

**Executive Summary**  
**Associate Degree in Sales and Marketing**  
**Faculty of Management**  
**Self Assessment Cycle – II (2020-21)**

Virtual University of Pakistan is providing world class ICT-based distance education to the aspiring students in Pakistan and abroad and addressing simultaneously the acute shortage of qualified professors in the country. To fulfill needs of Quality Assurance Agency (QAA) of HEC for ranking the program, Department of Management Sciences initiated the Self-Assessment process for Associate Degree in Sales and Marketing. The current document summarizes the findings of the self-assessment process of Associate Degree in Sales and Marketing. The process includes:

1. **Self-Assessment Report (SAR)** development by Program Team (PT).
2. **Assessment Report (AR)** by Assessment Team (AT) after critical evaluation.
3. **Rectification Plan** administered by the Head of Department.

The tasks were completed according to the set methodology through Program Team and Assessment Team nominated by the Rector on the recommendation of the Department.

### **Methodology**

The department adopted the identical methodology defined by Quality Assurance Agency of HEC. The methodology includes the nomination and notification of PT and AT after approval of the competent authority. PT developed the SAR in accordance with eight (8) criteria provided by QAA. Various recommended surveys were also conducted for collecting diverse feedback. A meeting was arranged for critical evaluation of the program by AT in which Head of Management Sciences department and staff of Directorate of Quality Enhancement (DQE) were also present. After the visit, AT submitted a report and feedback form (Rubric Form) to DQE. Based on the findings of AT, the Head of Management Sciences Department was requested to develop a rectification plan.

### **Program Team and Assessment Team Formation**

<b>Sr.#</b>	<b>Name</b>	<b>Status</b>	<b>Designation</b>
1.	Mr. Muhammad Ahsin Imtiaz	PT	Lecturer, Department of Management Sciences
2.	Mr. Sajid Hussain	AT	Tutor, Department of Management Sciences

### **Key Findings of the SAR**

The AT appreciated the efforts of PT to develop such a comprehensive report of the 'Associate Degree in Sales and Marketing' program. The AT endorsed the program structure and suggested few improvements in study scheme designed by the department. The infrastructure and support provided by the university to execute the program were also

reviewed and considered compatible with smoothing execution of the program. However, the following few observations were reported by AT in its report:

1. The department should include more courses which are skill or field based on the area of Sales & Marketing as the essence of the degree is to produce skill-based graduates. The graduates will then produce remarkable results for the society at the end.
2. The course Islamic Studies / Ethics (for Non-Muslims) should be of 2 credit hours instead of one (01) as per HEC guideline.
3. The department should clearly define list of pre-requisite courses, categories of courses like compulsory, foundation, major, electives in the scheme of studies.
4. Proper libraries should be established at least at all faculty campuses.
5. More Ph.D. faculty should be hired or encourage existing talented faculty to obtain the level of doctorate.
6. Dedicated section or department should be established with qualified career counselors available to students for guidance.

### **Conclusion and Recommendations**

Analysis of the Criteria Referenced Self-Assessment reveals that performance of the department is good to excellent in most of the areas, however, fair performance has been observed in only one of the areas i.e. criterion 8 (Institutional Support). The program has secured overall good to excellent performance in all areas with assessment score (77.1/100) reported by the AT.

The areas that need corrective actions identified during the self-assessment process have been reported to the Head of Management Sciences department for rectification. DQE will follow-up the rectification plan as per specific timeframe to track continuous improvement.

**Prepared by:**

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Director Quality Enhancement: \_\_\_\_\_