BBA (Branding & Advertising) Feedback Analysis Report (AY 2022-23)

I. Preamble

It is the practice followed in our Institution to obtain feedback from the students about Academic / Curriculum / Co-curricular / Administration activities / Infrastructure etc. for the holistic development of the institution. The various source of feedback collection in the Academic Year 2022-23 are:

- Student Feedback (about the course & course teacher) during the semester.

- Feedback on the Curriculum from Students, Alumni, Faculty, Academic Peers and Employers

These feedbacks are collected and collated in the Department level/Institution level and important suggestions / comments / remarks given by the stakeholders on the curriculum & syllabi and other administration activities shall be considered for further course of action. The curriculum feedback taken from stakeholders (student, faculty, alumni, academic peers, employers) are collated and discussed at the Department Level.

The feedback inputs are given by the Department Head to the BoS members, who take the inputs into consideration for changes in curriculum. The BoS then deliberates the curriculum changes and forwards it to the Academic Council at University level for its approval. The Academic Council approves the changes which are then endorsed by the Board of Management/Executive Council and the changes are implemented in the curriculum from the forthcoming session.

Feedback Taken from: Students:

452

Faculty: 09

Employers: 3

Student Feedback Analysis			
	Median	Q1 (1st Quartile)	Q3 (3rd Quartile
Q1	3	3	4
Q2	3	3	4
Q3	3	3	4
Q4	3	3	4
Q5	3	3	4

Faculty Feedback Analysis			
	Median	Q1 (1st Quartile)	Q3 (3rd Quartile
Q1	4	3	4
Q2	4	4	4
Q3	4	3	4
Q4	4	3.5	4
Q5	4	4	4

Employer Feedback Analysis			
	Median	Q1 (1st Quartile)	Q3 (3rd Quartile
Q1	4	3	4
Q2	4	2	4
Q3	4	3	4
Q4	4	4	4
Q5	4	3	4

SVKM's NMIMS

School of Branding & Advertising

BBA (Branding & Advertising)

CURRICULUM FEEDBACK ANALYSIS REPORT
2022- 23

1. Student Feedback Analysis
2. Faculty Feedback Analysis
3. Employer Feedback Analysis
4. Action Taken Report

Dr. Neha Singh Agarwal
Program Chairperson, SOBA

Student Feedback Analysis Report (2022-23)

No of Students from whom feedback taken: 452

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree		% of students who (agree + strongly agree)	% of students who (disagree + strongly disagree + neutral)
Total Responses	452							
Q1	170	209	8	37	28	Curriculum has the right mix of theory and practical knowledge required for your program	84%	16%
Q2	174	237	12	22	7	Curriculum facilitates you in developing strong analytical and problem solving skills	91%	9%
Q3	211	160	33	22	26	Curriculum enhances your entrepreneurship skills and life-long learning	82%	18%
Q4	174	211	12	23	32	Curriculum incorporates human values and ethics.	85%	15%
Q5	175	187	47	26	17	Curriculum includes courses that enhance/improve your innovative /leadership and communication skills	80%	20%

BBA (Branding & Advertising), Student Feedback (2022 -23)
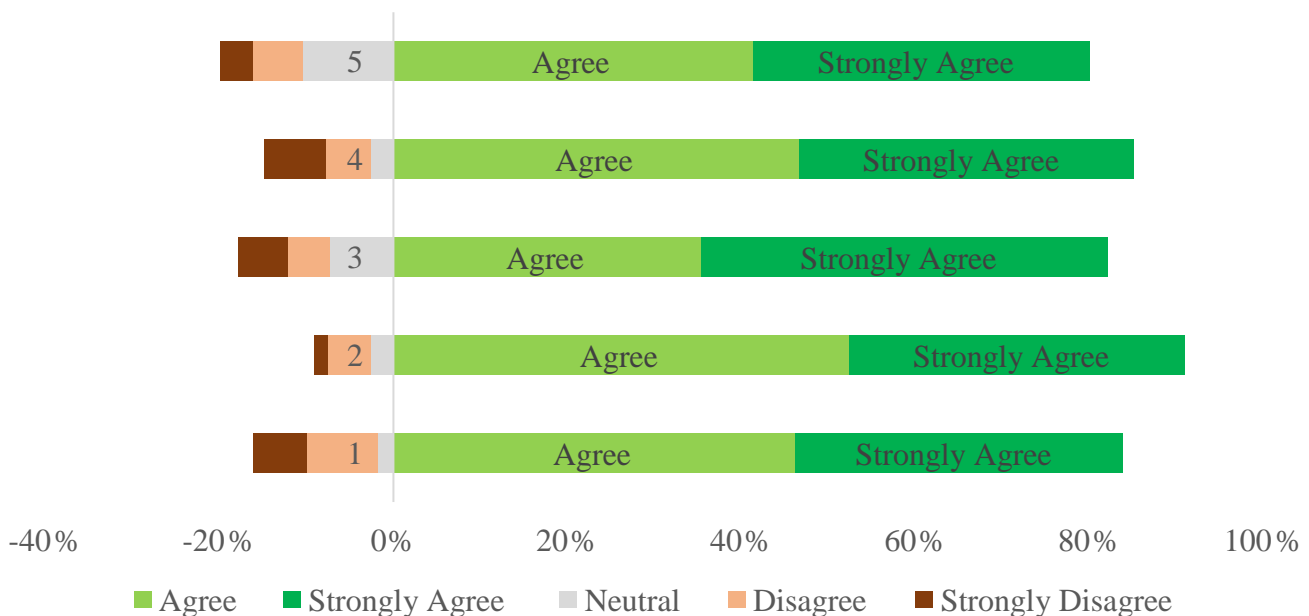
Faculty Feedback Analysis Report (2022-23)

No of Faculty from whom feedback taken: 09

Total Responses	09						% of faculty who (agree + strongly agree)	% of faculty who (disagree + strongly disagree + neutral)
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree			
Q1	6	3	0	0	0	Course Outcomes are met by the units mentioned in the syllabus	100%	0%
Q2	8	1	0	0	0	Course contents are relevant to the current trends and technologies	100%	0%
Q3	6	2	1	0	0	Aims and objectives of course are clearly defined	89%	11%
Q4	7	2	0	0	0	Freedom to adopt new teaching pedagogy	100%	0%
Q5	8	1	0	0	0	Freedom to adopt new evaluation methods for internal assessment	100%	0%

BBA (Branding & Advertising), Faculty Feedback (2022-23)
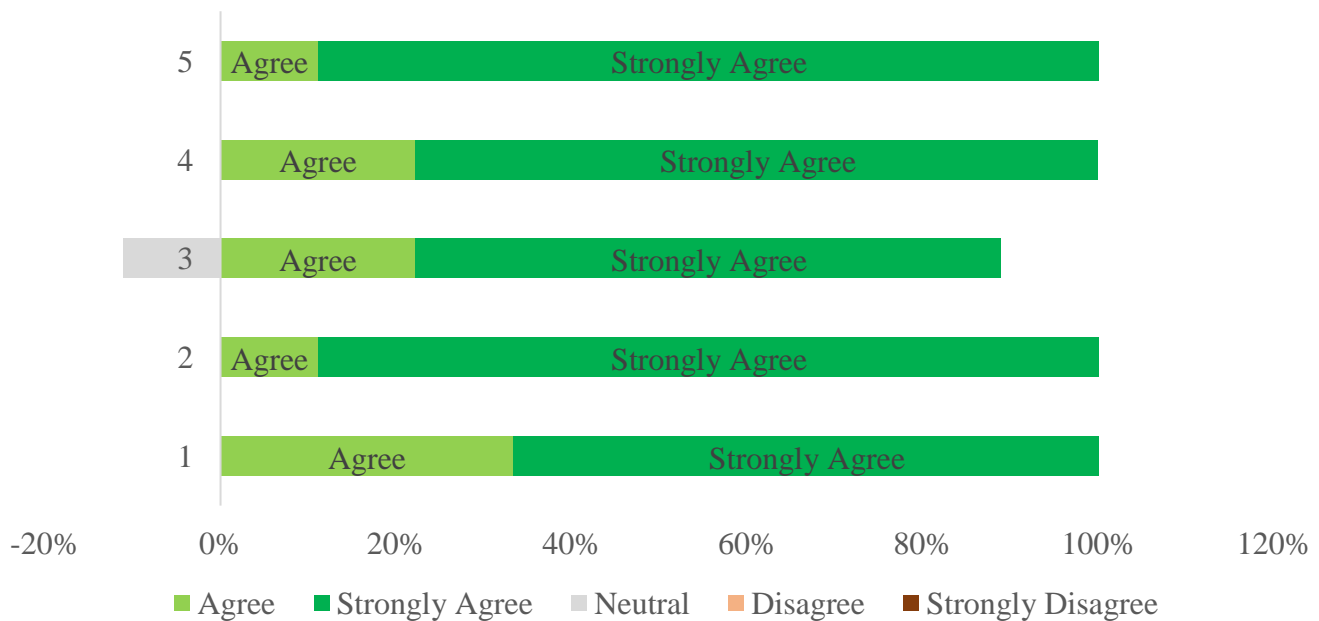
Employer Feedback Analysis Report (2022-23)
No of Employers from whom feedback taken: 03

	Total Responses	03					% of employers who (agree + strongly agree)	% of employers who (disagree + strongly disagree + neutral)
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree			
Q1	2	1	0	0	0	Curriculum has balance of theory and practical aspects	100%	0%
Q2	2	0	1	0	0	Curriculum imparts knowledge and skills required by industry	67%	33%
Q3	2	1	0	0	0	Curriculum includes soft skills required by Industry	100%	0%
Q4	3	0	0	0	0	Internship/ Project gives students real - life experiential learning	100%	0%
Q5	2	1	0	0	0	Curriculum includes human values and ethics	100%	0%

BBA (Branding & Advertising), Employer Feedback (2022-23)
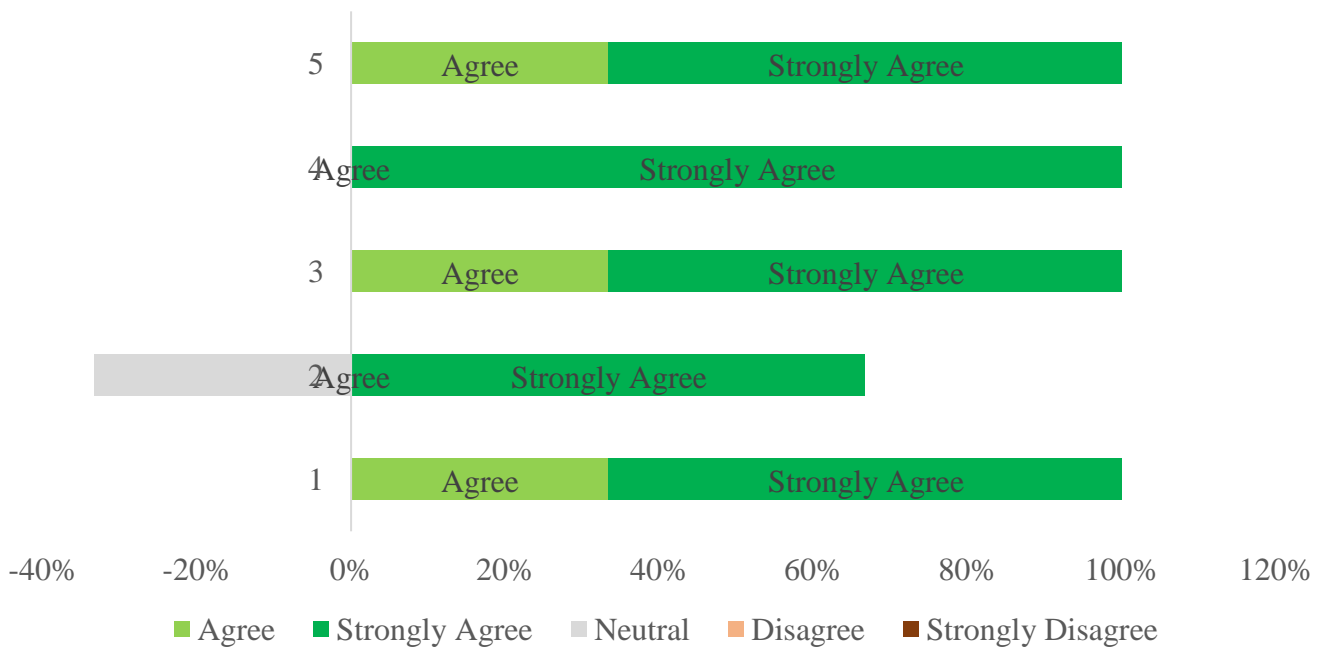
Action Taken Report:

Feedback from different stakeholders (students, faculty and employers) was taken with a view to identify need for curriculum change. Department Head shared the results of the feedback with the Board of Studies members. The BOS members deliberated and identified the changes required in the curriculum of the program BBA (Branding & Advertising).

The BOS committee proposed the following changes:

- Introduction of 'Capstone Project' in Semester VI for 4 credits.
- Introduction of the Course 'Select Applications in Branding & Advertising' in Semester V that includes modules on Niche, Luxury, Sports and Celebrity Advertising.
- Splitting the Course 'Ad-Film Making' into two course 'Advertising Creative & Ad-Film Making – I' and 'Advertising Creative & Ad-Film Making – II' in Semesters IV & V respectively, with 4 credits each.
- Introduction of the course 'Grammar of Ad Films' of 4 credits in Semester III.