Action Taken Report on Feedback of Stakeholders

Session (2022-23)

Program Name: Bachelor of Arts(Honors) Journalism and Mass Communication B.A.(H)JMC

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Department of Media Studies & Design
Faculty of Business & Management&
D**Quantum University, Roorkee**

Action Taken Report of the Department

(On the basis of the suggestions made by the Sub Specialty Groups of the Departments on the Feedback of all stakeholders)

<table>
<tr><td colspan="3">Action Taken Report
Department Name: Department of Media Studies & Design</td></tr>
<tr><td colspan="3">Feedback Session: 2022-23</td></tr>
<tr><td colspan="3">Curriculum Design</td></tr>
<tr><td>Code</td><td>Recommendation by Sub Specialty Groups of the Department</td><td>Action taken</td></tr>
<tr><td>AE31261</td><td>It should be more rigorous and practical orienting so students can polish his language and nurture themself for better communication.</td><td>Changes should be made by the concerned department</td></tr>
<tr><td>BJ31101</td><td>Syllabus need to relook in term of adding and modification of some updated content. some important content and points which need to be taught for better awareness of current scenario and functioning of government</td><td>Some content has been changed in unit IV contemporary issues and international events must be added credit must be relooked as per NEP guidelines rest unit keep it same.</td></tr>
<tr><td>AE32262</td><td>R-2:It should be practice and flip class based so student can do more practice and enhance the language confidence in course code AE32262</td><td>Implemented</td></tr>
<tr><td>BJ32101</td><td>R-6:Content must be more practical and industries requirement oriented and increasing the opportunities of hand on trainings</td><td>There is a change in the objective of reporter. In unit III there has been addition of Dak Edition and Late-Night Edition. In the rest unit no changes has been made .</td></tr>
<tr><td>BJ32103</td><td>Syllabus need to restructured and incorporated some more relevant content for a addressing the nature of subject. It should more application based.</td><td>Latest version of the software must be taught. The rest unit keep it the same.</td></tr>
<tr><td>BJ35301</td><td>R-2: Need to be some changes as per market of Event management in course code BJ35301</td><td>Case studies of international organization, FMCG companies have been added. The rest unit keeps it the same.</td></tr>
<tr><td>BJ35303</td><td>Need to add some more important content for better learning of TV Production industry</td><td>There is a change is a change in the credit scheme according to the NEP. There is no change in the unit keep it the same.</td></tr>
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BJ35302	Need to add the content importance of audience and analyzing the fact related to relevant audience. Need to add the uses of data.	There is a change in the heading of Unit III which is Introduction to basic research software. The rest unit keep it the same.
BJ33106	**R-2**: Need to update the syllabus for the effectiveness of creative advertisement in BJ33106	Case studies of Ad agencies and popular Ad campaigning's has been included. The rest unit keep it the same.
BJ33107	Need to change some content for Print Design and Visualization	"Topography" has been shifted from Unit II to Unit I. The rest unit is the same.
BJ34203	To make students more employable in Public relation industry need to modify some content	Following units have been interchanged-: Unit III with Unit I , Unit IV with Unit II and Unit V with Unit III . Advertising and Research Consumer market and product has been replaced with types of advertising. The rest unit is the same.
BJ33109	To give the more professional training need to add and modify some new topic and contents	Unit I has been revised .In Unit IV science reporting has been included
BJ34208	In the new era of media convergence syllabus must be more update and need to be added some more topics	No changes have been made.
BJ35304	For better knowledge need to add some topics	In the syllabus of BJ35304should be shifted in the first year either in the firstsemester or in the second semester.
BJ36301	For new media platforms more points are required to add	case study of Quora must be added in Unit V. The rest unit keep the same.
BJ36302	For understanding the advertisement need to add more contents	Theory of Advertising in Unit II is added and the rest is the same
BJ36303	For skills knowledge need to modify content of media & Editing skills	Some content have changed in syllabus.

Other Teaching Learning Aspects		
Overall Teaching Learning Process	**R-9:**Required to incorporate the project and experiential based learning content. **R-3:** Students should be provided with proper hand notes and E learning material for better understanding of the course. **R-4**: Students should be encouraged to enroll in	Has been incorporated.

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	MOOC courses and other e learning courses for enhancing their skills.	
Peer Group Learning	**R-2**: Students must train for applying of knowledge and able to create or produce something. **R-5**: Peer evaluation should be used for assessment of internal assignments of students so as to encourage them to appear and submit assignments on time.	Has been incorporated
IT Enabled Literacy	**R-5:**IT based Assignments should be given in fundamental courses	Has been incorporated
Communication Skills	**R-9:**More students' presentations are required to be implemented	Has been incorporated
Training for Placements	**R-6**: New array of VACs needs to be added, Drive among students for joining VACs, Industrial Mentorship and placement trainings for special drives through boot camps	Has been incorporated
Orientation Program	**R-7:**Special focus on orientation program for new students is suggested. Mentors should conduct special sessions for new batches to resolve their grievances and circulating all required information.	Has been incorporated
Extra curriculum Activities	**R-8:** Increasetheexcitementandenthusiasmofthestudentsandbreakingthemonotonousenvironmentsomeextracurriculum activities and participation in passion programs is required.	Has been incorporated

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Action Taken Report on Feedback of Stakeholders

Session (2022-23)

Program Name: Bachelor of Science in Animation & VFX

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Department of Media Studies &Design
Faculty of Business & Management
Quantum University, Roorkee

Action Taken Report of the Department

(*On the basis of the suggestions made by the Sub Specialty Groups of the Departments on the Feedback of all stakeholders*)

Action Taken Report Department Name: Department of Media Studies & Design		
Feedback Session: 2022-23		
Curriculum Design		
Code	**Recommendation by Sub Specialty Groups of the Department**	**Action taken**
AN31102	**R-10:** More Practical Classes should be Added so student can better understand basics of Animation and Importance of Art and drawing in Animation	In the Syllabus Foundation Art (AN31102), in Unit-1, Unit-2, Unit-3, Unit-4, Unit-5, no changes had been made, kept it same... Practical classes is to be added (suggested by an expert)
AN31104	**R-1:** Syllabus need to add more content related to Vector Art so students more deeply understand Digital Art.	In the Syllabus Digital Art (AN31104), Adobe Illustrator Software is added with Adobe Photoshop Software in Unit 1& rest units keep it same
AN35303	**R-1:** There should be a change in the Name of this subject because it encompasses not only dynamics but also the complete Houdini	In the Syllabus Dynamics in Houdini (AN35303), This topic is to be Introduction by a New Name (Suggested by expert) & in Unit-1, Unit-2, Unit-3, Unit-4, Unit-5, no changes had been made, kept it same
AN35304	**R-1:** There should be a change in the Name of this subject because it encompasses not only dynamics but also the complete Nuke	In the Syllabus Dynamics in Nuke (AN35304), This topic is to be Introduction by a New Name (Suggested by expert) & in Unit-1, Unit-2, Unit-3, Unit-4, Unit-5, no changes had been made, kept it same
AN36301	**R-1:** This subject should be in two parts Basic and advance because its big Topic.	In the Syllabus Sound Design (AN36301), subject Name is "Sound Design" and no need to Change anything, content is also sufficient (Suggested by expert) and in Unit-1, Unit-2, Unit-3, Unit-4, Unit-5 no changes had been made, kept it same.

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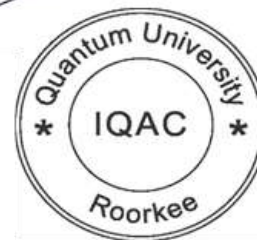| AN36302	R-1: Matte Painting is in 6th Semester but it should be little early because it is part of photoshop and used in vfx for composting	In the Syllabus Matte Painting (AN36302), This topic is to be changed, may be send to 3rd Semester & Dynamics in Houdini & Dynamic in Nuke, is brought instead of it. (Suggested by expert) in Unit-1, Unit-2, Unit-3, Unit-4, Unit-5, no changes had been made, kept it same

Other Teaching Learning Aspects

Overall Teaching Learning Process	R-9: Required to incorporate the project and experiential based learning content. R-2: Extensive use of practical learning and Incorporation of Case Studies are required for practical exposure to the students. R-2: Pace of teaching to be maintained for ease of students R-3: Learning material and hand notes should be provided to students for better understanding of concepts. R-4: Students to be encouraged to join e- learning platforms like MOOC courses for knowledge upgradation	More project and experiential based learning content will be added. Implemented
Peer Group Learning	R-2: Students must train for applying of knowledge and able to create or produce something. R-2: All classes should include flip class and other activities for better exposure of students	More Practical work would be added so they can create or produce something.
Communication Skills	R-8: More students' presentations are required to be implemented	More students' presentations will be implemented.
Training for Placements	R-6: New array of VACs needs to be added, Drive among students for joining VACs, Industrial Mentorship and placement trainings for special drives through boot camps	Will be added, drive among students for joining VACs, Industrial Mentorship and placement trainings for special drives through boot camps
Evaluation System	R-5: Continuous evaluation of students helps to increase their skills and understanding of the subject	Implemented

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Orientation Program	**R-7:** Special focus on orientation program for new students is suggested. Mentors should conduct special sessions for new batches to resolve their grievances and circulating all required information.	Implemented
Extra Curriculum Activities	**R-11:** Workshop on gender sensitization should be conducted **R-11:** Students should be encouraged to participate in games and cultural activities	Implemented

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