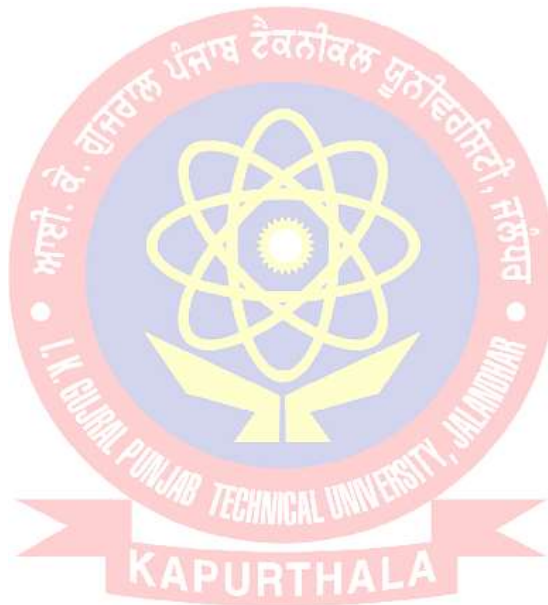


## Supporting Documents

1.4.1

### **Structured Feedback for Design and Review of Syllabus**

#### **Feedback Received from Employers**



**Structured Feedback on Design and Review of Software for Requester**

Name of the Program (Tick the relevant program): (BAJMC/ MAJMC/ BMS)

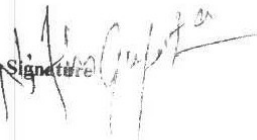
Name: NITIN GUPTA


Designation: Chief Content Officer

Company: Chaupal

Please rate the curriculum on the following parameters and tick the relevant column.

Sr. No	Parameters	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
1	Curriculum is comprehensive and covers wide range of subjects in the area of management	<input checked="" type="checkbox"/>				
2	Program outcomes and Learning outcomes are well defined	<input checked="" type="checkbox"/>				
3	Curriculum is relevant for needs of local industry	<input checked="" type="checkbox"/>				
4	Curriculum is relevant for needs of global industry		<input checked="" type="checkbox"/>			
5	Curriculum is relevant for manufacturing sector		<input checked="" type="checkbox"/>			
6	Curriculum is relevant for service sector		<input checked="" type="checkbox"/>			
7	The curriculum enhances analytical skills		<input checked="" type="checkbox"/>			
8	The curriculum enhances industry oriented skills		<input checked="" type="checkbox"/>			
9	The curriculum develops entrepreneurial abilities		<input checked="" type="checkbox"/>			
10	The curriculum focuses on holistic development of the student		<input checked="" type="checkbox"/>			

Signature: 

Head   
 Department of Journalism & Mass Communication  
 IKG Punjab Technical University  
 Kapurthala-144603 (Pb.)

**Structured Feedback on Design and Review of Syllabus for Employers**

Name of the Program (Tick the relevant program): (BAJMC/ MATMC/ BBA)  BBA

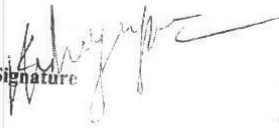
Name: Kanwarpreet S. Narula

Designation: Content Manager

Company: Byssamid E. Sewidar

Please rate the curriculum on the following parameters and tick the relevant option.

Sr. No	Parameters	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
1	Curriculum is comprehensive and covers wide range of subjects in the area of management		<input checked="" type="checkbox"/>			
2	Program outcomes and Learning outcomes are well defined		<input checked="" type="checkbox"/>			
3	Curriculum is relevant for needs of local industry	<input checked="" type="checkbox"/>				
4	Curriculum is relevant for needs of global industry		<input checked="" type="checkbox"/>			
5	Curriculum is relevant for manufacturing sector		<input checked="" type="checkbox"/>			
6	Curriculum is relevant for service sector		<input checked="" type="checkbox"/>			
7	The curriculum enhances analytical skills	<input checked="" type="checkbox"/>				
8	The curriculum enhances industry oriented skills	<input checked="" type="checkbox"/>				
9	The curriculum develops entrepreneurial abilities		<input checked="" type="checkbox"/>			
10	The curriculum focuses on holistic development of the student		<input checked="" type="checkbox"/>			

Signature 

Head  
Department of Journalism & Mass Communication  
IKG Punjab Technical University  
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