Executive Summary

Self-Assessment Report (SAR) of Program Master of Commerce (M.Com)

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 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 M.Com program.

The department is committed to produce graduates who can lead organizations towards success and prosperity in 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 M.Com program
2. Conduct of critical review and submission of *Assessment Report (AR)* by Assessment Team for M.Com program
3. Development of *Rectification Plan* by Head of Department

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

Table 1: Program Team

Sr.#	Name	Designation
1.	Ms. Naheed Shaban	Lecturer (Accounting and Finance)
2.	Mr. Faisal Khalil	Instructor (Accounting and Finance)
3.	Mr. Muhammad Ashfaque	Instructor (Accounting and Finance)

2. All the relevant material such as self-assessment 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, an Assessment Team (AT) was formed by the Rector on the recommendation of the Department.. Accordingly, both Subject Specialist & Technical Expert from other institutions were also included.. The composition of AT is given in Table 2:

Table 2: Assessment Team

Sr.#	Name	Designation
1.	Dr. Ishfaq Ahmed (PhD) *(Subject Specialist)*	Assistant Professor, Hailey College of Commerce, University of the Punjab, Lahore, Pakistan
2	Mr. Ijaz Ahmad *(Technical Expert)*	Deputy Director / Advisor, Quality Enhancement Cell, King Edward Medical University, Lahore
2.	Mr. Shafiq Kaleem	Lecturer, Accounting & Finance Department of Management Sciences, VU, Lahore
3.	Mr. Ahsan Jamil	Instructor, Accounting & Finance Department of Management Sciences, VU, Lahore

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

6. After completion of critical review and assessment of 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 the HEC:

- 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 SAR:

A summary of the key findings from SAR is given below:

Academic Observations:

1. The documented evidence of program mission, Vision, objectives and outcomes is not available. In addition, learning objectives and outcomes do not fulfill the criterion of SMART objectives.

2. Mission and vision of the University is also missing which need to be developed on priority.

3. The information about core and major courses and requirements of accreditation council are not available.

4. In study scheme, the order in which the various courses are offered is not precisely defined.

5. Different modes are in practice to enhance student-teacher interaction; however, it is not possible to determine whether the opportunity for interaction is available to all the students and is equally effective throughout regardless of their location and degree program.

6. Although the list of faculty is available, yet it is hard to determine whether the faculty specialized in commerce is available in sufficient number. It is, therefore, advisable either to refine the list or induct more faculty in the particular domain.

7. There is need fill the gap of updated books and physical library relevant to this particular program.

Administrative Observations:

- The availability of manuals and support staff in computer labs (provided by VU at virtual campuses) are not verifiable as physical visit to these campuses is impossible.

- It is hard to verify whether available resources (computing or infrastructure) are sufficient for all the students enrolled in a particular campus.

- Faculty satisfaction and motivation level is very critical. As per survey results reported in the report, current level in areas such as physical environment for faculty members, library resources, Job security, feedback mechanism, and faculty recognition needs attention.

- Institutional support is available to faculty members for attending scientific conferences and meetings at local level only.

- There is shortage of faculty offices. In addition, proper guest room, faculty common room and prayer room are also not available.

Conclusion and Recommendations:

While analyzing Criteria Referenced Self-Assessment, it has been observed that performance of the department is satisfactory with improvement required in certain areas as identified by AT. This perception is reflected in terms of relatively low overall assessment score (60/100) reported by AT. This low score demands that a rectification plan should be implemented immediately. All the criteria except Criterion # 2 (Curriculum Design and organization) are contributing for this low score. The significant issues are: undocumented mission, objectives and outcomes of the program, unverifiable campus recourses, lack of faculty having commerce background, non-availability of physical library, presence of too many distractors at work place, and nonexistence of faculty offices. These aspects hinder the promotion of quality culture; eventually, these problems need to be rectified.

The Need improvement areas identified during self-assessment process have been reported to the HoD of the respective department and rectification for each has also been requested. DQE will follow up the implementation plan as per the set time frame.

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Rizwan Saleem Sandhu

Deputy Director, DQE

Advisor DQE: _____

The Rector: _____