

EMPLOYER FEEDBACK ANALYSIS REPORT 2023-2024

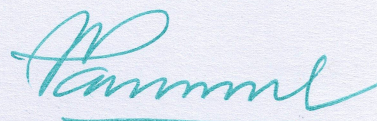
Employer feedback remained largely favorable for the academic year 2023-2024, noting that the curriculum aligns well with industry needs. However, some employers suggested that there could be further improvements in adapting to rapidly changing media technologies. Overall, they appreciated the efforts to keep the program relevant and industry-focused.

Suggestions

- Focus on creating interactive content and using virtual production techniques.
- Train students in new media technologies like AR, VR, and AI for media creation.
- Improve teamwork and project management skills for media production

Action taken report

- Implement UX training sessions to improve design skills.
 - Facilitate hands-on workshops focused on AR/VR equipment and AI software.
- The college has also established a center for artificial Intelligence to encourage students with new initiatives.
- Launch mentorship programs to support project planning and guidance.



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Affiliated to Mahatma Gandhi University, Kottayam, Kerala

Vision: Transforming Media for a Wholesome World

Founded in 2004

EMPLOYER FEEDBACK ANALYSIS REPORT 2022-2023

The employer feedback on the curriculum for the academic year 2022-2023, shows that employers are generally satisfied with the curriculum to some extent. They also agree that the curriculum aligns with industry requirements.

Suggestions

- Students should be trained to work with emerging technologies such as AR and VR, as well as in the field of artificial intelligence.
- Incorporate more life skills and soft skills programs into the curriculum.

Action taken report

- Classes and seminars on AR and VR have been organized. It was decided to establish a centre for artificial intelligence
- Additional life skills and soft skills programs, including career counselling and guidance, have been added to the curriculum.

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EMPLOYER FEEDBACK ANALYSIS REPORT 2021-2022

The feedback indicates that some employers viewed the curriculum positively, while others expressed dissatisfaction. This diverse range of opinions highlights the varying perspectives employers have on the educational program. Such feedback can be instrumental in guiding future curriculum improvements to better meet industry needs.

Suggestions

- Students should receive training in teamwork, as many of them were studying and working in isolation during the COVID-19 pandemic. Therefore, the curriculum should be designed to enhance problem-solving abilities and foster effective team collaboration.
- Emphasize hands-on experience and real-world applications in the curriculum.

Action taken report

- Students are provided with crucial training in both team-building and confidence-building skills to prepare them for diverse professional environments.
- This job-oriented approach ensures that students acquire practical skills and knowledge directly applicable to their chosen careers.

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EMPLOYER FEEDBACK ANALYSIS REPORT 2020-2021

The employer's feedback indicates a general satisfaction with the curriculum for the 2020-2021 academic year. A significant portion of respondents expressed neutrality regarding the curriculum, and a smaller number provided negative feedback.

Suggestions

- The COVID-19 pandemic required employees to acquire new knowledge and skills to work effectively online. It also demanded greater flexibility and adaptability.
- When designing the new curriculum, authorities should consider integrating factors that promote students to become more adaptable and versatile.
- The syllabus needs to be refreshed with recent industry advancements and should prioritize integrating practical elements into the curriculum.

Action taken report

- It has identified key competencies such as critical thinking, problem-solving, and interpersonal skills that promote adaptability.
- Enhanced studio facilities and resources to support practical learning experiences.
- Implemented assessment methods that measure both theoretical knowledge and practical skills.

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EMPLOYER FEEDBACK ANALYSIS REPORT 2019-2020

Employers have indicated a robust level of contentment with the educational readiness of their employees(students), This positive feedback underscores the effectiveness of the curriculum in meeting industry expectations and preparing students adequately for professional challenges.

Suggestions

- The syllabus needs to be revised to reflect the latest advancements in the industry.
- The curriculum should be revised to harness the opportunities presented by today's technological advancements.

Action taken report

- Requested the University to revise the syllabus to align the curriculum with the needs of the industry. We have expressed our willingness to assist the university in this matter since the expert committee for syllabus revisal includes many of our teachers.
- Scheduled workshops, seminars, and guest lectures by industry professionals to provide firsthand knowledge and insights.
- Organized training sessions for faculty members to ensure they are equipped to teach the updated curriculum effectively.

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EMPLOYER FEEDBACK ANALYSIS REPORT 2018-2019

The employer's feedback on the curriculum for the academic year 2018-2019. expressed satisfaction with the overall curriculum attended by their employees, and graduates of St Joseph College of Communication. They indicated that the practical components of the syllabus fall short of meeting industry standards.

Suggestions

- The curriculum should enhance the practical application of theoretical concepts introduced in the syllabus to better meet industrial requirements.
- Addressing the imbalance between theory and its practical application is preferable as identified in the syllabus.

Action taken report

- We have initiated programs offering internships and job training to better prepare students for professional life in the industry.
- Introduced practical-oriented assignments and projects across all relevant courses.

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