

Virtual University of Pakistan

Assessment Team Report

Department: Management Science

Program Title: ADP Sales & Marketing


Assessment Cycle: Cycle-III


Assessment Year: 2023-24

Criteria Referenced Evaluation

	Excellent Performance in all areas.	Good to Excellent Performance in all areas.	Good Performance for most areas *	Fair Performance in most of the areas.	Poor Performance in most of the areas.	Score
Criterion 1 - Program Mission, Objectives and Outcomes			✓			3.17
Criterion 2 - Curriculum Design and Organization	✓					18.50
Criterion 3 - Laboratories and Computing Facilities	✓					9.33
Criterion 4 - Student Support and Advising	✓					8.67
Criterion 5 - Process Control	✓					13.64
Criterion 6 - Faculty		✓				15.43
Criterion 7 - Institutional Facilities	✓					8.67
Criterion 8 - Institutional Support		✓				8.00

* No poor performance in any areas.

Signagure of AT: 
Name & Designation:
Dr. Aisha Ismail Assistant Professor.

Signagure of DQE Cordinator: 
Name & Designation:
Safana Aslam Ghouri Manager QA

Criterion 1 – Program Mission, Objectives and Outcomes
Weight = 0.05

Factors Score		5	4	3	2	1
1	Does the Program have documented measurable objectives that support faculty / college and institution mission statements?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Does the Program have documented outcomes for graduating students?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
3	Do these outcomes support the Program objectives?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
4	Are the graduating students capable of performing these outcomes?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Does the department assess its overall performance periodically using quantifiable measures?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	Is the result of the Program Assessment documented?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total Encircled Value (TV)		5	12	0	0	2
Score 1 (S1) = [TV/(No. of Questions *5)] *100 *Weight =		3.17				

Comments/Observations/Key Findings:

1	As per the documentary evidence, the department has initiated the process to develop the program outcomes and their alignment with the program objectives. Therefore, program outcomes are not available and have not been mentioned in the report.	1	
2	DQE is not conducting any employer survey, therefore, data is not available.	2	
3	The student survey has very low sample size. We should not draw any conclusion based on this survey.	3	
4	For SWOT analysis, only Strengths and Weaknesses are discussed. Opportunities and Threats are missing in the report.	4	
5	Research contributions are not given much weightage in internal evaluations, that is why the faculty does not take interest in reporting such activities. Research culture should be promoted and encouraged, so the faculty could contribute in this area.	5	
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Criterion 2 – Curriculum Design and Organization
Weight = 0.20

Factors Score		5	4	3	2	1
1	Is the curriculum consistent?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Does the curriculum support the program's documented objectives?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Are theoretical background, problem analysis and solution design stressed within the program's core material?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Does the curriculum satisfy the core requirements laid down by respective accreditation bodies?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Does the curriculum satisfy the major requirements laid down by HEC and the respective councils / accreditation bodies?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	Does the curriculum satisfy the general education, arts and professional and other discipline requirements as laid down by the respective / accreditation bodies / councils?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	Is the information technology component integrated throughout the program?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	Are oral and written skills of the students developed and applied in the program?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total Encircled Value (TV)		25	12	0	0	0
Score 2 (S2) = [TV/(No. of Questions *5)] *100 *Weight =		18.50				

Comments/Observations/Key Findings:

1	Overall, the curriculum is well designed, and thoroughly fulfills the HEC criteria.	1	
2	Number of courses, their credit hours, and contents match the HEC guidelines.	2	
3	VU has aligned its curriculum with HEC undergraduate policy 2023, completely.	3	
4	As per the new HEC undergraduate policy 2023, the study scheme for the associate degree in sales and marketing lacks the in the Natural Science, Quantitative Reasoning, Ideology and constitution of Pakistan, and Entrepreneurship courses in general education category.	4	
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9		9	

Criterion 3 – Laboratories and Computing Facilities
Weight = 0.10

Factors Score		5	4	3	2	1
1	Are laboratory manuals / documentation / instructions etc. for experiments available and readily accessible to faculty and students?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Are there adequate number of support personnel for instruction and maintaining the laboratories?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Are the university's infrastructure and facilities adequate to support the program objectives?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total Encircled Value (TV)		10	4	0	0	0
Score 3 (S3) = [TV/(No. of Questions *5)] *100 *Weight =		9.33				

Comments/Observations/Key Findings:

1	Laboratories and computing facilities at VU campuses are available and adequate.	1	
2	Skilled support personnel are available at VU campuses.	2	
3	There is some difference of facilities between the VU owned campuses and Private campuses. VU is taking steps to minimize this difference.	3	
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Criterion 4 – Student Support and Advising

Weight = 0.10

Factors Score		5	4	3	2	1
1	Are the courses being offered in sufficient frequency and number for the students to complete the program in a timely manner?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Are the courses in the major area structured to optimize interaction between the students, faculty and teaching assistants?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Does the university provide academic advising on course decisions and career choices to all students?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total Encircled Value (TV)		10	0	3	0	0
Score 4 (S4) = [TV/(No. of Questions *5)] *100 *Weight =		8.67				

Comments/Observations/Key Findings:			
1	VUP has a very well established system of teacher student interaction. Students can contact their teachers through MDBs, LMS ticketing system, emails, and skype.	1	
2	VUP lacks a dedicated system of student career counseling. Although the teachers guide their students, when required, but a specialized job placement and counseling office is required.	2	
3	Industry experts can be invited during online sessions, so that students can learn from the real-life corporate experts.	3	
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Criterion 5 – Process Control
Weight = 0.15

Factors Score		5	4	3	2	1
1	Is the process to enroll students to a program based on quantitative and qualitative criteria?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Is the process above clearly documented and periodically evaluated to ensure that it is meeting its objectives?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Is the process to register students in the program and monitoring their progress documented?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Is the process above periodically evaluated to ensure that it is meeting its objectives?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Is the process to recruit and retain faculty in place and documented?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	Are the processes for faculty evaluation & promotion consistent with the institution mission?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	Are the processes in 5 and 6 above periodically evaluated to ensure that they are meeting their objectives?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	Do the processes and procedures ensure that teaching and delivery of course material emphasize active learning and that course learning outcomes are met?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	Is the process in 8 above periodically evaluated to ensure that it is meeting its objectives?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	Is the process to ensure that graduates have completed the requirements of the program base on standards and documented procedures?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	Is the process in 10 above periodically evaluated to ensure that it is meeting its objectives?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total Encircled Value (TV)		30	20	0	0	0
Score 5 (S5) = [TV/(No. of Questions *5)] *100 *Weight =		13.64				

Comments/Observations/Key Findings:			
1	VUP has a state of the art registration and admission process, which is completely documents, updated, and approved.	1	
2	VUP also has an excellent student performance management system, which is updated and accessible by all the stakeholders 24/7.	2	
3	Registrar office and department admission committees are very well coordinated, and they operate in remarkable harmony.	3	
4	Faculty promotion and evaluation criteria should be finalized and must be available to the faculty.	4	
5	The feedback from the faculty should be considered seriously, and the improvements should be communicated back to them.	5	
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10		10	
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12		12	

Criterion 6 – Faculty
Weight = 0.20

Factors Score		5	4	3	2	1
1	Are there enough full-time faculty members to provide adequate coverage of the program areas / courses with continuity and stability?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Are the qualifications and interests of faculty members sufficient to teach all courses, plan, modify and update courses and curricula?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Do the faculty members possess a level of competence that would be obtained through graduate work in the discipline?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Do the majority of faculty members hold a Phd degree in their discipline?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Do faculty members dedicate sufficient time to research to remain current in their disciplines?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	Are there mechanisms in place for faculty development?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	Are faculty members motivated and satisfied so as to excel in their profession?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total Encircled Value (TV)		5	16	6	0	0
Score 6 (S6) = [TV/(No. of Questions *5)] *100 *Weight =		15.43				

Comments/Observations/Key Findings:

1	Student-teacher-ratio is not mentioned in the report.	1	
2	Vacant positions should be filled with capable candidates to manage STR, and workload.	2	
3	In order to promote scholarly activities among the faculty members, the research culture should be promoted, encouraged, and incentivized.	3	
4	In order to improve the satisfaction level, Management - Faculty interaction should be arranged on regular basis.	4	
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Criterion 7 – Institutional Facilities
Weight = 0.10

Factors Score		5	4	3	2	1
1	Does the institution have the infrastructure to support new trends such as e-learning?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Does the library contain technical collection relevant to the program and is it adequately staffed?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Are the class rooms and offices adequately equipped and capable of helping faculty carry out their responsibilities?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total Encircled Value (TV)		5	8	0	0	0
Score 7 (S7) = [TV/(No. of Questions *5)] *100 *Weight =		8.67				

Comments/Observations/Key Findings:

Comments/Observations/Key Findings:			
1	VUP is a member of National Digital Library program. But utilization report including login logs, e-catalogue etc. could not be obtained.	1	
2	The physical library facility is less adequate which does not contain enough books, records etc.	2	
3	The offices of faculty members are quite inappropriate and a major source of dissatisfaction. The members of the faculty are unable to pay proper concentration towards scholarly activities.	3	
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Criterion 8 – Institutional Support

Weight = 0.10

Factors Score		5	4	3	2	1
1	Is there sufficient support and finances to attract and retain high quality faculty?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Are there an adequate number of high quality graduate students, teaching assistants and Ph.D. students?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total Encircled Value (TV)		0	8	0	0	0
Score 8 (S8) = [TV/(No. of Questions *5)] *100 *Weight =		8.00				

Comments/Observations/Key Findings:			
1	VUP offers competitive salaries, and other fringe benefits. The employee turnover ratio is below industry average.	1	
2	VUP should offer MS and Ph.D level programs to advance in research areas.	2	
3	Since, a lot of faculty members are involved in capacity building and research activities, the university should arrange the access to modern research databases and resources.	3	
4		4	
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9		9	

$$\begin{aligned}\text{OVERALL ASSESSMENT SCORE} &= S1 + S2 + S3 + S4 + S5 + S6 + S7 + S8 \\ &= 3.17 + 18.5 + 9.33 + 8.67 + 13.6 + 15.4 + 8.67 + 8.00 \\ &= 85.40 / 100\end{aligned}$$

Overall Comments by Assessment Team:

1. The department should clearly develop the course outcomes and align them with the objectives.
2. Faculty feedback should be considered very seriously, and the improvements must be communicated to them on regular basis.
3. Faculty promotion criteria should be communicated clearly.
4. Proper libraries (digital & physical) should be established and accessible.
5. More Ph.D. faculty should be hired, or the existing faculty should be encouraged to improve their qualification.
6. Dedicated section or department should be established with qualified career counselors available to students for guidance.

Comments by DQE Coordinator: