

TEZPUR UNIVERSITY
DEPARTMENT OF MASS COMMUNICATION & JOURNALISM

**Feedback Analysis Report for Course Curriculum
(2020-2021)**

Programme: MA in MCJ

1. Students Feedback

Parameters	Issues Raised	Measures to be taken
Suitability of course	No issues	
Distribution of Course	No issues	
Sequencing Adequacy	No issues	
Adequacy of curriculum and pedagogy	Need for more practical sessions	May be addressed during next syllabus revision. Till then course instructors to suitably make changes in lesson plan and assignments
Provision of Choice	No issues	
Practical Exposure	Need for more internship and field visits	To be considered during next syllabus revision.
Research Component	No issues	
Enhancing students creativity	No issues	
Scope for employability	No issues	
Conduciveness towards higher studies	No issues	
Suitability and Availability of Reading Material	Scope for improvement	
Course load	No issues	
Any other	Media entrepreneurship, stress management courses may be introduced	Introduction of more elective options and value added courses may be considered during next round of syllabus revision

2. Alumni Feedback

Parameters	Issues Raised	Measures to be taken
Suitability of course	No issues	
Distribution of Course	No issues	
Sequencing Adequacy	No issues	
Adequacy of curriculum and pedagogy	No issues	
Provision of Choice	No issues	
Entrepreneurship oriented component	Scope for improvement	Suitable components shall be considered during next syllabus review
Practical Exposure	Scope for improvement	Efforts may be taken for enhancing this component in next syllabus exercise
Research Component	No issues	
Enhancing students creativity	Scope for improvement	Faculty members shall take care for incorporating more creative inputs into the lesson plans during pedagogy
Scope for employability	No issues	

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Conduciveness towards higher studies	No issues	
Suitability and Availability of Reading Material	Scope for improvement	Department shall work towards procuring more such materials
Course load	No issues	
Any other	Government development schemes, study of Assamese films, philosophy of communication to be introduced as part of curriculum in appropriate courses	To be considered during next syllabus revision.

3. Faculty feedback

Parameters	Issues Raised	Measures to be taken
Alignment	No issues	
Fulfilment of Learning Objectives	No issues	
Distribution of Course	No issues	
Sequencing Adequacy	No issues	
Provision of Choice	No issues	
Practical Exposure	Scope for improvement	Internship opportunities can be created during each semester break
Research Component	Scope for improvement	
Enhancing students creativity	Scope for improvement	Assignments for courses can be remodelled to challenge creativity
Suitability and Availability of Reading Material	Scope for improvement	More textbooks on emerging areas of specialization can be procured
Any other	Social media marketing, critical discourse analysis, political economy of media can be introduced as part of curriculum	To be considered during next syllabus revision.

4. Employers feedback

Issues Raised	Measures to be taken
More importance should be given to the different kinds of writing for media-features, press-releases, news, etc.	To be considered during next syllabus revision.
A longer duration of internship period can be beneficial for both the student and the organisation	Possible revision will be done within the scope of semester system. Online internships will be encouraged
Internship can be considered in a combination of online as well as field experience	Appropriate scope will be created
The department should have sessions on implementation of Social media in professional sector or a course designed on Digital Marketing specifically. University may arrange guest lectures for students who can share industry insights with the	The process of guest lectures is already underway. Core/elective course on Digital marketing will be introduced during next syllabus revision

students and assign some tasks as well.	
The department may like to give assignments of mini documentaries to help students sharpen skills of video storytelling	Necessary changes will be made in pedagogy/lesson plan by concerned faculty as per suggestion
The University may support the student in building some soft skills which may be helpful in their professional life.	Guest lectures and workshops on soft skills will be organized by the department in addition to the activities already being undertaken by the T&P cell.
The interaction of the students offline/online with working journalist / media professional should increase.	Suggestion will be considered affirmatively
The department may like to give assignments of generating Data stories as multimedia stories to students	Suggestion will be considered affirmatively
Studying cases are very important to connect theories and real time stories. The lessons must be in sync with the current industry demands. Practical learning has to be equal as theory.	Balance of theory and practical will be rationalized during next syllabus revision

Signature of Members of Feedback Review Committee



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