

BHARATHIAR UNIVERSITY: COIMBATORE-641046

INTERNAL QUALITY ASSURANCE CELL

FORMAT FOR DEPARTMENT ACADMEIC AUDIT [2018-2019]

Name of the Department: COMMUNICATION AND MEDIA STUDIES

Date :

Name, Designation and Address of Academic Audit Experts:

Dr. G. Balasubramania Raju
Professor and Head
DEPT. OF COMMUNICATION
M.S. UNIVERSITY
TIRUNELVELI - 627012

Faculty Members Present:

1. Dr. P. S. Thomas , Professor
2. Dr. M. Shrivani
3. Ms. Sandeep Kaur

Criterion	Items	Verification Yes / No	Comments	Suggestions for improvement
I. Curriculum	Steps followed in the designing of syllabus & Curriculum	Yes	The Syllabus is good, need outcome based format.	The syllabus revised 2018-19 with a revision upto 20%.
	Contents of the Curriculum	Yes	Each course has 5 units	The uniform unit wise weightage may be given to all courses.
	Validation done	Yes	—	The Board of Studies members may be increased to have greater representation and suggested for BoCF format.
	Credits allotted / distribution – logic	Yes	—	The employability, Job oriented courses to be included. The Syllabus has 94 credits

Curriculum Transaction	Teaching Methods & Teaching aids	Yes	PPts, Blogs etc.	Teaching method by ICTs to be encouraged
	E-Learning Modules [Give details including MOOC courses]	Yes	No mooc Courses introduced	Suggested for atleast one or two online mooc courses.
	Project Work UG/PG	Yes	1. Dissertation 2. Design Principles	Periodic assessment is encouraged.
	Internal Assessment - Components – Uniqueness	Yes	Good	The internal assessment and exam scheme to be uniform
	Student Support – remedial coaching	No	No record for remedial coaching	Slow learners to be identified and trained.
	Feedback from students	No	Feed back Documentation is needed.	Documentation needed.
	Steps taken on the feedback	NA	—	The form to be framed and collected from student / parents and employers

Be it

Facebook
Blog
PPt

2019

Design
Dissertation

2022-21
Common Scheme

No document

Common
IWA

2018-19
Dissertation

Infrastructure in the department	No. of classrooms	2 nos	240 Seating Capacity	Sufficient
	No of laboratories	1 Computer lab	2 Systems	Needed upgraded configuration
	No of computers – for teachers	YES	Faculties were provided with Computers and Internet	Separate Cabin for facilities suggested.
	No of computers – for students	YES	20 computers with related Softwares	To increase no. of computers. with softwares.
	No of computers – for research scholars	YES	5 computers 250 sq ft	—
	Details of Servers, Battery Backup System	YES	Centralised power back up.	
	Names of Instruments (Only Major)	YES	Squid, but Camera Photographs / AV Equipments	The Studio for AV/production to be completed with all required facilities for production.

Profile of students	Demand Ratio (Applications received Vs Sanctioned Strength)	Yes	Received applicant = 65 Enrolled = 36	The Demand ratio is not bad, need for improvement.
	Students involved in extra-curricular & co-curricular activities	Yes	Thinker club Creative club	Activities to be extended to local Communities.
	Study tour / industrial visits / exhibitions / internship / Training	Yes	Internship is in the Part of the syllabus	The study tour and periodic industrial visit to be organised.
	Achievements of students (Academic, cultural etc)	Yes	To encourage more academic and cultural activities	To have more interaction with other colleges / universities.
	Newsletters / Magazines of the Department	Yes	Lab Journal Bungii	Since inception 2009, The lab journal is a mandatory work for students
	Placement (Ratio, Salary Level) Mention few companies	No	Record to be collected and maintained	Placement record to be collected seriously.
	% of students going for Research	Yes	10% to 15% turn up for M.Phil & PhD	Research with fellowship to be encouraged among students.

Thinker Club - 9-11
Creative Club - 10-12

Activities of the department	MoUs Signed	Yes	Mol, Signed with Moholite - 2018	More ties up in the form of MoUs to be signed	2018 - Moholite
	Consultancy [Nature, Amount]	Yes	The consultation work with other institutions and stakeholders are to be concentrated.		2021
	Collaborations	No	—	To be Concentrated	No
	Department/Association Meetings	Yes	} hood 2019 12/12/19	The meetings to be organised atleast 2 per semester	
	Guest lectures [Per semester]	Yes		The Dept organises good no. of Seminars / G.L. Workshop	
	Conference / Seminars / Workshop conducted [Per Year]	Yes		2019-2020 Work / - 14, 11, 12, 2021 - 15 2020-14-05	
	Extension Activity	Yes	To be encouraged among student	2018 - 2020 - 14-05	
	Interaction with Industry / Research Centres / Educational Institutions	Yes	Periodic interaction in encouraged	Ties up with other institutions and Research centres encouraged.	

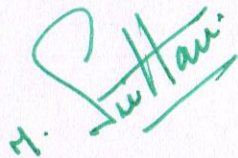
Best Practice(s) / Innovations of the Department:

- The Press co-ordination in publishing university news / meet are convocation are organised by Dept. Summer
Violated - 2020
- Student association like thinkers club, lab journals are best practices Violated - 2020

Future Plans of the Department:

- The studio lab with state of art facilities is to be installed
- The studio to be upgraded with production equipment.
- Department planned to have more movie and extension activities.
- An exciting edit suit to be installed. Violated - 2021

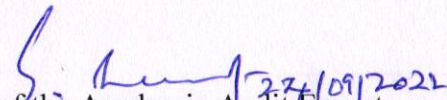
Signature of the HoD with Seal and Date



Dr. M. Srihari
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Signature of the Academic Audit Expert
(With Address)


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