

CHRIST (Deemed to be University) - Bangalore
School of Social Sciences
Department of Media Studies
(Academic Year 2025-2026)

Analysis of Syllabus Feedback from Students, Faculty, Employers, and Alumni

1.4.1., 1.4.2.: Structured feedback for the curriculum from stakeholders:

1. Students
2. Teachers
3. Employers
4. Alumni

Student Feedback Report on the Syllabus

1. Depth of Learning and Course Progression

Students observed that while the syllabus covers a wide range of topics, most courses remain at a surface level. There is limited progression from introductory to advanced levels. For instance, courses such as AV Production II do not significantly build on prior knowledge gained in earlier semesters, resulting in stagnation in skill development.

2. Practical Training and Industry Relevance

Students strongly emphasised the need for more practical exposure. While some courses offer hands-on components, many remain theory-heavy. Students suggested incorporating more real-world projects, case studies, and industry-based assignments to better prepare them for professional environments.

3. Repetition and Redundancy in Curriculum

A recurring concern is the repetition of topics across semesters. Foundational concepts are often revisited without sufficient advancement, leading to redundancy and reduced engagement. Students recommend a more structured progression of concepts to ensure deeper learning.

4. Skill Enhancement and Tool-Based Learning

Students highlighted the need for focused skill development. They expressed difficulty in mastering specific skills due to limited depth and time allocation. Additionally, there is demand for training on industry-relevant tools, especially free and accessible ones, to avoid barriers posed by paid software.

5. Curriculum Structure and Course Distribution

Students noted that some important skill-based courses are introduced in later semesters, which are often shorter. This limits the time available for effective learning. They recommend introducing such courses earlier and ensuring continuity across semesters.

6. Pedagogical Concerns

Students reported that in certain theory-heavy subjects, significant portions of the syllabus are assigned for student-led teaching, which affects depth and clarity. There is also feedback on variability in faculty members' teaching effectiveness.

7. Course-Specific Observations

- AV Production II lacks advanced learning components
- Social Psychology is perceived as surface-level and overly dependent on student teaching
- Digital Culture is sometimes seen as lacking practical applicability
- Skill Development courses are perceived as low-impact
- Concerns were raised regarding the authenticity of content in English for the Humanities

8. Academic Rigour and Critical Thinking

Students expressed a need to shift from memorisation-based learning to critical thinking and analytical engagement. They emphasised the importance of deeper conceptual understanding and research-oriented learning.

Feedback from Alumni on the Curriculum

1. Strength of the Syllabus

Alumni acknowledge that the syllabus provides a strong foundation and maintains a balance between theory and practice.

2. Need for Industry Alignment

Alumni suggest updating the syllabus to better reflect current industry trends, including advertising-focused approaches and entrepreneurial thinking.

3. Practical Learning and Industry Exposure

There is a strong demand for:

- More hands-on projects
- Case studies
- Exposure to industry tools

4. Teaching-Learning Enhancements

Alumni recommend incorporating:

- Guest lectures
- Workshops
- Flexible assessment methods

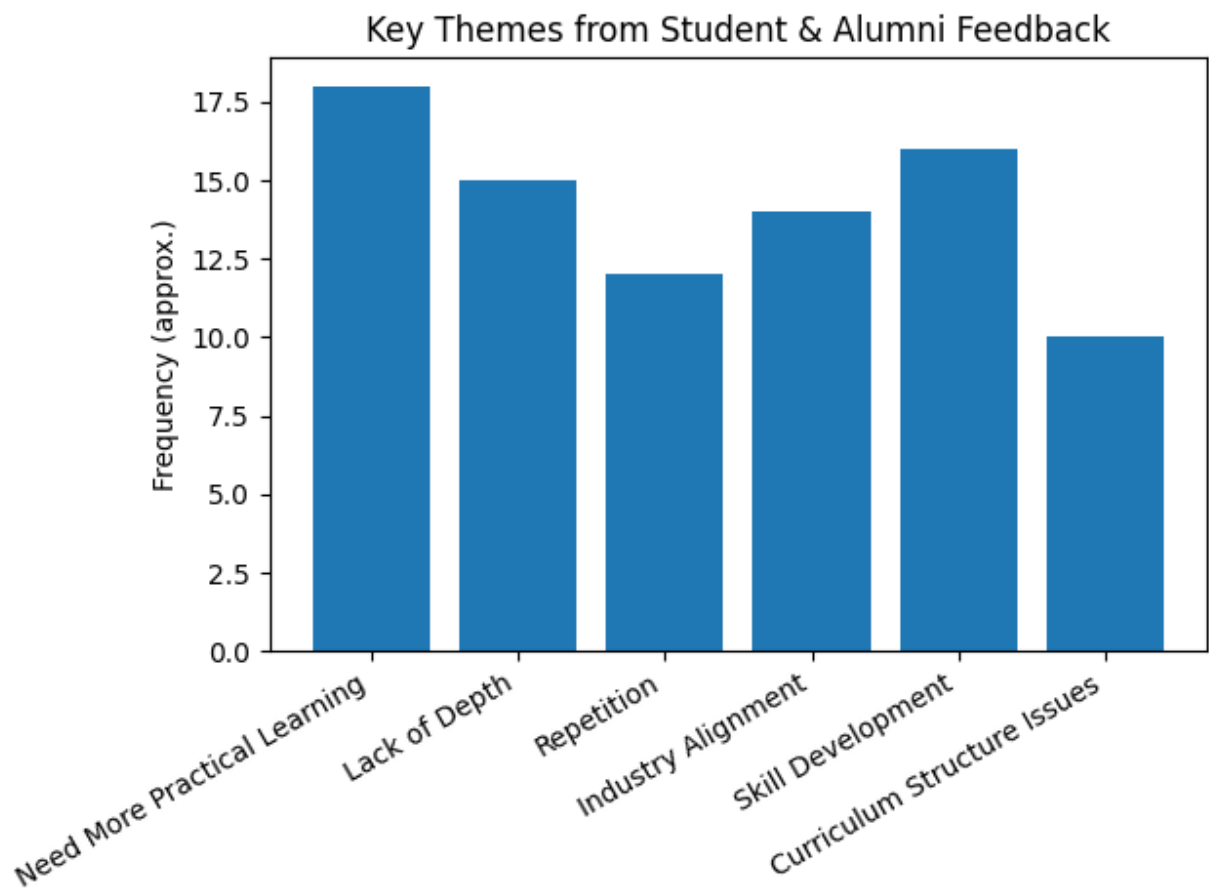
5. Curriculum Structure

Alumni noted the need for better distribution of content across the semester to avoid rushed modules and ensure deeper understanding.

6. Academic Focus

Alumni emphasised strengthening:

- Critical media theory
- Journalism fundamentals
- Research as a knowledge-building process rather than an output-driven activity



Faculty Feedback on Syllabus

1. Syllabus Structure and Flexibility

Faculty members perceive the syllabus as well-structured and balanced between theory and practical components. It serves as a flexible framework that allows adaptation based on class needs and levels.

2. Need for Continuous Updating

Faculty emphasised that the syllabus must be continuously updated to keep pace with evolving communication technologies and industry practices.

3. Emerging Media and Technological Integration

Faculty recommended incorporating:

- Artificial Intelligence (AI) tools
- Immersive media (XR)
- Data storytelling techniques to enhance industry readiness and relevance.

4. Practical and Entrepreneurial Orientation

There is a need to strengthen practical training and introduce entrepreneurial perspectives within the curriculum to better align with industry expectations.

5. Foundational Creative Skills

Faculty highlighted the absence of foundational creative training, particularly drawing, which is essential for visual thinking, composition, and conceptual development in creative disciplines.

6. Strengths of the Syllabus

- Balanced integration of theory and practice
- Inclusion of research and digital media components
- Continuous efforts to update and improve the curriculum
- Strong foundational base in media studies

Feedback from Employers

1. Need for Practical Training

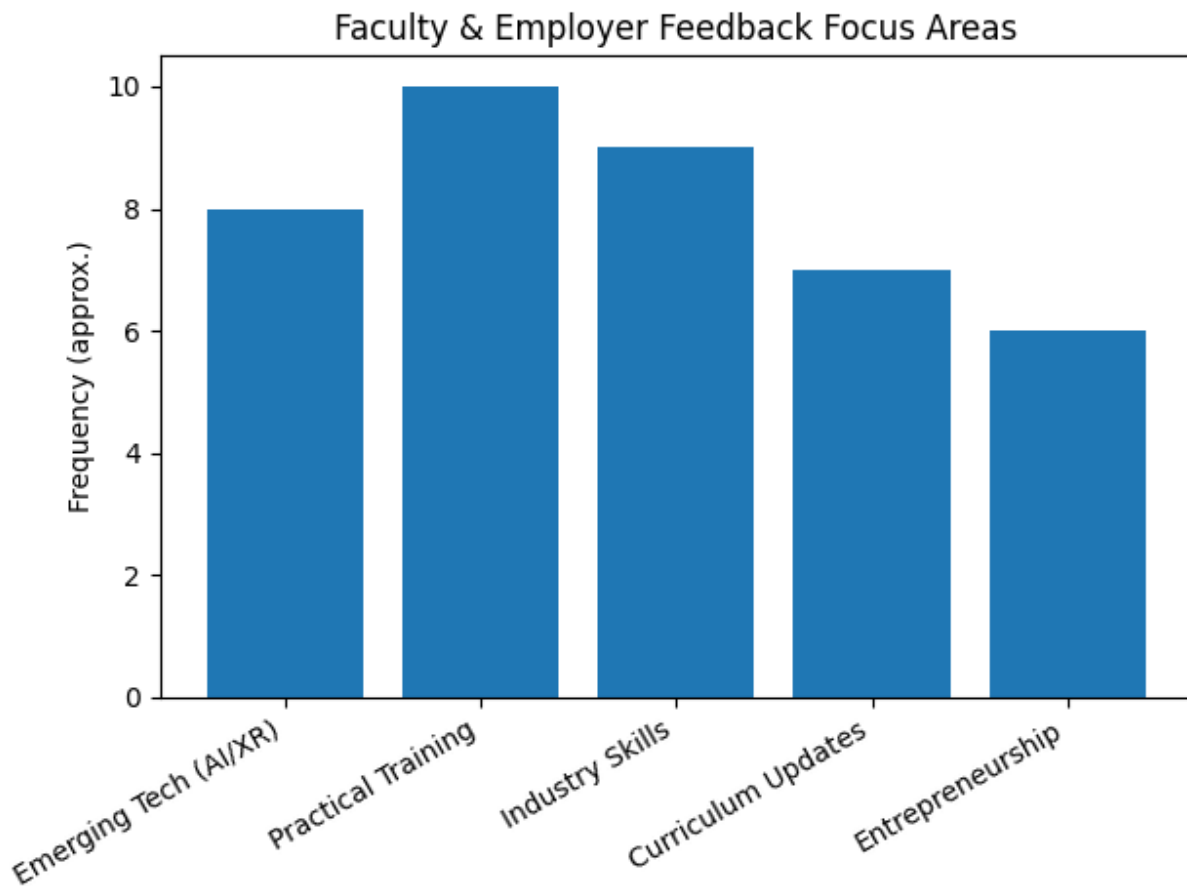
Industry professionals emphasise the importance of hands-on training from the programme's early stages.

2. Importance of Field Exposure

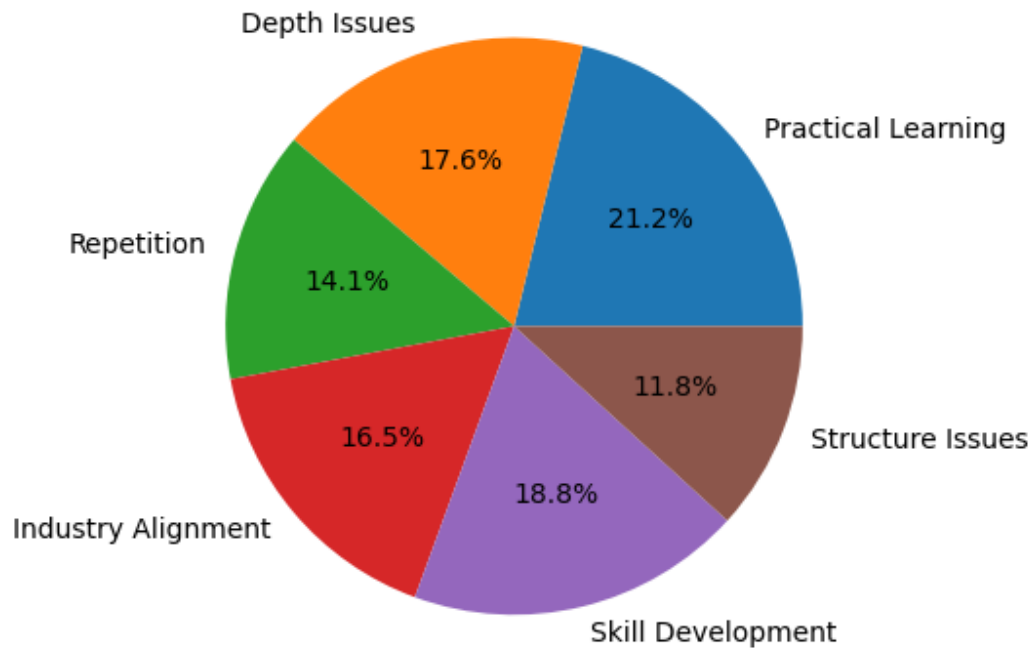
Employers highlight the need for training in field reporting and real-world media practices to enhance professional readiness.

3. Focus on Job-Relevant Skills

Employers recommend aligning the curriculum more closely with industry requirements by focusing on practical and employability-oriented skills.



Distribution of Key Feedback Themes



Action Taken

Many of the suggestions provided by students, faculty, employers, and alumni have been carefully considered and incorporated into the revised syllabus approved by the Board of Studies (BoS) for 2025–26.

Key actions include:

- Revision of the curriculum to ensure **progressive learning and reduced redundancy**
- Integration of **practical components, case studies, and project-based learning**

- Inclusion of **emerging media technologies** such as AI, XR, and data storytelling
- Introduction of **skill-based courses** in earlier semesters
- Adoption of **industry-relevant tools**, including free and open-source software
- Strengthening of **industry interaction** through guest lectures and workshops
- Enhancement of **research, critical thinking, and theoretical foundations**
- Review and improvement of **course materials to ensure academic quality and authenticity**
- Re-structuring of course timelines to ensure **balanced workload and deeper engagement**



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