

Executive Summary
Self-Assessment Report of Associate Degree Program in Sales and Marketing
Self-Assessment Cycle 1 (2017-18)
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 Associate Degree Program in Sales and Marketing. The department is committed to produce graduates who can lead organizations towards success and prosperity in the global marketplace. The department offers rigorous programs in different areas of specialization 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 Associate Degree Program in Sales and Marketing
2. Conduct of critical review and submission of **Assessment Report (AR)** by Assessment Team for Associate Degree Program in Sales and Marketing
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 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	Sayed Irfan Raza Naqvi	Tutor/Instructor (Department of Management Science)
2.	Mr. Awais Imam (Team Lead)	Lecturer (Department of Management Science)

2. All the relevant material such as SAR manual, survey forms, etc. were 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 was ensured that a Subject Specialist from other institution was also part of this team. The composition of AT is given below:

Table 2: Assessment Team

Sr.#	Name	Designation
1.	Mr. Nayyar Perviaz Butt	Assistant Professor Department of Management Sciences, COMSATS, Lahore
2.	Mr. Imran Ghani	Lecturer, Department of Management Science, VU

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:

1. The program mission is not available at the University website.
2. The objective “To enable students to demonstrate an understanding of the basics of marketing and supply chain management” needs to be revised as the program should focus on sales and marketing.
3. The objective “To develop the skills to understand, develop and implement business plans, select, train, compensate, lead and motivate a successful sales team” needs to be revised as developing a business plan should not be the focus of this program.
4. There must be a physical library at each regional campus

5. Access to e-books as well as to more journals should be acquired.
6. Proper career counselors are not available to students for guidance.

Conclusion and Recommendations:

Analysis of the Criteria Referenced Self-Assessment reveals that performance of the department is excellent in most of the areas. It is reflected by overall very good assessment score (80/100) reported by AT. In spite of excellent performance of the department, it has been found that criterion 8 (institutional support) need improvement which is about developing effective retention policy for quality faculty.

The areas that need corrective actions identified during self-assessment process have been reported to the Head of respective Department for rectification. DQE will follow up the implementation plan as per the specific time-frame to track continuous improvement.



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Manager QA



Director Quality Enhancement: _____