Executive Summary
Associate degree in Sales and Marketing
Faculty of Management
Self-Assessment Cycle-III (2023-24)

Quality of higher education is monitored by Quality Assurance Agency (QAA) of HEC by various means. One of the means is Self-assessment of the programs offered by a University/HEI (Higher Education Institute). The Self-assessment process is conducted according to the guidelines provided by QAA in the Self-assessment manual. In this regard, the current document summarizes the findings of the self-assessment process for the program Associate degree in Sales and Marketing offered by the Department of Management Science.

The department is committed to produce graduates who can lead organizations towards success and prosperity in the global marketplace. The department offers rigorous programs in different areas of specialization. The department has completed the following tasks with reference to Self-assessment process:

1. Development of ***Self-Assessment Report (SAR)*** by Program Team for the Associate degree in Sales and Marketing

2. Assessment of the said program and submission of ***Assessment Report (AR)*** by Assessment Team for Associate degree in Sales and Marketing

3. Development of ***Rectification Plan*** by Head of Department

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

Procedure

The following procedure has been adopted to complete the self-assessment process:

1. Head of department nominated a program team (PT) for the program under consideration. DQE (Directorate of Quality Enhancement) arranged initial orientation and training session for PT. The composition of PT is given below:

Table 1: Program Team

Sr.#	Name	Designation
1.	Mr. Usman Khan	Lecturer, Marketing

2. All the relevant material such as Self-Assessment manual, survey forms, etc. were provided to PT.

3. Continuous support, guidance, and feedback were provided to PT to develop SAR for the said program.

4. After completion and submission of the final SAR by PT, the Rector, upon recommendation of the HOD, approved constitution of an Assessment Team (AT) for critical appraisal of the program and SAR. The composition of AT is given below:

Table 2: Assessment Team

Sr.#	Name	Designation
1.	Dr. Muhammad Ali	Assistant Professor, Management Science

5. SAR developed by PT was forwarded to AT for critical review.

6. After completion of critical review and assessment of the SAR, DQE arranged an exit meeting between AT and PT in the presence of the Head of Department and DQE team.

7. After the visit, AT submitted a Rubric form to DQE.

8. DQE forwarded the observations & findings of AT report to the Head of Department for developing a rectification plan.

9. DQE will now monitor implementation of corrective actions proposed by AT.

Criteria in SAR:

Following eight (8) criteria defined by the HEC are used to develop SAR:

- Criterion 1: Program Mission, Objectives and Outcomes
- Criterion 2: Curriculum Design and Organization
- Criterion 3: Laboratory and Computing Facility
- Criterion 4: Student Support and Advising
- Criterion 5: Process Control
- Criterion 6: Faculty
- Criterion 7: Institutional Facilities
- Criterion 8: Institutional Support

Key Findings about the Program:

Following is a summary of the key findings after program's assessment:

1. Mission statements of the department and program are neither approved nor published at the University website.

2. The department has initiated the process to develop the program outcomes and their alignment with the program objectives. Therefore, program outcomes are not available and have not been mentioned in the report.

3. The mapping of Program objectives vs. Courses' learning outcomes reported in SAR requires attention to focus on contents of the courses with no or less alignment. Furthermore, it is needed to provide capacity building opportunities to faculty in performing this exercise and extending its scope to all of the programs being offered by the department.

4. The employers' survey has not been conducted. It is essential to conduct this survey as a routine practice for determining the kinds of skills required in the candidates to perform well on their jobs.

5. Research contributions are not given much weightage in internal evaluations, that is why the faculty does not take interest in reporting such activities. Research culture should be promoted and encouraged, so the faculty could contribute in this area.

6. The classification of courses at the VU website should be according to the nomenclature in HEC Undergraduate Policy 2023.

7. VUP lacks a dedicated system of student career counseling. Although the teachers guide their students, when required, but a specialized job placement and counseling office is required.

8. Industry experts should be invited so that students can learn from the real-life corporate experts.

9. Faculty promotion and evaluation criteria should be finalized and must be available to the faculty.

10. The feedback from the faculty should be considered seriously, and the improvements should be communicated back to them.

11. Vacant positions should be filled with capable candidates to manage workload.

12. In order to promote scholarly activities among the faculty members, the research culture should be promoted, encouraged, and incentivized.

13. In order to improve the satisfaction level, Management - Faculty interaction should be arranged on a regular basis.

14. VUP is a member of the National Digital Library program. But utilization report including login logs, e-catalogue etc. could not be obtained.

15. The physical library facility is less adequate which does not contain enough books, records etc.

16. The offices of faculty members are quite inappropriate and a major source of dissatisfaction. The members of the faculty are unable to pay proper concentration towards scholarly activities.

17. VUP offers competitive salaries, and other fringe benefits. The employee turnover ratio is below industry average.

18. VUP should offer MS and Ph.D level programs to advance in research areas.

19. Since, a lot of faculty members are involved in capacity building and research activities, the university should arrange the access to modern research databases and resources.

Conclusion and Recommendations:

Analysis of the Criteria Referenced Self-Assessment reveals that performance of the department is 'excellent' in most of the areas. The program has secured (85.40/100) score reported by AT which reflects overall excellent performance.

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

Prepared by:

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