

Executive Summary

Self-Assessment Report (SAR) of Program Master of Business Studies (MBS) Directorate of Quality Enhancement (DQE) Virtual University of Pakistan

Virtual University of Pakistan 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 Sciences is designated to initiate and implement Self-Assessment process designed by Quality Assurance Agency (QAA) of HEC. The current document summarizes the findings of self-assessment process of Master of Business Studies (MBS) program.

The department is committed to produce graduates who can lead organizations towards success and prosperity in the global market-place. The department follows its vision in all of its courses and areas of specialization 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 MBS program
2. Conduct of critical review and submission of **Assessment Report (AR)** by Assessment Team for MBS program
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.

Methodology

The methodology adopted to complete the whole SAR cycle is described below:

1. A Program Team (PT) was nominated for the program. Initial orientation and training sessions for all the members were arranged by DQE. The composition of PT is given in Table 1:

Table 1: Program Team

Sr.#	Name	Designation
1.	Ms. Sadaf Choudary (Coordinator)	Lecturer (Management Sciences)
2.	Mr. Usman Riaz Mir	Lecturer (Management Sciences)
3.	Ms. Mehwish Farooqui	Instructor (Management Sciences)

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 the SAR for said program.
4. After completion and submission of the final SAR by PT, an Assessment Team (AT) was formed by the Rector upon recommendation of the Department. Accordingly, a Subject Specialist from other institution was also included. The composition of AT is given below in Table 2:

Table 2: Assessment Team

Sr.#	Name	Designation
1.	Mr. Attique-ur- Rehman	Lecturer , Department of Economics and Business Management, University of Veterinary and Animal Sciences (UVAS), Lahore
2.	Ms. Asifa Illyas	Assistant Professor (Management Sciences), Virtual University of Pakistan
3.	Ms. Sara Hussan	Lecturer (Management Sciences), 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:

The SAR is prepared on the following eight (8) criteria prescribed by 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. There is need to adjust the courses as per the HEC approved curriculum. The suggestions are given below:

Suggestion for Courses Adjustment	
Original Course	Suggested Courses
Organization Theory and Design	Strategic Management
Consumer Behavior	Production & Operation Management
Cost & Management Accounting	Managerial Accounting
Microeconomics	Economics
Macroeconomics	
Financial Management	Financial Statement Analysis
Financial Accounting II	Eliminate this course

2. There is shortage of reference books in digital library. Department has the deficiency of e-resources for the students and faculty.
3. There is no specific HEC curriculum for MBS program; therefore, considering this program as a bridge degree, the number of credit hours and courses exceed the maximum limit provided by HEC.
4. Formal career counseling is not sufficient. For the career counseling of students, seminars and workshops should be organized at least once in semester and experts from industries and organizations should be invited

Administrative Observations:

- Faculty development incentives are not sufficient; for instance, faculty should be encouraged with flexible timings or with half paid salaries to peruse Ph.D. programs
- Lack of time for research activities is identified as a major weak area of job description of faculty associated with Virtual University of Pakistan.

Conclusion and Recommendations:

While analyzing Criteria Referenced Self-Assessment, it has been found that performance of the department is satisfactory but still there are many gray areas which keep it from performing well. However, it is reflected in terms of moderate overall assessment score (68/100) reported by AT. This average score demands that the rectification plan should be implemented immediately.

In the report, need improvement areas are identified by AT. Most of the criteria are rated low and become a major reason for this moderate score. The criteria rated low are: Criterion # 7 (Institutional Facilities) and Criterion # 8 (Institutional Support). The absence of any incentive plan to retain quality faculty, non-availability of enough PhD faulty members, least time for research and limited access to digital resources and physical library are the areas where AT has great concerns.

The Need Improvement areas identified during self-assessment process have been reported to the Head of respective Department and the specific rectifications have also been requested. DQE will follow up the implementation plan as per the specific time-frame.

Rizwan Saleem Sandhu
Deputy Director, DQE

Advisor QEC:

The Rector:
