

Virtual University of Pakistan

Assessment Team Report

Department of Management Science

ADP in Sales & Marketing

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					✓	4.50
Criterion 2					✓	19.50
Criterion 3					✓	10.00
Criterion 4				✓		8.00
Criterion 5				✓		12.55
Criterion 6			✓			13.71
Criterion 7			✓			6.67
Criterion 8		✓				5.00

Criterion 1 – Program Mission, Objectives and Outcomes						Weight =	0.05
Factors Score							
1	Does the Program have documented measurable objectives that support faculty / college and institution mission statements?	✓	4	3	2	1	
2	Does the Program have documented outcomes for graduating students?	✓	4	3	2	1	
3	Do these outcomes support the Program objectives?	✓	4	3	2	1	
4	Are the graduating students capable of performing these outcomes?	5	✓	3	2	1	
5	Does the department assess its overall performance periodically using quantifiable measures?	5	4	✓	2	1	
6	Is the result of the Program Assessment documented?	✓	4	3	2	1	
Total Encircled Value (TV)		20	4	3	0	0	0
Score 1 (S1) = [TV/(No. of Questions *5)] *100 *Weight =		4.50					
Criterion 2 – Curriculum Design and Organization						Weight =	0.20
Factors Score							
1	Is the curriculum consistent?	✓	4	3	2	1	
2	Does the curriculum support the program's documented objectives?	✓	4	3	2	1	
3	Are theoretical background, problem analysis and solution design stressed within the program's core material?	✓	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)	✓	4	3	2	1	
5	Does the curriculum satisfy the major requirements laid down by HEC and the respective councils / accreditation bodies?	✓	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?	✓	4	3	2	1	
7	Is the information technology component integrated throughout the program?	✓	4	3	2	1	
8	Are oral and written skills of the students developed and applied in the program?	5	✓	3	2	1	
Total Encircled Value (TV)		35	4	0	0	0	0
Score 2 (S2) = [TV/(No. of Questions *5)] *100 *Weight =		19.50					
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?	✓	4	3	2	1	
2	Are there adequate number of support personnel for instruction and maintaining the laboratories?	✓	4	3	2	1	
3	Are the university's infrastructure and facilities adequate to support the program objectives?	✓	4	3	2	1	
Total Encircled Value (TV)		15	0	0	0	0	0
Score 3 (S3) = [TV/(No. of Questions *5)] *100 *Weight =		10.00					
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?	✓	4	3	2	1	
2	Are the courses in the major area structured to optimize interaction between the students, faculty and teaching assistants?	5	✓	3	2	1	
3	Does the university provide academic advising on course decisions and career choices to all students?	5	4	✓	2	1	
Total Encircled Value (TV)		5	4	3	0	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?	✓	4	3	2	1	
2	Is the process above clearly documented and periodically evaluated to ensure that it is meeting its objectives?	✓	4	3	2	1	
3	Is the process to register students in the program and monitoring their progress documented?	✓	4	3	2	1	
4	Is the process above periodically evaluated to ensure that it is meeting its objectives?	5	✓	3	2	1	
5	Is the process to recruit and retain faculty in place and documented?	5	✓	3	2	1	
6	Are the processes for faculty evaluation & promotion consistent with the institution mission?	5	4	✓	2	1	
7	Are the processes in 5 and 6 above periodically evaluated to ensure that they are meeting their objectives?	5	4	✓	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	✓	3	2	1	
9	Is the process in 8 above periodically evaluated to ensure that it is meeting its objectives?	5	✓	3	2	1	
10	Is the process to ensure that graduates have completed the requirements of the program base on standards and documented procedures?	✓	4	3	2	1	
11	Is the process in 10 above periodically evaluated to ensure that it is meeting its objectives?	5	✓	3	2	1	
Total Encircled Value (TV)		20	20	6	0	0	
Score 5 (S5) = [TV/(No. of Questions *5)] *100 *Weight =		12.55					
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?	✓	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?	✓	4	3	2	1	
3	Do the faculty members posses a level of competence that would be obtained through graduate work in the discipline?	✓	4	3	2	1	
4	Do the majority of faculty members hold a PhD degree in their discipline?	5	4	3	2	✓	
5	Do faculty members dedicate sufficient time to research to remain current in their disciplines?	5	4	✓	2	1	
6	Are there mechanisms in place for faculty development?	5	4	3	✓	1	
7	Are faculty members motivated and satisfied so as to excel in their profession?	5	4	✓	2	1	
Total Encircled Value (TV)		15	0	6	2	1	
Score 6 (S6) = [TV/(No. of Questions *5)] *100 *Weight =		13.71					
Criterion 7 – Institutional Facilities						Weight = 0.10	
Factors Score							
1	Does the institution have the infrastructure to support new trends such as e-learning?	✓	4	3	2	1	
2	Does the library contain technical collection relevant to the program and is it adequately staffed?	5	4	3	2	✓	
3	Are the class rooms and offices adequately equipped and capable of helping faculty carry out their responsibilities?	5	✓	3	2	1	
Total Encircled Value (TV)		5	4	0	0	1	
Score 7 (S7) = [TV/(No. of Questions *5)] *100 *Weight =		6.67					

Criterion 8 – Institutional Support					Weight =		0.10
Factors Score							
1	Is there sufficient support and finances to attract and retain high quality faculty?	5	✓	3	2	1	
2	Are there an adequate number of high quality graduate students, teaching assistants and Ph.D students?	5	4	3	2	✓	
Total Encircled Value (TV)		0	4	0	0	1	
Score 8 (S8) = [TV/(No. of Questions *5)] *100 *Weight =		5.00					

OVERALL ASSESSMENT SCORE =

$$S1 + S2 + S3 + S4 + S5 + S6 + S7 + S8$$

$$= 4.50 + 19.50 + 10.00 + 8.00 + 12.55 + 13.71 + 6.67 + 5.00$$

$$= 79.93 / 100$$

Comments: