

Supporting Documents

1.4.1

Structured Feedback for Design and Review of Syllabus

Feedback Received from Employers



Structured Feedback on Design and Review of Syllabus for BAJMC

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

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: Nitin Gupta

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

Head Ram
 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/ MAJMC/ MJC

Name: Kanwarpreet S. Narula

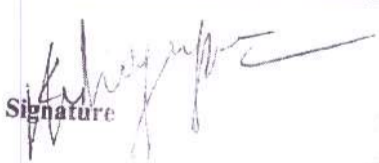
Designation: Content Manager

Company: Pyramid E Services

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



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

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