

SGT UNIVERSITY, GURUGRAM

FACULTY OF MASS COMMUNICATION AND MEDIA TECHNOLOGY

Teachers' Feedback Report

S.No.	Feedback	Action Taken
1.	<ul style="list-style-type: none">• Content of the course is based on industry needs and demands• Employability is given weightage in curriculum design and development• The curriculum is updated time to time• Freedom to propose, suggest, modify topics in syllabus/ course content	The course content of all program (UG/PG) have been modified as per the requirement of the industry. Time to time Syllabus Committees have been formed to revise the syllabus to incorporate the suggestion of the faculty, researchers, industry persons and later Board of studies approves it. Currently, many value added course, specialisation (as part of the final semester) has also been included.
2.	<ul style="list-style-type: none">• Course has good balance between theory and practical application	The constant revision based on industry needs is to prove that the onus lies at practical side but not without emphasizing and focusing on its theory part. A descent balance has been established by 4 day theory classes and two days practical.
3.	<ul style="list-style-type: none">• Course content stimulate my interest in the subject area• Freedom to innovate and adopt new teaching strategies/ methods	Increased practical component and new pedagogy focuses on problem solving component of students. Each student may present his/her problem in class and be it theory or practical, solved to its core. It opens flood gates of trying new methods - project base learning, field based learning etc. The workshops are organized in which industry experts are invited to share their experience with our students. Industry visits and seminars are also conducted to enhance technical skills to practical sessions.
4.	<ul style="list-style-type: none">• Freedom to design strategies/techniques for formative assessment	The base for designing new strategies/techniques for formative assessment is based on the understanding of the problem and investigation of the problem and per the problem

		the strategies are adopted.
5.	<ul style="list-style-type: none"> Adequate number of reference books are available in Library 	<p>The Dean Faculty of Mass Communication and Media Technology had asked for the list of books from the faculty members regarding requirement of course books as per their area of expertisation. The final list has been sent to the library authority for timely availability.</p> <p>Apart from this more soft data (books and web links) have been provided to the students regarding course material.</p>
6.	<ul style="list-style-type: none"> Appropriate Teaching aids(audio-visual) are available in lecture theatres 	<p>Modern Media equipments and software usage is promoted for effective teaching experience. ICT based classes are the medium to deliver the lectures.</p>
7.	<ul style="list-style-type: none"> Internal/sessional examinations are conducted in time with adequate coverage of all syllabus Rate your level of satisfaction with examination and evaluation pattern of the University 	<p>Timely execution of internal/sessional exams are conducted and if syllabus is not covered, the provision of extra classes are adopted for completion of syllabus on time so that adequate coverage of syllabus can be incorporated in exam papers. The balanced distribution between theory and practical attains a level of satisfaction.</p> <p>Methods like moderation of papers, question banks, exam on time and timely declaration of result are some of the parameters to state the satisfaction.</p>
8.	<ul style="list-style-type: none"> Level of satisfaction with the percentage of theory and practical marks in the examination. 	<p>The present 60:40 ratio of theory and practical strikes adequately balances between the two. In future if it is required then the ratio can be modified by giving equal weightage to theory and practical.</p>
9.	<ul style="list-style-type: none"> Level of satisfaction with inclusion of Objective type questions in examinations 	<p>As part of improving the examination and evaluation patter of the University the inclusion of objective type questions in examination is the major difference between old and the new scheme. The response is welcoming.</p>
10.	<ul style="list-style-type: none"> Overall environment in 	The Faculty of Mass

	department is conducive to teaching and learning	Communication and Media Technology along with University's Management Committee is constantly finding new ways for overall improvement of teaching and learning experience and making it more conducive and aiming at better facilitation.
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Students' Feedback Report

S.No.	Feedback	Action Taken
	<ul style="list-style-type: none"> • Content of course is based on current professional needs and demand • Practical's/Labs are given equal importance • The practicals/lab experiments enhanced understanding of concepts of theory • Course content enhances technical skills to practice profession 	<p>The course content of all program (UG/PG) have been modified as per the requirement of the industry. Time to time Syllabus Committees have been formed to revise the syllabus to incorporate the suggestion of the faculty, researchers, industry persons and later Board of studies approves it. Currently, many value added course, specialisation (as part of the final semester) has also been included. Increased practical component and new pedagogy focuses on problem solving component of students. Each student may present his/her problem in class and be it theory or practical, solved to its core. It opens flood gates of trying new methods - project base learning, field based learning etc. to enhance technical skills to practical sessions.</p> <p>The workshops are organized in which industry experts are invited to share their experience with our students. Industry visits and seminars are also conducted.</p>
	<ul style="list-style-type: none"> • Adequate reference 	The Dean Faculty of Mass

	<p>books are available in Library</p> <ul style="list-style-type: none"> • Appropriate reference material (print & online) is provided 	<p>Communication and Media Technology had asked for the list of books from the faculty members regarding requirement of course books as per their area of expertisation. The final list has been sent to the library authority for timely availability.</p> <p>Apart from this more soft data (books and web links) have been provided to the students regarding course material.</p>
	<ul style="list-style-type: none"> • Teaching methods encourage your participation in learning • Teacher is responsive to students needs and problems • The teacher's ability in explaining areas of confusion • Overall environment in the class is conducive to learning 	<p>Increased practical component and new pedagogy focuses on problem solving component of students. Each student may present his/her problem in class, be it theory or practical, is solved by the teacher. It opens flood gates of trying new methods - project base learning, field based learning etc. to enhance technical skills to practical sessions.</p> <p>Individual attention is paid to each student under designated mentors who are responsible for the academic and ethical guidance of the students.</p>
	<ul style="list-style-type: none"> • The contents of syllabus were appropriately sequenced • The course content stimulated your interest in the subject area 	<p>The constant improvement in syllabus is to deliver market oriented relevant topics and keeping the basic essence of the subject. As it was felt that students are more inclined towards practical, a reasonable proportion of practical exercises are increased and new session will have four days of theory and two full days of practical classes. The interactive exercises and project and field based learning will be increase the level of interest in subject area.</p>
	<ul style="list-style-type: none"> • Syllabus was covered well within time • Tests and examinations are conducted well within time • The sequence of internal/sessional 	<p>Timely execution of internal/sessional exams are conducted and if syllabus is not covered, the provision of extra classes are adopted for completion of syllabus on time</p>

	examinations is helpful in covering the whole course content	so that adequate coverage of syllabus can be incorporated in exam papers.
	<ul style="list-style-type: none"> Rate your experience with the inclusion of Objective type Questions in the Exam paper 	As part of improving the examination and evaluation patter of the University the inclusion of objective type questions in examination is the major difference between old and the new scheme. The response is welcoming.
	<ul style="list-style-type: none"> Rate your satisfaction with the examination and evaluation pattern of the university 	The response of students for this section is diversified. To satiate the concern, The Faculty of Mass Communication and Media Technology along with University's Management Committee has opted for methods like moderation of papers, question banks, exam on time and timely declaration of result.

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Alumni Feedback Report

The alumni are the true testament of an institute's strength. The two batches young Faculty of Mass Communication and Media Technology has started its contribution in the development and empowerment of society. The information technology revolution has significantly contributed to the expansion of mass communication. The rapidly evolving technology scenario is changing the very complexion of the discipline in a manner unknown to any other area of academic activity.

The alumni feedback is an important tool for any institution for self evaluation. A bunch of responses collected over a period of two years gives a ray of hope and strength for the Faculty of Mass Communication and Media Technology. The capacity ranges from heading a section and to be positioned in one of the leading companies indicates that the path chosen is yielding much desired results. Because the field is much practical driven, the students are instantly placed in their area of interest

and start working and less number of students opts for higher education, problem peculiar to the branch of mass communication. It is only after a considerable amount of time, having a descent field experience that they turn to higher education.

Most of the alumni's response to the level of satisfaction with the course curriculum was satisfying and in some cases excellent. But to keep-up with the ever changing market, the relevance of the curriculum of the degree programme with respect to job is always in mind. The department is constantly revising its syllabus and increasing the ration of practical by introducing new areas and exercises.

As far as the question about the sufficient placement opportunities through the institution is concerned, here also, the respondents were satisfied and some were really happy about it. The institution has taken initiative to organise job fairs on an annual basis and bringing all kinds of relevant companies under one roof for the students. The institution is also taking initiative and organizing many workshops - 'CV writing' and 'how to prepare for an interview' before these job fairs.

When asked about the curriculum of the degree and whether it has helped in placement or not, the response was elating. It has been a constant endeavour of the Faculty of Mass Communication to keep on improving in its academic activities.

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Parent's Feedback Report

As part of teacher parents meeting feedback was collected to assess the satisfaction level of parents regarding the overall personality development of their ward. The feedback form is a tool to gain an insight into how the University is performing how it could improve on various parameters. We value feedback and treat it with high respect, courtesy, value and confidential.

The parent's were presented with printed feedback form and filling of feedback was voluntary. The overall response of parent's feedback was excellent, very good and good on academic and non-academic activities.

Overall personality development garnered excellent and very good response. The parents appreciated all the initiatives taken by University for practical classes, where there rated good and very good for field/industry visits for practical learning. When being asked about the ambience of the University for effective delivery of academics the response was excellent and very good. The infrastructure facilities in University for learning (lecture theatre/library/ computer labs etc.) was unanimously given very good. Co-curricular activity in the University was rated very good. Skill enhancement programme in the curriculum for better result in placement activities was excellent and very good. Placement activities in the University got excellent and very good points. Cultural activities in the University was drawn between excellent and very good. For transparency in the examination and evaluation system of the University, it secured very good remark.

Parents requested for regular class tests for their ward all throughout the semester as internal performance evaluation. The Faculty of Mass Communication and Media Technology considered the point and is planning to do the same.

Parents were satisfied by the security and overall discipline of the University. High rating was given to the academic atmosphere. There were many positive comments on teaching and teacher-student interaction and teachers were described as caring, cooperative, approachable and efficient.

The parents were very much satisfied by the efforts made by the University administration.