

SVKM's NMIMS
School of Branding & Advertising
BBA (Branding & Advertising)
Feedback Analysis Report (AY 2023-24)

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 2023-24 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.



SVKM's NMIMS
School of Branding & Advertising
BBA (Branding & Advertising)

Feedback Analysis (2023-24) (Statistics – Median, 1st Quartile, 3rd Quartile)

Feedback Taken from:

Students: 550

Faculty: 11

Employers: 4

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

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

Employer Feedback Analysis			
	Median	Q1 (1 st Quartile)	Q3 (3 rd Quartile)
Q1	4	4	4
Q2	4	3.75	4
Q3	4	3.25	4
Q4	4	4	4
Q5	4	3.75	4



SVKM's NMIMS
School of Branding & Advertising
BBA (Branding & Advertising)

**CURRICULUM FEEDBACK ANALYSIS
REPORT
2023- 24**

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



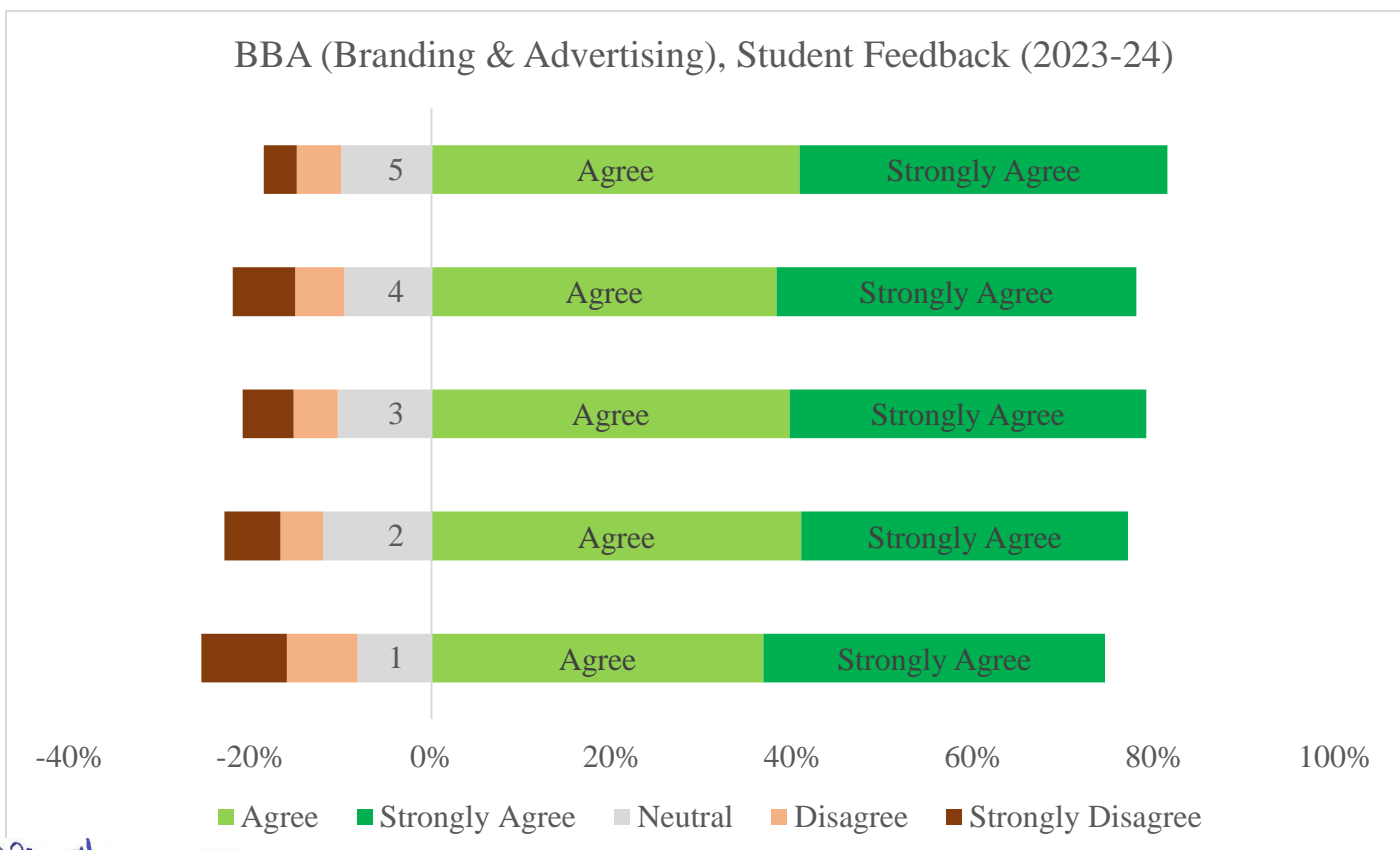
Dr. Kiran Desai
I/c Associate Dean, SOBA



Student Feedback Analysis Report (2023-24)

No of Students from whom feedback taken: 550

Total Responses		550							
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree		% of students who (agree + strongly agree)	% of students who (disagree + strongly disagree + neutral)	
Q1	208	202	45	43	52	Curriculum has the right mix of theory and practical knowledge required for your program	75%	25%	
Q2	199	225	66	26	34	Curriculum facilitates you in developing strong analytical and problem solving skills	77%	23%	
Q3	217	218	57	27	31	Curriculum enhances your entrepreneurship skills and life-long learning	79%	21%	
Q4	219	210	53	30	38	Curriculum incorporates human values and ethics.	78%	22%	
Q5	224	224	55	27	20	Curriculum includes courses that enhance/improve your innovative /leadership and communication skills	81%	19%	



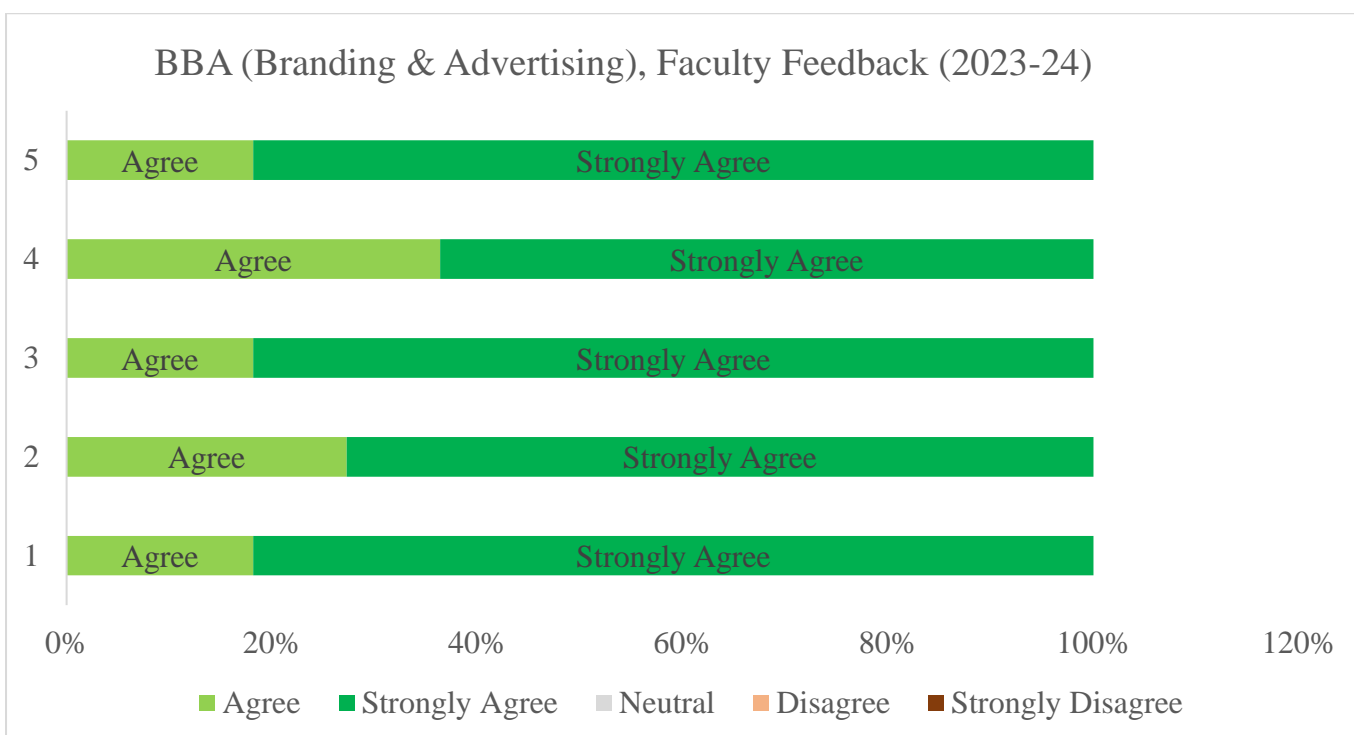
K. Desai



Faculty Feedback Analysis Report (2023-24)

No of Faculty from whom feedback taken: 11

Total Responses	11							
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree		% of faculty who (agree + strongly agree)	% of faculty who (disagree + strongly disagree + neutral)
Q1	9	2	0	0	0	Course Outcomes are met by the units mentioned in the syllabus	100.00%	0.00%
Q2	8	3	0	0	0	Course contents are relevant to the current trends and technologies	100.00%	0.00%
Q3	9	2	0	0	0	Aims and objectives of course are clearly defined	100.00%	0.00%
Q4	7	4	0	0	0	Freedom to adopt new teaching pedagogy	100.00%	0.00%
Q5	9	2	0	0	0	Freedom to adopt new evaluation methods for internal assessment	100.00%	0.00%



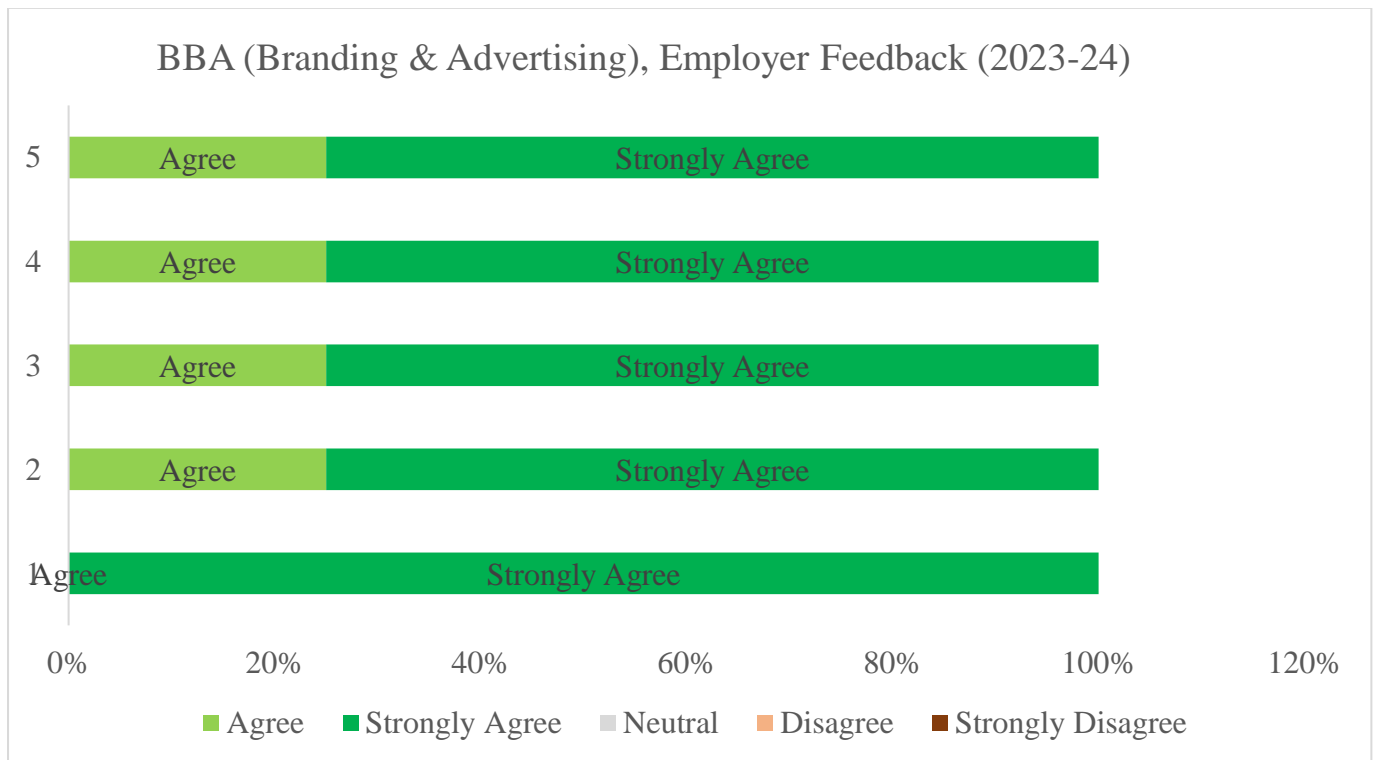
Handwritten signature



Employer Feedback Analysis Report (2023-24)

No of Employers from whom feedback taken: 04

Total Responses	4							
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree		% of employers who (agree + strongly agree)	% of employers who (disagree + strongly disagree + neutral)
Q1	4	0	0	0	0	Curriculum has balance of theory and practical aspects	100%	0%
Q2	3	1	0	0	0	Curriculum imparts knowledge and skills required by industry	100%	0%
Q3	3	1	0	0	0	Curriculum includes soft skills required by Industry	100%	0%
Q4	3	1	0	0	0	Internship/ Project gives students real - life experiential learning	100%	0%
Q5	3	1	0	0	0	Curriculum includes human values and ethics	100%	0%



Handwritten signature



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:

- Splitting of the course “Principles of Marketing” in Semester I (4 credits) into 2 courses of 3 credits each:
“Marketing Management - I” in Semester I
“Marketing Management - II” in Semester II
- Splitting of the course “Financial Management” in Semester I (4 credits) into 2 courses of 2 credits each:
“Financial Accounting” in Semester I
“Financial Management” in Semester II
- Introduction of new course “Introduction to Excel” in Semester I
- Increase of credits of the course “Multimedia Production” in Semester III from 3 credits to 4 Credits
- Introduction of new course “Digital Transformation in Advertising” in Semester IV
- Introduction of new course “Sales and Distribution” in Semester VI

