Virtual University of Pakistan

Assessment Team Report

Department Name: Management Sciences

Program Name: BS (Mass Communication)

Criteria Referenced Evaluation

	Poor performance in most of the areas.	Fair performance in most of the areas.	Good performance for most areas / No poor performance in any areas.	Good to excellent performance in all areas.	Excellent performance in all areas.	Score
Criterion 1					√	5.00
Criterion 2			√			4.25
Criterion 3				√		8.66
Criterion 4				√		8.00
Criterion 5				√		13.36
Criterion 6			√			8.57
Criterion 7					√	10.00
Criterion 8		√				3.00

Criteria Referenced Self Assessment – Methodology and Evaluation Tool

Criterion 1 – Program Mission, Objectives and Outcomes			Weight = 0.05		
Factors			**Score**		
1 Does the Program have documented measureable objectives that support faculty / college and institution mission statements?	5	4	3	2	1
2 Does the Program have documented outcomes for graduating students?	5	4	3	2	1
3 Do these outcomes support the Program objectives?	5	4	3	2	1
4 Are the graduating students capable of performing these outcomes?	5	4	3	2	1
5 Does the department assess its overall performance periodically using quantifiable measures?	5	4	3	2	1
6 Is the result of the Program Assessment documented?	5	4	3	2	1
Total Encircled Value (TV)	30	0	0	0	0
Score 1 **(S1)** = [TV/(No. of Questions *5)] *100 *Weight = 5.00					

Criterion 2 – Curriculum Design and Organization			Weight = 0.05		
Factors			**Score**		
1 Is the curriculum consistent?	5	4	**3**	2	1
2 Does the curriculum support the program's documented objectives?	5	4	**3**	2	1
3 Are theoretical background, problem analysis and solution design stressed within the program's core material?	5	4	3	2	1
4 Does the curriculum satisfy the core requirements laid down by respective accreditation bodies? (refer Appendix A of the Self Assessment Manual)	5	4	3	2	1
5 Does the curriculum satisfy the major requirements laid down by HEC and the respective councils / accreditation bodies? (Refer to appendix A of the Self Assessment Manual)	5	4	3	2	1
6 Does the curriculum satisfy the general education, arts and professional and other discipline requirements as laid down by the respective / accreditation bodies / councils? (Refer to Appendix A of the Self Assessment Manual)	5	**4**	3	2	1
7 Is the information technology component integrated throughout the program?	5	4	3	2	1
8 Are oral and written skills of the students developed and applied in the program?	5	**4**	3	2	1
Total Encircled Value (TV)	20	8	6	0	0
Score 2 **(S2)** = [TV/(No. of Questions *5)] *100 *Weight = 4.25					

Criterion 3 – Laboratories and Computing Facilities					**Weight = 0.10**
Factors					**Score**
1	Are laboratory manuals / documentation / instructions etc. for experiments available and readily accessible to faculty and students?	**5**	4	3	2	1
2	Are there adequate number of support personnel for instruction and maintaining the laboratories?	**5**	4	3	2	1
3	Are the university's infrastructure and facilities adequate to support the program objectives?	5	4	**3**	2	1
	Total Encircled Value (TV)	10	0	3	0	0
	Score 3 **(S3) = [TV/(No. of Questions *5)] *100 *Weight = 8.66**					

Criterion 4 – Student Support and Advising					**Weight = 0.10**
Factors					**Score**
1	Are the courses being offered in sufficient frequency and number for the students to complete the program in a timely manner?	**5**	4	3	2	1
2	Are the courses in the major area structured to optimize interaction between the students, faculty and teaching assistants?	5	**4**	3	2	1
3	Does the university provide academic advising on course decisions and career choices to all students?	5	4	**3**	2	1
	Total Encircled Value (TV)	5	4	3	0	0
	Score 4 **(S4) = [TV/(No. of Questions *5)] *100 *Weight = 8.00**					

Criterion 5 – Process Control					**Weight = 0.15**
Factors					**Score**
1	Is the process to enroll students to a program based on quantitative and qualitative criteria?	**5**	4	3	2	1
2	Is the process above clearly documented and periodically evaluated to ensure that it is meeting its objectives?	**5**	4	3	2	1
3	Is the process to register students in the program and monitoring their progress documented?	**5**	4	3	2	1
4	Is the process above periodically evaluated to ensure that it is meeting its objectives?	**5**	4	3	2	1
5	Is the process to recruit and retain faculty in place and documented?	**5**	4	3	2	1
6	Are the processes for faculty evaluation & promotion consistent with the institution mission?	5	4	3	2	**1**
7	Are the processes in 5 and 6 above periodically evaluated to ensure that they are meeting their objectives?	5	4	**3**	2	1

#	Question	5	4	3	2	1
8	Do the processes and procedures ensure that teaching and delivery of course material emphasize active learning and that course learning outcomes are met?	5	4	3	2	1
9	Is the process in 8 above periodically evaluated to ensure that it is meeting its objectives?	5	4	3	2	1
10	Is the process to ensure that graduates have completed the requirements of the program base on standards and documented procedures?	5	4	3	2	1
11	Is the process in 10 above periodically evaluated to ensure that it is meeting its objectives?	5	4	3	2	1
	Total Encircled Value (TV)	45	0	3	0	1

Score 5 (S5) = [TV/(No. of Questions *5)] *100 *Weight = 13.36

Criterion 6 – Faculty					**Weight = 0.20**	

Factors				**Score**		
1	Are there enough full time faculty members to provide adequate coverage of the program areas / courses with continuity and stability?	5	4	3	**2**	1
2	Are the qualifications and interests of faculty members sufficient to teach all courses, plan, modify and update courses and curricula?	5	**4**	3	2	1
3	Do the faculty members posses a level of competence that would be obtained through graduate work in the discipline?	**5**	4	3	2	1
4	Do the majority of faculty members hold a PhD degree in their discipline?	5	4	3	2	**1**
5	Do faculty members dedicate sufficient time to research to remain current in their disciplines?	5	4	3	2	**1**
6	Are there mechanisms in place for faculty development?	5	4	3	2	**1**
7	Are faculty members motivated and satisfied so as to excel in their profession?	5	4	3	2	**1**
	Total Encircled Value (TV)	5	4	0	2	4

Score 6 (S6) = [TV/(No. of Questions *5)] *100 *Weight = 8.57

Criterion 7 – Institutional Facilities					Weight = 0.10
Factors					**Score**
1	Does the institution have the infrastructure to support new trends such as e-learning?	5	4	3	2	1
2	Does the library contain technical collection relevant to the program and is it adequately staffed?	5	4	3	2	1
3	Are the class rooms and offices adequately equipped and capable of helping faculty carry out their responsibilities?	5	4	3	2	1
Total Encircled Value (TV)		15	0	0	0	0
Score 7 (S7) = [TV/(No. of Questions *5)] *100 *Weight = 10.00						

Criterion 8 – Institutional Support					Weight = 0.10
Factors					**Score**
1	Is there sufficient support and finances to attract and retain high quality faculty?	5	4	3	2	1
2	Are there an adequate number of high quality graduate students, teaching assistants and Ph.D students?	5	4	3	2	1
Total Encircled Value (TV)		0	0	0	2	1
Score 8 (S8) = [TV/(No. of Questions *5)] *100 *Weight = 3.00						

OVERALL ASSESSMENT SCORE = **S1 + S2 + S3 + S4 + S5 + S6 + S7 + S8**

= **5.00+ 4.25 + 8.66 + 8.00 + 13.36 + 8.57 + 10.00 + 3.00**

= **79.89**

Remarks:

Understanding of the questions did not develop. This report clearly mentioned the drawbacks in the program and suggestions are also given in separate report.