

Self Assessment Report

Department of Commerce

Criterion 1: Program Mission, Objectives and Outcomes

VISION, MISSION, OBJECTIVES AND OUTCOMES

VISSION

The Department of commerce intends to produce executives who have major contributions for the healthy Academic, Economic and Market environment.

Mission Statement

To bring our students into the modern era through creative skills and latest technology as well as to produce an educated class of managers who are committed to enhance their skills in tune with the emerging digital work places.

M.Com Program

(Program Mission, Objectives and Outcomes)

Standard 1-1: The program must have documented measurable objectives that support faculty / college and institution mission statements.

Mission Statement for M.Com

To produce technically sound and market oriented students to cover the organizations needs keeping in view the present and future human resource needs.

Program objectives

1. To produce the future executives to fulfill the organizational/Market needs.
2. To fill the gap of skilled and well experts within and outside the country.
3. To provide the maximum human resources for both i.e. Public and Private sector.
4. To compete with the forthcoming challenges faced by the country.
5. To move upward the rate of employment
6. To eliminate the literacy gap in the field of marketing among the provinces.
7. To inculcate awareness in the students of Commerce regarding their activities in Marketing and Management.

Objective	How measured	When measured	Improvement identified	Improvement made
1,2,3,5	Survey of Graduating Students	2013	<ul style="list-style-type: none"> ❖ Lack of skill development ❖ Lack of education environment and effectiveness of internship ❖ Further enhancement in quality of program 	
4	Student Course Evaluation Questionnaire	2013	❖ Lack of e-learning Resources	

Standard 1-2: The program must have documented outcome for graduating students .It must be demonstrated that the outcome support the program objective and that graduating students are capable of performing these outcomes.

PROGRAM OUTCOMES

Program objectives will lead the following outcomes:

- 1.** Students will be able to apply and practical basic principles of Accounting, finance and marketing to the public and private segments of the society.
- 2.** Serve not only to their parent country but also abroad.
- 3.** Our students play their role in reducing the un-employment by providing personal Management services.
- 4.** Students will be able to meet the challenges, threats from inside and outside the organization.
- 5.** Given the variety and nature of courses, the students turn in to producing management executives and to groom the students for playing their effective role in the society by training them in Management skills.
- 6.** The students become capable in “Self learning” (S.L) in business field, life-long learning (LLL) in international level, continuous learning (CL) both in domestic and foreign trade through online sources. They know when and how to use knowledge basis, ‘Digital-

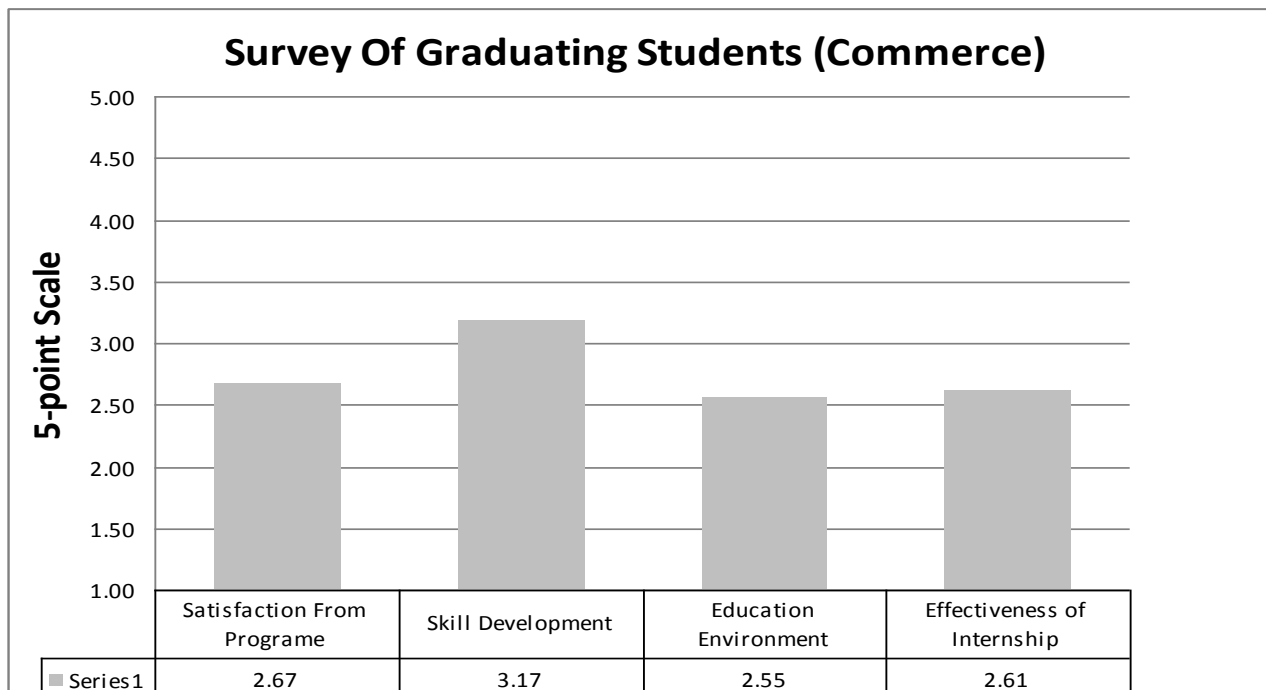
libraries', social software (Life wikis, RSS, Face book etc) to stay networked and thus continues learning.

- Our students have the knowledge and skills that are compatible with emerging challenges of information society and global village.

Program Objectives	Program Outcomes						
	1	2	3	4	5	6	7
1			✓				
2	✓	✓					
3			✓				
4				✓	✓	✓	✓
5			✓				
6			✓				
7			✓				

Standard 1-3: The results of programs assessment and the extent to which they are used to improve the program must be documented.

After the assessment of Graduating students' survey, the strength and weaknesses identified.



- **Areas for improvement**
 - ❖ Further enhancement in quality of program.
 - ❖ Skill Development
 - ❖ Education Environment
 - ❖ Effectiveness of Internship
 - ❖ **Describe the actions taken based on the results of periodic assessments**
Shortcomings conveyed to the Chairperson.
- **Strength and weakness of the program**

Strengths:

- ❖ Regular Classes
- ❖ Timely Tests and Assignments
- ❖ Teacher Student Cooperation

Weaknesses:

- Skill Development
- Education Environment
- Effectiveness of Internship
- **List future development plan for the program**
 - ❖ Increase Student Seminars
 - ❖ Seminars for Research Students (HEC Sponsors)
 - ❖ Combined Extra Curriculum Activities of Senior and Junior Students

Standard 1-4: The department must assess its overall performance periodically using quantifiable measures.

Present student's enrolment (Only M.Com)

Years	No of students	No of graduate students
2010	45(Open + Self)	45(Open +Self)
2011	75(Open + Self)	75(Open + Self)
2012	65(Open + Self)	65(Open + Self)

Criterion 2: Curriculum Design & Organization

- A. Title of Degree Program:** Master of Commerce
- B. Definition of credit hour:** One credit hour means a class of one hour per week for one term/ semester. One term means 15 weeks continuous duration program. However in case of Lab work, two hours Lab work means one credit hour.
- C. Degree Plan:** The table-1 shows the course division of the program.
- D. Curriculum breakdown:** No breakdown available for the courses. Needs improvement

Figure: 1

Following matrix links courses in the program to program outcomes

Term #	Courses	Program Outcomes						
		1	2	3	4	5	6	7
1st Year Courses								
1st term	Principles of Marketing	✓						
	Project Management			0				
	Business Management				0			
	Accounting Information System		✓					
	Managerial Economics	✓						
2nd term	Financial Management	0						
	Methods in Business Research		0					
	Corporate Law							0
	Strategic Management			0				
	Financial Statement Analysis		✓					
2nd Year Courses								
(3rd term)	Human Resource Management					✓	✓	✓
	Investment Analysis and Portfolio Management		✓					
	Entrepreneurship						0	
	Managerial Accounting	0	0					
	Higher Accountancy	0	0					
(4th term)	Production Operation Management			✓				
	Organizational Behavior		0					
	Total Quality Management		0	0				
	Cost Accounting for selected Industries			✓	✓			
	Governmental Accounting				✓			

Comprehensive viva voce and Internship Report Writing (200 Marks)

Table 1: Courses versus Program Outcomes

Standard 2-2: Theoretical background, problems analysis and solution design must be stressed within the program’s core material.

Automation and Control Concentration (Regular Stream)	
Elements	Courses
Theoretical	Principles of Marketing, Business Management, Financial Management, Corporate Law, Strategic Management ,Human Resource Management, Investment Analysis and Portfolio Management, Entrepreneurship, Production Operation Management, Organizational Behavior, Total Quality Management
Problem Analysis	Project Management, Accounting Information System, Managerial Economics, Financial Statement Analysis
Solution Design	Financial Statement Analysis, Managerial Accounting, Higher Accountancy, Cost Accounting for selected Industries, Governmental Accounting

Table 2: Fulfilling requirements in standard 2-2

Standard 2-3: The curriculum must satisfy the core requirements for the program as specified by the respective accreditation body.

Applications of mathematics, Statistics and Economics offer in the Department of commerce to solve the Micro and Macro problems of mathematical Calculations, Analysis of various economics problems etc.

Table A.1 Minimum Requirements for Each Program
(Program Semester Credit hours)

Standard 2-4: The curriculum must satisfy the major requirements for the program as specified by the respective accreditation body.

The curriculum in the program is fully satisfied the major requirements and objectives of the program.

Program	Math & Basic Science	Engineering Topics	General Education	Others

M.Com	Basic Statistics, Economics and Business		3 Credit Hours	Research Applications
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Program	Math & Basic Science	Engineering Topics	General Education	Others
M.com	Accounting		4 Credit Hours	

Table A.1 Minimum Requirements for Each Program

(Program Semester Credit hours)

Standard 2-5: The curriculum must satisfy general education, arts and professional and other discipline requirements for the program as specified by the

Table A.1 Minimum Requirements for Each Program

(Program Semester Credit hours)

Table 3 shows how the M.Com program satisfies requirements in standards 2-3, 2-4, 2-5, 2-6 and 2-7. It's clear from the table that all requirements are met but only in the area of accounting, Finance, humanities and social sciences needs little attention.

Master of Commerce	Mathematics and Basic Sciences		Economics Topics				Humanities and Social Sciences	
			Core		Elective			
	Required	Present	Required	Present	Required	Present	Required	Present
	2	2	5	5			2	2

Table.3: Standard 2-3, 2-4, 2-5, 2-6 and 2-7 requirements

Standard 2-6: Information technology component of the curriculum must be integrated throughout the program.

“E-Commerce/AIS in M.Com” are the subject in the Curriculum that fulfills all the requirements in this respect. This subject leads the students how they can use computer as well as software for the development of field of Commerce and Business.

Standard 2-7: Oral and written communication skills of the students must be developed and applied in the program.

“English, Marketing and Business Communication” are the subjects included in the curriculum that satisfy this standard to improve the oral and written communication skills of the students for successful implementation of their knowledge in the field of Business and commerce.

Criterion 03: Laboratories and Computing Facilities Computer Lab

Lab Title	Location & area	Objectives	Adequacy for Instruction	Courses Taught	Major apparatus and Equipments	Safety regulations
Computer Lab	W x L	To enhance the information Technology skills of Master students in the field of Commerce	MA	E-Commerce Accounting Information System	Computers, Printer	Not Available

Standard 3-1: (Laboratory manuals/documentation/instruction for experiments must be available and readily accessible to faculty and students.

Not Applicable

Standard 3-2: There must be adequate support personal for instruction and maintaining the computing laboratories

There is a Lab Co-coordinator who instructs the students in the computer lab.

Standard 3-3: The university computing infrastructure and facilities must be adequate to support programs objectives.

i) Computing Facilities

The Department of Commerce has adequate computer facilities/ services and staff to support its students and faculty in their activities to achieve the program objectives. The computer lab can accommodate 40 students at a time.

ii) Website

There is an informative web page about the Department of Commerce separately on the Gomal University's website (<http://www.gu.edu.pk>).

iii) Internet

Internet facility and a connection with main communication network of the University are available at the department's computer lab.

Criterion 04: Student Support and Advising

Standard 4-1: Courses must be offered with sufficient frequency and number for students to complete the program in a timely manner.

All the courses are first discussed by departmental academic committee. The recommendations are then discussed in the Board of Studies meeting (To be convened in the summer vacations positively) comprising of some senior professors of the university and experts of curriculum from other universities and affiliated colleges. The recommendations of this board are further submitted to Board of Advanced Studies and Research for approval and onward submission to the syndicate. In this way the course and the curriculum passes and screens through a number of levels.

Standard 4-2: Courses in the major areas of study must be structured to ensure effective interaction between student, faculty and teacher assistants.

No proper procedure to assign the responsibility to structure courses and to maintain the consistency of contents. Improvement needs in this area to fulfill the requirements.

Standard 4-3: Guidance on how to complete the program must be available to all students and access to academic advising must be available to make course

HRD committee has been formed, Two Faculty members (Muhammad Imran Qureshi and Mian Gul Khan) have been assigned responsibility to discuss and coordinate with student in taking specialization. Also the said faculty members are responsible for organizing workshops, Seminars, visits of the students to different universities and industry.

Criterion 05: Process Control

Standard 5-1: The process by which students are admitted to the Program must be based on quantitative and qualitative criteria and clearly documented. The process must be periodically evaluated to ensure that it is meeting its objectives.

There is a very transparent system for admission in M.Com. A test and interview is conducted for admission. Admission in this program is based on the following selection criteria.

1. Candidate must have passed B.Com/BBA with at least 2nd division.
2. Candidate must pass the NTS Test with 33% Marks
3. Weightage:

$$\text{NTS}=40\%$$

$$\text{Academic}=60\%$$

(This formula is only for the Academics)

4. Academic Merit:

$$\text{SSC \%age} * 1 = X$$

$$\text{HSSC \%age} * 2 = Y$$

$$\text{B. Com/BBA \%age} * 3 = Z$$

$$\text{Merit} = X+Y+Z / 6$$

$$\text{Overall Merit} = (\text{NTS Marks \%age} * .4 + \text{Academics merit} * .6)$$

Standard 5-2: The process by which students are registered in the program and monitoring of students progress to ensure timely completion of the program must be documented. This process must be periodically evaluated to ensure that it is

At the start of term applications are invited through leading news papers. After getting the applications students are scrutinized with reference to pre-requisite of the program. Merit list of eligible candidates is made according the formula given in standard 5-1.

To monitor the students' performance we have internal as well as external base evaluation system. In every term at least 2 tests are conducted which carry 20 % marks along with assignments at the end of the term, external exam is conducted for 80 %. The result is based over the combined assessment of the students.

Standard 5-3: The process of recruiting and retaining highly qualified faculty members must be in place and clearly documented. Also processes and procedures for faculty evaluation, promotion must be consistent with institution mission statement. These processes must be periodically evaluated to ensure that it is

In order to attract qualified faculty , different domains of computing is defined in the programs and as per the expertise required , demand for the staff along with the expertise details is send to Administration for advertising the positions in leading English and Urdu News papers. As per the application received, the scrutiny committee short list the applicants for the evaluation test as per the criteria advertised. A third party is involved for conducting the test to make the process transparent and successful candidates of the test are further passed through a selection board in which a panel of experts interviews the candidate. After the selection board syndicate gives the approval of these selections, there after appointment is offered to the faculty.

There was no systematic process before to evaluate the faculty members, now after establishment of QEC each faculty member is evaluated by the students via “Teacher Evaluation Questionnaire”.

Standard 5-4: The process and procedures used to ensure that teaching and delivery of course material to the students emphasizes active learning and that course learning outcomes are met. The process must be periodically evaluated to ensure that it is meeting its objectives.

In order to ensure that the teaching is effective a quarterly survey is conducted by the University QEC and the findings are communicated to the concern faculty members. After completion of survey assessment team meeting is called to assess the process and make implementation plan for the said department.

Standard 5-5: The process that ensures that graduates have completed the requirements of the program must be based on standards, effective and clearly documented procedures. This process must be periodically evaluated to ensure that it is meeting its objectives.

No proper procedures to assure that the graduates meet the program requirements or not. This area needs concentration to develop this procedure. Plan required for this area.

Criterion 06: Faculty

Standard 6-1: There must be enough full time faculty who are committed to the program to provide adequate coverage of the program areas / courses with continuity and stability. The interests and qualifications of all faculty members must be sufficient to teach all courses, plan, modify and update courses and curricula. All faculty members must have a level of competence that would normally be obtained through graduate work in the discipline. The majority of the faculty must hold a Ph. D. in the Discipline.

The following table indicates program areas and number of faculty in each area.

Program Area	Courses in the area and average number of sections per year	Number of faculty members in each area	Number of faculty with PhD
Accounting, Finance and Managerial	13-Courses	9	1
Math Economics and Statistics	5-courses	2	1
Computer Applications	2-Courses	1	
Other Subjects	02 courses		1
Total :			15

Standard 6-2: All faculty members must remain current in the discipline and sufficient time must be provided for scholarly activities and professional development. Also, effective programs for faculty development must be in place.

The department of Commerce has number of faculty members involved in research work and professional development. Research workshops arrange but no specific time frame to arrange the workshops and seminars. Improvement needs to arrange refresher courses and research workshops.

Standard 6-3: All Faculty members should be motivated and have job satisfaction to excel in their profession.

There are different programs for faculty benefits and their motivation i.e.

- 1) Reasonable work load and class size as per the HEC requirement for getting quality in education.
- 2) Attractive salary packages.
- 3) Paid vacations.
- 4) Hard area allowance.

*For survey chart see the **Graph: 1 Criterion: 8 Institutional supports Standard 8-1***

A faculty survey was conducted and the response is as below:

Faculty Comments:

Q.14 what are the best program/factors currently available in your Department that enhance your motivation and job satisfaction?

1. M.Com
2. M.Phil.
 - (ii). Research Workshops, Seminars & Conferences.
 - (iii). Publications in International Journals
 - (a) 5 Publications in 2010
 - (b) 15 Publications in 2011 and on ward

Q.15 Suggest program/factors that could improve your motivation and job satisfaction?

Well Research programs & linkages with industries at national level and research association with foreign organization must be developed.

Criterion 07: Institutional Facilities

Standard 7-1: The institution must have the infrastructure to support new trends in learning such as e-learning.

The e-learning facilities are sufficient to fulfill the requirements to meet the new challenges. Computer Lab is available with outdated computers with limited access to the Master students. Improvement needs for this section.

Standard 7-2: The library must possess an up to date technical collection relevant to the program and must be adequately staffed with professional personnel.

The departmental library has the collection of latest books. The total numbers of books in the library are

Name of Item	Quantity
Books	3000

Central Library:

The central library has also the facility to facilitate the Commerce Department graduate students but with small number of books. Our central library has very small number of books in all fields. No e-learning facility. Improvement needs in this section.

Standard 7-3 Class-rooms must be adequately equipped and offices must be adequate to enable faculty to carry out their responsibilities.

Class room shortcomings

- 1. Multimedia:** No multimedia present in the classrooms of M.Com rather M.Phil students.
- 2. Sound System:** No sound system present but single sound system is available in Nawab Allah Nawaz Hall that facilitates the different departments students on various events in City Campus.
- 3. Desks / Chairs:** Desks and chairs are present but their conditions are not good.
- 4. Light System:** Light system is present but not up to the requirements.

No multimedia concept here. All the lectures are delivered via white board.

Criterion 08: Institutional Support

Standard 8-1: There must be sufficient support and financial resources to attract and retain high quality faculty and provide the means for them to maintain

All the financial matters of Department of Commerce run by University Finance Directorate and very little is left at department level. The university provides all the financial support needed to run the programs of studies in Department. Salaries of the faculty as well as supporting staff are facilitated by the university. The compensation to the employees including benefits like housing and children education is also provided by the administration.

The University has the department of Staff Welfare which is run by the SWO (Staff Welfare Officer).

For this purpose we have conducted the survey

Standard 8-2: There must be an adequate number of high quality graduate students, research assistants and PhD students.

Currently Department of Commerce has broad approach towards research but there are also some problems facing by the students during research.

Standard 8-3: Financial resources must be provided to acquire and maintain library holding, laboratories and computer facilities.

At the moment the departmental library has almost 3000 volume of books, out of these most are latest in different fields.

The department has established a computer lab which has the facility of internet but lack of digital lab that is need of the day for the researchers.