**Analysis of feedbacks of employers about course curriculum of Department of Journalism & Mass Communication 2017-2018**

Employers have given the feedback about different aspects of course curriculum such as

1. The course objectives and outcomes were clearly defined/ identified
2. Length: Course material were of appropriate length
3. Relevance: Course material were relevant
4. Quality: Course material were of high quality and up to date
5. Material was well organized. Assignment of reading material for each class was of appropriate length
6. The course provides useful inputs
7. The course provides focus on skill development/ employability/ entrepreneurship
8. The course updates understanding in this field

As per their satisfaction employers have given their opinions in 4 levels:

1. Average
2. Good
3. Excellent
4. Outstanding

The summary of Employers feedback is as follows:

Table 1: Percentage of grades given by employers

|  |  |
| --- | --- |
| Grade | Percentage |
| A | 3 |
| G | 17 |
| E | 37 |
| O | 43 |
| Total | 100 |

**Subject:Journalism & Mass Communication**

* **43%** of the employers have rated course curriculum of Journalism & Mass Communication as Outstanding
* **37%** of the employers have rated course curriculum of Journalism & Mass Communication as Excellent
* **17%** of the employers have rated course curriculum of Journalism & Mass Communication as Good
* **3%** of the employers have rated course curriculum of Journalism & Mass Communication as Average