

Executive Summary
Self-Assessment Report (SAR) of Program BS (Mass Communication)
Directorate of Quality Enhancement (DQE)
Virtual University of Pakistan

Virtual University of Pakistan was established in 2002 with the aim to provide extremely affordable world class education to aspiring students all over the country regardless of their physical location by alleviating the lack of capacity in the existing universities while simultaneously tackling the acute shortage of qualified professors in the country using free-to-air satellite television broadcasts and the Internet. To pursue this aim the Department of Mass Communication is designated to initiate and implement Self-Assessment process designed by Quality Assurance Agency (QAA) of HEC. The current document summarizes the findings of self-assessment process of BS Mass Communication program.

The current document summarizes the findings of self-assessment process of BS Mass Communication program. The department of Mass Communication is committed to produce graduates who are capable enough to explore media industry in order to meet the challenges of national as well as international market by enhancing efficiency & effectiveness of media tools to lead in global market. Department follows its vision in all of its courses and specializations that are being offered at both Masters' and Bachelors' levels. The department feels satisfaction on the completion of following list of tasks.

- Development of Self-Assessment Report (SAR) by Program Team for BS Mass Communication program.
- Conduct of critical review and submission of Assessment Report (AR) by Assessment Team for BS Mass Communication program.
- Development of Rectification Plan by Head of Department

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

Methodology:

The following methodology is adopted to complete the whole SAR cycle:

1. A Program Team (PT) was nominated for the program. Initial orientation and training sessions for all the members were arranged by DQE. The formation of PT is given in Table 1:

S. No	Name	Designation
1	Ms. Aisha M. Din	Lecturer, Department of Mass Communication Virtual University of Pakistan
2	Ms. Saba Sadiq	Lecturer, Department of Mass Communication Virtual University of Pakistan

2. All the relevant material such as SAR manual, Survey forms, etc. was provided to PT.
3. Continuous support, guidance and feedback were provided to PT members to prepare the SAR for the said program.
4. After completion and submission of the final SAR from PT, an Assessment Team (AT) was formulated by Director DQE with the consent of worthy Rector and a Subject Specialist & Expert from outside was also included. The formation of PT is given in Table 2:

S. No	Name	Designation
1	Ms. Nadia Saleem	Assistant Professor, Department of Mass Communication Virtual University of Pakistan
2	Dr. Tanveer Hussain	Assistant Professor, Department of Mass Communication University of Management Technology

- 5- The SAR developed by PT was forwarded to AT for the purpose of critical review.
- 6- After completion of critical review and assessment of the SAR, AT team members were made a visit in the department and hold a meeting with PT.
- 7- After the visit, AT submitted a report and feedback form (Rubric Form) to DQE.
- 8- DQE forwarded the observations & findings of AT report to the Head of Department for developing a rectification plan.
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- 10- DQE would now monitor implementation of Rectification Plan

Parameters for the SAR:

- The SAR is prepared on the following eight (8) criteria prescribed by the HEC:
- Criterion 1: Program Mission, Objectives and Outcomes Criterion
- Criterion 2: Curriculum Design and Organization Criterion
- Criterion 3: Laboratory and Computing Facility Criterion
- Criterion 4: Student Support and Advising Criterion
- Criterion 5: Process Control Criterion
- Criterion 6: Faculty Criterion
- Criterion 7: Institutional Facilities Criterion
- Criterion 8: Institutional Support

Key Findings of the SAR:

Following is the summary of the key SAR findings:

- Department has energetic, innovative and self-motivated faculty but is lacking highly qualified senior PhDs subject specialist faculty and this nonexistence of senior faculty resultantly reflects in the form of limited in-depth theoretical expertise in research activities.
- Department has the deficiency of updated books and physical library relevant to their programs. E-book, E-Journal access/facility should be provided to the faculty members as current access is very limited.
- The categories of courses as Major and General must be mentioned in the study scheme. ISL201 Islamic Studies offering 1 Cr. Hr instead of 2

- A course related to New Media/ Social Media should be added in study scheme.
- More specializations should be offered for the students of BS. Mass Communication, as currently only two specializations are being offered i.e. Print Media and Electronic Media

Conclusion and Recommendations:

While analyzing Criteria Referenced Self-Assessment, it has been observed that Department's performance is very good (80/100 – overall assessment score reported by AT) but there are few gray areas due to which the department's performance is question marked by assessment team. The low scores are in Criterion # 2 (Curriculum Design & Organization), Criterion # 6 (Faculty) and Criterion # 8 (Institutional Support). The low scores reflect that there is need to revisit curriculum or reallocation of courses in different semesters, ease pressure on overburden faculty members, and provide sufficient institutional support for faculty as well as for students. It is necessary that these criteria should be addressed immediately and evaluated periodically. One most important aspect emphasized by AT is the fact that separate identity must be provided to the department and along this the department must be led by an individual as a department head who is a PhD or senior subject specialist faculty member. Lack of library, privacy, inappropriate office environment and nonexistence of faculty offices are other serious impediments that need to be rectified.

The deficient areas identified during SAR process have been reported to the Head of Department of respective department and rectification for each has also been suggested. DQE will follow up the implementation plan as per time frame given by DQE.



Syed Naveed Anwer

Quality Assurance Officer

Director DQE: _____