

Executive Summary
Self-Assessment Report (SAR) of Program BS Management
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 Management.

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 Management**
2. Conduct of critical review and submission of **Assessment Report (AR)** by Assessment Team for **BS Management**
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

Sr.#	Name	Designation
1.	Ms. Sara Salah-ud-Din (Coordinator)	Lecturer (Management)
2.	Ms. Maryam Waheed	Tutor/Instructor (Management)

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. Sania Zahra Malik	Assistant Professor, IBA, University of the Punjab, Lahore.
2.	Ms. Nazia Rafique,	Lecturer, Management, 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 program mission and objectives need to be redesigned.
2. There must be a career counseling and placement cell to streamline and enhance the employment of students as well as to develop university-industry linkages. However, for career counseling of students, seminars and workshops should be organized at least once in a semester and experts from industries and organizations should be invited.
3. There should be a proper way of interaction between students and teachers by arranging proper counseling and tutorial programmes.
4. Some percentage should be given to interview at the time of students' admission.

Administrative Observations

1. Ph.D faculty in sufficient number is not available.
2. The faculty members are unable to dedicate sufficient time to research and remain current in their disciplines.
3. Library facilities should be improved for faculty in order to promote research. There must be access to world famous Management Sciences related journals in digital library for the faculty.
4. Faculty must update themselves with new techniques and innovations.

Conclusion and Recommendations:

Analysis of Criteria Referenced Self-Assessment reveals that performance of the department is just satisfactory. It is reflected by overall moderate assessment score (60/100). As reported by AT, performance of the department is fair in some of the areas including criterion # 3 (Laboratories and computing facilities), criterion # 5 (Process control), and criterion # 6 (Faculty) while it is good in others such as criterion # 2 (Curriculum design and organization), criterion # 4 (Student support and advising), and criterion # 7 (Institutional facilities). However, criterion # 1 (Program mission, objectives, and outcomes) and criterion # 8 (Institutional support) particularly reflect poor performance of the department in these areas.

AT has identified some of the areas that need to be focused for improvement. These include Program mission, objectives, & outcomes, deficiency of reference books, absence of career counselling mechanism, limited opportunities for student-teacher interaction, insufficient number of Ph. D. faculty members, and limited time available for research.

Based on the findings reported by AT, a rectification plan has been developed for corrective actions in specific areas. The said plan has been shared with the Head of respective Department for rectification. DQE will follow up the implementation plan periodically to track continuous improvement.

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The Rector: _____