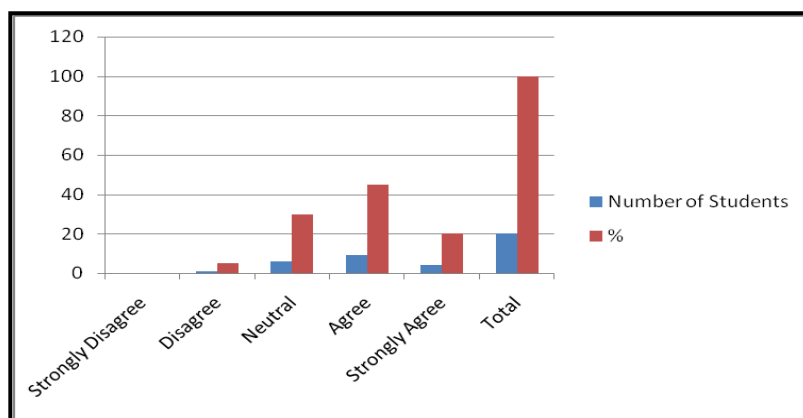
### STUDENTS FEEDBACK

### ACADEMIC YEAR 2023-24

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
<b>Total</b>	<b>20</b>	<b>100</b>

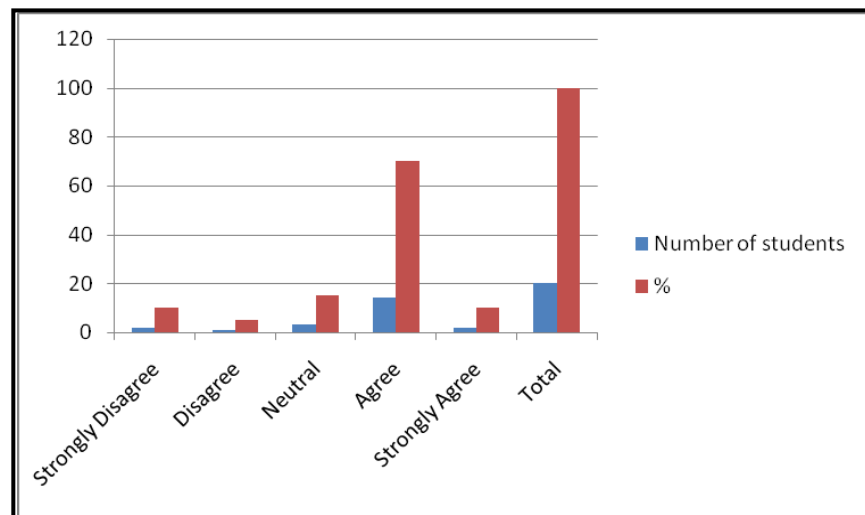


#### Interpretation:

The table and chart indicate that 45% of the students agree that the academic plan provided to them helped in organizing their academic activities. Additionally, 20% of students strongly agree that the academic planning is very helpful. Meanwhile, 30% of the students remain neutral, and 5% of respondents disagreed.

**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
<b>Total</b>	<b>20</b>	<b>100</b>

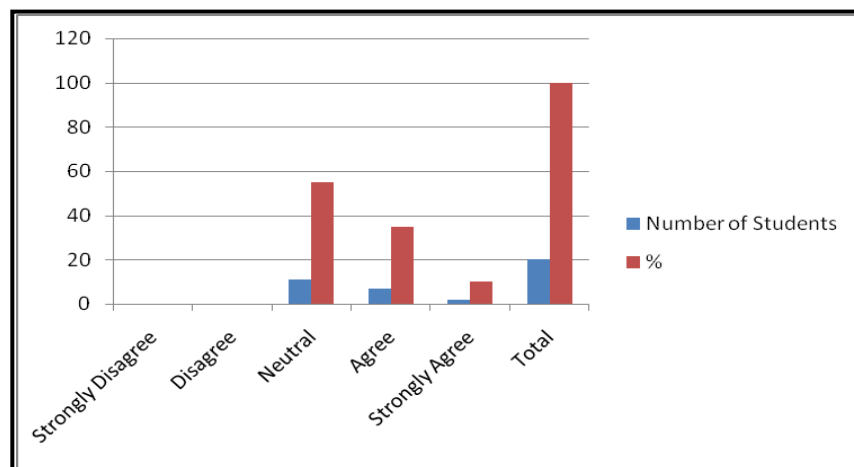


**Interpretation:**

The table and chart indicate that 70% of the students agree that the current syllabus adequately includes and covers contemporary topics. Additionally, 10% strongly agree, 15% expressed a neutral opinion, and 10% of respondents strongly disagree.

**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
<b>Total</b>	<b>20</b>	<b>100</b>

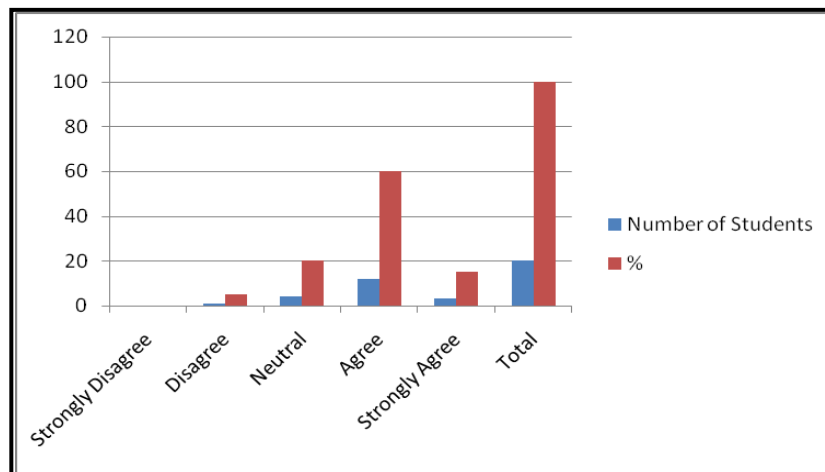


**Interpretation:**

The table and chart indicate that 55% of the students are neutral regarding whether the contact hours in the syllabus are sufficient to cover the material. Additionally, 35% of the students agreed, while 10% strongly 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
<b>Total</b>	<b>20</b>	<b>100</b>

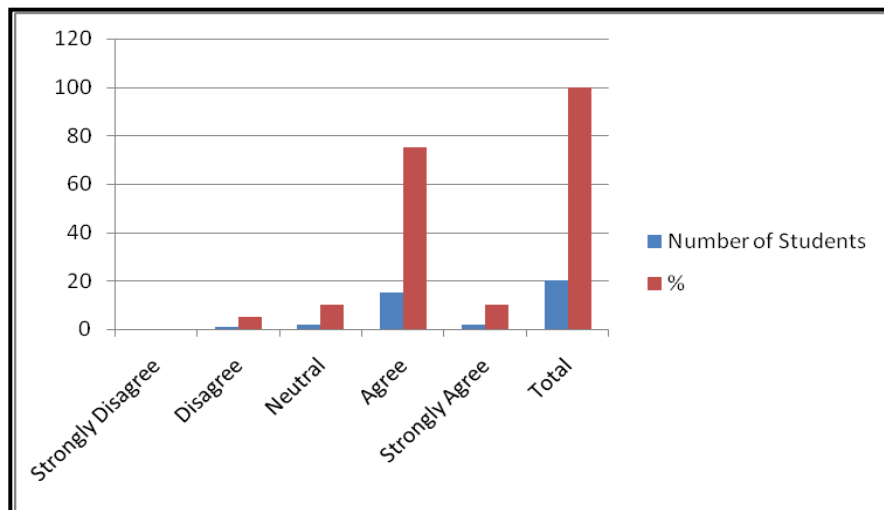


### **Interpretation**

The table and chart indicate that 55% of the students are neutral regarding whether the contact hours in the syllabus are sufficient to cover the material. Additionally, 35% of the students agreed, while 10% strongly agreed.

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

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

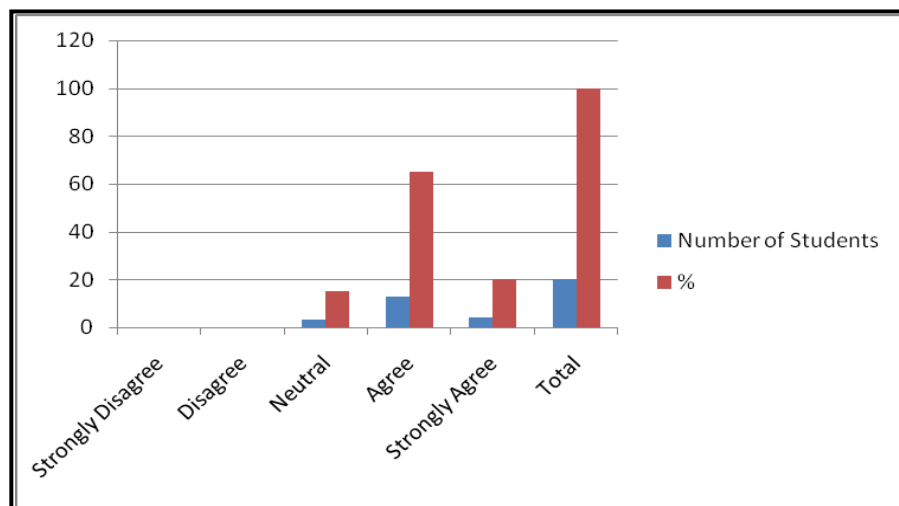


**Interpretation:-**

The table and chart indicate that 75% of the students agree that the evaluation methods in the syllabus are sufficient for providing proper assessment. Additionally, 10% of the respondents expressed a neutral opinion, while another 10% strongly agreed, and only 5% disagreed.

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

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

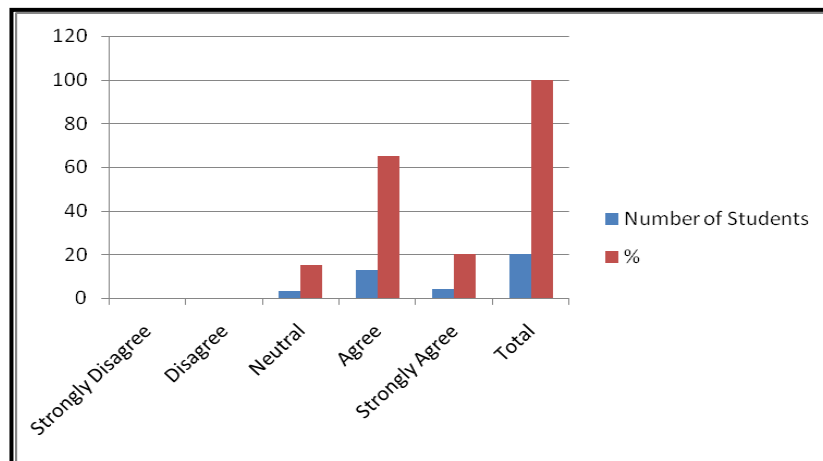


**Interpretation:**

The table and chart indicate that 65% of the students agree that the contents of the syllabus meet expectations in terms of relevance and practical orientation to real-life situations. Additionally, 20% of the respondents strongly agree, while 15% expressed a neutral opinion.

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

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



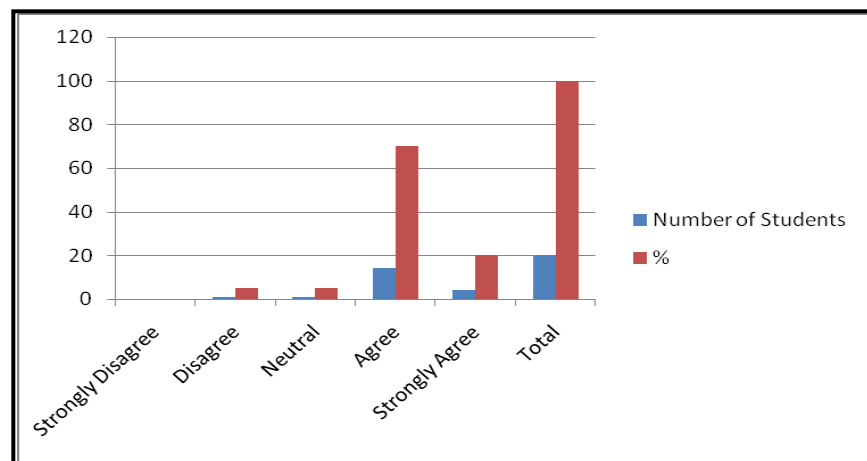
**Interpretation:**

The table and chart indicate that 65% of the students agree that the contents of the syllabus are relevant to their professional development in the future. Additionally, 20% of the respondents strongly agree, while 15% expressed a neutral opinion.



**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
<b>Total</b>	<b>20</b>	<b>100</b>



**Interpretation:**

The table and chart indicate that 70% of the students agree that the current syllabus aims to build opportunities for employability. Additionally, 20% of the respondents strongly agree, while 5% expressed a neutral opinion, and only 5% disagreed.

## **MAJOR FINDINGS**

1. It is found from student feedback that 45% of the students agree that the academic plan provided to them helped in planning their academic activities. (Table 1)
2. It is found from student feedback that 70% of the students agree that the current syllabus adequately covers contemporary topics. (Table 2)
3. It is found from student feedback that 55% of the students are neutral regarding whether the contact hours in the syllabus are sufficient to cover the material. (Table 3)
4. It is found from student feedback that 60% of the students agree that sufficient reference materials and books are available in the library. (Table 4)
5. It is found that 75% of the students agree that the evaluation methods in the syllabus are sufficient for providing proper assessment. (Table 5)
6. It is found from student feedback that 65% of the students agree that the contents of the syllabus meet expectations in terms of relevance and practical orientation to real-life situations. (Table 6)
7. It is found from student feedback that 65% of the students agree that the contents of the syllabus are relevant to their professional development in the future. (Table 7)
8. It is found from student feedback that 70% of the students agree that the current syllabus aims to build opportunities for employability. (Table 8)

## **Major Suggestion**

It is suggested to conduct online interactive sessions with various personalities.

## **Action Taken**

Various online interactive sessions are being conducted 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

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E-mail: sdcma@rediffmail.com, Vrt: bnta, www.sdcmaujire.in

## Dept. of Journalism

### STUDENT FEEDBACK FOR DESIGN AND REVIEW OF SYLLABUS

Roll Number: 220131

Name of the Respondent: Anusha R. Puttappa

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 academic plan given in advance helped me to plan my academic activities				✓	
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	Contents of the syllabus is relevant to my professional development in future			✓		
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:

Anusha

Name and Signature of the Student



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E-mail: sdmc college@sdmcujire.in, Website: www.sdmcujire.in

## Dept. of Journalism

### STUDENT FEEDBACK FOR DESIGN AND REVIEW OF SYLLABUS

Roll Number: 220134

Name of the Respondent: Kavya.

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 academic plan given in advance helped me to plan my academic activities					✓
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	Contents of the syllabus is relevant to my professional development in future					✓
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 the Student

Kavya

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**Dept. of Journalism**  
**STUDENT FEEDBACK FOR DESIGN AND REVIEW OF SYLLABUS**

Roll Number: 220136

Name of the Respondent: Manasa . P. Agnihotri

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 academic plan given in advance helped me to plan my academic activities					✓
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	Contents of the syllabus is relevant to my professional development in future				✓	
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 the Student

Manasa . P. Agnihotri



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## DEPARTMENT OF JOURNALISM

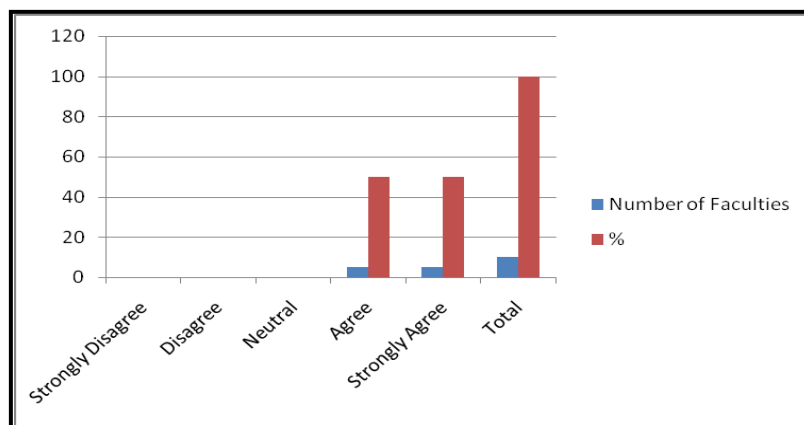
### FACULTY FEEDBACK

#### ACADEMIC YEAR 2023-24

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
<b>Total</b>	<b>10</b>	<b>100</b>

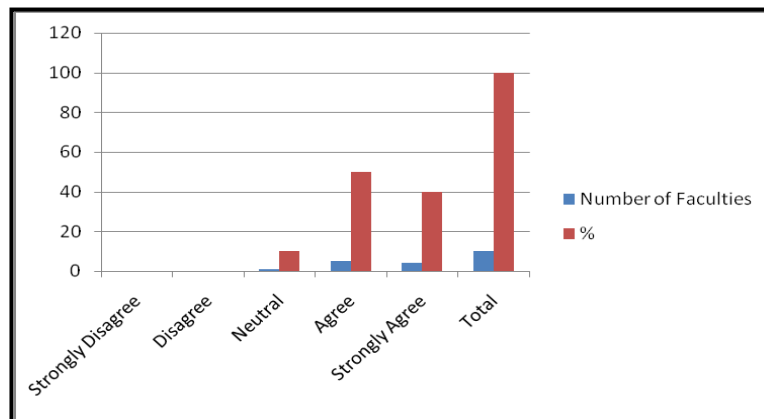


#### Interpretation:

The table and chart indicate that 50% of the faculty strongly agreed that the syllabus content is relevant to the course, while another 50% agreed as well.

**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
<b>Total</b>	<b>10</b>	<b>100</b>

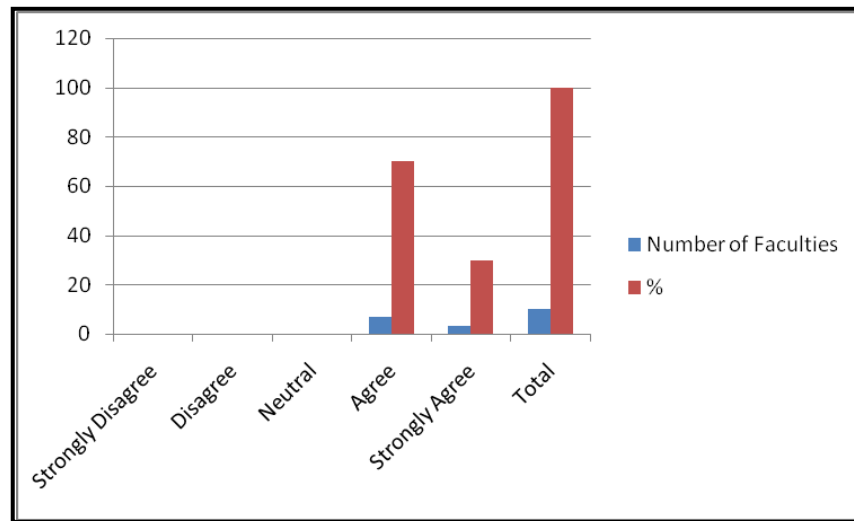


### Interpretation

The table and chart indicate that 50% of the faculty agreed that the syllabus strikes a good balance between theoretical and practical aspects. Additionally, 10% of the faculty expressed a neutral opinion, while 40% strongly agreed.

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

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



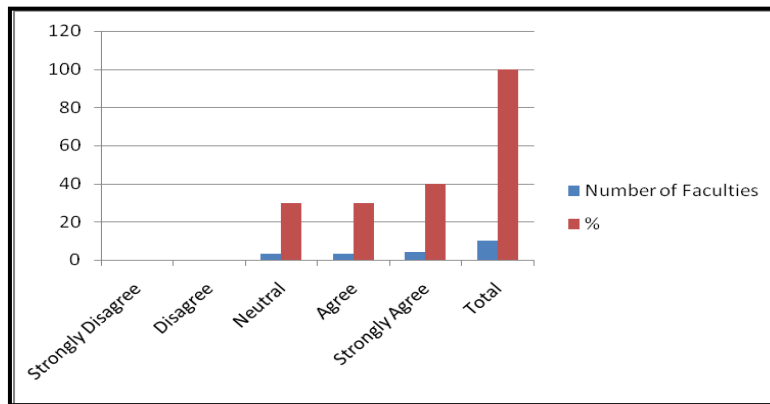
### **Interpretation**

The table and chart reveal that 70% of the faculty agreed that the syllabus offers comprehensive knowledge and perspective on the subject, while an additional 30% strongly agreed.



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

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

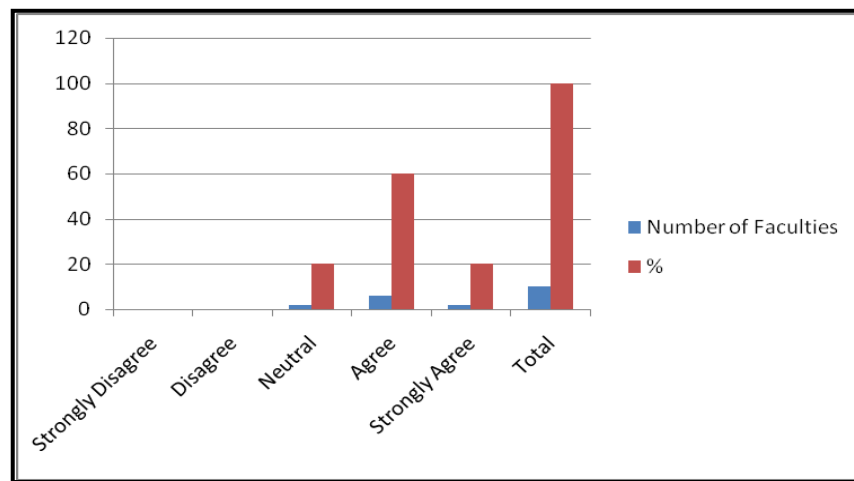


#### **Interpretation:**

The table and chart show that 40% of the faculty strongly agreed that sufficient reference materials and books are updated, while 30% expressed a neutral opinion, and another 30% agreed.

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

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

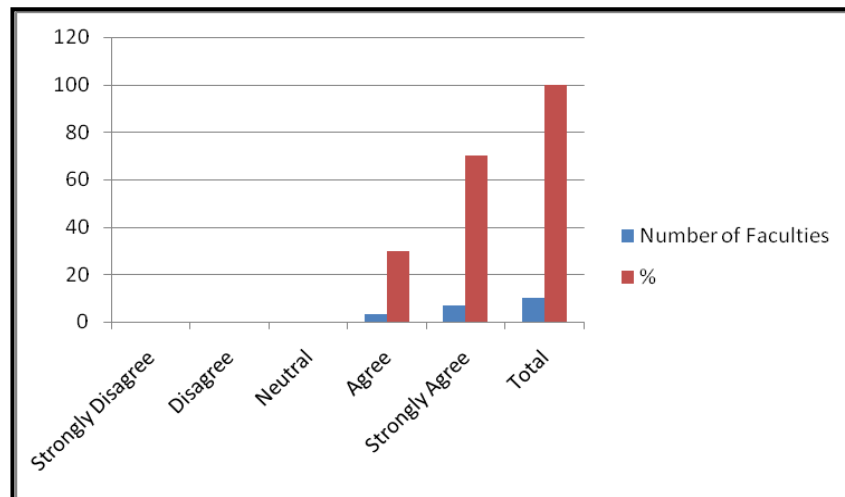


**Interpretation:**

The table and chart indicate that 60% of the faculty agreed that the current syllabus adequately covers contemporary topics related to global and national trends. Additionally, 20% strongly agreed, while another 20% expressed a neutral opinion.

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

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

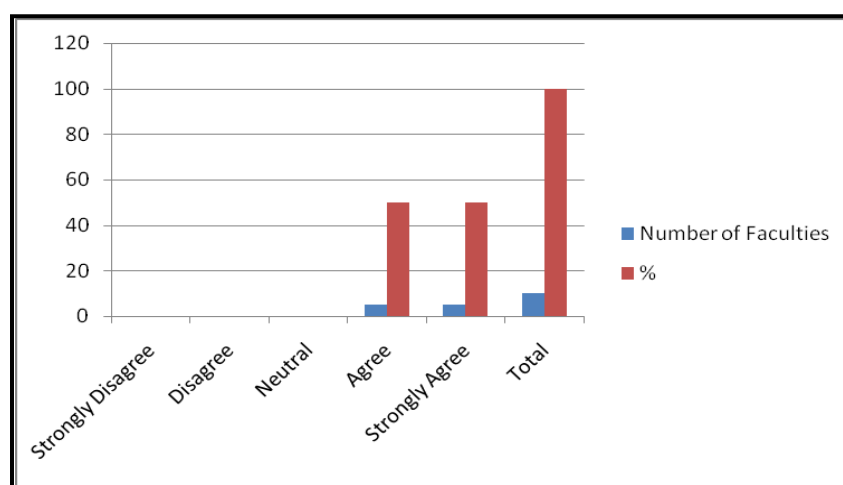


**Interpretation:**

The table and chart indicate that 70% of the faculty strongly agrees that the specified contact hours in the syllabus are sufficient to complete the coursework, while another 30% agree as well.

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

<b>Opinion</b>	<b>Number of Faculties</b>	<b>%</b>
Strongly Disagree	00	00
Disagree	00	00
Neutral	00	00
Agree	05	50
Strongly Agree	05	50
<b>Total</b>	<b>10</b>	<b>100</b>

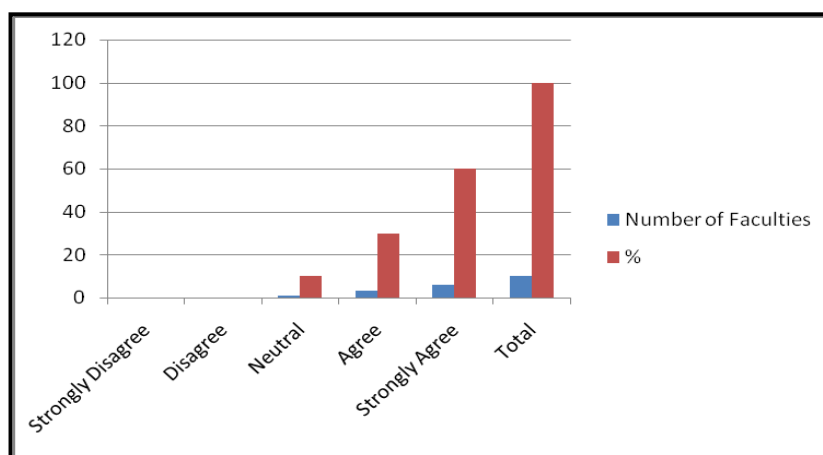


**Interpretation:**

The table and chart indicate that 50% of the faculty strongly agreed that sufficient reference materials and books are available in the library, while another 50% agreed as well.

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

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

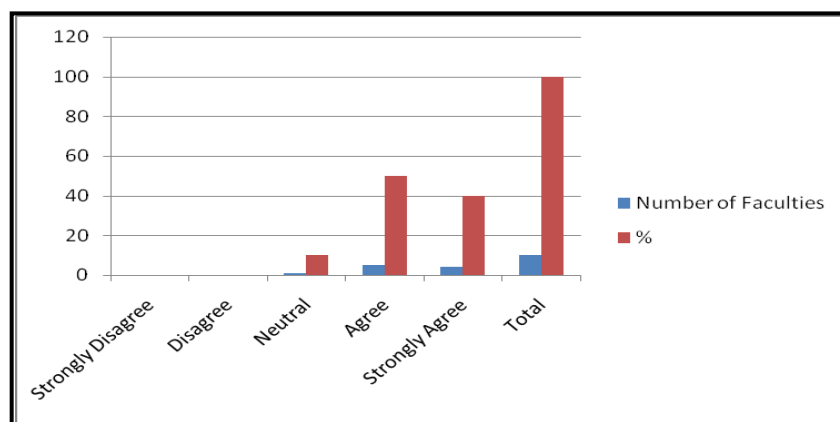


### **Interpretation:**

The table and chart indicate that 60% of the faculty strongly agrees that the evaluation methods in the syllabus are sufficient. Additionally, 10% expressed a neutral opinion, while 30% agreed that the methods provide 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.**

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



### **Interpretation:**

The table and chart indicate that 50% of the faculty agrees that the syllabus content meets students' expectations in all respects. Additionally, 10% expressed a neutral opinion, while 40% strongly agreed that the syllabus aligns with student expectations.

## **MAJOR FINDINGS**

1. It is found that 50% of the faculty strongly agreed that the syllabus content is relevant to the course. (Table 1)
2. It is found that 50% of the faculty agreed that the syllabus has a good balance between theoretical and practical aspects. (Table 2)
3. It is found that 70% of the faculty agreed that the syllabus provides comprehensive knowledge and perspective in the subject area. (Table 3)
4. It is found that 40% of the faculty strongly agreed that sufficient reference materials and books are updated. (Table 4)
5. It is found that 60% of the faculty agreed that the current syllabus adequately covers contemporary topics related to global and national trends. (Table 5)
6. It is found that 70% of the faculties strongly agree that the specified contact hours in the syllabus are sufficient to complete the coursework. (Table 6)
7. It is found that 50% of the faculty strongly agreed that sufficient reference materials and books are available in the library. (Table 7)
8. It is found that 60% of the faculties strongly agree that the evaluation methods in the syllabus are sufficient for providing proper assessment. (Table 8)
9. It is found that 50% of the faculties agree that the syllabus content meets students' expectations in terms of learning values, skills, knowledge, attitude, analytical abilities, applicability, relevance, and practical orientation to real-life situations. (Table 9)

## **Major Suggestion**

It is suggested to conduct online interactive sessions with various personalities.

## **Action Taken**

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

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## FACULTY FEEDBACK FOR DESIGN AND REVIEW OF SYLLABUS

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.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

Dr. Sathish Kumar, M.C.J Ph.D

Associate Professor

Dept of Journalism and  
Mass Communication

Kuvempu University

SHANKARAGHATTA 577451

2021.07.09 17:33





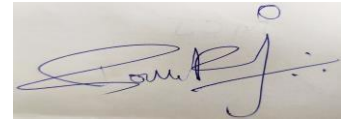
### FACULTY FEEDBACK FOR DESIGN AND REVIEW OF SYLLABUS

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	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: Nil

A handwritten signature in blue ink on a light-colored background. The signature is stylized, with a large 'R' and 'V' being prominent. There is a small circle above the 'V' and a horizontal line extending from the end of the signature.

Raviraj I Vadigeri

HOD

NITTE University, Derlakatte, Mangalore

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## DEPARTMENT OF JOURNALISM

### ALUMNIFEEDBACK

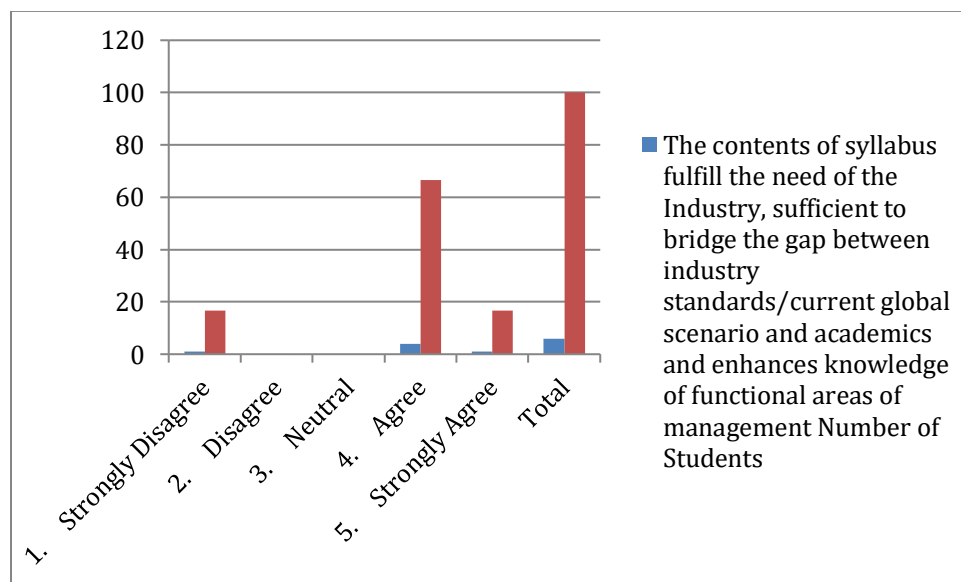
ACADEMIC YEAR 2023 – 24

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.**

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		
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**



The table reflects positive feedback from students, with 66% agreeing and 16.7% strongly agreeing that the syllabus content is comprehensive and aligned with industrial standards. This

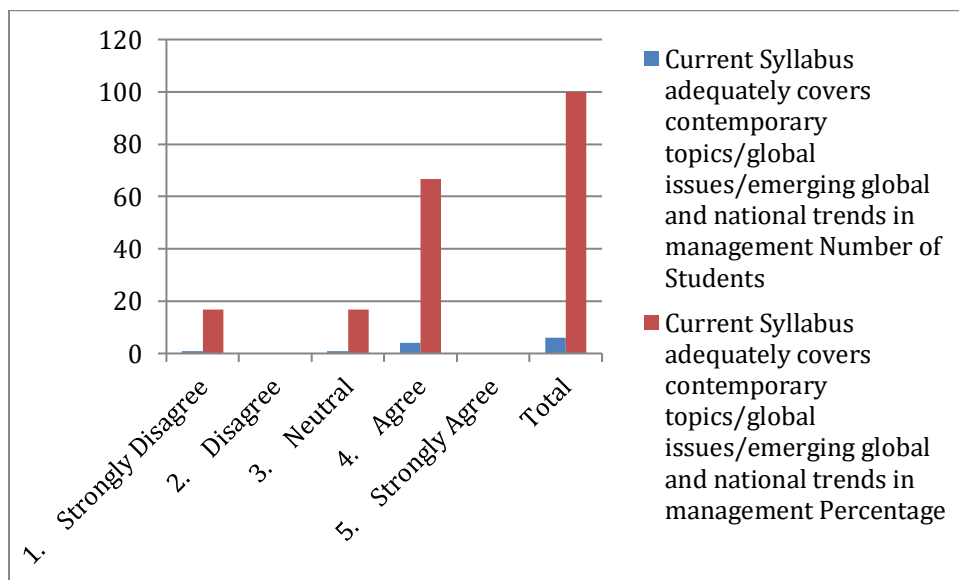
framework is designed to enhance knowledge in the functional areas of media organizations. Notably, only a small percentage of respondents (16.7%) expressed strong disagreement regarding the comprehensiveness of the syllabus.

The syllabus is structured around industry expectations for professionalism. It also incorporates historical, social, and cultural aspects that are crucial for fostering positive societal growth and unique development models. Classroom discussions and practical academic activities empower students to seize job opportunities across various media platforms in today's competitive landscape.

**Table 2: Opinion on current syllabus that adequately covers contemporary topics /global issues/emerging global and national trends.**

Current Syllabus adequately covers contemporary topics/global issues/emerging global and national trends in management		
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
<b>Total</b>	<b>6</b>	<b>100</b>

**Chart 2: Opinion on the current syllabus**



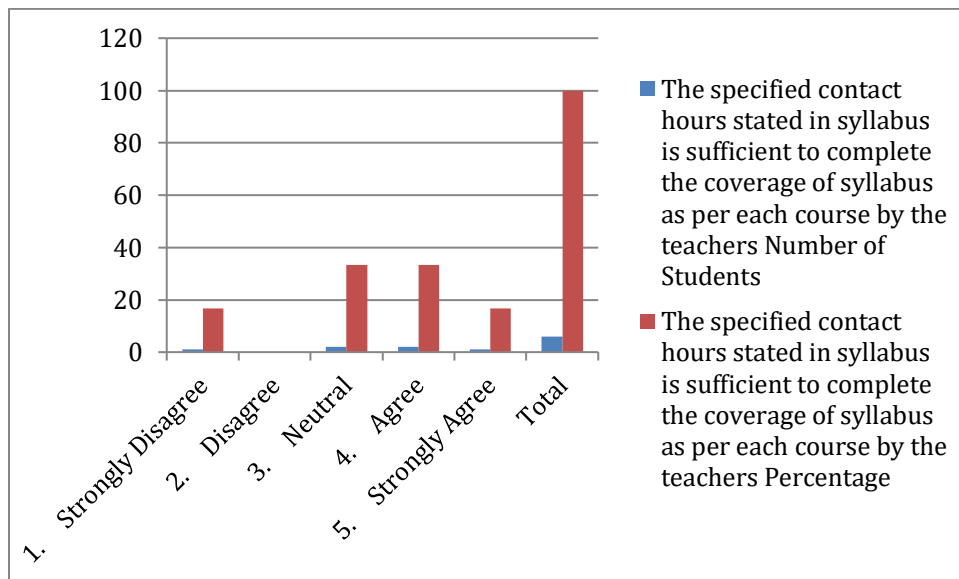
According to the table, a significant number of respondents expressed satisfaction with the current syllabus, with 66% strongly agreeing that it effectively covers contemporary topics, global issues, and emerging trends in the media landscape. Only a small percentage of respondents (16.7%) strongly disagreed, while another 16.7% chose a neutral stance on this matter.

The syllabus framework is designed with a visionary approach that aims to modernize both theoretical foundations and mass media research patterns. Contemporary topics and issues are addressed through lecture sessions, class discussions, and innovative initiatives that include events of socio-cultural importance, special workshops, and lecture series. The *Chiguru* practice journal serves as a primary platform for the department, providing practical training in updated news scripting for both print and digital news portals. Additionally, *Nammura Vaarte*, an exclusive weekly news bulletin produced by the department, offers professional training to prepare students for opportunities in news channels, aligning with current organizational expectations.

**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**

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
<b>Total</b>	<b>6</b>	<b>100</b>

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

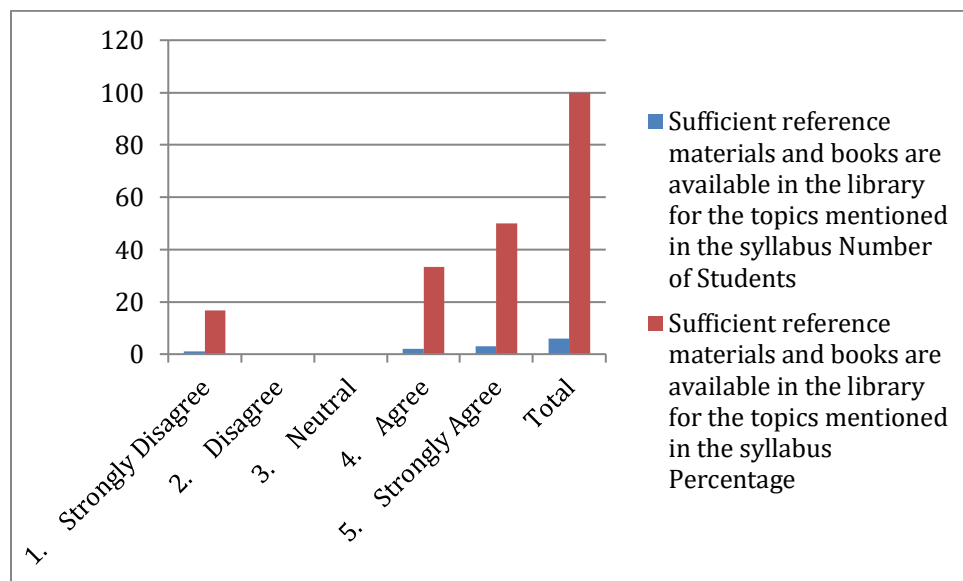


The table shows that a higher percentage of respondents agree (33%) or strongly agree (16.7%) that the syllabus module, which specifies contact hours, is sufficient for teachers to cover the material for each course. Conversely, only a small percentage of respondents strongly disagreed (16.7%), while 33% chose a neutral stance.

**Table 4: Opinion on Sufficient reference materials and books are available in the Departmental library / library for the topics mentioned in the syllabus**

Sufficient reference materials and books are available in the 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
<b>Total</b>	<b>6</b>	<b>100</b>

**Chart 4: Opinion on the availability of sufficient reference material**

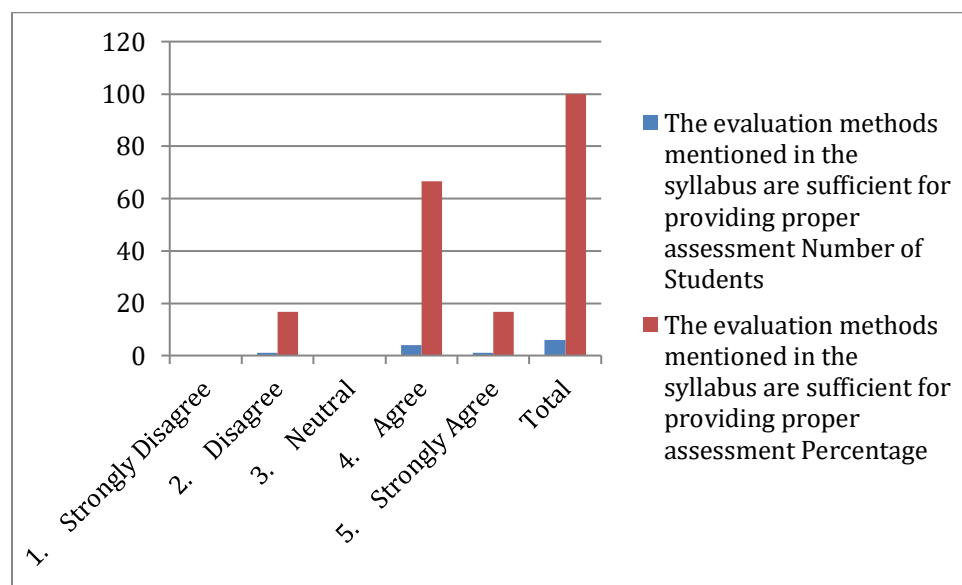


The table indicates that a substantial percentage of respondents strongly agree (50%) or agree (33%) that there are sufficient reference materials and books available in the library for the topics outlined in the syllabus. This positive feedback reflects the significant array of resources accessible in the college library. The intellectually enriching sources in specialized areas of print, audio, audiovisual, and new media are academically strengthening students and preparing them to enhance their professionalism, a prerequisite quality for entering media organizations. Only a small percentage of respondents (16.7%) strongly disagreed regarding the availability of these resources.

**Table 5: Opinion on the evaluation methods adopted are sufficient for providing proper assessment.**

The evaluation methods mentioned in the syllabus 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**



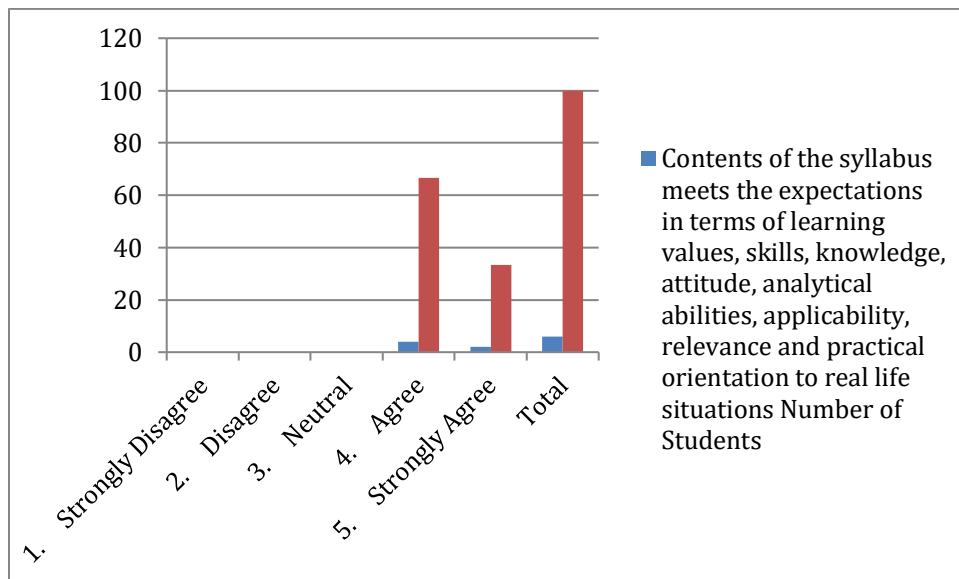
The table shows that a significant percentage of respondents support the evaluation methods outlined in the syllabus, with 66.6% agreeing and 16.7% strongly agreeing that these methods are sufficient for providing proper assessment. Students' academic strengths and practical skills are evaluated based on the comprehensive framework of the Journalism and Mass Communication syllabus. This evaluation process considers various factors, including the qualitative performance of students. Their analytical skills and practical experiences are assessed through this inclusive approach. Only a few respondents expressed disagreement.



**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.**

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		
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
<b>Total</b>	<b>6</b>	<b>100</b>

**Chart 6: Opinion on contents of the syllabus**

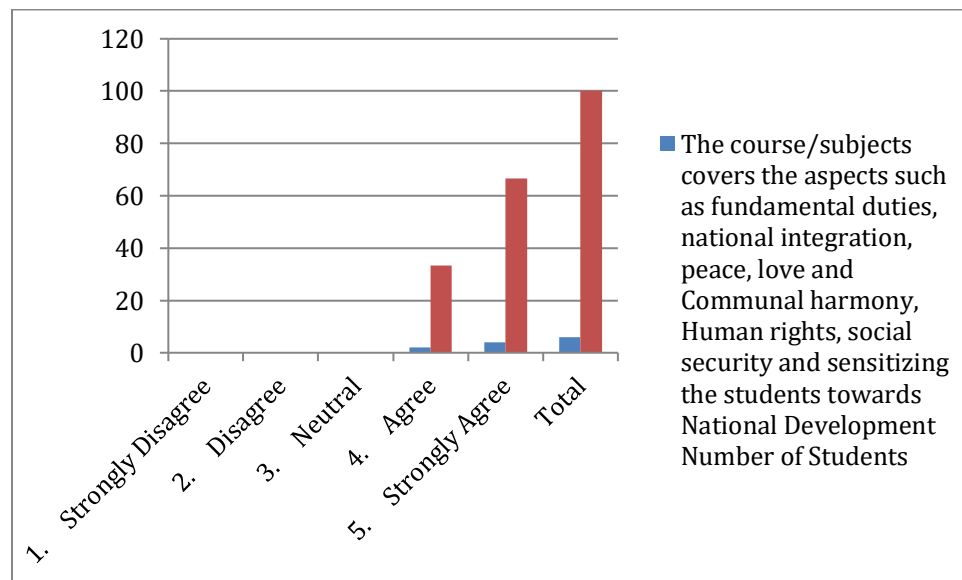


According to the table, 66.7% of students agree, and 33.3% strongly agree that the qualitative content of the syllabus meets their expectations regarding learning values, skills, knowledge, attitudes, analytical abilities, applicability, relevance, and practical orientation to real-life situations.

**Table 7: Opinion on Computer oriented practical that helps in higher education and employability**

The course/subjects covers the aspects such as fundamental duties, national integration, peace, love and Communal harmony, Human rights, social security and sensitizing the students towards National Development		
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
<b>Total</b>	<b>6</b>	<b>100</b>

**Chart 7: Opinion on Computer oriented practical.**

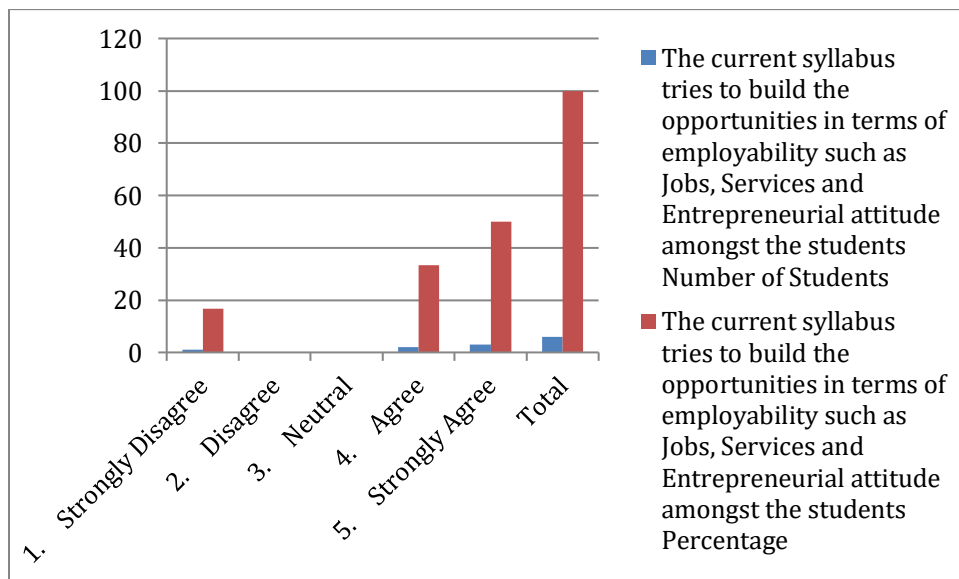


The table demonstrates that 66.7% of students strongly agree and 33.3% agree with the course and subject structure, which encompasses fundamental duties, national integration, peace, love, communal harmony, human rights, social security, and sensitizing students toward national development. This response reflects the national and pro-social dimensions of the course structure across various academic disciplines in the institution.

**Table 8: Opinion on the current syllabus that tries to build the opportunities in terms of employability such as Jobs and Services.**

The current syllabus tries to build the opportunities in terms of employability such as Jobs, Services and Entrepreneurial attitude amongst the students		
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
<b>Total</b>	<b>6</b>	<b>100</b>

**Chart 8: Opinion on the current syllabus**



By strongly agreeing (50%) and agreeing (33.3%), respondents expressed their support for the current syllabus, which aims to create opportunities for employability, including jobs, services, and fostering an entrepreneurial attitude among students.

## **MAJOR FINDINGS**

1. It According to alumni feedback, 66.6% of respondents agreed and 16.7% strongly agreed that the syllabus content meets industry needs and sufficiently bridges the gap between industry standards/current global scenarios and academics. (Table 1)
2. Alumni feedback indicates that 66.6% of respondents agree that the current syllabus adequately covers contemporary topics, global issues, and emerging global and national trends. (Table 2)
3. From the alumni feedback, 33.3% of respondents agreed and 16.7% strongly agreed that the specified contact hours in the syllabus are sufficient for teachers to complete the coverage of each course. (Table 3)
4. Alumni feedback shows that 33.3% of respondents agreed, and 50% agreed that sufficient reference materials and books are available in the departmental library for the topics mentioned in the syllabus. (Table 4)
5. According to alumni feedback, 66.6% of respondents agreed and 16.7% strongly agreed that the evaluation methods adopted are sufficient for providing proper assessment. (Table 5)
6. Alumni feedback reveals that 66.7% of respondents agreed, and 33.3% strongly agreed that the syllabus content meets expectations regarding learning values, skills, knowledge, attitudes, analytical abilities, applicability, relevance, and practical orientation to real-life situations. (Table 6)
7. According to alumni feedback, 66.7% of respondents strongly agreed, and 33.3% agreed that computer-oriented practicals enhance higher education and employability. (Table 7)
8. Alumni feedback indicates that 50% of respondents strongly agreed and 33.3% agreed that the current syllabus aims to create opportunities for employability, including jobs and services. (Table 8)

## **MAJOR SUGGESTIONS**

1. Alumni feedback indicates that the syllabus is comprehensive, with its applied modules and practical activities playing a significant role in facilitating employment opportunities in the mass media industry.
2. Alumni feedback has positioned the department's learning framework as a trendsetter and suggests a focus on professional practices in line with the newly introduced managerial principles of the industry.

## **ACTION TAKEN**

1. The existing academic and practical modules of the department have been enriched with updated content as a prime priority.

2. The concept of a Class Ambassador has been introduced to help students better understand the syllabus and enhance their proficiency in applying the discussed topics, aiming to develop new professional modules.
3. An increased number of remedial classes have been implemented to effectively communicate syllabus content, fostering significant discussions on their relevance to contemporary professional ethical practices.
4. Concerted efforts have been made to add a new digital dimension to Chiguru, the practice journal, and Nammura Varthe, the department's weekly news bulletin, which play a pivotal role in highlighting contemporary issues through exclusive cover stories, in-depth journalistic analyses, and editorials of democratic and ethical significance.
5. Weekly student discussions on news coverage patterns across print, audio, and audiovisual media platforms have been conducted.



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



DAKSHINA KANNADA, KARNATAKA STATE  
Re Accredited by NAAC at 'A++' Grade  
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: Greeshma H.G Contact Details: 9483164543

Year in which the degree completed: 2024

e-mail ID: greeshmahg69@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 academic plan given in advance helped me to plan my academic activities				✓	
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	Contents of the syllabus is relevant to my professional development in future				✓	
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 the Alumni

Greeshma. H.G.



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**  
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**ALUMNI FEEDBACK FOR DESIGN AND REVIEW OF SYLLABUS**

Name of the Respondent: *Archana S.*

Contact Details: *6363610524*

Year in which the degree completed: *2024*

e-mail ID: *archanaabhatt2003@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 academic plan given in advance helped me to plan my academic activities				✓	
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	Contents of the syllabus is relevant to my professional development in future					✓
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:

*Archana S.*

Name and Signature of the Alumni



SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)  
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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

# SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)

## UJIRE – 574 240



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### DEPARTMENT OF JORNALISM

### EMPLOYER FEEDBACK

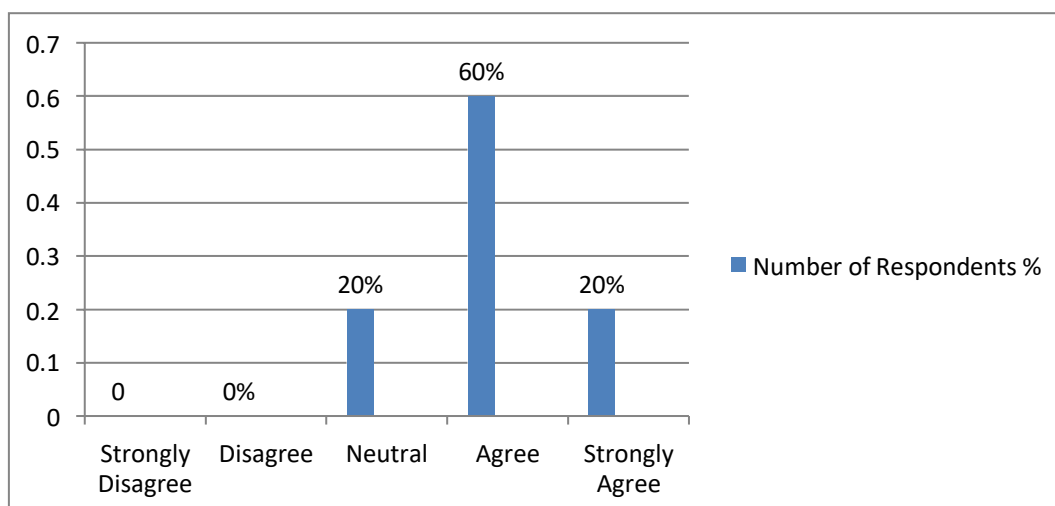
### ACADEMIC YEAR 2023 - 24

Number of Feedback taken: 05

**Table 1: Opinion on relevance of curriculum for employability**

Opinion	Number of respondents	%
Strongly Disagree	00	00
Disagree	00	00
Neutral	01	20
Agree	03	60
Strongly Agree	01	20
<b>Total</b>	<b>05</b>	<b>100</b>

**Chart 1: Opinion on relevance of curriculum for employability**



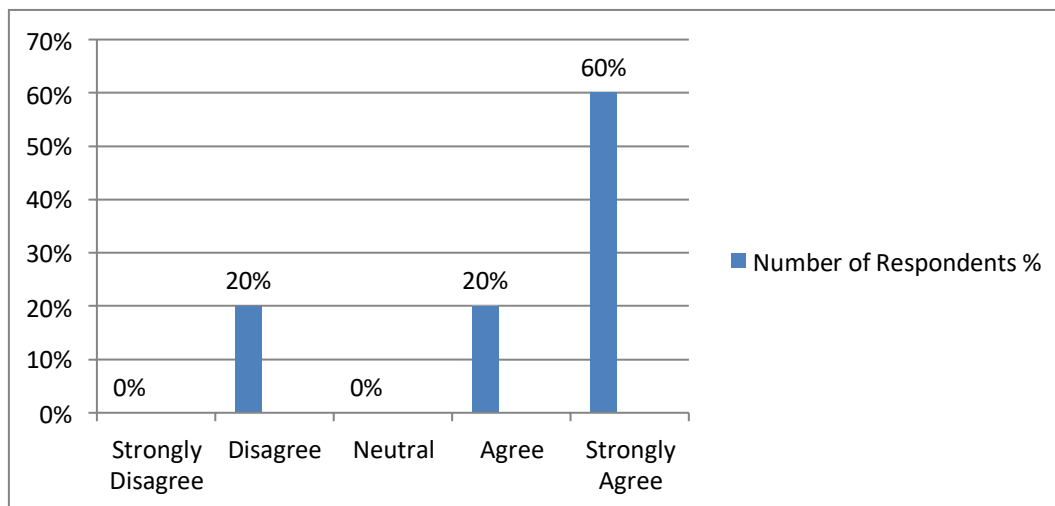
### Interpretation:

The table and chart show that 20% of employers strongly agree that the current JMC curriculum is relevant for employability. Additionally, 60% agree that the syllabus is relevant, while 20% remain neutral in their opinion.

**Table 2: Opinion on catering the need and expectation of industry**

Opinion	Number of respondents	%
Strongly Disagree	00	00
Disagree	01	20
Neutral	00	00
Agree	01	20
Strongly Agree	03	60
<b>Total</b>	<b>05</b>	<b>100</b>

**Chart 2: Opinion on catering the need and expectation of industry**



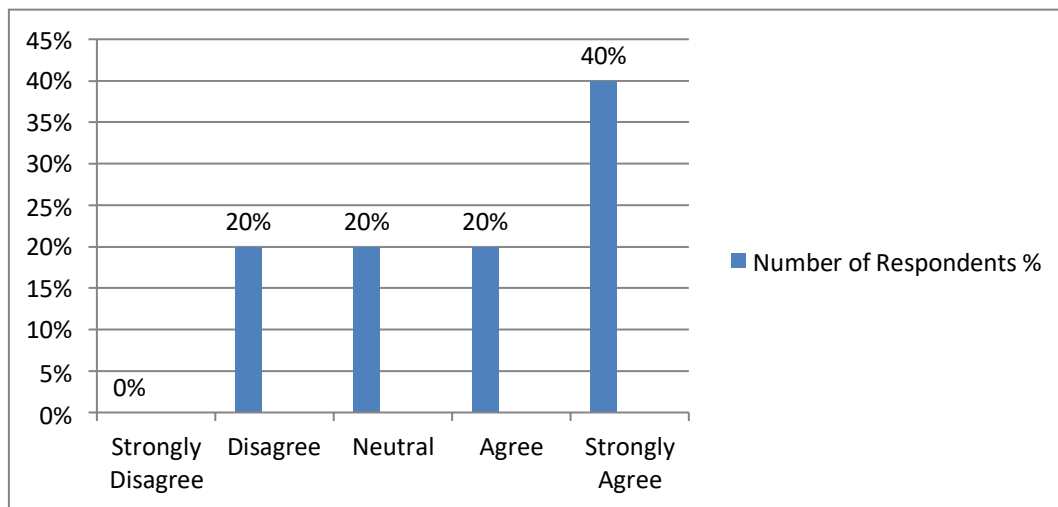
### Interpretation:

The table and chart indicate that 60% of respondents strongly agree that the curriculum meets industry needs and expectations, while 20% agree. However, 20% expressed their disagreement.

**Table 3: Opinion on enhancing knowledge, skills, attitude and innovation**

Opinion	Number of respondents	%
Strongly Disagree	00	0
Disagree	01	20
Neutral	01	20
Agree	01	20
Strongly Agree	02	40
<b>Total</b>	<b>05</b>	<b>100</b>

**Chart- 3:Opinion on enhancing knowledge, skills, attitude and innovation**



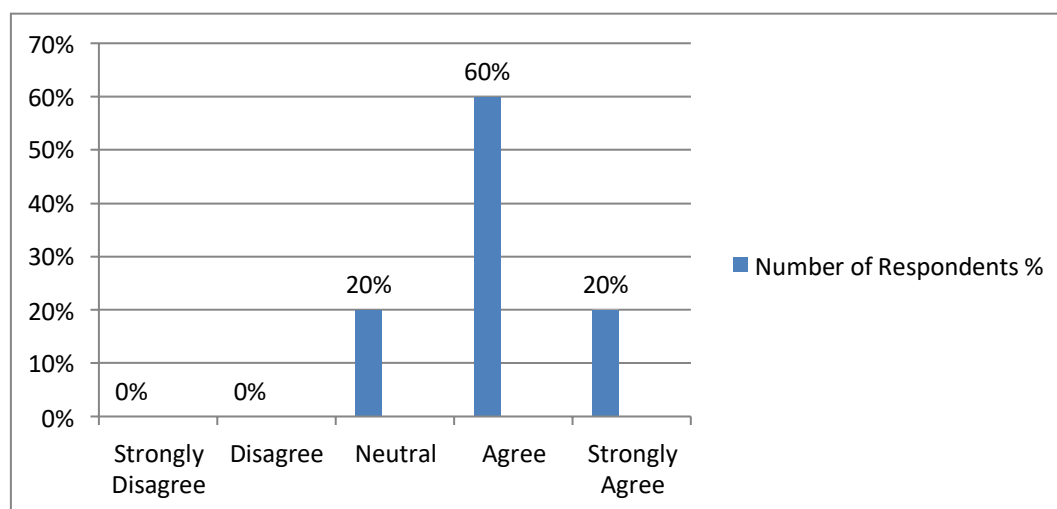
**Interpretation:**

The table and chart show that 40% of respondents strongly agree that the syllabus is need-based and regularly updated, while 20% agree. However, 20% remain neutral, and another 20% expressed disagreement.

**Table 4: Opinion on inclusion of content for human resource development**

Opinion	Number of respondents	%
Strongly Disagree	00	00
Disagree	00	00
Neutral	01	20
Agree	03	60
Strongly Agree	01	20
<b>Total</b>	<b>05</b>	<b>100</b>

**Chart 4: Opinion on inclusion of content for human resource development**



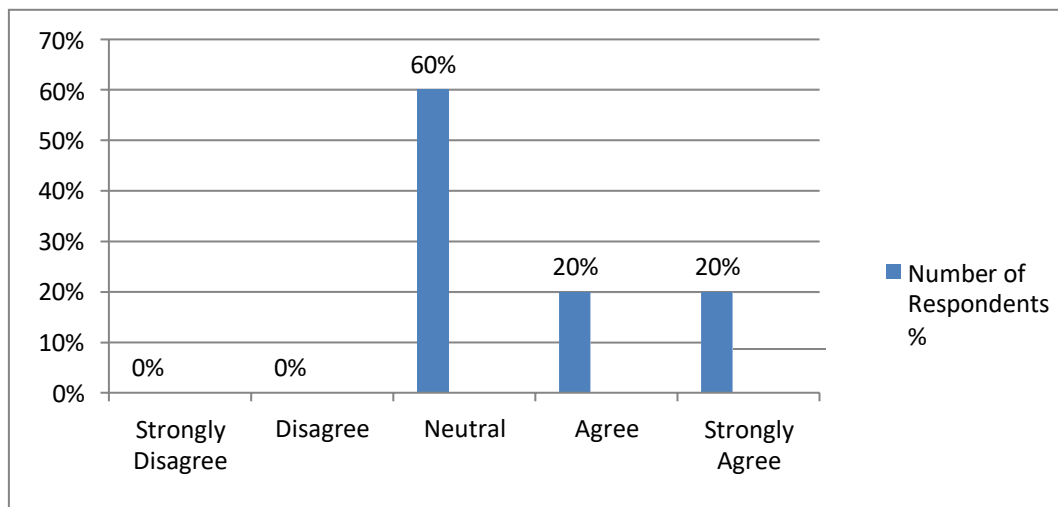
**Interpretation:**

From the above table and chart it is clear that 60% of the respondents say that our curriculum has enrichment content which is required for human resource development. And 20% of the respondents strongly expressed their Agreement on enriched content in our syllabus. 20% of the respondents expressed their neutral opinion.

**Table 5: Opinion on building entrepreneurial motives**

<b>Opinion</b>	<b>Number of respondents</b>	<b>%</b>
Strongly Disagree	00	00
Disagree	00	00
Neutral	03	60
Agree	01	20
Strongly Agree	01	20
<b>Total</b>	<b>05</b>	<b>100</b>

**Chart 5: Opinion on building entrepreneurial motives**



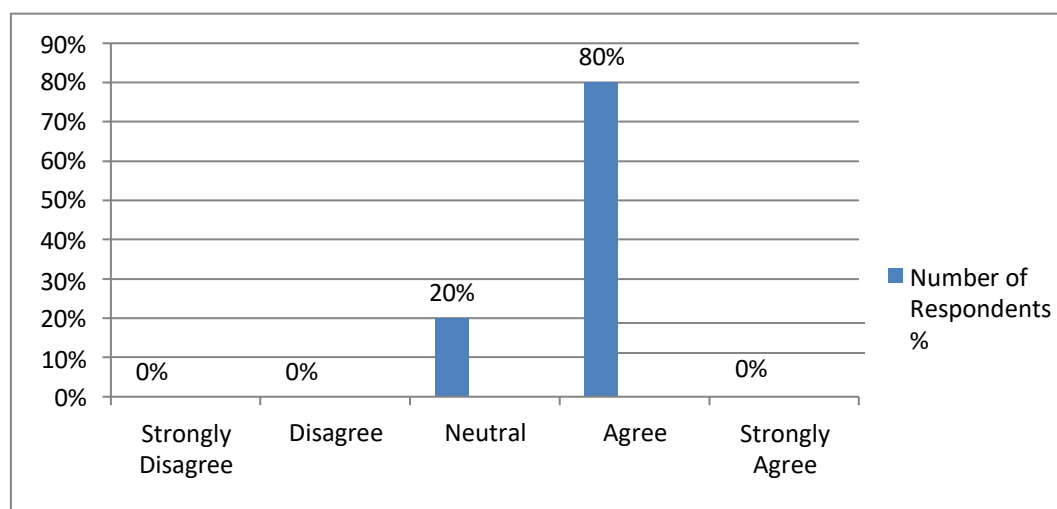
**Interpretation:**

The table and chart indicate that 40% of respondents believe the syllabus is effective in fostering entrepreneurial motives, helping students start their own ventures. Meanwhile, 60% of respondents hold a neutral opinion on the curriculum's effectiveness in this regard.

**Table 6: Opinion on bridging the gap between industry & academics**

Opinion	Number of respondents	%
Strongly Disagree	00	00
Disagree	00	00
Neutral	01	200
Agree	04	800
Strongly Agree	00	00
<b>Total</b>	<b>05</b>	<b>100</b>

**Chart 6: Opinion on bridging the gap between industry & academics**



**Interpretation:**

The table and chart show that 80% of respondents believe the syllabus is effective in bridging the gap between industry and academia, while 20% hold a neutral opinion.

**MAJOR FINDINGS**

- 1) Employer feedback indicates that 60% of our students are rated as excellent by the employers who visited our college. (Table 1)
- 2) According to employer feedback, 60% of respondents believe that the curriculum is relevant for employability. (Table 2)
- 3) Employer feedback reveals that 60% of respondents consider the syllabus to be need-based and regularly updated. (Table 3)
- 4) Employer feedback shows that 80% of respondents believe our curriculum promotes innovative thinking among students. (Table 4)
- 5) According to employer feedback, 40% of respondents feel that our syllabus effectively enhances the skill components required by students. (Table 5)
- 6) Employer feedback indicates that 80% of respondents believe our syllabus effectively promotes entrepreneurial skills among students. (Table 6)

## **MAJOR SUGGESTIONS**

- 1) Emphasizing digital media skills in the curriculum is crucial for student development.
- 2) Greater emphasis should be placed on improving students' language skills.
- 3) More attention should be given to imparting knowledge and skills in TV journalism, without adhering strictly to the language and style of Kannada television.

## **ACTION TAKEN**

- 1) Teaching and learning must address the current needs of the industry, particularly by incorporating more skills related to digital media. This topic has been discussed with the faculty.
- 2) Greater emphasis should be placed on developing language and writing skills among students. Faculty members have been assigned the responsibility of encouraging students to read more books and write additional articles.



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)**  
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**EMPLOYER FEEDBACK FOR DESIGN AND REVIEW OF  
 SYLLABUS**

Name of the institution / Firm: *Suddi Bidugade*  
 Name of our student employed in your institution / Firm: *Adithya Rao*  
 Year in which degree is completed: *2018*  
 Designation / Position held: *Reporter, Anchor, Cameraman*

(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 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					✓
5	Curriculum helps in building entrepreneurial motives which helps to the students for starting their own ventures				✓	
6	Curriculum bridges the gap between industry & academics					✓

1. Do you suggest any additions in the syllabus to meet the changing requirements of the industry?

No

2. Whether our students have the ability to learn industrial practices and integrate themselves into the stream?

Yes

3. Any other points to improve the syllabus and student quality

No

Company's Name: Suddi Bidegade

Name of the Respondent: Sanchana Veubail

Signature:





### EMPLOYER FEEDBACK FOR DESIGN AND REVIEW OF SYLLABUS

**Name of the institution / Firm: Prajavani**

**Name of our student employed in your institution / Firm: Ganapathi Sharma,  
KiranKumar, Sukritha**

**Year in which degree is completed:**

**Designation / Position held: Editorial**

(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 MCJ 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				✓	

1. Do you suggest any additions in the syllabus to meet the changing requirement of the industry?

Yes. But it is the basic need of Kannada Journalism. Language improvement programs may be a better idea as the language quality is deteriorating in new generation.

1. Whether our students have the ability to learn industrial practices fast and mould themselves into the stream?

Yes, SDM students are always better.

2. Any other points to improve the syllabus and student quality

Awareness about not to follow the current TV language and style is the need of the hour. That will be healthy for Kannada journalism.

Company's Name: Prajavani.net

Avinash B



Signature

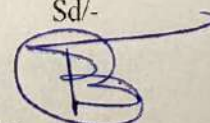
## DEPARTMENT OF JOURNALISM

## Feedback Analysis Report 2023-24

The feedback on the curriculum of Department of Journalism was collected from the stakeholders (Students, Teachers, Employers and Alumni) during the year 2023-24. 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	It is suggested to conduct online interactive sessions with various personalities.
2	Faculty	10	It is suggested to conduct online interactive sessions with various personalities.
3	Employers	05	It is crucial to emphasize digital media skills in the curriculum for students. Greater focus should be placed on improving students' language skills. More attention should be given to imparting knowledge and skills in TV journalism, while avoiding strict adherence to the language and style of Kannada television.
4	Alumni	06	It is observed from the feedback provided by alumni that the syllabus is comprehensive in nature, and its applied modules through practical activities play an important role in ensuring employment opportunities in the mass media industry. Alumni feedback has positioned the department's learning framework as a trendsetter and suggests a focus on professional practices in line with the newly introduced managerial principles of the industry.

Sd/-



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## **DEPARTMENT OF JOURNALISM**

### **Action Taken Report 2023-24**

The suggestions were discussed in the department meeting, where the members resolved to present the issue to the Board of Studies (BoS) along with the necessary justifications and specific details regarding both the academic and practical aspects of the syllabus.

1. Various online interactive sessions are being conducted from different parts of the country.
2. Teaching and learning must address the prevailing needs of the industry, particularly by incorporating more digital media skills. This topic has been discussed with the faculty.
3. Greater emphasis should be placed on developing language and writing skills among students. Faculty members have been assigned the responsibility of encouraging students to read more books and write additional articles.

Sd/-



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