

# Virtual University of Pakistan

## Assessment Team Report

Department Name: Mass Communication

Program Name: M.Sc. 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				✓		4.00
Criterion 2				✓		15.50
Criterion 3				✓		7.33
Criterion 4			✓			6.67
Criterion 5				✓		11.45
Criterion 6		✓				12.00
Criterion 7			✓			6.67
Criterion 8		✓				6.00

<b>Criterion 1 – Program Mission, Objectives and Outcomes</b>						<b>Weight =</b>	<b>0.05</b>
<b>Factors Score</b>							
1	Does the Program have documented measurable objectives that support faculty / college and institution mission statements?	5	✓	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?	5	✓	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?	5	✓	3	2	1	
<b>Total Encircled Value (TV)</b>		<b>5</b>	<b>16</b>	<b>3</b>	<b>0</b>	<b>0</b>	
<b>Score 1 (S1) = [TV/(No. of Questions *5)] *100 *Weight =</b>		<b>4.00</b>					
<b>Criterion 2 – Curriculum Design and Organization</b>						<b>Weight =</b>	<b>0.20</b>
<b>Factors Score</b>							
1	Is the curriculum consistent?	5	✓	3	2	1	
2	Does the curriculum support the program's documented objectives?	5	✓	3	2	1	
3	Are theoretical background, problem analysis and solution design stressed within the program's core material?	5	✓	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	✓	3	2	1	
5	Does the curriculum satisfy the major requirements laid down by HEC and the respective councils / accreditation bodies?	5	4	✓	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?	5	✓	3	2	1	
7	Is the information technology component integrated throughout the program?	5	✓	3	2	1	
8	Are oral and written skills of the students developed and applied in the program?	5	✓	3	2	1	
<b>Total Encircled Value (TV)</b>		<b>0</b>	<b>28</b>	<b>3</b>	<b>0</b>	<b>0</b>	
<b>Score 2 (S2) = [TV/(No. of Questions *5)] *100 *Weight =</b>		<b>15.50</b>					
<b>Criterion 3 – Laboratories and Computing Facilities</b>						<b>Weight =</b>	<b>0.10</b>
<b>Factors Score</b>							
1	Are laboratory manuals / documentation / instructions etc. for experiments available and readily accessible to faculty and students?	5	✓	3	2	1	
2	Are there adequate number of support personnel for instruction and maintaining the laboratories?	5	✓	3	2	1	
3	Are the university's infrastructure and facilities adequate to support the program objectives?	5	4	✓	2	1	
<b>Total Encircled Value (TV)</b>		<b>0</b>	<b>8</b>	<b>3</b>	<b>0</b>	<b>0</b>	
<b>Score 3 (S3) = [TV/(No. of Questions *5)] *100 *Weight =</b>		<b>7.33</b>					
<b>Criterion 4 – Student Support and Advising</b>						<b>Weight =</b>	<b>0.10</b>
<b>Factors Score</b>							
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?	5	4	✓	2	1	
3	Does the university provide academic advising on course decisions and career choices to all students?	5	4	✓	2	1	
<b>Total Encircled Value (TV)</b>		<b>0</b>	<b>4</b>	<b>6</b>	<b>0</b>	<b>0</b>	
<b>Score 4 (S4) = [TV/(No. of Questions *5)] *100 *Weight =</b>		<b>6.67</b>					

Criterion 5 – Process Control						Weight =	0.15
<b>Factors Score</b>							
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?	5	✓	3	2	1	
3	Is the process to register students in the program and monitoring their progress documented?	5	✓	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?	5	✓	3	2	1	
11	Is the process in 10 above periodically evaluated to ensure that it is meeting its objectives?	5	✓	3	2	1	
<b>Total Encircled Value (TV)</b>		<b>0</b>	<b>36</b>	<b>6</b>	<b>0</b>	<b>0</b>	
<b>Score 5 (S5) = [TV/(No. of Questions *5)] *100 *Weight =</b>		<b>11.45</b>					
<b>Criterion 6 – Faculty</b>						<b>Weight =</b>	<b>0.20</b>
<b>Factors Score</b>							
1	Are there enough full time faculty members to provide adequate coverage of the program areas / courses with continuity and stability?	5	4	3	✓	1	
2	Are the qualifications and interests of faculty members sufficient to teach all courses, plan, modify and update courses and curricula?	5	✓	3	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	4	✓	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	4	✓	2	1	
<b>Total Encircled Value (TV)</b>		<b>0</b>	<b>12</b>	<b>6</b>	<b>2</b>	<b>1</b>	
<b>Score 6 (S6) = [TV/(No. of Questions *5)] *100 *Weight =</b>		<b>12.00</b>					
<b>Criterion 7 – Institutional Facilities</b>						<b>Weight =</b>	<b>0.10</b>
<b>Factors Score</b>							
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	4	3	✓	1	
<b>Total Encircled Value (TV)</b>		<b>5</b>	<b>0</b>	<b>3</b>	<b>2</b>	<b>0</b>	
<b>Score 7 (S7) = [TV/(No. of Questions *5)] *100 *Weight =</b>		<b>6.67</b>					

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	✓	1	
<b>Total Encircled Value (TV)</b>		<b>0</b>	<b>4</b>	<b>0</b>	<b>2</b>	<b>0</b>	
<b>Score 8 (S8) = [TV/(No. of Questions *5)] *100 *Weight =</b>		<b>6.00</b>					

**OVERALL ASSESSMENT SCORE =**

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

$$= 4.00 + 15.50 + 7.33 + 6.67 + 11.45 + 12.00 + 6.67 + 6.00$$

$$= 69.62 / 100$$

**Comments:**

The department lacks PhD faculty. Some senior PhD faculty members must be hired to fill this gap. Similarly, faculty members must be encouraged and facilitated to do research more frequently.