

**Executive Summary**  
**Self-Assessment Report (SAR) of Program BS Marketing**  
**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 Management Science is designated to initiate and implement Self-Assessment process defined by Quality Assurance Agency (QAA) of HEC. The current document summarizes the findings of self-assessment process of BS Marketing.

The department is committed to produce graduates who can lead organizations towards success and prosperity in the global marketplace. The department follows its mission in all of its courses and areas of specialization that offered at both Masters and Bachelors levels. The department feels satisfied upon completion of the following list of tasks:

1. Development of **Self-Assessment Report (SAR)** by Program Team for **BS Marketing**
2. Conduct of critical review and submission of **Assessment Report (AR)** by Assessment Team for **BS Marketing**
3. Development of **Rectification Plan** by Head of Department
4. The 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. HOD of the concerned department nominated a program team (PT) for the current program. The composition of PT is given below. DQE also arranged initial orientation and training sessions for all PT members:

**Table 1: Program Team**

<b>Sr.#</b>	<b>Name</b>	<b>Designation</b>
1.	Ms. Aneeqa Touseef (Coordinator)	Tutor/Instructor (Marketing)
2.	Mr. Muhammad Sheeraz	Tutor/Instructor (Marketing)

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 SAR for the said program.

4. After completion and submission of the final SAR by PT, the Rector on the recommendation of the HOD approved the formation of an Assessment Team (AT) for critical appraisal of program and SAR. It is also ensured that a Subject Specialist from other institution become part of this team. The composition of AT is given below:

**Table 2: Assessment Team**

Sr.#	Name	Designation
1.	Dr. Yasir Rashid	Assistant Professor, University of Management & Technology, Lahore.
2.	Mr. Sajid Hussain	Lecturer, Marketing, Virtual University of Pakistan

5. The SAR developed by PT was forwarded to AT for critical review.
6. After completion of critical review and assessment of the SAR, AT members visited the department and had 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.
9. DQE will now monitor implementation of Rectification Plan.

### **Parameters for the SAR:**

Following eight (8) criteria prescribed 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 of the SAR:**

Following is a summary of the key SAR findings:

#### **Academic Observations:**

1. The documented program mission objectives, and outcomes need to be redesigned.
2. The curriculum should include contemporary courses that are relevant to current market situation.

3. The oral and written communication skills of the students are not developed and applied in the program.

### **Administrative Observations**

1. The faculty development programs currently in practice at VU are least effective.
2. There is no mechanism for periodic review and evaluation of the process to ensure that graduates have completed the program requirements.

### **Conclusion and Recommendations:**

Through analysis of Criteria Referenced Self-Assessment, it has been found that performance of the department is satisfactory. It is reflected by moderate overall assessment score (71/100) reported by AT. Based on the assessment of AT, at broader level performance of the department is fair in Criterion # 1 (Program mission, objectives and outcomes) and criterion # 8 (Institutional support) while it is good in other criteria such as criterion # 2(curriculum design and organization), criterion # 3(Laboratories and computing facilities), criterion # 4(student support and advising), criterion # 5(process control), criterion # 6(faculty), and criterion # 7(institutional facilities).

AT has identified that insufficient contemporary courses in curriculum, lack of oral and written communication skills of students, ineffective faculty development programs, and absence of any mechanism for periodic review and evaluation of the process to ensure that graduates have completed the program requirements are the areas which need to be improved.

Based on AT findings, a rectification plan has been developed in which the areas that need corrective actions have been reported to the Head of respective Department for rectification. DQE will follow up the implementation plan as per a specific time-frame to track continuous improvement.

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**Reviewed by:**

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The Rector:

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