Virtual University of Pakistan

Assessment Team Report

Department of Mass Communication

Associate Degree in 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					✓	4.67
Criterion 2					✓	20.00
Criterion 3				✓		8.00
Criterion 4					✓	9.33
Criterion 5				✓		11.73
Criterion 6			✓			13.14
Criterion 7				✓		8.00
Criterion 8		✓				6.00

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?	✔	4	3	2	1
2	Does the Program have documented outcomes for graduating students?	3	✔	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?	✔	4	3	2	1
6	Is the result of the Program Assessment documented?	✔	4	3	2	1
Total Encircled Value (TV)		20	8	0	0	0
Score 1 (S1) = [TV/(No. of Questions *5)] *100 *Weight =		4.67				

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? (Refer to Appendix A of the Self Assessment Manual)	✔	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?	✔	4	3	2	1
Total Encircled Value (TV)		40	0	0	0	0
Score 2 (S2) = [TV/(No. of Questions *5)] *100 *Weight =		20.00				

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	✔	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)		10	0	0	2	0
Score 3 (S3) = [TV/(No. of Questions *5)] *100 *Weight =		8.00				

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?	5	✔	3	2	1
2	Are the courses in the major area structured to optimize interaction between the students, faculty and teaching assistants?	✔	4	3	2	1
3	Does the university provide academic advising on course decisions and career choices to all students?	✔	4	3	2	1
Total Encircled Value (TV)		10	4	0	0	0

Score 4 (S4) = [TV/(No. of Questions *5)] *100 *Weight =	9.33

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	✓	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	✓	3	2	1
7	Are the processes in 5 and 6 above periodically evaluated to ensure that they are meeting their objectives?	5	✓	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?		4		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)		**15**	**28**	**0**	**0**	**0**
Score 5 (S5) = [TV/(No. of Questions *5)] *100 *Weight =		**11.73**				

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	✓	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	✓	2	1
3	Do the faculty members posses a level of competence that would be obtained through graduate work in the discipline?	5	✓	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	✓	3	2	1
6	Are there mechanisms in place for faculty development?	5	✓	3	2	1
7	Are faculty members motivated and satisfied so as to excel in their profession?	5	✓	3	2	1
Total Encircled Value (TV)		**0**	**16**	**6**	**0**	**1**
Score 6 (S6) = [TV/(No. of Questions *5)] *100 *Weight =		**13.14**				

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	✓	2	1
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**	**3**	**0**	**0**
Score 7 (S7) = [TV/(No. of Questions *5)] *100 *Weight =		**8.00**				

Criterion 8 – Institutional Support				Weight =	0.10

Factors Score						
1	Is there sufficient support and finances to attract and retain high quality faculty?	5	✓	3	2	1
2	Are there an adequate number of high quality graduate students, teaching assistants and Ph.D students?	5	4		✓	1
Total Encircled Value (TV)		**0**	**4**	**0**	**2**	**0**
Score 8 (S8) = [TV/(No. of Questions *5)] *100 *Weight =		**6.00**				

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

= 4.67 + 20.00 + 8.00 + 9.33 + 11.73 + 13.14 + 8.00 + 6.00

= 80.87 / 100

Comments:

1. Considering the fact that the BS Sociology Program is launched having completed only four semesters so far, there are strong reser