

Virtual University of Pakistan

Assessment Team Report

Department Name: Social Sciences

Program Name: BA (Mass Communication)

Criteria Referenced Evaluation

	Poor performance in most of the areas.	Fair performance in most of the areas.	Good performance for most areas / No poor performance in any areas.	Good to excellent performance in all areas.	Excellent performance in all areas.	Score
Criterion 1			✓			3.30
Criterion 2				✓		16.00
Criterion 3				✓		7.30
Criterion 4				✓		7.30
Criterion 5				✓		11.70
Criterion 6			✓			13.10
Criterion 7			✓			6.60
Criterion 8			✓			6.00

Criteria Referenced Self Assessment – Methodology and Evaluation Tool

Criterion 1 – Program Mission, Objectives and Outcomes		Weight = 0.05				
Factors		Score				
1	Does the Program have documented measurable objectives that support faculty / college and institution mission statements?	5	4	✓	2	1
2	Does the Program have documented outcomes for graduating students?	5	4	✓	2	1
3	Do these outcomes support the Program objectives?	5	✓	3	2	1
4	Are the graduating students capable of performing these outcomes?	5	4	✓	2	1
5	Does the department assess its overall performance periodically using quantifiable measures?	5	✓	3	2	1
6	Is the result of the Program Assessment documented?	5	4	✓	2	1
Total Encircled Value (TV)		0	8	12	0	0
Score 1 (S1) = [TV/(No. of Questions *5)] *100 *Weight = 3.30						
Criterion 2 – Curriculum Design and Organization		Weight = 0.20				
Factors		Score				
1	Is the curriculum consistent?	✓	4	3	2	1
2	Does the curriculum support the program’s documented objectives?	5	✓	3	2	1
3	Are theoretical background, problem analysis and solution design stressed within the program’s core material?	5	✓	3	2	1
4	Does the curriculum satisfy the core requirements laid down by respective accreditation bodies? (refer Appendix A of the Self Assessment Manual)	5	4	✓	2	1
5	Does the curriculum satisfy the major requirements laid down by HEC and the respective councils / accreditation bodies? (Refer to appendix A of the Self Assessment Manual)	5	✓	3	2	1
6	Does the curriculum satisfy the general education, arts and professional and other discipline requirements as laid down by the respective / accreditation bodies / councils? (Refer to Appendix A of the Self Assessment Manual)	5	✓	3	2	1
7	Is the information technology component integrated throughout the program?	5	✓	3	2	1
8	Are oral and written skills of the students developed and applied in the program?	5	✓	3	2	1
Total Encircled Value (TV)		5	24	3	0	0
Score 2 (S2) = [TV/(No. of Questions *5)] *100 *Weight = 16.00						

Criterion 3 – Laboratories and Computing Facilities					Weight = 0.10				
Factors					Score				
1	Are laboratory manuals / documentation / instructions etc. for experiments available and readily accessible to faculty and students?	5	✓	3	2	1			
2	Are there adequate number of support personnel for instruction and maintaining the laboratories?	5	✓	3	2	1			
3	Are the university's infrastructure and facilities adequate to support the program objectives?	5	4	✓	2	1			
Total Encircled Value (TV)		0	8	3	0	0			
Score 3 (S3) = [TV/(No. of Questions *5)] *100 *Weight = 7.30									
Criterion 4 – Student Support and Advising					Weight = 0.10				
Factors					Score				
1	Are the courses being offered in sufficient frequency and number for the students to complete the program in a timely manner?	5	✓	3	2	1			
2	Are the courses in the major area structured to optimize interaction between the students, faculty and teaching assistants?	5	✓	3	2	1			
3	Does the university provide academic advising on course decisions and career choices to all students?	5	4	✓	2	1			
Total Encircled Value (TV)		0	8	3	0	0			
Score 4 (S4) = [TV/(No. of Questions *5)] *100 *Weight = 7.30									
Criterion 5 – Process Control					Weight = 0.15				
Factors					Score				
1	Is the process to enroll students to a program based on quantitative and qualitative criteria?	5	4	✓	2	1			
2	Is the process above clearly documented and periodically evaluated to ensure that it is meeting its objectives?	5	✓	3	2	1			
3	Is the process to register students in the program and monitoring their progress documented?	✓	4	3	2	1			
4	Is the process above periodically evaluated to ensure that it is meeting its objectives?	5	✓	3	2	1			
5	Is the process to recruit and retain faculty in place and documented?	5	✓	3	2	1			
6	Are the processes for faculty evaluation & promotion consistent with the institution mission?	5	✓	3	2	1			
7	Are the processes in 5 and 6 above periodically evaluated to ensure that they are meeting their objectives?	5	4	✓	2	1			

8	Do the processes and procedures ensure that teaching and delivery of course material emphasize active learning and that course learning outcomes are met?	5	✓	3	2	1
9	Is the process in 8 above periodically evaluated to ensure that it is meeting its objectives?	5	✓	3	2	1
10	Is the process to ensure that graduates have completed the requirements of the program base on standards and documented procedures?	5	✓	3	2	1
11	Is the process in 10 above periodically evaluated to ensure that it is meeting its objectives?	5	✓	3	2	1
Total Encircled Value (TV)		5	32	6	0	0

$$\text{Score 5 (S5)} = [\text{TV}/(\text{No. of Questions} * 5)] * 100 * \text{Weight} = 11.70$$

Criterion 6 – Faculty

Weight = 0.20

Factors		Score				
1	Are there enough full time faculty members to provide adequate coverage of the program areas / courses with continuity and stability?	5	✓	3	2	1
2	Are the qualifications and interests of faculty members sufficient to teach all courses, plan, modify and update courses and curricula?	5	✓	3	2	1
3	Do the faculty members posses a level of competence that would be obtained through graduate work in the discipline?	5	✓	3	2	1
4	Do the majority of faculty members hold a PhD degree in their discipline?	5	4	3	✓	1
5	Do faculty members dedicate sufficient time to research to remain current in their disciplines?	5	4	✓	2	1
6	Are there mechanisms in place for faculty development?	5	4	✓	2	1
7	Are faculty members motivated and satisfied so as to excel in their profession?	5	4	✓	2	1
Total Encircled Value (TV)		0	12	9	2	0

$$\text{Score 6 (S6)} = [\text{TV}/(\text{No. of Questions} * 5)] * 100 * \text{Weight} = 13.40$$

Criterion 7 – Institutional Facilities		Weight = 0.10				
Factors		Score				
1	Does the institution have the infrastructure to support new trends such as e-learning?	✓	4	3	2	1
2	Does the library contain technical collection relevant to the program and is it adequately staffed?	5	4	3	✓	1
3	Are the class rooms and offices adequately equipped and capable of helping faculty carry out their responsibilities?	5	4	✓	2	1
Total Encircled Value (TV)		5	0	3	2	0
Score 7 (S7) = [TV/(No. of Questions *5)] *100 *Weight = 6.60						
Criterion 8 – Institutional Support		Weight = 0.10				
Factors		Score				
1	Is there sufficient support and finances to attract and retain high quality faculty?	5	✓	3	2	1
2	Are there an adequate number of high quality graduate students, teaching assistants and Ph.D students?	5	4	3	✓	1
Total Encircled Value (TV)		0	4	0	2	0
Score 8 (S8) = [TV/(No. of Questions *5)] *100 *Weight = 6.00						

$$\begin{aligned}
 \text{OVERALL ASSESSMENT SCORE} &= S1 + S2 + S3 + S4 + S5 + S6 + S7 + S8 + S9 + S10 \\
 &= 3.30 + 16.00 + 7.30 + 7.30 + 11.70 + 13.10 + 6.60 + \\
 &\quad 6.00 \\
 &= \underline{71.30}
 \end{aligned}$$

Remarks: