



TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC GRADE "A" INSTITUTE (CYCLE-1)

Approved by AICTE, Ministry of Education Govt. of India,
Affiliated to G.G.S.I.P. University & Recognized Under Sec. 2(f) of UGC Act 1956.

INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

Department of Management Sciences

At Tecnia Institute of Advanced Studies (TIAS), a strong emphasis is placed on continuous improvement and excellence in educational offerings. To achieve this, feedback is actively collected and thoroughly analysed from a broad spectrum of stakeholders—including students, faculty, alumni, and employers. This valuable input provides meaningful insights into academic programs, administrative operations, and the overall institutional environment.

The structured feedback process enables the institute to identify areas of strength, address challenges, and implement well-informed actions aimed at enhancing the quality of education and stakeholder satisfaction. This report presents a summary of the feedback received from each stakeholder group, along with the specific measures undertaken in response to their suggestions.

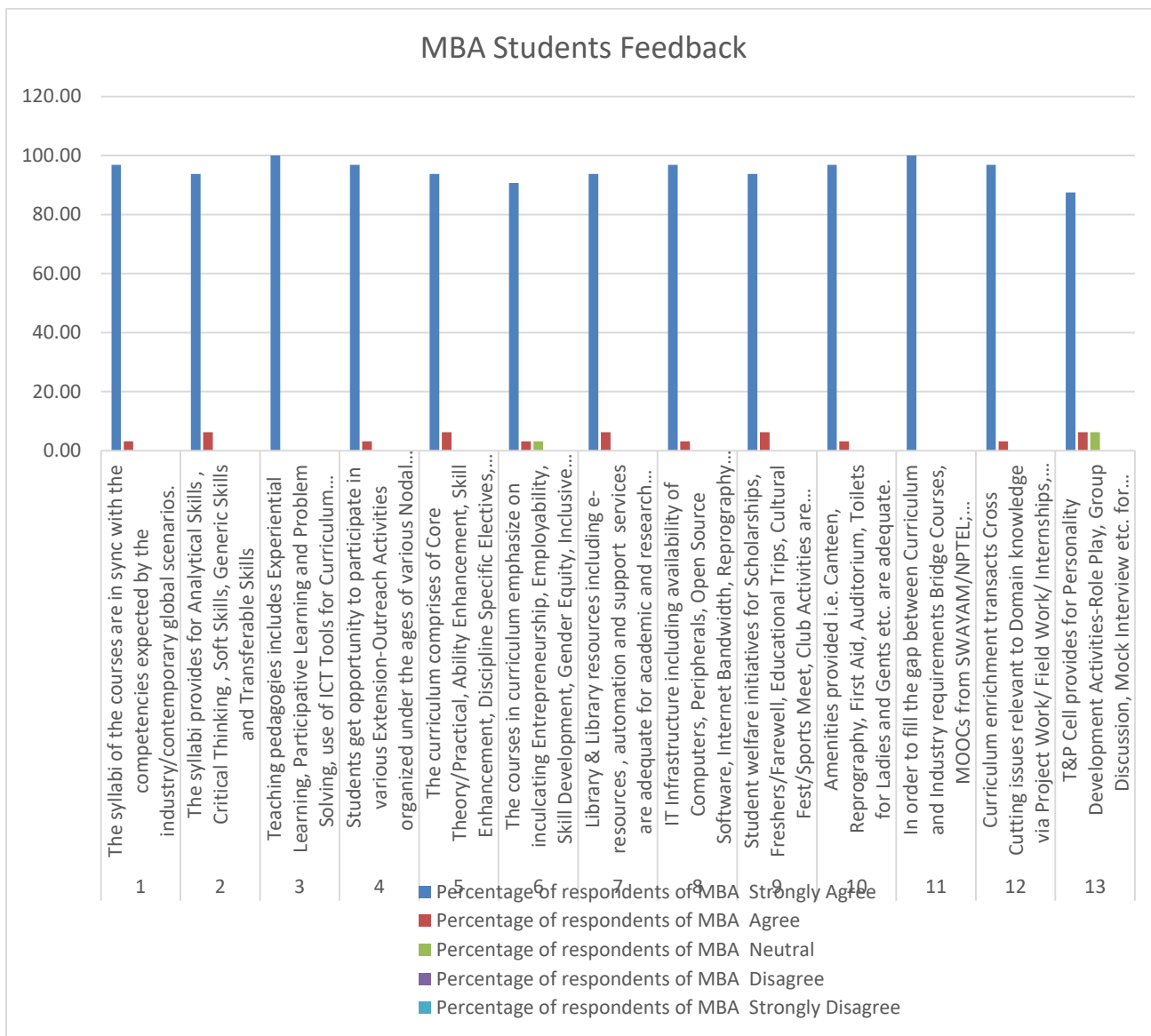
The following section focuses specifically on student feedback. It offers a comprehensive analysis of the opinions and experiences shared by students, highlighting their levels of satisfaction and recommendations for improvement in various aspects of academic and campus life. This analysis plays a pivotal role in understanding student expectations and shaping initiatives that enrich their overall educational journey.

Percentage of respondents of MBA						
S.No	Students Feedback	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The syllabi of the courses are in sync with the competencies expected by the industry/contemporary global scenarios.	96.88	3.13	0.00	0.00	0.00
2	The syllabi provides for Analytical Skills , Critical Thinking , Soft Skills, Generic Skills and Transferable Skills	93.75	6.25	0.00	0.00	0.00
3	Teaching pedagogies includes Experiential Learning, Participative Learning and Problem Solving, use of ICT Tools for Curriculum enrichment are adequate	100.00	0.00	0.00	0.00	0.00
4	Students get opportunity to participate in various Extension-Outreach Activities organized under the aegis of various Nodal Clubs, Cells, Committees for holistic development of students i.e. NSS, EBSB, ELC, Eco Club, UBA, UHV Cell	96.88	3.13	0.00	0.00	0.00


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5	The curriculum comprises of Core Theory/Practical, Ability Enhancement, Skill Enhancement, Discipline Specific Electives, Generic Electives, Bridge Courses, Club/Cell Activities for Domain Knowledge and Skill Development of students	93.75	6.25	0.00	0.00	0.00
6	The courses in curriculum emphasize on inculcating Entrepreneurship, Employability, Skill Development, Gender Equity, Inclusive and Green Environment Sustainability along with student's capacity building for career development objectives.	90.63	3.13	3.13	0.00	0.00
7	Library & Library resources including e-resources , automation and support services are adequate for academic and research pursuits.	93.75	6.25	0.00	0.00	0.00
8	IT Infrastructure including availability of Computers, Peripherals, Open Source Software, Internet Bandwidth, Reprography facilities are adequate for academic and research pursuits	96.88	3.13	0.00	0.00	0.00
9	Student welfare initiatives for Scholarships, Freshers/Farewell, Educational Trips, Cultural Fest/Sports Meet, Club Activities are adequate for overall development of students	93.75	6.25	0.00	0.00	0.00
10	Amenities provided i.e. Canteen, Reprography, First Aid, Auditorium, Toilets for Ladies and Gents etc. are adequate.	96.88	3.13	0.00	0.00	0.00
11	In order to fill the gap between Curriculum and Industry requirements Bridge Courses, MOOCs from SWAYAM/NPTEL; NSS/NCC/Cultural Clubs/Technical Societies /Technical Clubs; Industrial Visits, Education cum Industrial Tours are provided	100.00	0.00	0.00	0.00	0.00
12	Curriculum enrichment transacts Cross Cutting issues relevant to Domain knowledge via Project Work/ Field Work/ Internships, Conferences, Seminars, Workshops, Skill Development program for developing professional acumen.	96.88	3.13	0.00	0.00	0.00

13	T&P Cell provides for Personality Development Activities-Role Play, Group Discussion, Mock Interview etc. for Capacity Building; Also, Career Counselling & Guidance for Higher Studies, Entrepreneurship and Placement support for internship, live project as per the industry demands	87.50	6.25	6.25	0.00	0.00
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1. Industry Relevance of Syllabi

Students overwhelmingly agree that the syllabi are well-aligned with industry requirements and global trends, ensuring that their education remains current and practical.

2. Skill Development through Syllabi

The curriculum is recognized for effectively fostering analytical thinking, soft skills, and other transferable competencies necessary for professional growth.

3. Teaching Pedagogies

Students are highly satisfied with the teaching methods, especially the inclusion of experiential learning, ICT tools, and participative approaches that enhance understanding.

4. Holistic Development via Clubs and Outreach Activities

There is a strong positive response to the opportunities provided through various clubs and committees, which support students' all-round development.

5. Comprehensive Curriculum Structure

The inclusion of core subjects, electives, skill-enhancement modules, and bridge courses is well-received, indicating a robust curriculum structure.

6. Focus on Entrepreneurship and Sustainability

Students acknowledge the curriculum's emphasis on entrepreneurship, employability, and sustainable practices. A few neutral responses suggest there may be room for deeper integration in some areas.

7. Library and E-Resource Support

Feedback indicates satisfaction with the availability and quality of library services, including access to e-resources and automated support for academic use.

8. IT Infrastructure

Students feel that IT resources—such as computers, software, and internet access—are adequate to support academic and research activities.

9. Student Welfare Initiatives

There is strong appreciation for student welfare measures, including scholarships, cultural events, educational trips, and sports activities.

10. Campus Amenities

Facilities like canteen, reprography, auditorium, and restrooms are considered adequate and supportive of student needs.

11. Industry-Academia Bridging Initiatives

Students highly value efforts to bridge academic learning with industry demands through initiatives like MOOCs, industrial visits, and technical clubs.

12. Curriculum Enrichment Activities

Workshops, internships, fieldwork, and conferences are seen as valuable components that contribute to developing professional acumen.

13. Training & Placement (T&P) Support

While the majority are satisfied with the personality development and placement support offered by the T&P Cell, a small number of neutral responses suggest potential for improvement in counseling or placement efforts.

Feedback from open ended question

MBA students highlighted the need for stronger Training & Placement Cell initiatives, including personalized career guidance, more internships, and better industry connections. They also suggested

greater emphasis on entrepreneurial, sustainability-focused, and experiential learning activities. Students appreciated opportunities to build professional networks and strengthen research skills, recommending more such practical, skill-based modules to enhance career readiness and engagement.

Feedback from BBA Students

Percentage OF RESPONDENTS BBA & B.Com (H)						
S.No	Students Feedback	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The syllabi of the courses are in sync with the competencies expected by the industry/contemporary global scenarios.	95.73	3.51	0.76	0.00	0.00
2	The syllabi provides for Analytical Skills , Critical Thinking , Soft Skills, Generic Skills and Transferable Skills	93.75	5.95	0.30	0.00	0.00
3	Teaching pedagogies includes Experiential Learning, Participative Learning and Problem Solving, use of ICT Tools for Curriculum enrichment are adequate	98.93	0.76	0.30	0.00	0.00
4	Students get opportunity to participate in various Extension-Outreach Activities organized under the aegis of various Nodal Clubs, Cells, Committees for holistic development of students i.e. NSS, EBSB, ELC, Eco Club, UBA, UHV Cell	95.12	3.20	1.52	0.15	0.00
5	The curriculum comprises of Core Theory/Practical, Ability Enhancement, Skill Enhancement, Discipline Specific Electives, Generic Electives, Bridge Courses, Club/Cell Activities for Domain Knowledge and Skill Development of students	93.75	4.57	1.68	0.00	0.00
6	The courses in curriculum emphasize on inculcating Entrepreneurship, Employability, Skill Development, Gender Equity, Inclusive and Green Environment Sustainability along with student's capacity building for career development objectives.	93.29	3.81	2.90	0.00	0.00
7	Library & Library resources including e-resources , automation and support services are adequate for academic and research pursuits.	93.90	4.73	1.37	0.00	0.00
8	IT Infrastructure including availability of Computers, Peripherals, Open Source Software, Internet Bandwidth, Reprography facilities are adequate for academic and research pursuits	96.95	3.20	0.00	0.00	0.00

9	Student welfare initiatives for Scholarships, Freshers/Farewell, Educational Trips, Cultural Fest/Sports Meet, Club Activities are adequate for overall development of students	93.75	5.95	0.15	0.15	0.00
10	Amenities provided i.e. Canteen, Reprography, First Aid, Auditorium, Toilets for Ladies and Gents etc. are adequate.	96.95	1.83	1.22	0.00	0.00
11	In order to fill the gap between Curriculum and Industry requirements Bridge Courses, MOOCs from SWAYAM/NPTEL; NSS/NCC/Cultural Clubs/Technical Societies /Technical Clubs; Industrial Visits, Education cum Industrial Tours are provided	96.49	2.59	0.76	0.15	0.00
12	Curriculum enrichment transacts Cross Cutting issues relevant to Domain knowledge via Project Work/ Field Work/ Internships, Conferences, Seminars, Workshops, Skill Development program for developing professional acumen.	94.97	3.20	1.52	0.30	0.00
13	T&P Cell provides for Personality Development Activities-Role Play, Group Discussion, Mock Interview etc. for Capacity Building; Also, Career Counselling & Guidance for Higher Studies, Entrepreneurship and Placement support for internship, live project as per the industry demands	87.50	6.25	6.25	0.00	0.00

1. Curriculum Relevance & Industry Alignment

- **95.73%** of students *strongly agree* that the syllabi are aligned with industry expectations and global scenarios.
- Indicates high satisfaction and confidence in the curriculum's contemporary relevance.

2. Skill Integration in Syllabi

- **93.75%** of respondents *strongly agree* that the syllabus incorporates key skills such as analytical thinking, soft skills, and transferable skills.
- Minimal neutrality (0.3%) reflects near-unanimous acceptance of skill-centric curriculum design.

3. Teaching Pedagogies

- **98.93%** *strongly agree* that the pedagogy includes experiential and participative learning and effective use of ICT tools.
- One of the highest-rated parameters, emphasizing the strength of the teaching methodology.

4. Holistic Development through Extension Activities

- **95.12%** *strongly agree* on availability and participation in outreach activities under various clubs and cells (NSS, Eco Club, etc.).
- Highlights institutional commitment to student engagement beyond academics.

5. **Curriculum Composition**
 - **93.75%** *strongly agree* that the curriculum covers core and elective theory, practical courses, and club activities for domain knowledge.
 - Reinforces the comprehensive nature of the program structure.
6. **Focus on Entrepreneurship, Employability & Sustainability**
 - **93.29%** *strongly agree* that the curriculum addresses contemporary themes like gender equity, green sustainability, and skill development.
 - Suggests responsiveness to broader societal and industry demands.
7. **Library Resources**
 - **93.90%** *strongly agree* that the library resources including e-resources are adequate for academic and research needs.
8. **IT Infrastructure**
 - **96.95%** *strongly agree* that computing facilities, internet access, and support infrastructure are sufficient.
 - Reflects strong backend support for academic pursuits.
9. **Student Welfare Initiatives**
 - **93.75%** *strongly agree* on adequacy of welfare activities like scholarships, educational trips, and cultural fests.
 - A well-balanced support system is in place for overall development.
10. **Basic Amenities**
 - **96.95%** *strongly agree* with the adequacy of campus amenities such as canteen, first aid, toilets, and auditorium.
 - Indicates a student-friendly campus environment.
11. **Curriculum-Industry Gap Bridging**
 - **96.49%** *strongly agree* that the institution offers bridge courses, MOOCs, industrial visits, etc., to bridge curriculum-industry gaps.
12. **Curriculum Enrichment via Professional Exposure**
 - **94.97%** *strongly agree* on opportunities for domain enrichment via fieldwork, internships, seminars, and workshops.
 - Demonstrates integration of theoretical learning with real-world exposure.
13. **Training & Placement Cell**
 - **87.50%** *strongly agree* with the personality development activities and placement support.
 - Slightly lower rating compared to other parameters, suggesting scope for enhancement in T&P services or visibility.

Suggestion from Open Ended Question

Students suggested enhancing industry interaction through more guest lectures and live projects. Some recommended increasing the frequency of educational trips and hands-on workshops. A few students also expressed interest in more diverse electives and advanced skill development sessions. They appreciated the additional focus on areas like personal growth, self-presentation, and data interpretation skills, and recommended introducing similar practical modules throughout the course to better align with industry demands.

Conclusion

Overall, the feedback from BBA students reveals a high level of satisfaction across all dimensions of their academic experience. Notably:

- Majority of the parameters received *above 93%* in the *Strongly Agree* category.
- The highest-rated aspects were **Teaching Pedagogies** and **IT Infrastructure**.

- The lowest (yet still strong) feedback was received for **T&P cell activities**, which may benefit from further reinforcement or communication.


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INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Ref. No.: TIAS/DJMC/2024-25/SFS/111/519

At Tecnia Institute of Advanced Studies (TIAS), the **Department of Journalism and Mass Communication (DJMC)** is deeply committed to fostering academic excellence, practical learning, and continuous improvement in its educational practices. The department actively collects and analyses feedback from a diverse group of stakeholders, including students, faculty members, alumni, and media industry professionals. This comprehensive feedback mechanism provides valuable insights into the curriculum, teaching methodologies, infrastructure, and overall learning environment. Through this structured approach, the department identifies areas of strength, addresses existing challenges, and implements strategic measures to enhance the quality of media education and professional preparedness of its students.

This report presents a consolidated summary of feedback received from various stakeholders and outlines the responsive actions taken by the department. The following section specifically highlights **students feedback**, offering a detailed analysis of their learning experiences, satisfaction levels, and constructive suggestions. This analysis is instrumental in aligning academic delivery with student expectations and in shaping initiatives that enrich their holistic development as future media professionals.

Percentage of respondents of BA(JMC)						
S.No	Students Feedback	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The syllabi of the courses are in sync with the competencies expected by the industry/contemporary global scenarios.	97.12	1.88	1.00	0	0
2	The syllabi provides for Analytical Skills , Critical Thinking , Soft Skills, Generic Skills and Transferable Skills	93.25	5.50	1.50	0	0
3	Teaching pedagogies includes Experiential Learning, Participative Learning and Problem Solving, use of ICT Tools for Curriculum enrichment are adequate	96.5	2.25	1.25	0	0
4	Students get opportunity to participate in various Extension-Outreach Activities organized under the aegis of various Nodal Clubs, Cells, Committees for holistic development of students i.e. NSS, EBSB, ELC, Eco Club, UBA, UHV Cell	97.88	2.12	0	0	0
5	The curriculum comprises of Core Theory/Practical, Ability Enhancement, Skill Enhancement, Discipline Specific Electives, Generic Electives, Bridge Courses, Club/Cell Activities for Domain Knowledge and Skill Development of students	95.75	4.25	0	0	0

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6	The courses in curriculum emphasize on inculcating Entrepreneurship, Employability, Skill Development, Gender Equity, Inclusive and Green Environment Sustainability along with student's capacity building for career development objectives.	96.63	4.37	2.13	0	0
7	Library & Library resources including e-resources , automation and support services are adequate for academic and research pursuits.	96.5	2.5	1.00	0	0
8	IT Infrastructure including availability of Computers, Peripherals, Open Source Software, Internet Bandwidth, Reprography facilities are adequate for academic and research pursuits	97.4	2.6	0	0	0
9	Student welfare initiatives for Scholarships, Freshers/Farewell, Educational Trips, Cultural Fest/Sports Meet, Club Activities are adequate for overall development of students	94.5	3.25	2.25	0	0
10	Amenities provided i.e. Canteen, Reprography, First Aid, Auditorium, Toilets for Ladies and Gents etc. are adequate.	96.25	3.0	0.75	0	0
11	In order to fill the gap between Curriculum and Industry requirements Bridge Courses, MOOCs from SWAYAM/NPTEL; NSS/NCC/Cultural Clubs/Technical Societies /Technical Clubs; Industrial Visits, Education cum Industrial Tours are provided	100.0	0	0	0	0
12	Curriculum enrichment transacts Cross Cutting issues relevant to Domain knowledge via Project Work/ Field Work/ Internships, Conferences, Seminars, Workshops, Skill Development program for developing professional acumen.	98.25	1.75	0	0	0
13	T&P Cell provides for Personality Development Activities-Role Play, Group Discussion, Mock Interview etc. for Capacity Building; Also, Career Counselling & Guidance for Higher Studies, Entrepreneurship and Placement support for internship, live project as per the industry demands	96.5	2.25	1.25	0	0


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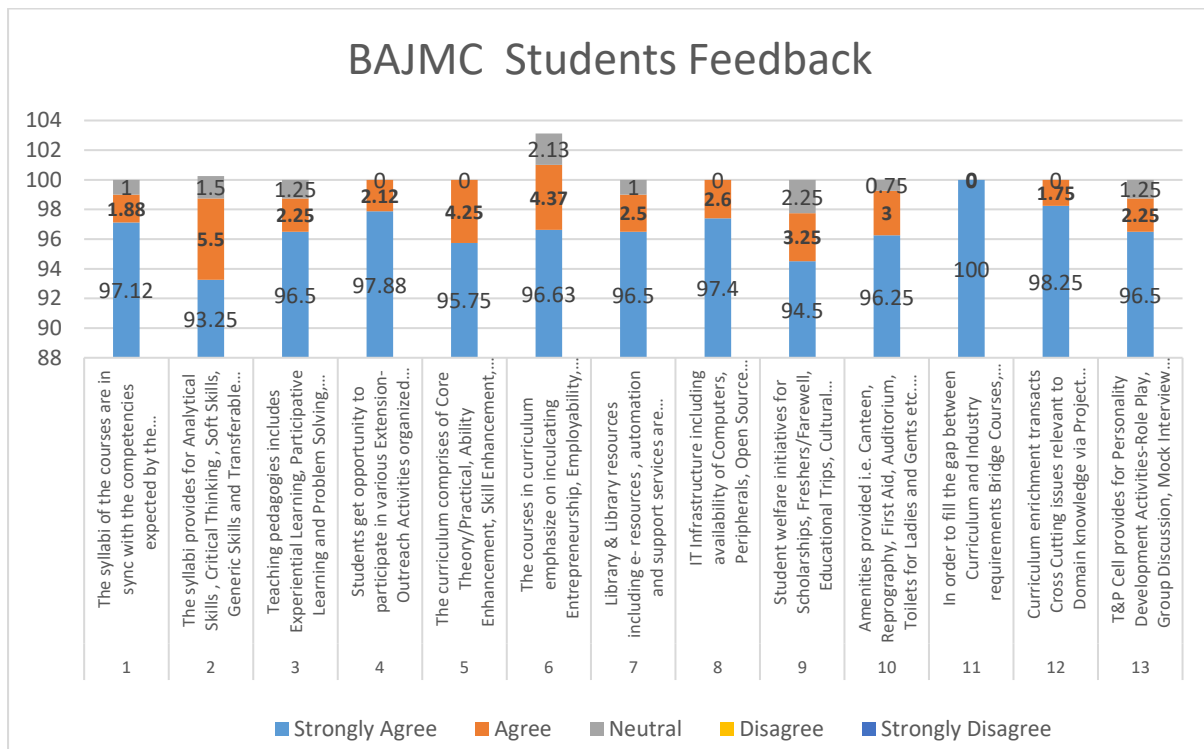


Figure 1: Student Feedback

BAJMC Student Feedback Survey: Analysis Report

Based on the student feedback data, the program demonstrates exceptional strength in curriculum delivery and infrastructure, with near-unanimous approval in most areas. The key findings are summarized below:

1. Overwhelmingly Positive Curriculum & Pedagogy: The program's core academic structure is highly regarded.

- **Achieved Score for Industry Alignment:** An unprecedented **100%** of respondents strongly agree that bridge courses and industry initiatives effectively fill the gap between curriculum and industry requirements (Point 11).
- **Excellence in Teaching Methods:** Teaching pedagogies that include experiential learning and ICT tools received a near-perfect **96.5% "Strongly Agree"** rating (Point 3).
- **Strong Industry-Relevant Syllabus:** A very high majority (**97.12%**) agree that the syllabi are in sync with contemporary industry competencies and global scenarios (Point 1).

2. Robust Infrastructure and Student Support Systems: The institutional support framework is perceived as highly effective.

- **Top-Tier IT Infrastructure:** IT resources, including hardware, software, and internet, are deemed highly adequate, with a **97.4% "Strongly Agree"** response (Point 8).
- **Comprehensive Student Welfare:** Amenities (canteen, auditorium, etc.) and welfare initiatives (fests, trips) are rated as highly adequate, with scores of **94.5%** and **96.25% "Strongly Agree,"** respectively (Points 9, 10).

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- **Excellent Library Resources:** Library and e-resources are considered highly sufficient for academic needs, with a **96.5%** "Strongly Agree" rating (Point 7).

3. Holistic Development and Skill Integration are Key Strengths: The curriculum successfully integrates broader skills and values.

- **Focus on Critical Skills:** An overwhelming **93.25%** of students strongly agree that the syllabus effectively provides analytical, critical thinking, and soft skills (Point 2).
- **Successful Holistic Activities:** Opportunities for holistic development through clubs and outreach activities (NSS, Eco Club, etc.) are strongly supported by **97.88%** of respondents (Point 4).
- **Emphasis on Modern Values:** The curriculum's focus on entrepreneurship, employability, and sustainability is strongly agreed upon by **96.63%** of students (Point 6).

4. High-Quality Extracurricular and Practical Enrichment: The program successfully extends learning beyond the classroom.

- **Effective Practical Learning:** Curriculum enrichment through projects, internships, and workshops is strongly endorsed by **98.25%** of students (Point 12).
- **Well-Structured Curriculum Framework:** The overall curriculum composition (core, electives, ability enhancement) is viewed very positively, with a **95.75%** "Strongly Agree" rating (Point 5).

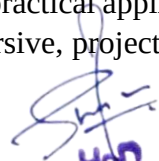
5. Area for Focused Improvement: While all scores are high, one area presents a relative opportunity for enhancement.

- **Training & Placement (T&P) Cell Initiatives:** Although still very positive (**96.5%** Strongly Agree), the T&P cell's personality development and career guidance activities received the lowest "Strongly Agree" percentage among all parameters (Point 13). This indicates a potential area to invest in for further enhancing career readiness and support.

The BAJMC program is exceptionally strong, with student feedback indicating deep satisfaction across academic, infrastructural, and holistic development parameters. The data reflects a successful model where industry-aligned curriculum, modern teaching methods, and robust support systems converge. The primary recommendation for continuous improvement would be to further strengthen the initiatives and support provided by the Training & Placement Cell.

Feedback from open ended question

BAJMC students highlighted the need for more robust industry-aligned initiatives from the department, including personalized portfolio reviews, a greater number of hands-on media internships, and stronger connections with newsrooms and production houses. They also suggested a greater emphasis on digital content creation, data journalism, and media ethics integrated into the core curriculum. Students appreciated opportunities for practical application through studio work and media festivals, recommending more such immersive, project-based modules to enhance professional readiness and creative engagement.


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