



**SGT**  
**UNIVERSITY**

Shree Guru Gobind Singh Tricentenary University



**Shree Guru Gobind Singh Tricentenary University**  
Budhera, Gurugram-Badli Road, Gurugram- 122505, Haryana, India.



## **FEEDBACK REPORT**

**Faculty of Mass Communication & Media Technology**

**IQAC**  
Internal Quality Assurance Cell

**2024-2025**



**Shree Guru Gobind Singh Tricentenary University,  
SGT University, Budhera, Gurugram district,  
Haryana, India,**

## **FEEDBACK 2024-2025**

**Internal Quality Assurance Cell  
Faculty of Mass Communication & Media Technology  
Feedback Analysis  
2024-2025**



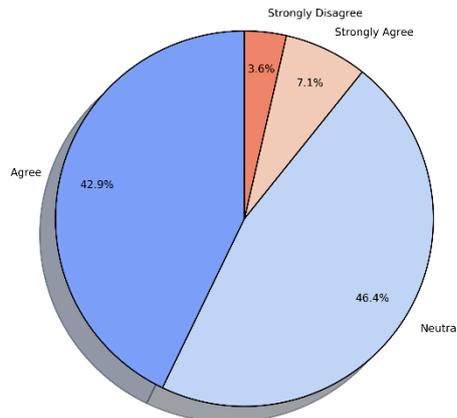
**INDEX**

<b>S.No.</b>	<b>Name</b>	<b>Page Number</b>
<b>1.</b>	<b>Student's Feedback</b>	4
1.1	Curriculum Design and Content	4
1.2	Skill Development and Employability	5
1.3	NEP 2020 Integration & Multidisciplinary Approach	7
1.4	Assessment and Academic Support	9
<b>2.</b>	<b>Teacher's Feedback</b>	11
2.1	Curriculum Design & Delivery	11
2.2	Teaching-Learning and Evaluation	14
2.3	Research, Development & Extension	15
2.4	Infrastructure and Faculties	16
2.5	Institutional Governance & Support	18
<b>3.</b>	<b>Alumni Feedback</b>	20
3.1	Feedback on Curriculum	20
3.2	Teaching & Learning Environment	21
3.3	Campus Faculties & Infrastructure	23
3.4	Institutional Services & Outreach	24
3.5	Outcome & Value Addition	25
<b>4.</b>	<b>Employer Feedback</b>	27
4.1	Subject Knowledge and Curriculum	27
4.2	Teamwork and Communication Skills	27
4.3	Professionalism and Ethical Responsibility	27
4.4	Adaptability and Leadership Potential	28
4.5	Overall Satisfaction	28
<b>5.</b>	<b>Professionals Feedback</b>	29
5.1	Feedback on Curriculum	29
<b>6.</b>	<b>ATR Summary Report</b>	33

## Student's Feedback

### Curriculum Design and Content

#### 1. The curriculum is well-structured and logically sequenced.

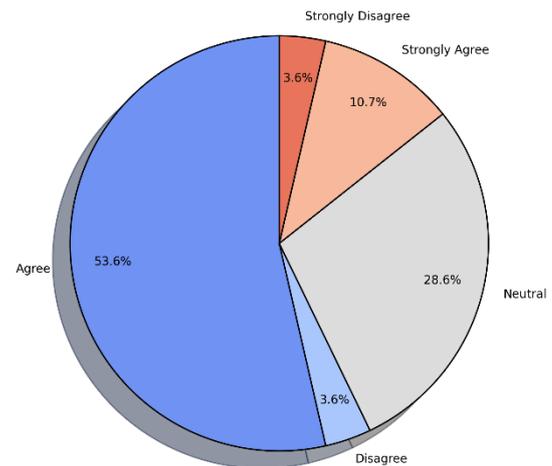


The curriculum is well-structured and logically sequenced. (Faculty of Mass Communication & Media Technology)

Most students (over 89%) at SGT University's Faculty of Mass Communication & Media Technology rated the curriculum's structure and sequencing as either good (4 stars) or excellent (5 stars). While a small percentage gave it a 1-star rating, the overwhelming majority found the curriculum to be well-organized and logically presented, indicating a high level of satisfaction with the course design.

#### 2. Course objectives and outcomes are clearly defined and communicated.

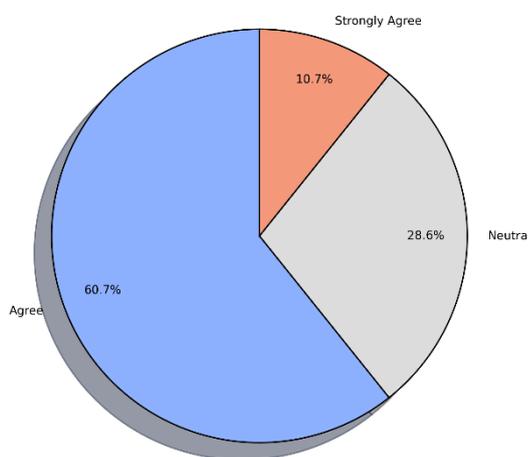
Most students (53.57%) rated the clarity of course objectives and outcomes as 4 out of 5 stars, indicating a generally positive perception. A significant portion (28.57%) gave a neutral rating of 3 stars, while a smaller number gave ratings of 2 stars (3.57%) and 1 star (3.57%), suggesting some room for improvement in ensuring all students understand the course goals. A smaller percentage (10.71%) gave the highest rating of 5 stars, showcasing excellent clarity for some students. Overall, while the majority find the objectives and outcomes clearly communicated, there's a need to address the concerns of students who rated lower to enhance clarity for all.



Course objectives and outcomes are clearly defined and communicated. (Faculty of Mass Communication & Media Technology)

#### 3. The syllabus content is relevant to current industry and academic trends

Most students (60.71%) rated the syllabus content as very relevant (4 stars) to current industry and academic trends, indicating a high level of satisfaction with the curriculum's up-to-datedness. A significant portion (28.57%) gave a positive rating of 3 stars, suggesting the relevance is generally good but could potentially be improved. A smaller percentage (10.71%) gave the highest rating of 5 stars, showing some students find the syllabus exceptionally relevant. Overall, the feedback suggests the syllabus is largely aligned with current trends, but there's room for minor improvements to ensure complete alignment for all students.

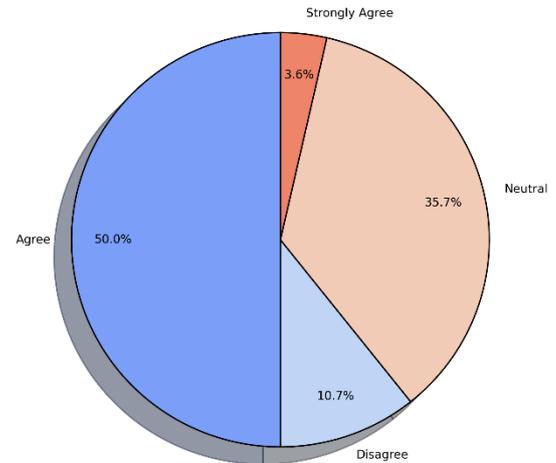


The syllabus content is relevant to current industry and academic trends. (Faculty of Mass Communication & Media Technology)

2024-2025

#### 4. The curriculum promotes critical thinking and problem-solving abilities.

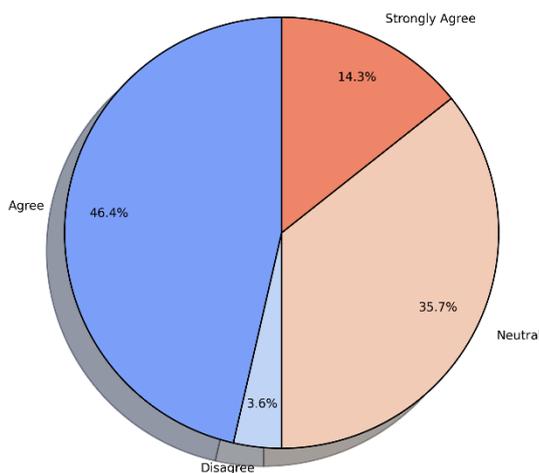
Most students (around 85%) rated the curriculum's effectiveness in promoting critical thinking and problem-solving as either good (4 stars) or fair (3 stars), indicating a generally positive perception. While a significant portion found it very good (4 stars), a considerable number also felt it could be better (3 stars). A small percentage gave it only 2 stars, suggesting some room for improvement in this area, while a very small minority gave it a top rating (5 stars). Overall, the feedback suggests that the curriculum is reasonably effective but has potential for further enhancement to better cultivate these key skills.



The curriculum promotes critical thinking and problem-solving abilities. (Faculty of Mass Communication & Media Technology)

#### 5. Curriculum is updated periodically to meet global and national standards.

Most students (around 82%) rated the curriculum's alignment with national and global standards as either good (4 stars) or very good (5 stars), indicating a generally positive perception. While a significant portion gave a positive rating, a considerable number (35.71%) rated it as average (3 stars), suggesting that there's room for improvement in ensuring the curriculum consistently meets evolving industry standards. The relatively small percentage giving lower ratings (3.57% gave 2 stars) implies the majority find the curriculum satisfactory in this aspect.

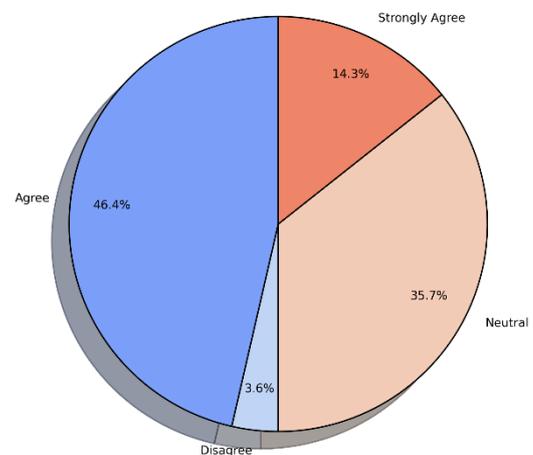


Curriculum is updated periodically to meet global and national standards. (Faculty of Mass Communication & Media Technology)

### Skill Development and Employability

#### 1. Courses help in building employability and entrepreneurial skills.

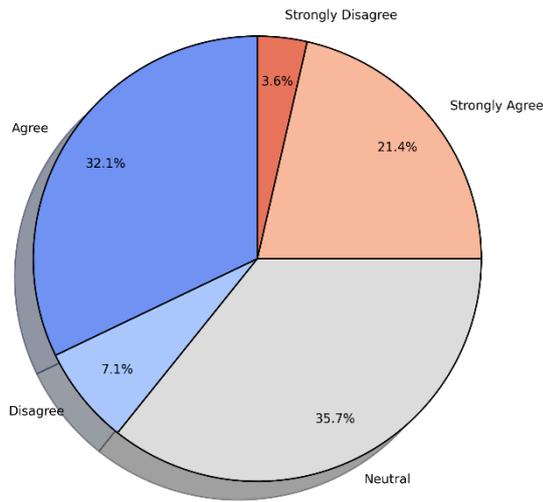
Most students (around 82%) rated the courses as either good (4 stars) or excellent (5 stars) in terms of building employability and entrepreneurial skills, indicating a generally positive perception. While a significant portion found the courses helpful (46% gave 4 stars), a smaller number felt they were excellent (14% gave 5 stars). A relatively small percentage (35.71%) gave a neutral rating of 3 stars, and only a tiny fraction (3.57%) gave a low rating of 2 stars. Overall, the feedback suggests that the courses are largely effective in preparing students for the job market and self-employment.



Courses help in building employability and entrepreneurial skills. (Faculty of Mass Communication & Media Technology)

Faculty of Mass Communication & Media Technology Feedback Analysis

2024-2025



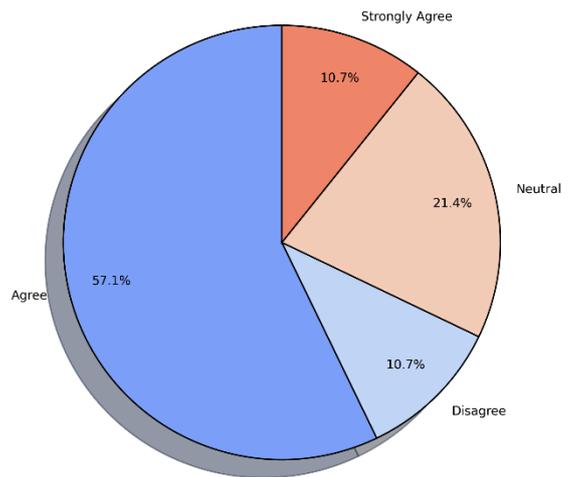
Adequate industry exposure (internships, visits, projects) is part of the curriculum. (Faculty of Mass Communication & Media Technology)

**2. Adequate industry exposure (internships, visits, projects) is part of the curriculum.**

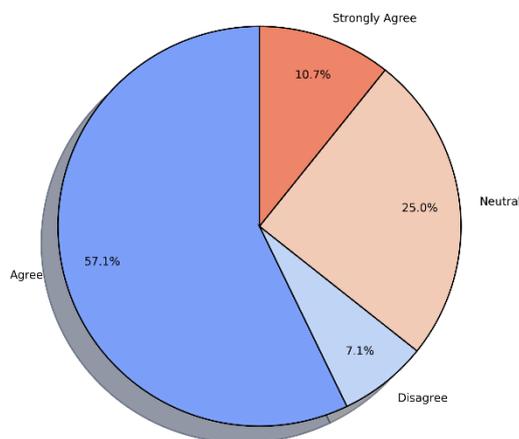
Most students (over 67%) at SGT University's Faculty of Mass Communication & Media Technology rated the industry exposure provided through internships, visits, and projects as either good (4 stars) or satisfactory (3 stars). While a significant portion found it satisfactory (35.71%), a considerable number (32.14%) rated it as good, indicating a positive overall perception. However, a notable minority (around 10% combined) felt the industry exposure was only fair (2 stars) or inadequate (1 star), suggesting room for improvement in providing more robust real-world experiences within the curriculum.

**3. Skill-based courses align with the needs of the job market.**

Most students (57.14%) rated the alignment of skill-based courses with job market needs as 4 out of 5 stars, indicating a generally positive perception. A significant portion (21.43%) gave a 3-star rating, suggesting some room for improvement. Relatively few students gave either the lowest (2 stars, 10.71%) or highest (5 stars, 10.71%) ratings, indicating a relatively concentrated response around the middle ground of satisfaction. Overall, the feedback suggests that while the courses are largely seen as relevant to the job market, there's potential to further enhance their alignment with industry demands.



Skill-based courses align with the needs of the job market. (Faculty of Mass Communication & Media Technology)



The curriculum integrates ICT (Information and Communication Technology) tools. (Faculty of Mass Communication & Media Technology)

**4. The curriculum integrates ICT (Information and Communication Technology) tools.**

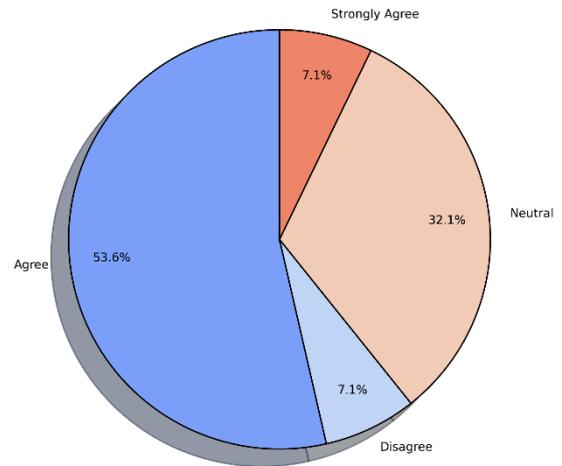
Most students (57.14%) rated the integration of ICT tools in the Mass Communication & Media Technology curriculum as 4 out of 5 stars, indicating a generally positive perception. A significant portion (25%) gave it a 3-star rating, suggesting room for improvement. While a smaller number gave it 5 stars (10.71%), only a small percentage (7.14%) rated it as low as 2 stars, implying that major concerns about ICT integration are not widespread. Overall, the feedback shows that the curriculum's use of ICT tools is viewed favourably, but there's still potential to enhance its implementation further.

Faculty of Mass Communication & Media Technology Feedback Analysis

2024-2025

**5. The curriculum supports innovation, research, and start-up culture.**

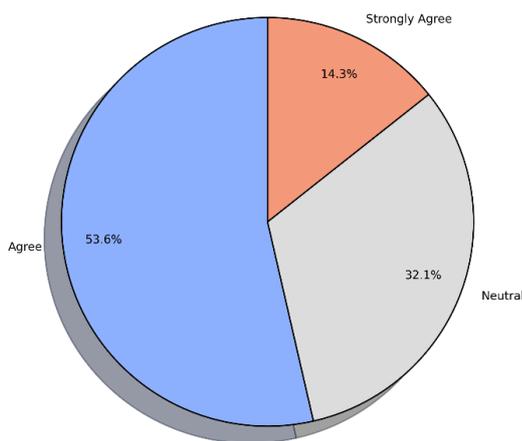
Most students (53.57%) rated the curriculum's support for innovation, research, and startups as 4 out of 5 stars, indicating a generally positive perception. A significant portion (32.14%) gave it a 3-star rating, suggesting some room for improvement. A smaller number of students gave it 2 stars (7.14%) or 5 stars (7.14%), showing a relatively even distribution at the extremes. Overall, the feedback suggests that while the curriculum is largely seen as supportive of these areas, there's potential to enhance its effectiveness based on the considerable number of 3-star ratings.



The curriculum supports innovation, research, and start-up culture. (Faculty of Mass Communication & Media Technology)

**NEP 2020 Integration & Multidisciplinary Approach**

**1. Curriculum includes flexibility for choosing electives/minor subjects**

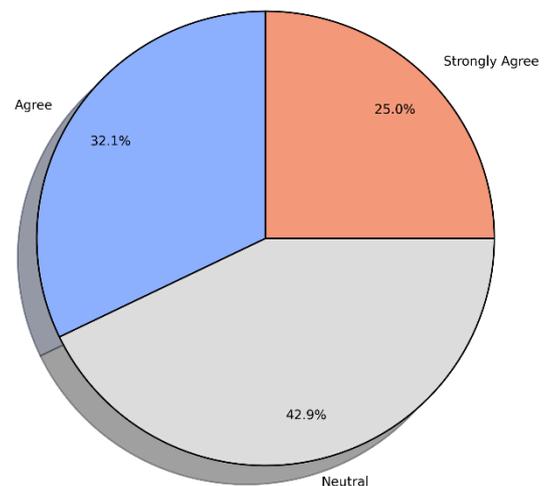


Curriculum includes flexibility for choosing electives/minor subjects. (Faculty of Mass Communication & Media Technology)

Most students (53.57%) rated the curriculum's flexibility in choosing electives or minor subjects as four out of five stars, indicating a generally positive view. A significant portion (32.14%) gave it a three-star rating, suggesting some areas for potential improvement, while a smaller group (14.29%) gave the highest rating of five stars. Overall, the feedback shows a most favourable perception of the curriculum's flexibility, but there's room to refine it based on the comments from the students who gave it a three-star rating.

**2. Interdisciplinary/multidisciplinary learning is encouraged.**

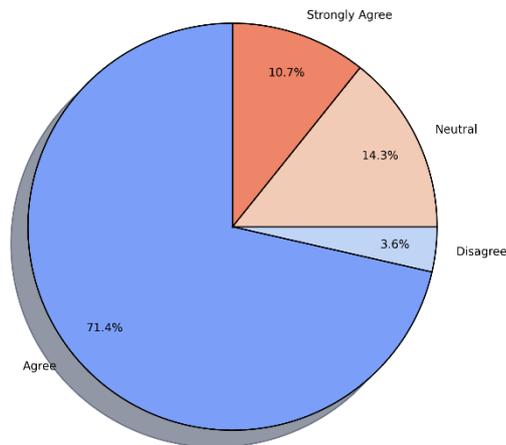
Most students (around 75%) at SGT University's Faculty of Mass Communication & Media Technology rated the encouragement of interdisciplinary/multidisciplinary learning as either good (3 stars) or very good (4 stars). While a significant portion found it positive, a smaller group (25%) gave it the highest rating of excellent (5 stars), suggesting there's room for improvement in fully integrating interdisciplinary approaches into the curriculum and learning experiences.



Interdisciplinary/multidisciplinary learning is encouraged. (Faculty of Mass Communication & Media Technology)

Faculty of Mass Communication & Media Technology Feedback Analysis

2024-2025



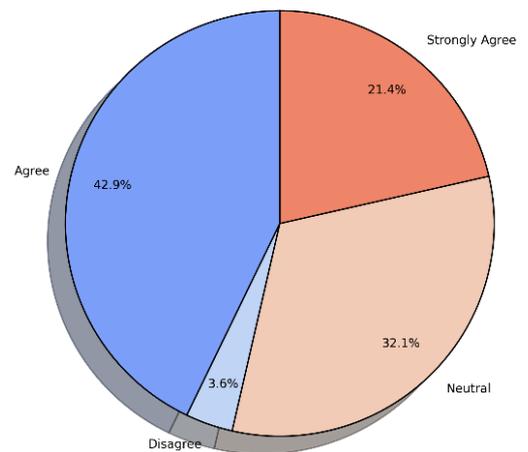
Skill and value-based education (ethics, environmental studies, etc.) is part of the syllabus. (Faculty of Mass Communication & Media Technology)

**3. Skill and value-based education (ethics, environmental studies, etc.) is part of the syllabus.**

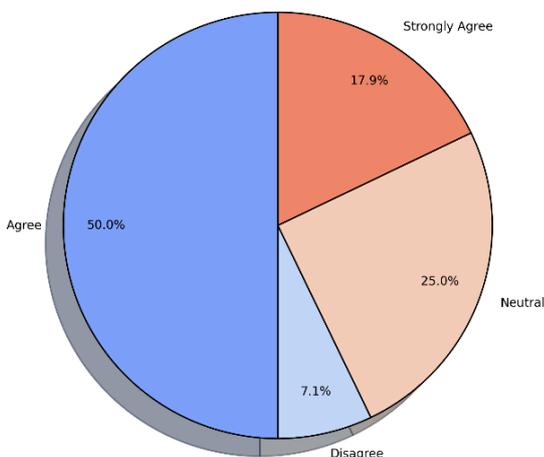
Most students (71.43%) rated the inclusion of skill and value-based education, like ethics and environmental studies, in the syllabus as 4 out of 5 stars, indicating a high level of satisfaction. A smaller percentage gave it 3 stars (14.29%), showing some positive feedback but less enthusiasm. Even fewer students rated it 2 stars (3.57%) or 5 stars (10.71%), suggesting that while the program is largely well-received, there's room for minor improvements to fully meet all student expectations. Overall, the feedback is overwhelmingly positive, indicating that the university is successfully incorporating valuable skill and value-based education into its curriculum.

**4. Local, national, and global issues are addressed through curriculum content.**

Most students (over 75%) at SGT University's Faculty of Mass Communication & Media Technology rated the curriculum's coverage of local, national, and global issues as good to excellent (4 or 5 stars). While a significant portion gave it a 4-star rating, a smaller number found it satisfactory (3 stars), and very few rated it poorly (2 stars). This suggests that the curriculum generally does a good job of incorporating relevant current events, but there's room for improvement to ensure all students feel the coverage is comprehensive and impactful.



Local, national, and global issues are addressed through curriculum content. (Faculty of Mass Communication & Media Technology)



Curriculum offers opportunities for experiential learning (field work, practicals, etc.). (Faculty of Mass Communication & Media Technology)

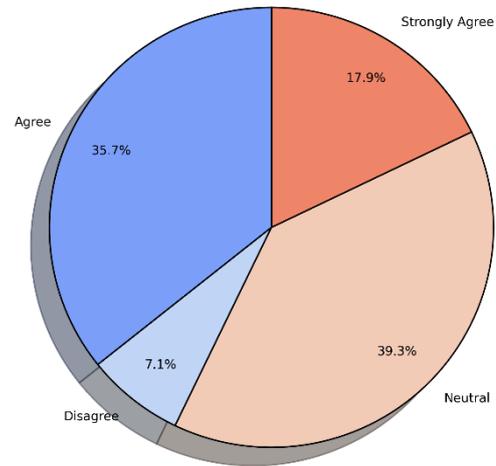
**5. Curriculum offers opportunities for experiential learning (field work, practical's, etc.).**

Most students (50%) rated the curriculum's experiential learning opportunities as 4 out of 5 stars, indicating a generally positive perception. A significant portion (25%) gave it a 3-star rating, suggesting some areas for improvement. While a smaller percentage provided 5-star ratings (17.86%), and a few (7.14%) gave it only 2 stars, the overall feedback leaned towards satisfaction with the balance of theoretical and practical learning offered by the curriculum.

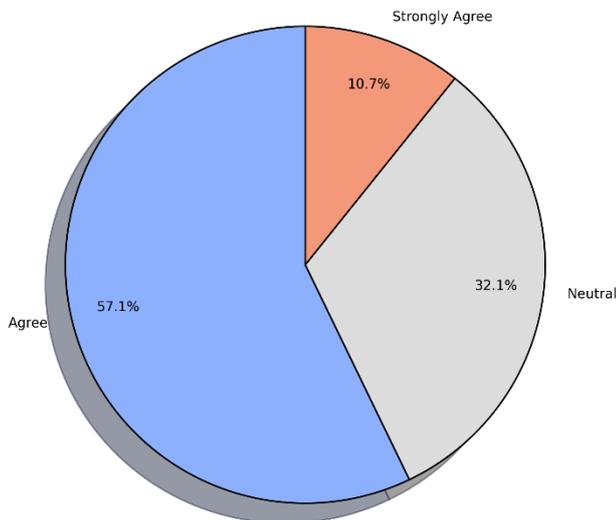
## Assessment and Academic Support

### 1. The evaluation system is transparent and fairly implemented.

Most students (75%) at the Faculty of Mass Communication & Media Technology rated the evaluation system as either good (4 stars) or satisfactory (3 stars), indicating a generally positive perception of its fairness and transparency. While a significant portion found it satisfactory (39%), a slightly larger number (36%) rated it as good. However, a notable minority (7%) gave it a low rating of 2 stars, suggesting that some improvements are needed to ensure all students perceive the system as entirely fair and transparent.



The evaluation system is transparent and fairly implemented. (Faculty of Mass Communication & Media Technology)



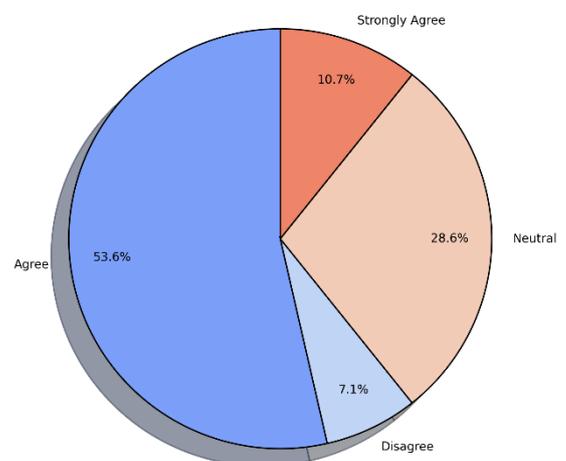
Curriculum provides adequate opportunities for internal assessments and feedback. (Faculty of Mass Communication & Media Technology)

### 2. Curriculum provides adequate opportunities for internal assessments and feedback.

Most students (57.14%) at SGT University's Faculty of Mass Communication & Media Technology rated the curriculum's internal assessment and feedback opportunities as "4 stars", indicating a generally positive perception. A significant minority (32.14%) gave it a "3-star" rating, suggesting some areas for improvement, while a smaller group (10.71%) rated it a perfect "5 stars". Overall, the feedback shows that while most students are satisfied with the assessment and feedback system, there's room to refine it to better meet the needs of all students.

### 3. Remedial and academic support is available for difficult subjects.

Most students (53.57%) at the Faculty of Mass Communication & Media Technology rated the availability of remedial and academic support for difficult subjects as 4 out of 5 stars, indicating a generally positive perception. A significant portion (28.57%) gave it a 3-star rating, suggesting some room for improvement. While a smaller number gave it 2 stars (7.14%) and 5 stars (10.71%), the overall feedback shows that the support system is reasonably well regarded, but there's still potential to enhance it based on the considerable number of 3-star ratings.

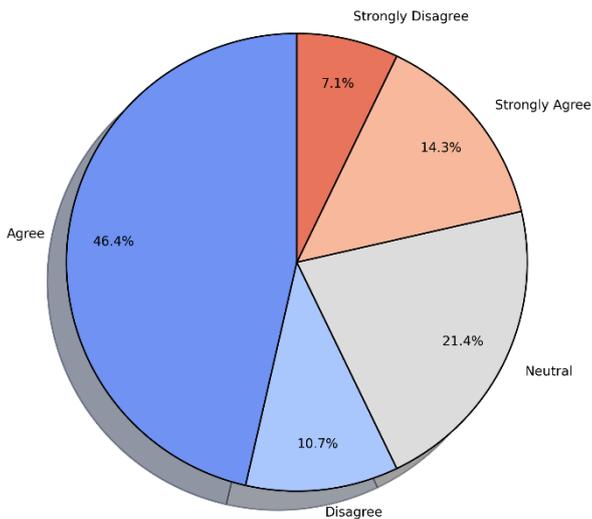


Remedial and academic support is available for difficult subjects. (Faculty of Mass Communication & Media Technology)

Faculty of Mass Communication & Media Technology Feedback Analysis

2024-2025

**4. Adequate reference books are available in the library.**

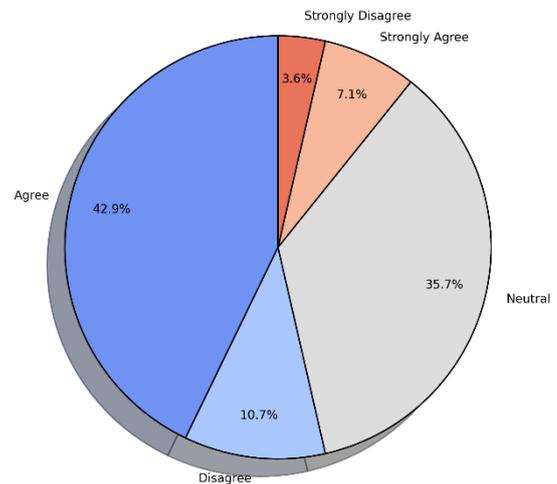


Adequate reference books are available in the library. (Faculty of Mass Communication & Media Technology)

Most students (46.43%) rated the availability of reference books in the library as good (4 stars), indicating a generally positive perception. A significant portion (21.43%) gave a neutral rating (3 stars), while fewer students gave lower ratings (7.14% gave 1 star and 10.71% gave 2 stars). Only a small percentage (14.29%) rated the availability as excellent (5 stars). Overall, while the majority are satisfied, there's room for improvement as a considerable number of students feel the library could have more or better reference books.

**5. Appropriate reference material (print & online) is provided.**

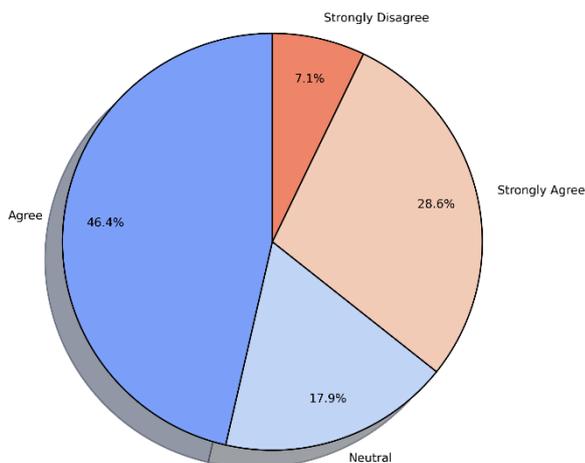
Most students (around 78%) at SGT University's Faculty of Mass Communication & Media Technology rated the availability of appropriate reference materials (print and online) as either good (4 stars) or satisfactory (3 stars). While a significant portion found the resources satisfactory, a considerable number (nearly 14%) felt the resources were only average (2 stars) or poor (1 star), suggesting room for improvement in providing readily accessible and relevant reference materials to support student learning. A small percentage (7%) rated the resources as excellent (5 stars).



Appropriate reference material (print & online) is provided. (Faculty of Mass Communication & Media Technology)

**6. Tests and examinations are conducted within the scheduled timeframe.**

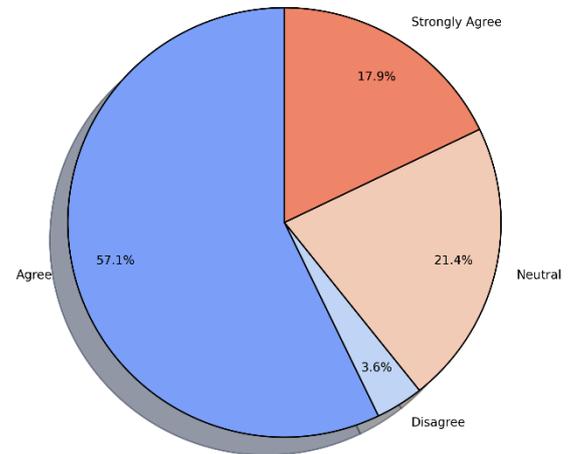
Most students at SGT University's Faculty of Mass Communication & Media Technology (around 75%, combining 4 and 5-star ratings) feel that tests and exams are generally held on schedule. While a significant portion (46.43%) gave a 4-star rating, suggesting some minor scheduling issues might occur occasionally, a considerable number (28.57%) gave the highest rating, indicating consistent adherence to the schedule. A smaller percentage of students (17.86% with 3 stars and 7.14% with 1 star) expressed some dissatisfaction, hinting at potential room for improvement in exam scheduling.



Tests and examinations are conducted within the scheduled timeframe. (Faculty of Mass Communication & Media Technology)

## 7. Examination and evaluation pattern of the university is satisfactory.

Most students (57.14%) at SGT University's Faculty of Mass Communication & Media Technology find the examination and evaluation pattern satisfactory, rating it 4 out of 5 stars. A significant portion (21.43%) gave it a 3-star rating, indicating a generally positive but not overwhelmingly enthusiastic response. Relatively smaller percentages gave it 2 stars (3.57%) or 5 stars (17.86%), suggesting room for improvement and that while many are pleased, a sizable group believes there's still potential for the system to be even better.

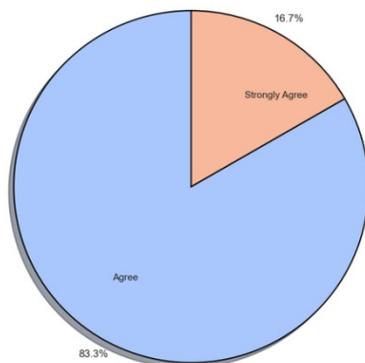


Examination and evaluation pattern of the university is satisfactory. (Faculty of Mass Communication & Media Technology)

## Teacher's Feedback

### Curriculum Design & Delivery

#### 1. The curriculum is well-structured and aligned with program objectives.

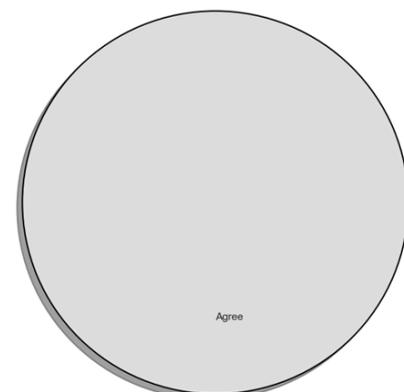


The curriculum is well-structured and aligned with program objectives. (Faculty of Mass Communication & Media Technology)

The feedback indicates a largely positive perception of the curriculum's structure and alignment with program objectives at the Faculty of Mass Communication & Media Technology, SGT University. While a significant majority (83.33%) rated the curriculum as four out of five stars, suggesting a generally good experience, a smaller proportion (16.67%) awarded the highest rating, indicating room for potential improvements to achieve complete alignment and enhance the overall learning experience.

#### 2. Curriculum includes sufficient interdisciplinary components.

The feedback from teachers at the Faculty of Mass Communication & Media Technology, SGT University, indicates overwhelmingly positive sentiment regarding the curriculum's interdisciplinary components. A perfect 100% of respondents awarded a 4-star rating, signifying strong agreement that the curriculum includes sufficient interdisciplinary elements. This suggests a high level of satisfaction with the current curriculum design and its integration of diverse subject areas.

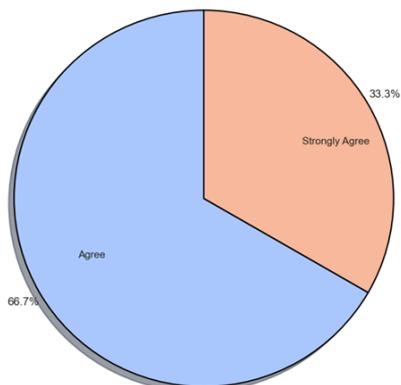


Curriculum includes sufficient interdisciplinary components. (Faculty of Mass Communication & Media Technology)

**Faculty of Mass Communication & Media Technology Feedback Analysis**

**2024-2025**

**3. The curriculum is updated regularly to meet industry and societal needs.**

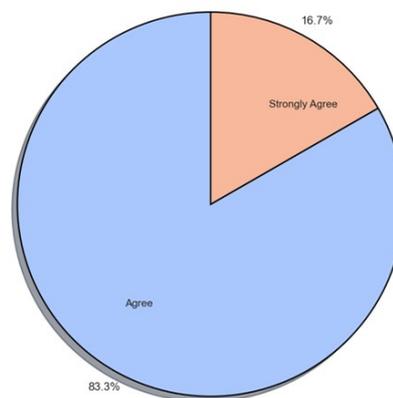


The curriculum is updated regularly to meet industry and societal needs. (Faculty of Mass Communication & Media Technology)

Teacher feedback on curriculum updates at SGT University's Faculty of Mass Communication & Media Technology reveals strong overall satisfaction. Two-thirds of respondents rated the curriculum's alignment with industry and societal needs as 4 out of 5 stars, while the remaining third gave it the highest possible rating of 5 stars. This indicates a high level of perceived relevance and responsiveness in the curriculum design.

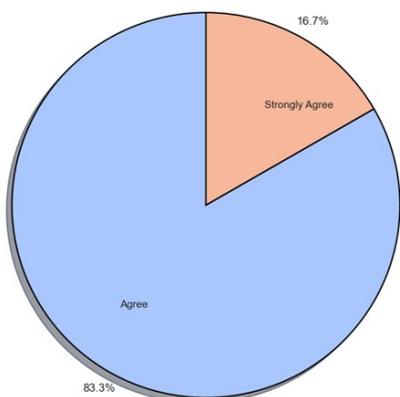
**4. Academic flexibility (electives, CBCS, etc.) is sufficient for students.**

The overwhelming majority of teachers (83.33%) rated the academic flexibility offered to students at the Faculty of Mass Communication & Media Technology, SGT University, as a 4 out of 5 stars, indicating a generally positive perception of the current system's sufficiency. A smaller percentage (16.67%) gave a perfect 5-star rating, suggesting room for only minor improvements, if any, to the elective and CBCS structure. Overall, the feedback demonstrates high satisfaction with the existing academic flexibility options.



Academic flexibility (electives, CBCS, etc.) is sufficient for students. (Faculty of Mass Communication & Media Technology)

**5. The curriculum incorporates emerging areas (AI, IoT, Sustainability, etc.).**

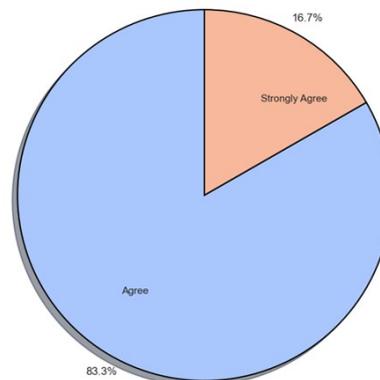


The curriculum incorporates emerging areas (AI, IoT, Sustainability, etc.). (Faculty of Mass Communication & Media Technology)

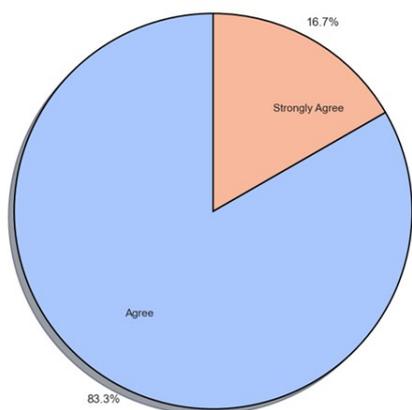
Teacher feedback on the curriculum's incorporation of emerging areas like AI, IoT, and sustainability shows overwhelmingly positive results. The vast majority (83.33%) rated it 4 out of 5 stars, with a smaller portion (16.67%) giving it a top rating of 5 stars. This indicates a high level of satisfaction with the curriculum's relevance and forward-thinking approach, although there's room for minor improvements suggested by the 4-star ratings.

### 6. Skill-based and value-added courses are well-integrated into the curriculum.

Teacher feedback on the integration of skill-based and value-added courses into the Faculty of Mass Communication & Media Technology curriculum at SGT University is overwhelmingly positive. The vast majority (83.33%) rated the integration as 4 stars, indicating a high level of satisfaction, while a smaller, but still significant portion (16.67%) gave the highest rating of 5 stars. This suggests a strong existing foundation for skill-based learning, with potential for further improvement indicated by the substantial 4-star rating.



Skill-based and value-added courses are well-integrated into the curriculum. (Faculty of Mass Communication & Media Technology)



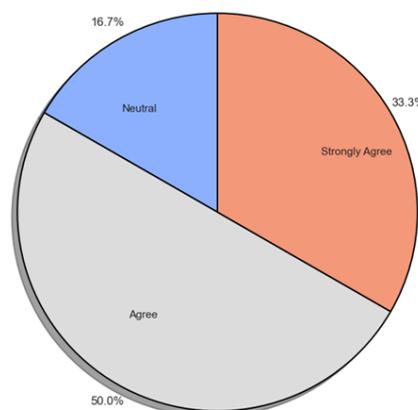
Internships, projects, and field work are effectively embedded in the syllabus. (Faculty of Mass Communication & Media Technology)

### 7. Internships, projects, and field work are effectively embedded in the syllabus.

The overwhelming majority of teachers (83.33%) rated the integration of internships, projects, and fieldwork into the syllabus as very good (4 stars), indicating a high level of satisfaction with the current approach. A smaller proportion (16.67%) gave the highest rating (5 stars), suggesting that while the current system is largely effective, there might be room for minor improvements to achieve near-universal excellence. Overall, the feedback strongly supports the existing curriculum's emphasis on practical application.

### 8. Pedagogical innovations (ICT tools, experiential learning, flipped classroom) are encouraged.

Teacher feedback on the encouragement of pedagogical innovations at SGT University's Faculty of Mass Communication & Media Technology reveals a largely positive perception. While a significant majority (83.33%) rated the encouragement as either 4 or 5 stars, indicating strong support, a smaller proportion (16.67%) gave a 3-star rating, suggesting room for improvement in the implementation or promotion of these innovative teaching methods. Overall, the results demonstrate a predominantly favorable view of the university's efforts in this area.

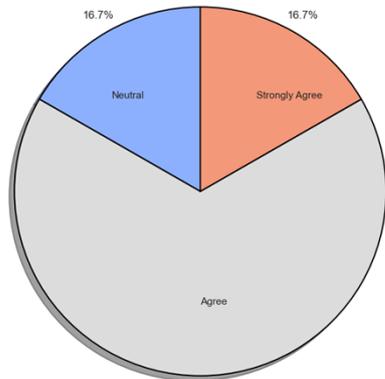


Pedagogical innovations (ICT tools, experiential learning, flipped classroom) are encouraged. (Faculty of Mass Communication & Media Technology)

2024-2025

## Teaching-Learning and Evaluation

### 1. The teaching-learning process is student-centric and participative.

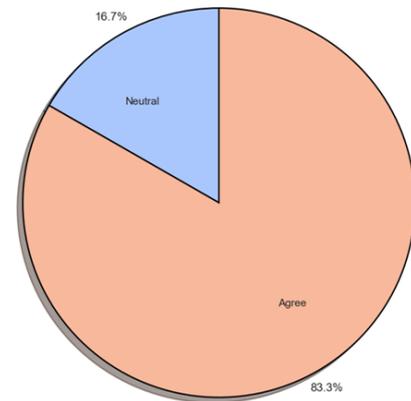


The teaching-learning process is student-centric and participative. (Faculty of Mass Communication & Media Technology)

The feedback indicates a largely positive perception of the teaching-learning process at the Faculty of Mass Communication & Media Technology, with the majority of teachers (66.67%) rating it as 4 out of 5 stars, signifying a student-centric and participative approach. While a smaller portion rated it 3 stars (16.67%), an equal number provided the highest rating of 5 stars (16.67%), suggesting a generally favorable assessment of the teaching methodology's effectiveness in engaging students.

### 2. The evaluation process is fair, transparent, and outcome based.

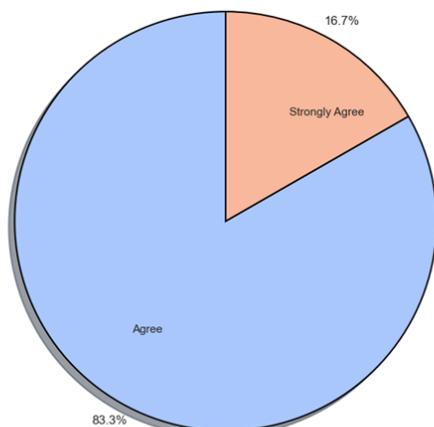
The feedback from teachers at SGT University's Faculty of Mass Communication & Media Technology overwhelmingly indicates a positive perception of the evaluation process. While a small minority (16.7%) rated the fairness, transparency, and outcome-based nature of the process as three stars, the vast majority (83.3%) gave it a four-star rating, suggesting a high level of satisfaction with the current system. This demonstrates strong overall agreement that the evaluation process is largely effective and well-regarded.



The evaluation process is fair, transparent, and outcome based. (Faculty of Mass Communication & Media Technology)

### 3. Remedial classes and academic support are available for slow learners.

The overwhelmingly positive feedback indicates that teachers at the Faculty of Mass Communication & Media Technology largely agree that remedial classes and academic support are available for slow learners. While a small percentage (16.67%) gave the highest rating of 5 stars, the vast majority (83.33%) gave a 4-star rating, suggesting a general satisfaction with the availability of these support systems, although there might be room for minor improvements based on the small number of teachers who didn't give a perfect score.



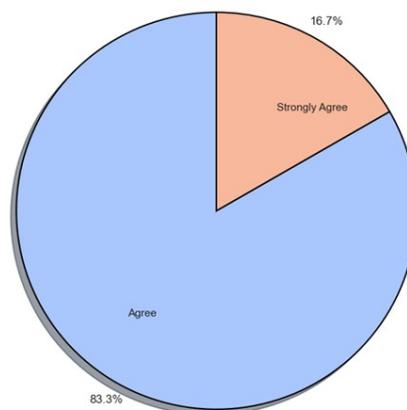
Remedial classes and academic support are available for slow learners. (Faculty of Mass Communication & Media Technology)

Faculty of Mass Communication & Media Technology Feedback Analysis

2024-2025

**4. Advanced learners are encouraged with additional learning opportunities.**

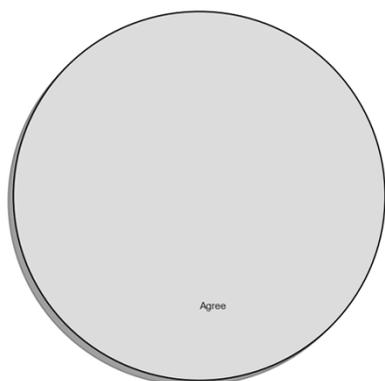
The feedback indicates that a large majority of teachers (83.33%) rated the provision of additional learning opportunities for advanced learners as "4 stars", suggesting a generally positive but not overwhelmingly enthusiastic view. A smaller percentage (16.67%) gave a top rating of "5 stars", implying that while the current system is largely effective, there might be room for improvement to fully meet the needs of all advanced learners.



Advanced learners are encouraged with additional learning opportunities. (Faculty of Mass Communication & Media Technology)

**Research, Development & Extension**

**1. Adequate facilities and support are available for research activities.**

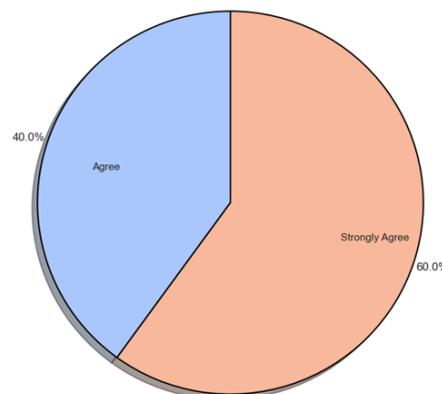


Adequate facilities and support are available for research activities. (Faculty of Mass Communication & Media Technology)

The feedback from teachers at the Faculty of Mass Communication & Media Technology, SGT University, indicates overwhelmingly positive satisfaction with the research facilities and support available. A perfect 100% of respondents gave a 4-star rating, suggesting a high level of adequacy and effectiveness in the resources provided for research activities.

**2. There is encouragement for publishing in reputed journals and conferences.**

The feedback from teachers at the Faculty of Mass Communication & Media Technology, SGT University, overwhelmingly indicates strong encouragement for publishing in reputable journals and conferences, with 100% of respondents giving a 4-star rating. This suggests a highly positive perception of the faculty's support for scholarly output among its teaching staff.

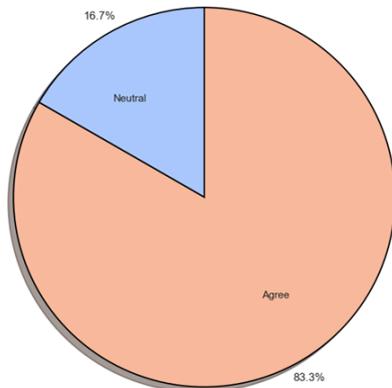


There is encouragement for publishing in reputed journals and conferences. (Faculty of Naturopathy & Yogic Science)

**Faculty of Mass Communication & Media Technology Feedback Analysis**

**2024-2025**

**3. The institution supports participation in FDPs, workshops, and conferences.**

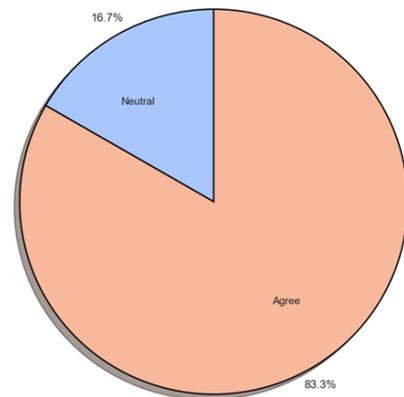


The institution supports participation in FDPs, workshops, and conferences. (Faculty of Mass Communication & Media Technology)

The feedback from teachers at SGT University's Faculty of Mass Communication & Media Technology overwhelmingly indicates strong support for the institution's provision of opportunities for professional development. While a small percentage (16.67%) rated institutional support as average (3 stars), the vast majority (83.33%) rated it highly (4 stars), demonstrating a significant level of satisfaction with the access to FDPs, workshops, and conferences.

**4. Collaborations with industries/institutions for research and training are adequate.**

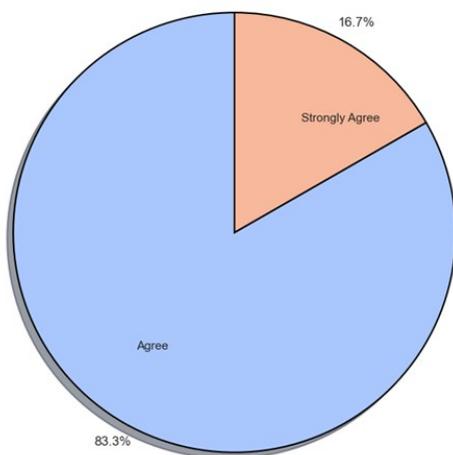
Teacher feedback regarding industry/institution collaborations for research and training at the Faculty of Mass Communication & Media Technology, SGT University, reveals overwhelmingly positive sentiment. While a small percentage (16.67%) rated collaborations as adequate (3 stars), the vast majority (83.33%) rated them as good (4 stars), indicating a generally high level of satisfaction with the existing partnerships and opportunities.



Collaborations with industries/institutions for research and training are adequate. (Faculty of Mass Communication & Media Technology)

**Infrastructure and Faculties**

**1. The campus infrastructure (classrooms, labs, library, etc.) is well-maintained.**



The campus infrastructure (classrooms, labs, library, etc.) is well-maintained. (Faculty of Mass Communication & Media Technology)

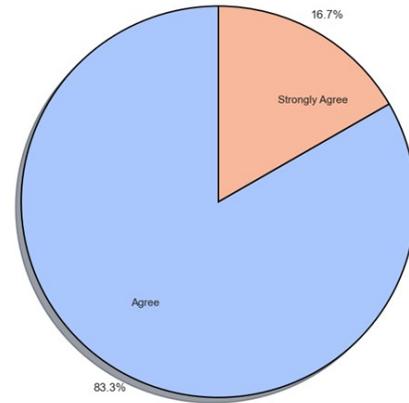
The overwhelming majority (83.33%) of teachers at SGT University's Faculty of Mass Communication & Media Technology rated the campus infrastructure as 4 out of 5 stars for maintenance, indicating a generally positive perception of its condition. While a smaller percentage (16.67%) gave the highest rating of 5 stars, the overall feedback suggests a high level of satisfaction with the upkeep of classrooms, labs, and library facilities.

Faculty of Mass Communication & Media Technology Feedback Analysis

2024-2025

**2. ICT infrastructure (projectors, internet, smart classrooms) is adequate.**

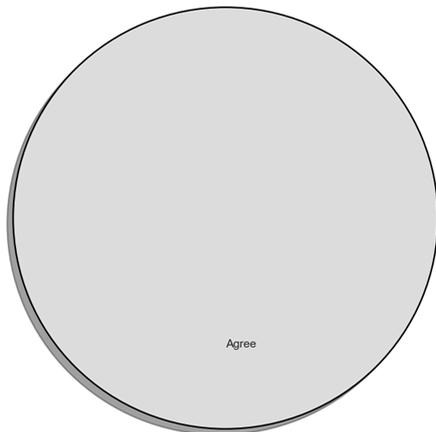
The feedback indicates a generally positive but not overwhelmingly enthusiastic view of the ICT infrastructure at the Faculty of Mass Communication & Media Technology, SGT University. While a significant majority (83.33%) rated the infrastructure as adequate with a 4-star rating, a smaller portion (16.67%) gave it the highest rating of 5 stars, suggesting room for improvement and potential areas where further investment or upgrades could enhance the learning environment.



ICT infrastructure (projectors, internet, smart classrooms) is adequate. (Faculty of Mass Communication & Media Technology)

**3. Laboratory facilities and equipment are sufficient and regularly upgraded.**

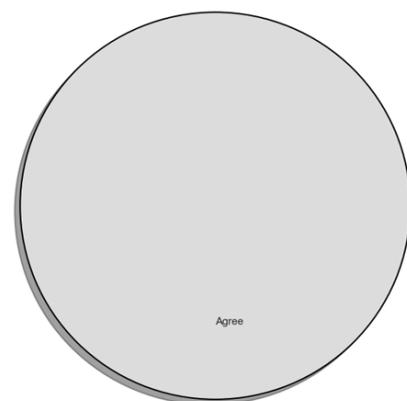
The feedback from teachers at the Faculty of Mass Communication & Media Technology, SGT University, indicates overwhelmingly positive satisfaction with laboratory facilities and equipment. A perfect 100% of respondents rated the sufficiency and regular upgrades of these resources as four stars, suggesting a high level of contentment and a perception of well-maintained and up-to-date laboratory infrastructure.



Laboratory facilities and equipment are sufficient and regularly upgraded. (Faculty of Mass Communication & Media Technology)

**4. The library provides adequate resources (books, journals, e-resources).**

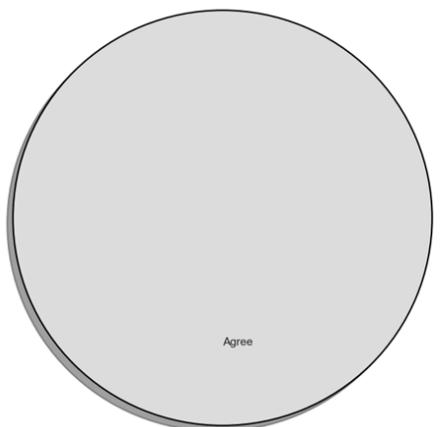
The feedback from teachers at the Faculty of Mass Communication & Media Technology, SGT University, indicates overwhelmingly positive satisfaction with the library's resources. A perfect 100% of respondents gave a 4-star rating, signifying that they believe the library provides adequate books, journals, and electronic resources. This suggests the library is effectively meeting the resource needs of the faculty.



The library provides adequate resources (books, journals, e-resources). (Faculty of Mass Communication & Media Technology)

Faculty of Mass Communication & Media Technology Feedback Analysis

2024-2025



100.0%  
There is access to online learning platforms and academic databases. (Faculty of Mass Communication & Media Technology)

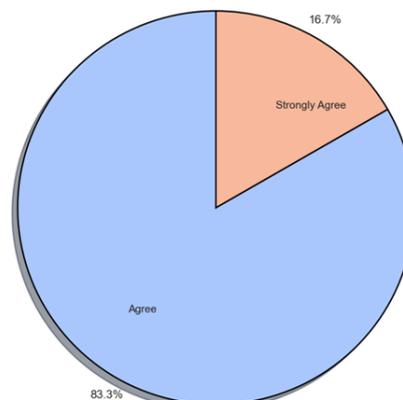
**5. There is access to online learning platforms and academic databases.**

The feedback from teachers at the Faculty of Mass Communication & Media Technology, SGT University, indicates complete satisfaction with access to online learning platforms and academic databases, as 100% of respondents gave a 4-star rating. This suggests that the university provides robust and readily accessible digital resources for teaching and learning.

**Institutional Governance & Support**

**1. The institution provides opportunities for professional development.**

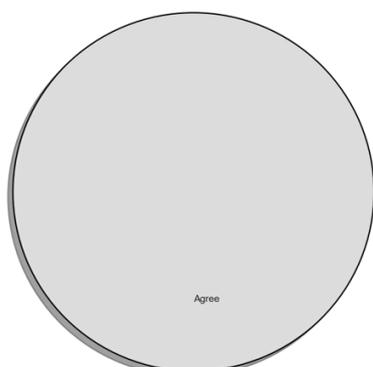
The feedback indicates a largely positive perception of professional development opportunities at the Faculty of Mass Communication & Media Technology, SGT University. While a significant majority (83.33%) of teachers rated the provision of such opportunities as four stars out of five, suggesting a generally positive experience, a smaller but still notable portion (16.67%) gave the highest possible rating of five stars, implying that some teachers feel the opportunities are excellent. Overall, the results suggest a high level of satisfaction with the professional development support offered.



83.3% 16.7%  
The institution provides opportunities for professional development. (Faculty of Mass Communication & Media Technology)

**2. Administrative procedures are transparent and teacher - friendly.**

The overwhelmingly positive feedback, with 100% of respondents giving a 4-star rating to the transparency and teacher-friendliness of administrative procedures, indicates a high level of satisfaction among Faculty of Mass Communication & Media Technology teachers at SGT University regarding administrative processes. This suggests that the current administrative systems are effective and well-received by the teaching staff.



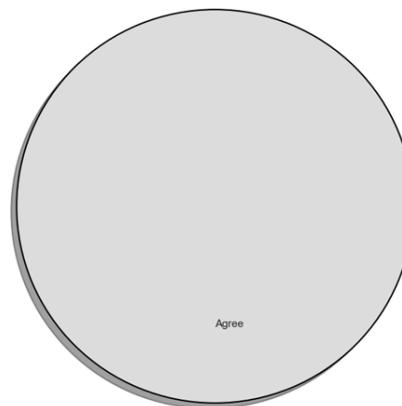
100.0%  
Administrative procedures are transparent and teacher-friendly. (Faculty of Mass Communication & Media Technology)

**Faculty of Mass Communication & Media Technology Feedback Analysis**

2024-2025

**3. Welfare and support facilities (medical, financial, counselling) are satisfactory.**

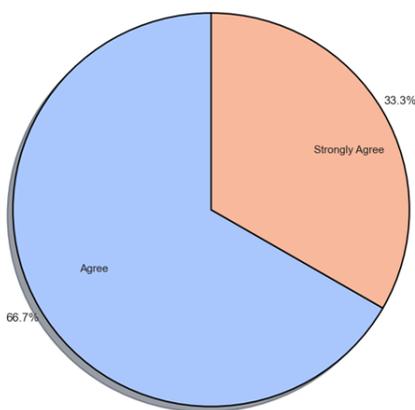
The feedback indicates overwhelmingly positive satisfaction among teachers at SGT University's Faculty of Mass Communication & Media Technology regarding the welfare and support facilities provided, with 100% of respondents giving a 4-star rating. This suggests a high level of contentment with the available medical, financial, and counselling services.



100.0%  
Welfare and support facilities (medical, financial, counselling) are satisfactory. (Faculty of Mass Communication & Media Technology)

**4. Feedback from teachers is considered in curriculum development and policy.**

The feedback from teachers at SGT University's Faculty of Mass Communication & Media Technology indicates a largely positive perception of the institution's consideration of teacher feedback in curriculum development and policy. While a significant majority (66.67%) rated this aspect as 4 out of 5 stars, a further third (33.33%) gave it the highest possible rating of 5 stars. This suggests a generally high level of satisfaction with the integration of teacher input in shaping the academic environment, although there's room for improvement suggested by the non-perfect scores.



Feedback from teachers is considered in curriculum development and policy. (Faculty of Mass Communication & Media Technology)

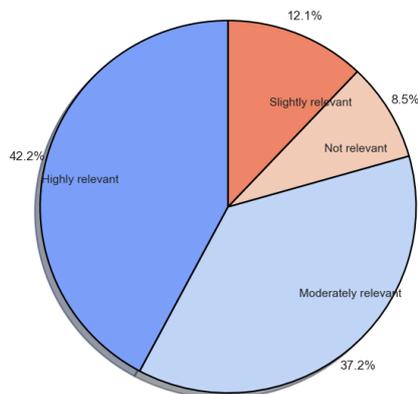
Faculty of Mass Communication & Media Technology Feedback Analysis

2024-2025

**Alumni Feedback**

**Feedback on Curriculum**

**1. How relevant was the curriculum to your current job or career?**

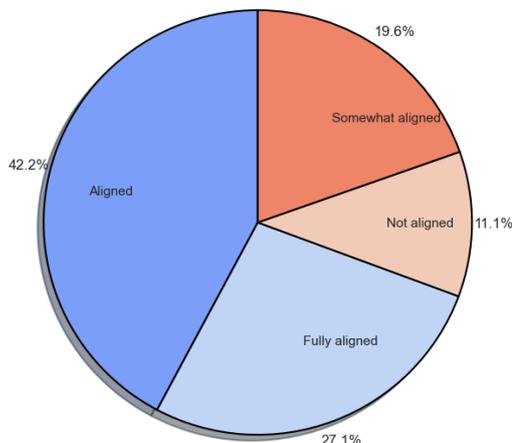


How relevant was the curriculum to your current job or career? (Alumni)

The SGT University alumni feedback shows that the curriculum is largely relevant to their current jobs. A significant majority (almost 80%) found it either highly or moderately relevant, indicating a strong connection between their education and professional lives. While a smaller portion felt it was only slightly relevant, and a small minority found it not relevant at all, the overall response suggests the university's curriculum is generally effective in preparing students for their careers.

**2. How well did the curriculum align with current industry standards?**

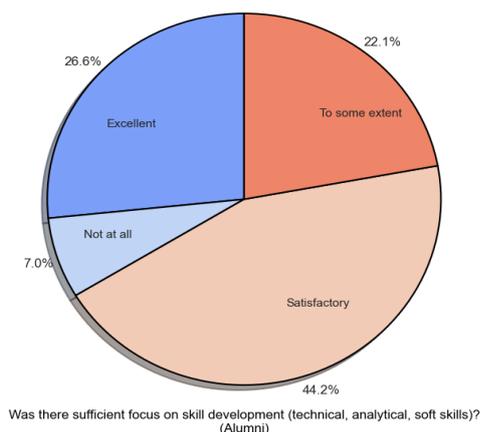
SGT University alumni feedback shows that a significant majority (almost 70%) felt the curriculum was either aligned or fully aligned with current industry standards. While a smaller portion (around 20%) felt it was only somewhat aligned, a relatively small percentage (about 11%) felt the curriculum wasn't aligned at all. This suggests a generally positive perception of curriculum relevance, though there's room for improvement to ensure even stronger alignment with industry needs for all students.



How well did the curriculum align with current industry standards? (Alumni)

**3. Was there sufficient focus on skill development (technical, analytical, soft skills)?**

SGT University alumni feedback shows a generally positive, but mixed, view on skill development. While a significant portion (44.22%) found the focus satisfactory, a considerable number (26.63%) rated it excellent. However, a notable minority (22.11%) felt skill development was only addressed to some extent, and a small percentage (7.04%) felt it was insufficient. Overall, the feedback suggests that while many alumni are pleased with skill development, there's room for improvement to ensure all students feel adequately prepared.



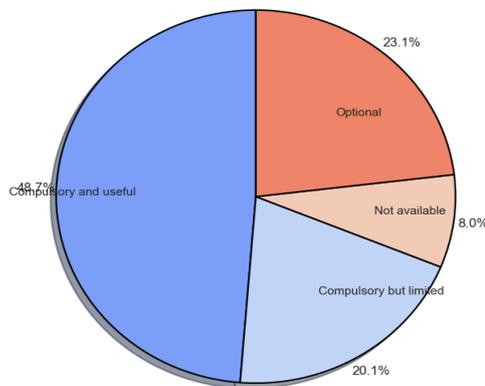
Was there sufficient focus on skill development (technical, analytical, soft skills)? (Alumni)

Faculty of Mass Communication & Media Technology Feedback Analysis

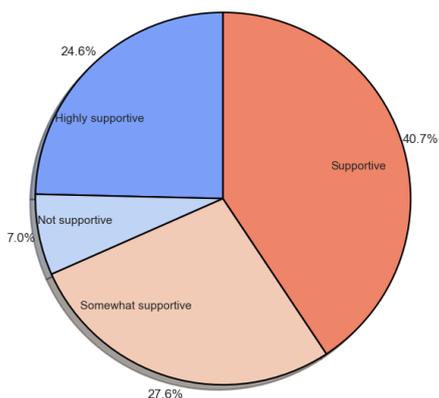
2024-2025

**4. Were internship/apprenticeship opportunities integrated into your course?**

SGT University alumni feedback shows that almost half (48.74%) found internship/apprenticeship opportunities to be both compulsory and beneficial to their studies. A significant portion (20.1%) felt these opportunities were compulsory but limited in scope, while a smaller number (23.12%) reported them as optional. A concerning 8.04% indicated that such opportunities were not available at all, suggesting a need to improve access and the range of internship and apprenticeship options.



Were internship/apprenticeship opportunities integrated into your course? (Alumni)



Did the program support your preparation for higher studies or competitive exams? (Alumni)

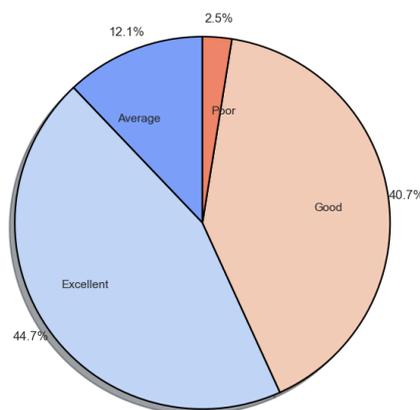
**5. Did the program support your preparation for higher studies or competitive exams?**

The majority of SGT University alumni felt that their program was supportive in preparing them for higher studies or competitive exams, with a significant portion rating it as "Supportive" (40.7%) or "Somewhat supportive" (27.64%). While a smaller number found it "Highly supportive" (24.62%), a relatively small percentage (7.04%) reported the program as "Not supportive," suggesting that overall, the program's effectiveness in preparing students for further academic pursuits is viewed favorably by alumni.

**Teaching & Learning Environment**

**1. How would you rate the quality of teaching resources (faculty, books, materials)?**

SGT University alumni overwhelmingly rated the quality of their teaching resources as good or excellent, with over 85% giving positive feedback. While a small percentage (around 2.5%) rated the resources as poor, the majority clearly found the faculty, books, and materials to be of high quality, indicating a strong overall perception of the educational resources provided by the university.

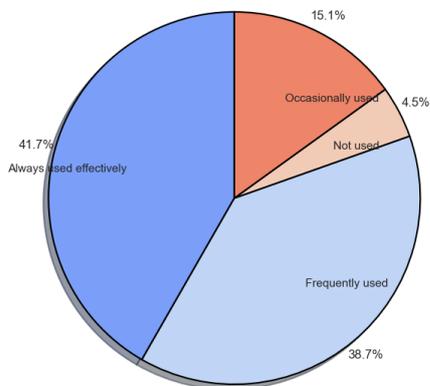


How would you rate the quality of teaching resources (faculty, books, materials)? (Alumni)

Faculty of Mass Communication & Media Technology Feedback Analysis

2024-2025

2. Use of modern teaching aids and learning platforms (PPTs, LMS, etc.):

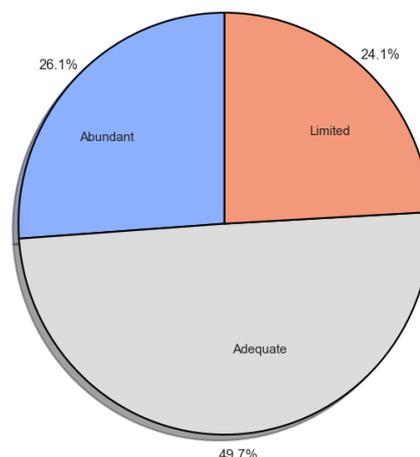


Use of modern teaching aids and learning platforms (PPTs, LMS, etc.): (Alumni)

SGT University alumni overwhelmingly reported positive experiences with the use of modern teaching aids and learning platforms. A significant majority (almost 80%) indicated that PowerPoint presentations and Learning Management Systems were either "Always" or "Frequently" used effectively in their classes. While a small percentage reported infrequent or no use of these tools, the data clearly suggests that SGT University is generally leveraging technology successfully to enhance the learning experience.

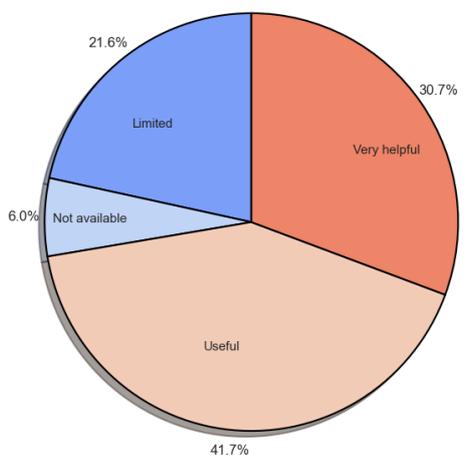
3. Opportunities to participate in research, innovation, or entrepreneurship:

SGT University alumni feedback reveals a mixed perception of research, innovation, and entrepreneurship opportunities. While almost half (49.75%) felt these opportunities were adequate, a significant portion (26.13%) considered them abundant, suggesting a positive experience for some. However, a considerable number (24.12%) found these opportunities limited, indicating a need for improvement to ensure all students have access to such experiences. This highlights the need for a more balanced and inclusive approach to fostering research, innovation, and entrepreneurship activities within the university.



Opportunities to participate in research, innovation, or entrepreneurship: (Alumni)

4. Availability and usefulness of mentoring and career counseling:



Availability and usefulness of mentoring and career counseling: (Alumni)

SGT University alumni feedback shows that while a significant portion (41.71%) found the mentoring and career counselling useful, and another large group (30.65%) found it very helpful, a substantial number (21.61%) felt it was limited, and a smaller percentage (6.03%) reported it as unavailable. This suggests that while there is a positive response from many alumni, there's also a need to improve the availability and scope of these services to better support all graduates.

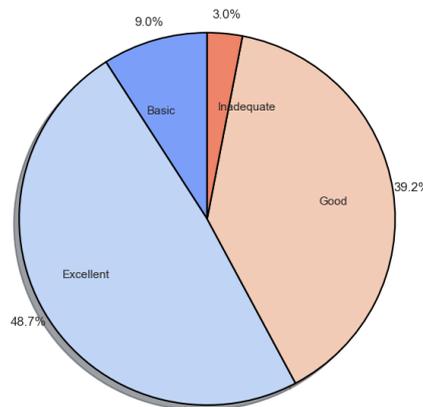
Faculty of Mass Communication & Media Technology Feedback Analysis

2024-2025

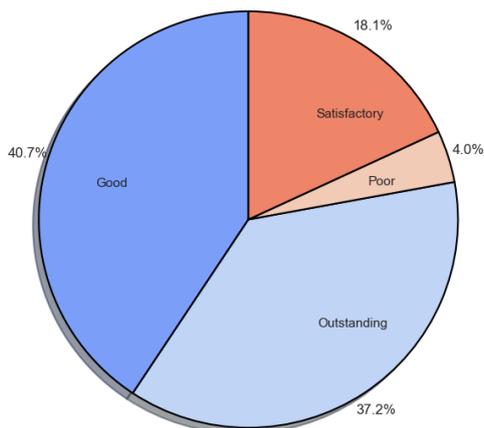
**Campus Facilities & Infrastructure**

**1. Overall campus infrastructure (classrooms, amenities, accessibility):**

SGT University alumni overwhelmingly rated the overall campus infrastructure positively. While a small percentage (3.02%) found it inadequate, the vast majority viewed it favourably, with nearly half (48.74%) rating it excellent and a significant portion (39.2%) rating it good. The relatively low number of 'basic' ratings (9.05%) suggests that even those who didn't rate it excellent or good still found the infrastructure to be functional and acceptable. In short, the feedback indicates a high level of satisfaction with the campus's classrooms, amenities, and accessibility.



Overall campus infrastructure (classrooms, amenities, accessibility): (Alumni)



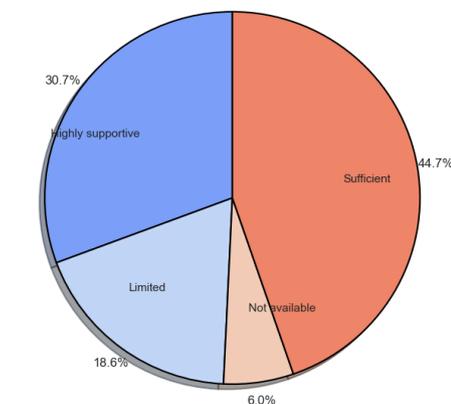
Facilities provided (Library, Labs, Internet, Hostel, Sports): (Alumni)

**2. Facilities provided (Library, Labs, Internet, Hostel, Sports):**

SGT University alumni overwhelmingly rated the provided facilities (library, labs, internet, hostel, and sports) as either good or outstanding, with over 77% giving positive feedback. While a small percentage (4%) considered the facilities poor, the majority expressed satisfaction, indicating that the university's infrastructure is generally well-regarded by its graduates.

**3. Availability of digital and physical resources for self-learning & projects:**

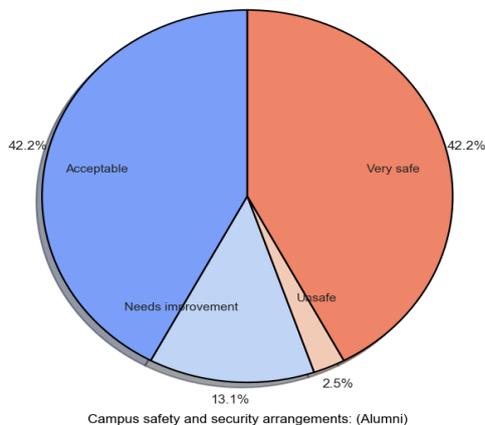
SGT University alumni feedback shows that a significant majority (44.72%) found the availability of digital and physical resources for self-learning and projects to be sufficient. A considerable portion (30.65%) rated the resources as highly supportive, indicating positive experiences. However, a notable number of alumni (18.59%) felt the resources were limited, and a smaller percentage (6.03%) reported them as unavailable, suggesting areas for improvement in resource provision to better support all students.



Availability of digital and physical resources for self-learning & projects: (Alumni)

Faculty of Mass Communication & Media Technology Feedback Analysis

2024-2025



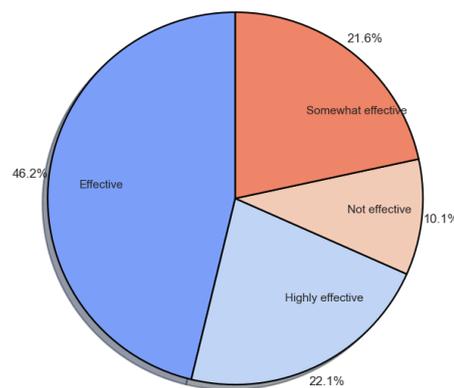
4. Campus safety and security arrangements:

SGT University alumni largely perceive campus safety and security as acceptable, with almost equal numbers rating it as "Acceptable" and "Very safe". However, a significant minority (13%) feel it needs improvement, and a small percentage (2.5%) reported feeling unsafe. Overall, while the majority find the campus safe, addressing the concerns of those who feel safety could be improved is crucial.

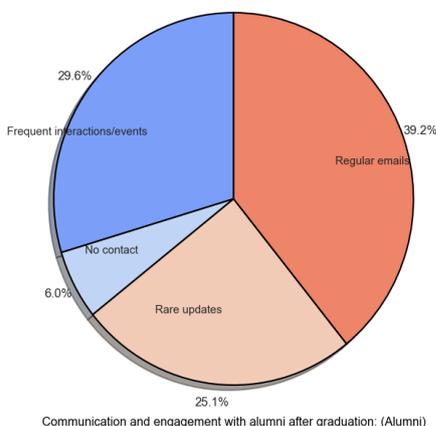
Institutional Services & Outreach

1. Effectiveness of the Training & Placement Cell in supporting career goals:

SGT University alumni largely view the Training and Placement Cell as effective in helping them achieve their career goals. While a significant portion (46.23%) found it effective, a substantial number (22.11%) even rated it highly effective. Although a smaller percentage felt it was only somewhat effective (21.61%) or not effective at all (10.05%), the overall feedback leans strongly positive, indicating the placement cell is generally successful in supporting students' career aspirations.



Effectiveness of the Training & Placement Cell in supporting career goals: (Alumni)



Communication and engagement with alumni after graduation: (Alumni)

2. Communication and engagement with alumni after graduation:

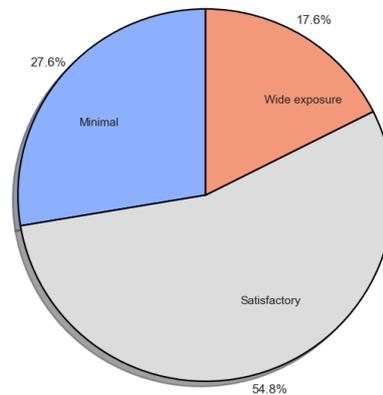
Over half (52.2%) at SGT COP, SGT University rate experiential learning as 5 stars, with 25.5% at 4 stars. Dissent is minimal (2.5–3.1%), reflecting strong hands-on components.

Faculty of Mass Communication & Media Technology Feedback Analysis

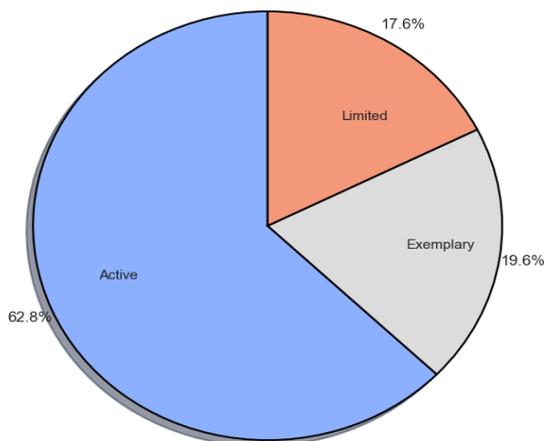
2024-2025

**3. Exposure to international programs (exchange, MOOCs, webinars):**

SGT University alumni feedback shows that while a majority (54.77%) found their exposure to international programs satisfactory, a significant portion (27.64%) felt it was minimal. A smaller percentage (17.59%) reported wide exposure to such programs. This suggests a need to improve and expand international program opportunities for students to enhance their overall learning experience.



Exposure to international programs (exchange, MOOCs, webinars): (Alumni)



Contribution of university towards social responsibility & sustainability: (Alumni)

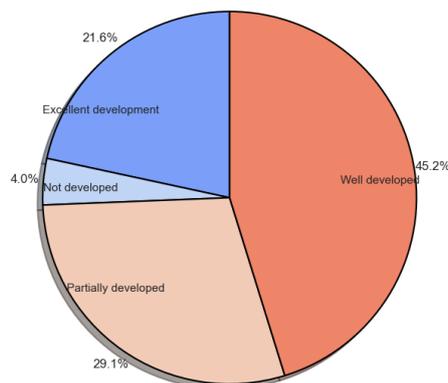
**4. Contribution of university towards social responsibility & sustainability:**

SGT University alumni largely view the university's contribution to social responsibility and sustainability as "Active," with 63% giving this rating. While a smaller percentage found it "Exemplary" (almost 20%), a notable minority (18%) felt the contribution was "Limited," suggesting there's room for improvement in this area despite a generally positive overall perception.

**Outcome & Value Addition**

**1. Development of personality, leadership, and communication skills:**

SGT University alumni feedback shows that a significant majority (45.23%) felt their personality, leadership, and communication skills were well-developed during their time at the university. A substantial portion (29.15%) reported partial development in these areas, while a smaller percentage (21.61%) rated the development as excellent. Only a small number (4.02%) felt these skills were not developed at all, suggesting that the university's efforts in this area are largely successful but could still benefit from further improvement to maximize positive outcomes for all students.

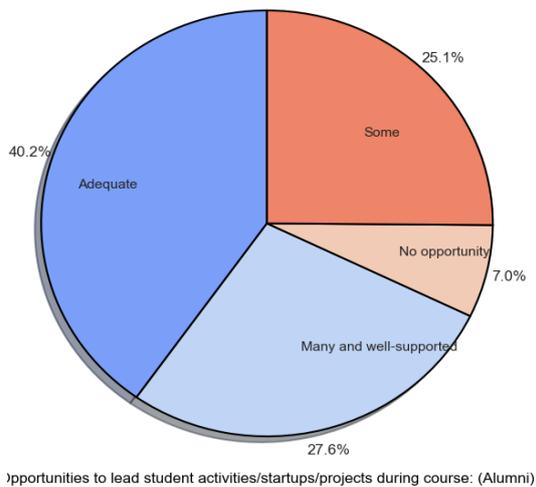


Development of personality, leadership, and communication skills: (Alumni)

Faculty of Mass Communication & Media Technology Feedback Analysis

2024-2025

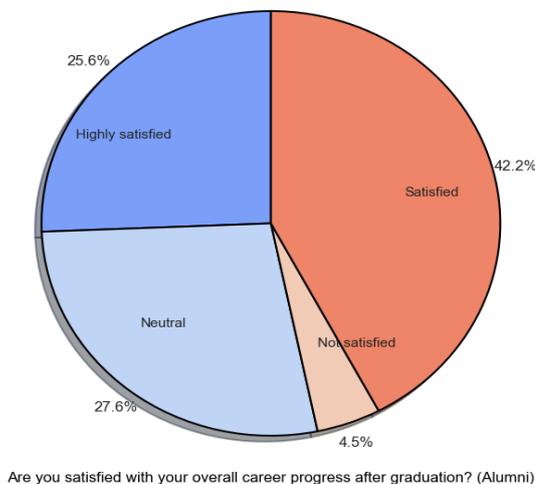
2. Opportunities to lead student activities/startups /projects during course:



SGT University alumni feedback reveals that while a significant portion (40.2%) felt there were adequate opportunities to lead student activities, startups, or projects during their studies, a substantial number (27.64%) found these opportunities plentiful and well-supported. However, a notable minority (25.13%) felt opportunities were only somewhat available, and a small percentage (7.04%) reported having no such opportunities at all. Overall, the feedback suggests a mix of positive and negative experiences, highlighting areas for both maintaining current levels of support and improvement in providing more extensive and well-supported leadership opportunities for all students.

3. Are you satisfied with your overall career progress after graduation?

SGT University alumni show a generally positive outlook on their career progress post-graduation. While a significant portion (42.21%) reported being satisfied, a nearly equal number (27.64%) felt neutral, suggesting room for improvement. A relatively small percentage (4.52%) expressed dissatisfaction, indicating that the majority of alumni have had at least a somewhat positive career experience after leaving the university. The high percentage of "satisfied" and "highly satisfied" responses combined suggest that the university's educational experience is largely contributing to positive career trajectories for a substantial portion of its alumni.

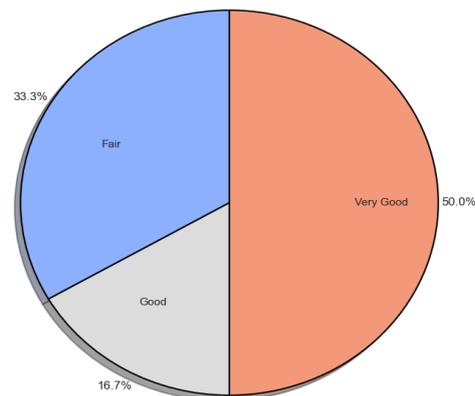


## Employer Feedback

### Subject Knowledge and Curriculum

#### 1. Do SGT graduates demonstrate sufficient subject knowledge and proficiency in modern techniques and tools as outlined in the university curriculum?

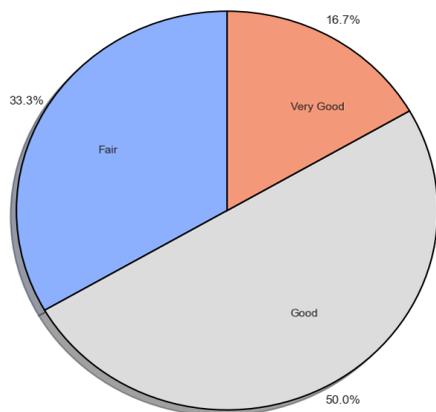
Employer feedback on SGT University graduates' subject knowledge and skills shows a mixed bag. While half of the employers rated graduates at 4 out of 5 stars, indicating a good level of proficiency, a significant portion (one-third) gave only a 2-star rating, suggesting some concerns about the graduates' preparedness. A smaller number of employers rated graduates at 3 stars, showing a more neutral perspective. Overall, the feedback highlights a need to address the concerns raised by the employers who gave lower ratings to ensure all graduates are adequately prepared for the workplace.



Do SGT graduates demonstrate sufficient subject knowledge and proficiency in modern techniques and tools as outlined in the university curriculum? (Employer)

### Teamwork and Communication Skills

#### 2. Are SGT graduates effective in team collaboration and clear in both verbal and written communication?



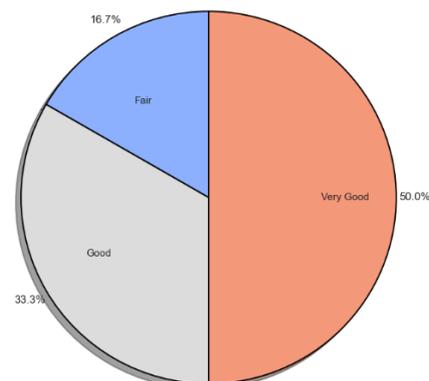
Are SGT graduates effective in team collaboration and clear in both verbal and written communication? (Employer)

Employer feedback on SGT University graduates' teamwork and communication skills reveals a mixed picture. While half of the employers rated these skills as average (3 stars), a significant portion (33.33%) rated them slightly below average (2 stars), suggesting some room for improvement. A smaller number (16.67%) gave a positive rating (4 stars), indicating that while some graduates excel, the overall perception is that teamwork and clear communication skills need further development.

### Professionalism and Ethical Responsibility

#### 3. Do SGT graduates consistently demonstrate professionalism and uphold ethical standards in their roles?

SGT University alumni feedback shows a generally positive, but mixed, view on skill development. While a significant portion (44.22%) found the focus satisfactory, a considerable number (26.63%) rated it excellent. However, a notable minority (22.11%) felt skill development was only addressed to some extent, and a small percentage (7.04%) felt it was insufficient. Overall, the feedback suggests that while many alumni are pleased with skill development, there's room for improvement to ensure all students feel adequately prepared.



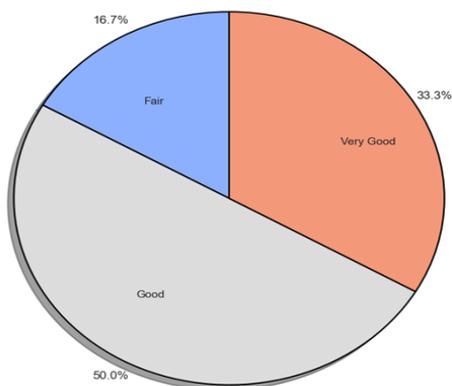
Do SGT graduates consistently demonstrate professionalism and uphold ethical standards in their roles? (Employer)

Faculty of Mass Communication & Media Technology Feedback Analysis

2024-2025

**Adaptability and Leadership Potential**

**4. How would you assess the adaptability, initiative, and leadership potential of SGT graduates within your organization?**



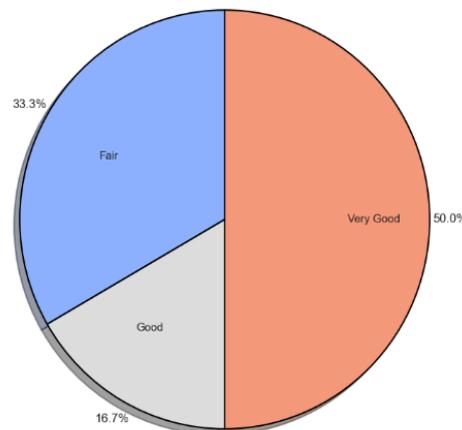
How would you assess the adaptability, initiative, and leadership potential of SGT graduates within your organization? (Employer)

Employer feedback on SGT University graduates reveals a mixed assessment of their adaptability, initiative, and leadership. While a significant portion (50%) rated these qualities as average (3 stars), a substantial number (33.33%) gave a positive rating (4 stars), suggesting some graduates demonstrate strong potential. However, a noticeable minority (16.67%) gave a lower rating (2 stars), indicating room for improvement in these key areas for some graduates. Overall, the feedback highlights a need for a more consistent development of these skills among SGT graduates.

**Overall Satisfaction**

**5. Overall, how satisfied are you with the performance and contribution of SGT graduates?**

Employer feedback on SGT University graduates shows a mixed but generally positive response. While half of the employers rated their satisfaction at 4 out of 5 stars, indicating a good level of satisfaction, a significant portion (one-third) gave a 2-star rating, suggesting some areas for improvement. A smaller group rated the graduates at 3 stars, indicating a moderate level of satisfaction. Overall, the results highlight a need to address the concerns raised by those giving lower ratings to better align graduate performance with employer expectations.



Overall, how satisfied are you with the performance and contribution of SGT graduates? (Employer)

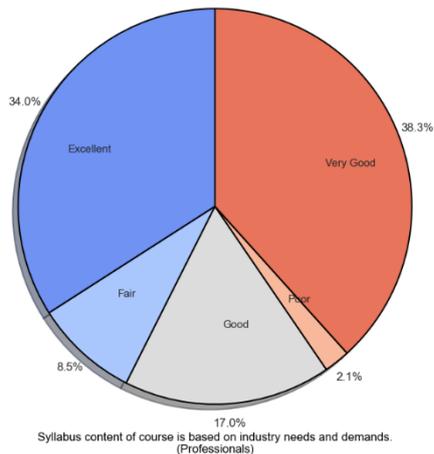
Faculty of Mass Communication & Media Technology Feedback Analysis

2024-2025

**Professionals Feedback**

**Feedback on Curriculum**

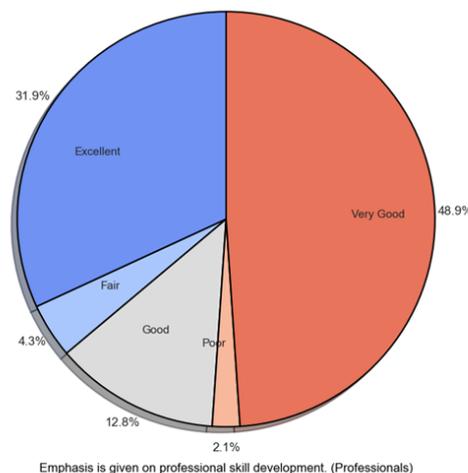
**1. Syllabus content of course is based on industry needs and demands.**



Professionals at SGT University generally feel the course syllabus reflects industry needs, with a significant majority (72.34%) giving it a 4 or 5-star rating. While a smaller portion (27.66%) provided lower ratings (1-3 stars), the positive feedback indicates a strong alignment between the curriculum and current industry demands. The relatively high number of 4-star ratings suggests that while mostly satisfied, there's room for minor improvements to fully meet all industry expectations.

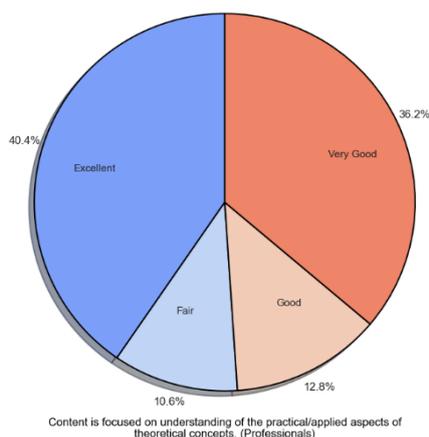
**2. Emphasis is given on professional skill development.**

Professionals at SGT University overwhelmingly feel that the university strongly emphasizes professional skill development. Almost half (48.94%) gave it a top rating of 4 stars, and a significant portion (31.91%) rated it 5 stars. While a small percentage provided lower ratings (1, 2, and 3 stars), the overall feedback indicates a high level of satisfaction with the university's focus on equipping students with practical skills for their careers.



**3. Content is focused on understanding of the practical/applied aspects of theoretical concepts.**

Professionals at SGT University largely agree that the course content effectively connects theory to practical application, with a significant majority (40.43% giving 5 stars and 36.17% giving 4 stars). However, a noticeable minority (10.64% giving 2 stars) felt the connection between theory and practice was weak, suggesting an area for improvement in ensuring all students find the applied aspect of the theoretical concepts clear and relevant. The remaining responses (12.77% giving 3 stars) indicate a neutral sentiment, potentially highlighting the need for further investigation into the specific aspects that are causing this level of dissatisfaction

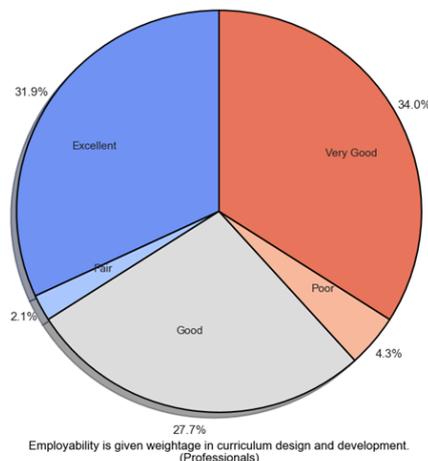


Faculty of Mass Communication & Media Technology Feedback Analysis

2024-2025

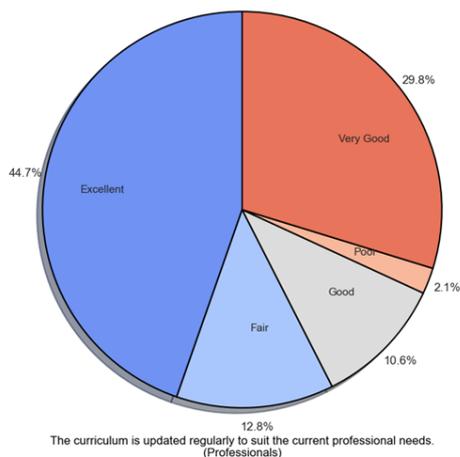
**4. Employability is given weightage in curriculum design and development.?**

Professionals at SGT University largely agree that employability is a significant factor in curriculum design, with the majority (31.91% giving 5 stars and 34.04% giving 4 stars). While a smaller portion rated it average (27.66% giving 3 stars), very few expressed significant dissatisfaction (only 4.26% giving 1 star and 2.13% giving 2 stars). Overall, the feedback indicates a positive perception of the university's focus on preparing students for the job market.



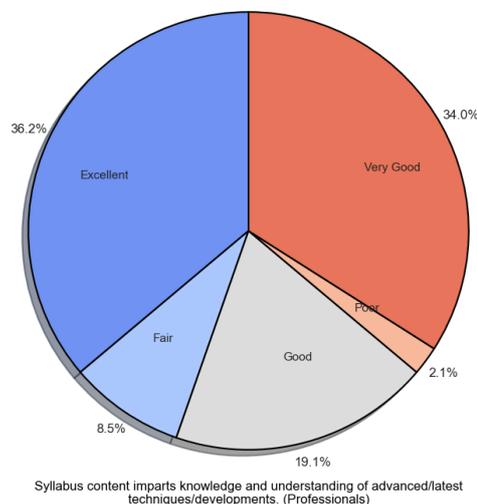
**5. The curriculum is updated regularly to suit the current professional needs.**

Professionals at SGT University largely agree that the curriculum is updated regularly to meet current professional needs, with almost half (44.68%) giving it a top rating of 5 stars. While a significant portion (29.79%) gave it a positive 4-star rating, a smaller but noticeable number expressed some dissatisfaction, with 12.77% rating it 2 stars and a small percentage (10.64% and 2.13%) giving it 3 and 1 star respectively. Overall, the feedback suggests a generally positive view of curriculum updates, but there's room for improvement based on the less positive ratings.



**6. Syllabus content imparts knowledge and understanding of advanced/latest techniques/developments.**

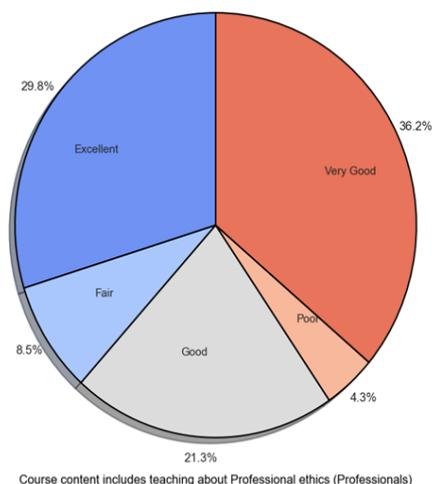
The feedback from Professionals at SGT University shows that a significant majority (over 70%) rated the syllabus content as either excellent (5 stars) or good (4 stars) in terms of imparting knowledge of advanced and latest techniques. While a smaller portion (around 27%) gave it a neutral (3 stars) or somewhat negative rating (1 or 2 stars), the overall sentiment suggests that the syllabus is largely effective in teaching cutting-edge techniques. The relatively low number of 1 and 2-star ratings indicates room for improvement, but the high proportion of 4 and 5-star ratings signifies a generally positive perception of the syllabus content's relevance and quality.



## Faculty of Mass Communication & Media Technology Feedback Analysis

2024-2025

### 7. Course content includes teaching about Professional ethics

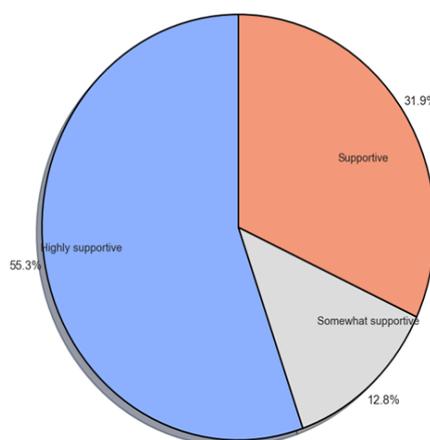


Course content includes teaching about Professional ethics (Professionals)

Professionals at SGT University generally view the course content's coverage of professional ethics positively, with the majority (36.17%) giving it a 4-star rating and a significant portion (29.79%) rating it 5 stars. However, a notable minority expressed less satisfaction, with a combined 12.77% giving it only 1 or 2 stars, suggesting areas for improvement in how professional ethics are taught. The data indicates a generally favorable perception but also highlights the need to address the concerns of those who rated the teaching of ethics lower.

### 8. Training strategies develops a constant learning attitude among the students.

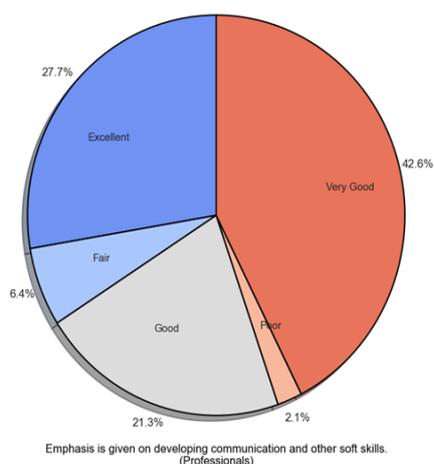
Professionals at SGT University largely approve of the training strategies' effectiveness in fostering a continuous learning attitude among students. A significant majority (55.32%) gave a top rating of 5 stars, indicating strong satisfaction. While a smaller portion (12.77%) gave a neutral 3-star rating, a substantial number (31.91%) also rated the strategies positively with 4 stars. Overall, the feedback demonstrates that the training strategies are generally successful in cultivating a positive learning environment



Training strategies develops a constant learning attitude among the students. (Professionals)

### 9. Emphasis is given on developing communication and other soft skills.

Professionals at SGT University generally feel that the emphasis on developing communication and other soft skills is good, with the majority (42.55%) giving it a 4-star rating. While a significant portion (27.66%) rated it highly with 5 stars, a smaller but noticeable number (21.28%) gave it a neutral 3-star rating, suggesting some room for improvement. The relatively low percentages of 1-star (2.13%) and 2-star (6.38%) ratings indicate that major concerns are minimal, but there's evidence that some refinements to soft skills training could further enhance the program's effectiveness.



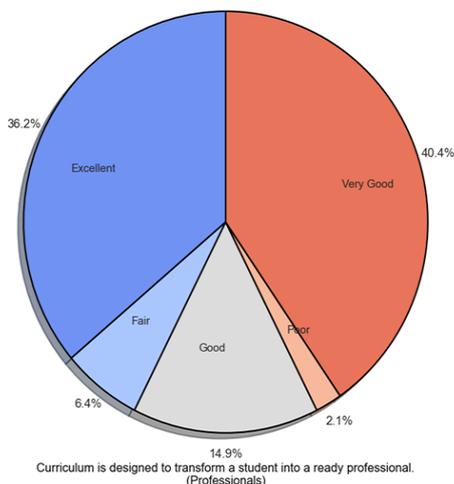
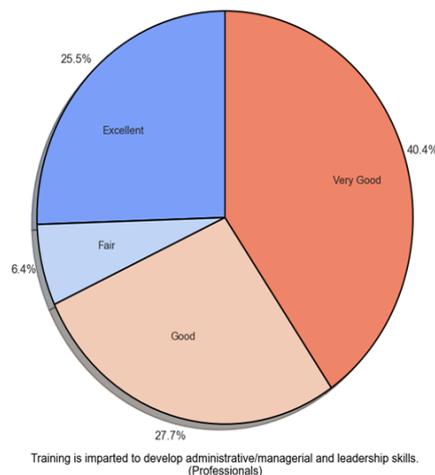
Emphasis is given on developing communication and other soft skills. (Professionals)

Faculty of Mass Communication & Media Technology Feedback Analysis

2024-2025

**10. Training is imparted to develop administrative/managerial and leadership skills.**

Professionals at SGT University generally view the training provided for administrative, managerial, and leadership skills positively. While a significant portion (40.43%) rated the training as excellent (4 stars), a considerable number (27.66%) gave it a satisfactory rating (3 stars). However, there's room for improvement as a smaller group expressed less satisfaction, with 6.38% giving a 2-star rating, suggesting some areas need attention. The high percentage of 4 and 3-star ratings indicates the training is largely effective but could benefit from enhancements to address the concerns raised by those providing lower ratings.



**11. Curriculum is designed to transform a student into a ready professional.**

The feedback from Professionals at SGT University shows that the curriculum is largely successful in preparing students for professional life. A significant majority (76.6% combined) rated the curriculum as either 4 or 5 stars, indicating a high level of satisfaction with its effectiveness in transforming students into job-ready professionals. While a smaller portion gave lower ratings (18.5% gave 2 or 1 star), the overwhelmingly positive response suggests the curriculum is generally achieving its goal.



## Faculty of Mass Communication & Media Technology (FMMT) Feedback Analysis

2024-2025

### ATR Summary Report (Faculty of Mass Communication & Media Technology)

S. No.	Context	Student Feedback	IQAC Recommendation	ATR
1.	Curriculum Enhancement	Students strongly request modern, skill-based additions to the curriculum. Common demands include Drone training, AI as a tool in video editing, Game Designing, and specialization modules like Sports Journalism.	IQAC recommends the department to conduct a curriculum review to integrate these emerging and industry-relevant modules. Feasibility studies will be initiated for Drone training, AI-assisted video editing, and Game Design, along with the inclusion of practice-oriented specializations such as Sports Journalism.	<b>Already implemented.</b> The department is already offering Sports Journalism and AI in Media as part of the curriculum. Regular workshops on AI tools are conducted. Drone Media Production is also included in the existing curriculum. Continuous curriculum review is practiced to ensure industry relevance.
2.	Events	Students suggest that college “events or fests” should be used as meaningful opportunities for hands-on, interest-based practical work—not merely extracurricular activities.	IQAC recommends that all major college events be formally integrated as structured practical learning opportunities for relevant departments, ensuring students receive hands-on experience aligned with academic outcomes.	<b>Already in practice.</b> The department conducts hands-on workshops on camera operation, photography, lighting, and sound. Students participate in film shoots and live productions and serve as volunteers/learners in major media events such as Jagran Film Festival and Sahitya Aaj Tak, treated as practical exposure aligned with academic learning.
3.	Faculty/Staff Behavior	Students report some faculty members allegedly lock classrooms, restricting access and causing discomfort, especially during extreme weather conditions.	IQAC recommends clear institutional policy must be developed and communicated, ensuring that students have access to safe, supervised spaces for study and waiting during gaps in their timetable	<b>Clarified and addressed.</b> No classrooms are locked except during official events with mandatory attendance. The department has two rooms, with one kept open at all times as a common sitting space. Students also have continuous access to the Media Lab, Computer Lab, and Library for study and practical work.
4.	General Feedback	Feedback is mixed: several students wrote	For positive feedback, IQAC notes “No specific	<b>Ongoing practice.</b> All student feedback, positive, neutral, and negative, is

		positive or neutral comments (“All Wells,” “Recommends Curriculum: Yes”), while some simply wrote “Recommends Curriculum: No” without elaboration.	action required.” For the non-specific negative feedback, IQAC recommends maintaining a record of dissatisfaction while acknowledging that actionable steps require more detailed input from students.	properly recorded and maintained for internal review, quality monitoring, and trend analysis.
5.	Lack of Practical Learning	Students repeatedly request “more and more practical than theory,” “practical, application-based learning,” and more structured practical sessions.	IQAC propose restructuring of coursework to prioritize hands-on, application-oriented learning. The directives include adding practical modules other skill-based courses.	<b>Already implemented.</b> The department follows a practice-heavy approach (approx. 80% practical work) including film shoots, hands-on camera training, AI-based news bulletins, lighting and sound practicals, and field-based exercises. The curriculum is strongly application-oriented.
6.	Placement Opportunities	Students request “more and more opportunities” tailored specifically to Mass Communication fields and feel the current exposure is insufficient.	IQAC recommends Placement Cell to collaborate with the department to actively expand internship pipelines, industry projects, newsroom visits, media-house tie-ups, and other sector-specific engagement opportunities for Mass Communication students.	<b>Actively implemented.</b> The department conducts IAB meetings, placement drives, internships, newsroom visits, alumni interactions, industry MoUs, and media-house tie-ups. Students receive portfolio development classes through CLC and continuous industry engagement to enhance placement and career readiness.

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# SGT UNIVERSITY

Phone : 0124-2278183-85, Fax : 0124-2278151 Website : [www.sgtuniversity.ac.in](http://www.sgtuniversity.ac.in) Email : [info@sgtuniversity.org](mailto:info@sgtuniversity.org)  
Budhera, Gurugram-Badli Road, Gurugram (Haryana) – 122505



@sgtuniversitygurgaon



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