

Executive Summary
Self-Assessment Report (SAR) of Program Bachelor of Business Administration
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 Bachelor of Business Administration.

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 Bachelor of Business Administration
2. Conduct of critical review and submission of **Assessment Report (AR)** by Assessment Team for Bachelor of Business Administration
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 PT member:

Table 1: Program Team

Sr.#	Name	Designation
2.	Mr. Khalid Usman	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 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. Sobia Khurram	Assistant Professor, Institute of Administrative Sciences, Punjab University
2.	Ms. Aasia Rasheed	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 University needs to offer specialization courses and internship in this degree program.
2. The video lectures are outdated and need to be updated.
3. The university does not have a subscription of sufficient international journals to promote research culture.
4. As per the results of the faculty survey, the motivation and satisfaction of the faculty can be improved by providing more support for research related activities

5. Despite having a collection of 5500 books in hard copy at the faculty campus at Lawrence Road, Lahore, there is need to develop efficient reimbursement mechanism to encourage faculty to purchase books they need.

Conclusion and Recommendations:

Analysis of the Criteria Referenced Self-Assessment reveals that performance of the department is good in most of the areas, however, poor performance has been observed in only one of the areas i.e. criterion 8 (institutional support). The program has achieved overall good assessment score (75/100) reported by AT. It has been found that criterion 8 has been poorly rated by AT mainly due to lack of sufficient support to attract and retain high-quality faculty and also there is an inadequate number of high-quality graduates. The inadequate opportunities for faculty development and low level of faculty motivation due to non-provision of scholarships for higher studies and study leave with pay benefits have also been reported as the areas that need improvement.

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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Director Quality Enhancement: _____