



TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC GRADE "A" INSTITUTE (CYCLE-2)

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DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Ref. No.: TIAS/DJMC/2025-26/SFS/111/519

Date: 09/12/2025

BAJMC STUDENT FEEDBACK REPORT (2025–26)

At Tecnia Institute of Advanced Studies (TIAS), the Department of Journalism and Mass Communication (DJMC) remains deeply committed to fostering academic excellence, practical learning, and continuous quality enhancement in its educational practices. The department systematically collects and analyses feedback from diverse stakeholders, including students, faculty members, alumni, and media industry professionals.

This structured feedback mechanism provides valuable insights into curriculum design, teaching methodologies, infrastructure, student support systems, and overall learning environment. Through this comprehensive review process, the department identifies strengths, addresses emerging challenges, and implements strategic improvements to enhance the quality of media education and professional preparedness of BAJMC students.

This report presents a consolidated summary of student feedback for the academic session **2025–26** and outlines key findings along with suggested areas for continuous improvement.

Percentage of Respondents of BA (JMC) – 2025–26

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 include Experiential Learning, Participative Learning and Problem Solving, use of ICT Tools for curriculum enrichment are adequate	96.5%	2.25%	1.25%	0%	0%

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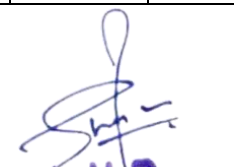
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4	Students get opportunity to participate in various Extension-Outreach Activities organized under NSS, EBSB, ELC, Eco Club, UBA, UHV Cell etc.	97.88%	2.12%	0%	0%	0%
5	The curriculum comprises Core Theory/Practical, Ability Enhancement, Skill Enhancement, Discipline Specific Electives, Generic Electives, Bridge Courses, Club/Cell Activities for Domain Knowledge and Skill Development	95.75%	4.25%	0%	0%	0%
6	The courses emphasize Entrepreneurship, Employability, Skill Development, Gender Equity, Inclusive and Green Environment Sustainability	96.63%	4.37%	2.13%	0%	0%
7	Library & 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 Computers, Peripherals, Software, Internet Bandwidth and Reprography facilities are adequate	97.4%	2.6%	0%	0%	0%
9	Student welfare initiatives such as Scholarships, Educational Trips, Cultural Fest/Sports Meet and Club Activities are adequate	94.5%	3.25%	2.25%	0%	0%
10	Amenities provided (Canteen, Auditorium, First Aid, Toilets etc.) are adequate	96.25%	3.0%	0.75%	0%	0%
11	Bridge Courses, MOOCs (SWAYAM/NPTEL), Industrial Visits and Educational Tours help bridge curriculum and industry gap	100%	0%	0%	0%	0%
12	Curriculum enrichment through Project Work, Field Work, Internships, Conferences, Seminars and Workshops enhances professional acumen	98.25%	1.75%	0%	0%	0%
13	T&P Cell provides Personality Development, Career Counselling, Guidance for Higher Studies, Internship and Placement Support	96.5%	2.25%	1.25%	0%	0%



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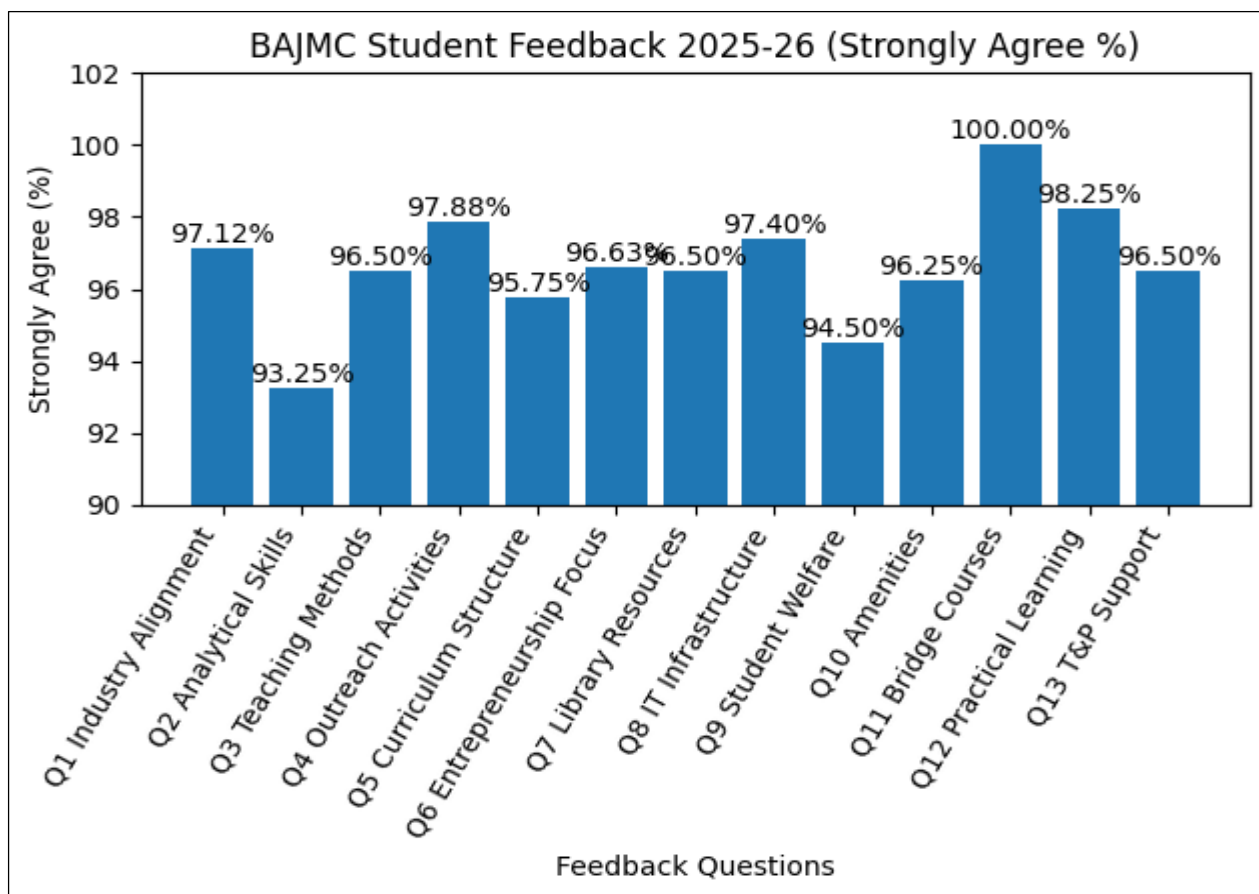


Figure 1: Student Feedback Analysis Graph

BAJMC Student Feedback Survey: Analysis Report (2025–26)

Based on the student feedback data, the BAJMC program for the academic session 2025–26 demonstrates exceptional strength in curriculum delivery, infrastructure, and holistic development initiatives. The key findings are summarized below:

1. Overwhelmingly Positive Curriculum & Pedagogy

- **Industry Alignment:** 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:** 96.5% “Strongly Agree” rating for experiential learning, participative learning, and ICT integration (Point 3).
- **Industry-Relevant Syllabus:** 97.12% strongly agree that the syllabus aligns with contemporary industry competencies (Point 1).
- **Critical & Analytical Skills Development:** 93.25% strongly agree that the curriculum effectively develops analytical, critical thinking, and soft skills (Point 2).

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2. Robust Infrastructure and Student Support Systems

- **IT Infrastructure:** 97.4% strongly agree that IT facilities are adequate (Point 8).
- **Library & E-Resources:** 96.5% strongly agree on adequacy of library and research support services (Point 7).
- **Student Welfare & Amenities:** High satisfaction levels recorded for welfare initiatives (94.5%) and campus amenities (96.25%) (Points 9 & 10).

3. Holistic Development & Skill Integration

- Strong participation in outreach and extension activities (97.88%) reflects institutional emphasis on holistic development (Point 4).
- 96.63% strongly agree that entrepreneurship, employability, sustainability, and inclusive values are effectively integrated (Point 6).
- 95.75% strongly agree that the curriculum structure is well-balanced and comprehensive (Point 5).

4. High-Quality Practical & Experiential Learning

- 98.25% strongly agree that projects, internships, workshops, and fieldwork significantly enhance professional competence (Point 12).
- The curriculum successfully extends learning beyond classrooms through studio practice, industrial visits, and media-based experiential learning modules.

5. Area for Focused Improvement

While all parameters reflect excellent performance, the **Training & Placement (T&P) Cell initiatives** (96.5% Strongly Agree) indicate scope for further strengthening career readiness programs, enhanced industry networking, and expanded internship opportunities.

Feedback from Open-Ended Responses (2025–26)

Students highlighted:

- Need for stronger industry collaborations and newsroom exposure
- Increased opportunities for digital content creation and multimedia journalism
- More structured portfolio development sessions
- Advanced workshops in data journalism, AI in media, and investigative reporting
- Greater integration of media ethics and digital media laws into core modules




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Students appreciated:

- Studio-based practical exposure
- Media festivals and industrial visits
- Project-based learning modules
- Faculty mentorship and interactive teaching methods

The BAJMC program for the academic session 2025–26 reflects exceptionally high student satisfaction across academic, infrastructural, and holistic development parameters. The data indicates a strong convergence of industry-aligned curriculum, modern pedagogy, experiential learning, and institutional support systems.

For continuous quality enhancement, further strengthening of Training & Placement initiatives and advanced industry engagement mechanisms is recommended.



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