

**Executive Summary**  
**Self-Assessment Report (SAR) of Program BBIT**  
**Directorate of Quality Enhancement (DQE)**  
**Virtual University of Pakistan**

The Virtual University of Pakistan established in 2002 with 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 Sciences is designated to initiate and implement Self-Assessment process designed by Quality Assurance Agency (QAA) of HEC. The department is committed to produce graduates who can lead organizations towards success and social environmental responsibilities in global market place. Department follows its vision in all of its courses and specializations that are being offered at both Masters' and Bachelors' levels. The department feels contentment on the completion of following list of tasks.

1. Development of **Self-Assessment Report (SAR)** by Program Team for BBIT program
2. Conduction of critical review and submission of **Assessment Report (AR)** by Assessment Team for BBIT program
3. Development of **Rectification Plan** by Head of Department

The tasks were completed according to set methodology through Program Teams and Assessment Teams nominated by DQE.

### **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 members were arranged by DQE. The formation of PT is given in Table 1:

**Table 1: Program Team**

<b>Sr.#</b>	<b>Name</b>	<b>Designation</b>
1.	Ms. Saima Ulfat (Coordinator)	Lecturer (Marketing)
2.	Mr. Ali Abbas	Instructor (Marketing)
3.	Mr. Muhammad Ahsan Imtiaz	Instructor (Marketing)
4.	Mr. Rehan Ahmed	Instructor (Computer Science)
5.	Ms. Saima Munawar	Instructor (Computer Science)

2. All the relevant material such as SAR manual, different Survey forms, etc. was provided to PT.
3. Continuous support, guidance and feedback were provided to PT members to prepare the SAR for 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:

**Table 2: Assessment Team**

Sr.#	Name	Designation
1.	Mr. Ali Asghar	Senior Research Associate, School of Business and Economics, UMT
2.	Ms. Amara Awan	Lecturer, Accounting & Finance , VU
3.	Mr. Sharafat Ali	Lecturer, Marketing, VU

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.
9. 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:

#### **Academic Observations:**

1. Mission statements of the department and program are not aligned with Vision of the University and also not available on University's official website. Similar is the case of program objectives and outcomes of program as well as of each courses are not aligned.
2. The curriculum design at VU is not aligned with proposed curriculum of HEC. The variation in curriculum is beyond the threshold limit prescribed by HEC.
3. There is no mechanism available in the report that can indicate how frequently the admission criteria are evaluated as well as the usage of evaluation results are incorporated to improve the process.

4. Immense need that a research culture should be developed in the department to promote research culture among faculty members.
5. No specialization is offered in the program. Offering specializations in the program may enhance its scope and relevance with the job market requirements, besides aligning it with HEC outlines.
6. 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.
7. There should be a proper way of interaction between students and teachers by arranging proper counseling and tutorial programmes.

#### **Administrative Observations:**

1. The research and development policy for faculty members may encourage their active participation in research activities, publication across variety of panels, co-curricular events, and capacity building, etc. to keep them update with the rapid knowledge generation in contemporary scenario.
2. VU is operating in online mode and therefore it is necessary that it should increase its activity and presence in social media. VU social media and online gaming may enhance the horizontal as well as vertical communication among students and faculty, therefore, may establish a mechanism for informal knowledge sharing.
3. Due to the fact that Virtual University is distance learning, IT-based University so the phenomenon for evaluation needs to be revised.
4. There must be new parameters and SOPs formulated to assess the overall performance of the university.
5. Graduate Placement Cell and VU Alumni Association should also be established to facilitate the students in finding right jobs.
6. There is intensive demand for flexible working hours as current options are not meeting the requirements of flexible timing.
7. Non-existence of proper faculty offices & inappropriate office environment (lighting, noise, too much movement, interruption, lack of privacy etc.) is hitting unfavorably and dropping the motivation level of faculty. To conduct Skype sessions or research activities such environment is great barrier.
8. Demotivated and less satisfied faculty due to fewer opportunities for career development and professional expertise is not encouraging for any university.

#### **Conclusion and Recommendations:**

While analyzing Criteria Referenced Self-Assessment, it has been observed that Department's performance is satisfactory but there are few gray areas due to which the department's is perceived as underperformed. This perception is reflected in terms of moderate overall assessment score (51/100) reported by AT. This low score is due to unsatisfactory performance in almost all

Criteria. The low score reflects that each criterion is not periodically evaluated and it is necessary that these problems in each criterion should be addressed immediately. More variation in approved curriculum of HEC, no specialization in the program, low enrollment, lack of library, demotivated faculty, 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.

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Rizwan Saleem Sandhu  
Deputy Director, DQE

Director QEC: \_\_\_\_\_

Worthy Rector: \_\_\_\_\_