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XAVIER BOARD OF HIGHER EDUCATION IN INDIA

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ACADEMIC AUDIT REPORT OF THE SCHOOL OF COMMUNICATION SACRED HEART COLLEGE (AUTONOMOUS), THEVARA, KOCHI

The Academic Audit of SACRED HEART COLLEGE (AUTONOMOUS), THEVARA, KOCHI was conducted from 19th to 21st December, 2018. The team comprised

- **Dr. Sr. Annamma Philip**, FMM, Secretary General, Xavier Board of Higher Education in India, (XBHEI), Bangalore and former Principal, Stella Maris College (Autonomous), Chennai,
- **Dr. Fr. Joseph Xavier SJ**, former Principal, Loyola College (Autonomous), Chennai and former President, XBHEI,
- **Dr. D. Jeevan Kumar**, former Prof. of Political Science, University of Bangalore and currently Hon. Professor at Karnataka State Rural Development and Panchayat Raj University, Gadag, Karnataka
- **Dr. Ms. Ordetta Mendoza**, Member, XBHEI and former Head, Dept. of Bioinformatics, Stella Maris College (Autonomous), Chennai, and Co-ordinator, Xavier Board-Administrative & Academic Audit (XB-AA Audit).

Prior to the visit, the department completed and submitted the Audit Manual developed and deployed by Xavier Board of Higher Education in India.

Dr. Fr. Joseph Xavier, SJ and Dr. D. Jeevan Kumar visited the School of Communication on 19th December 2018 and interacted with the HoD-in-Charge, Ms. Shanthi Mathai and faculty. Ms.

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ShanthiMathai made a presentation, which was followed by an interaction, an examination of the relevant documents, and a visit to the studios and laboratories.

About the department:

The Department was established in 2016 and offers one UG course (BA in Animation and Graphic Design); five PG courses (MA in Digital Animation; MA in Communication and Journalism; MA in Cinema and Television; MA in Graphic Design; and MA in Multimedia) and a Certificate Course in Multimedia (from February 2018).

Commendations:

- Revision of curriculum of four of the five PG courses in 2015;
- Introduction of PG course in Digital Animation in 2016;
- Cross-cutting areas like gender, environmental sustainability, human values and professional ethics find sufficient space in the curriculum and in extra-curricular activities.
- Students' feedback is obtained through mentor meetings, class meetings, exit surveys (at the time of graduation), and alumni surveys.
- Feedback from all stakeholders including parents, members of the BoS, alumni/a/ae and employers.
- Curriculum is revised based on recent advances in technology.
- Preparation of course plan and providing the same to the students.
- Remedial classes are held for slow learners; extra assignments are given to fast learners.
- ICT-based tools and resources are available and well used in the department. There is a Media Incubation Centre.
- The Amphitheatre, Art museum of sculptures, historic paintings, etc. for the department.
- Students of BA in Animation and Graphic Design (BAAGD) and MA in Communication and Journalism (MCJ) taken on study tours.
- Internship for most of the programmes.
- Mandatory research work and submission of Dissertation Report for credit for MCJ, MADGA and MA in Cinema and Television (MACTV) Programmes.
- Department conducts academic peer review process.

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- Sufficient technical and supportive staff in the department.
- Mandatory programme of Social Service of 40 hours (4 Credits) for all UG students.
- The ratio of Internal:External Evaluation is 50:50. This calls for a huge dedication and commitment in the teaching and learning process.
- Big emphasis on practical and hands-on learning, industrial visits, other field visits, and individual and group projects.
- Generation of Rs.5.55 lakh from UNICEF by 3 faculty members for consultancy services provided as well as Rs.40,000 from Cochin Shipyard.
- Under Extension activities, Faculty and students conduct programmes for UNICEF Incubator productions, 'Save Periyar' campaigns, Child Protection Awareness programmes, etc.
- The MoU signed with UNICEF for student consultancy work.
- The student enrichment programmes like workshops in Typography, Clay Modelling, film review, graphic novel, animation work, wood carving and printing, photography, theatre, Black Magic camera, visual media/journalism and media.

Recommendations

- ✓ The various courses offered are being handled by a large number of Guest Faculty, none of whom has a Ph.D. Invite qualified faculty to handle the guest lectures.
- ✓ Organise seminars or conferences for students as none have been organized by the Department during the last three years.
- ✓ Department can offer courses to students from other departments and permit student from this department takes courses in other departments.
- ✓ Department can conduct courses in collaboration with other departments/institutions/Universities.
- ✓ Pass percentage needs to be improved in the UG programme.
- Efforts can be made to revive the MA course in Multimedia which was discontinued in 2018.
- Improve the amount being received for research grants and projects.
- None of the Faculty members are recognized research guide, faculty can apply for the same.
- There is no evidence of Faculty publications in peer-reviewed/UGC notified journals.



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- More students to be helped to clear NET as only 1 student has cleared it in the recent past.
- Improve the department's infrastructure and equipment as lack of the same is a major limitation.

Date: 12/02/2019

Place: Bangalore.



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