

SELF ASSESSMENT REPORT (SAR)

DEPARTMENT OF BUSINESS ADMINISTRATION (DBA)

Criterion 1: Program Mission, Objectives and Values

VISION, MISSION, OBJECTIVES AND VALUES

VISION: “Improving Skills Through Learning”

Professional degrees need to be market oriented meaning that the new graduates are well versed in the technical, conceptual and human knowledge and skills. Our vision is to bring our students into the 21st century through innovation and modern technology as well as to produce an educated class of Administrators who are committed to enhance their knowhow and expertise in tune with the emerging digital work places.

BBA (HONS) Program

(Program Mission, Objectives and Values)

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

Mission Statement for BBA(H)

Gomal University is one of the reputed academic institutions of the province that was started with the High profile subjects and degree programs, Department of Business Administration was one of the eleven departments at the inception of Gomal University in September 1974. The department has designed to impart focused professional education in the field of finance, marketing, HRM, banking and IT to produce officers/executives who command expertise in their respective field, uphold the mannerism of the field and prove compatibility with the newly emerging financial markets.

Department of Business Administration promotes student success and lifelong learning through accessible, quality programs and community partnerships.

Program objectives of the BBA (HONS)

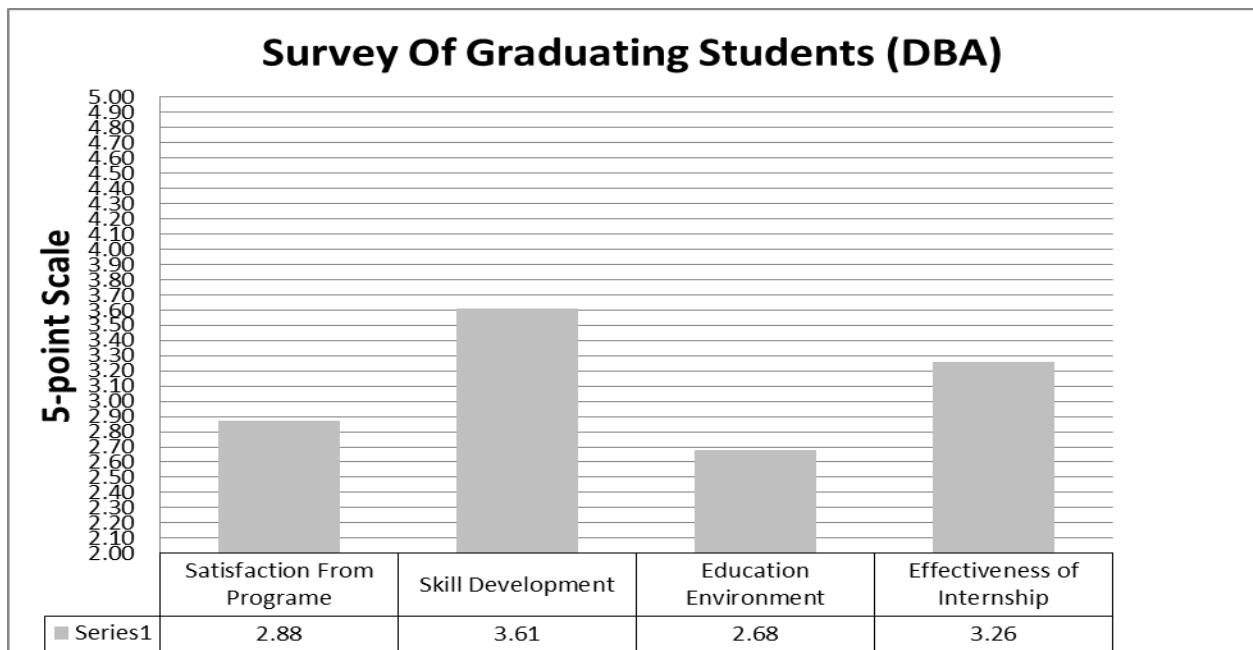
1. To up-to date the students with all the basic concepts, terminologies, approaches, theories and tools of business studies.
2. To prepare students for playing an effective role in the society by training them in business and management skills.
3. To provide educational programs and courses that prepare our students for transfer to financial institutions, for the workforce, and for citizenship.
4. To promote excellence in lifelong learning, focused on student success and community needs.
5. **To enable business students** to process and apply theoretical and ethical bases of the social science disciplines.

PROGRAM VALUES

- * Accountability –We ensure our decisions are data-informed and grounded in the best interest of our students and their communities.
- * Integrity – We value civic responsibility, high academic standards, ethical practices, and the courage to act.
- * Lifelong Learning – We believe education is a lifelong necessity and commitment; we personify this belief by engaging and reengaging students from all generations in learning opportunities.
- * Respect - We value differences and treat others with civility, encouraging open and honest communication.
- * Responsiveness – We recognize and act upon opportunities to be innovative, flexible, and adaptable to our students’ and communities’ needs.
- * Student Success – We are dedicated to student success and achievement; we strive to meet the educational needs of our students and their communities.

Standard 1-2: 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**

- ❖ Update course outlines to promote quality of business education
- ❖ Communication Skill Development
- ❖ Effective Education Climate
- ❖ Effectiveness of Internship and seminars

- **Strength and weakness of the program**

Strengths:

- ❖ Regular Classes
- ❖ Timely Tests and Assignments
- ❖ Peaceful and professional Environment
- ❖ Qualified and experienced faculty
- ❖ Teacher Student liaison
- ❖ Well-equipped computer lab
- ❖ Up-dated library

Weaknesses:

- Satisfaction from program
- 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 (BBA-Hons)

Years	No of students enrolled in BBA (Hon) Program
2009	148
2010	90
2011	81
2012	98

Criterion 2: Curriculum Design & Organization

- A. **Title of Degree Program: Bachelor of Business Administration (Hons)**
 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.
 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

		1	2	3	4	5
1st Year Courses						
1st term	Fundamental of Accounting	✓				
	Micro Economics					
	Business Mathematics					
	Business English-I		✓			
	Introduction to Business	✓				
2nd term	Financial Accounting					
	Fundamentals of Accounting					
	Macro Economics					
	Money and Banking					
	Business English-II		✓			
	Principles of Management					
2nd Year Courses						
(3rd term)	Cost Accounting					✓
	Introduction to Business Finance		✓			
	Principles of Marketing					
	Computer Concepts					
	Business Statistics					
(4th term)	Business Law			✓		
	Business and Society					
	Auditing					
	E-Commerce			✓	✓	
	Pakistan Studies/Islamic Studies				✓	
		1	2	3	4	5
3rd Year Courses						
5th term	Advance Accounting	✓				
	Financial Management					
	Pakistan Economics Environment					
	Marketing Management		✓			
	Human Resource Management	✓				
	Functional English-I					
6th term	Managerial Accounting					
	Management Information System					

	Banking Law and Practice					
	Methods in Business Research					
	Specialization-I		✓			
	Functional English-II					
Specialization: Finance Marketing HR						
4th Year Courses						
7th term	Strategic Management					✓
	Statistical Inferences for Management		✓			
	Islamic Banking					
	Specialization_1					
	Specialization-2					
8th term	International trade, Finance and Foreign Exchange			✓		
	Financial Institutions					
	Specialization-I					
	Specialization-2			✓	✓	
	Project Management					✓

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	Micro Economics, Introduction to Business, Macro Economics, Money and Banking, Principles of Management, Principles of Marketing, Computer Concepts, Business Law, Business and Society, E-Commerce etc
Problem Analysis	Project Management, Managerial Economics, Financial Statement Analysis
Solution Design	Accounting, Financial Accounting , managerial Accounting, Cost 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.

Program	Math & Basic Science	Engineering Topics	General Education	Others
BBA (H)	Accounting		3 Credit Hours	
BBA (H)	Business Statistics		3 Credit Hours	

Applications of quantitative courses offer in the BBA (H) to solve the problem of mathematical Calculations.

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

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

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

"E-Commerce and MIS in BBA (H) are the subject in the Curriculum that fulfills the 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 public administration.

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

"Business English, Functional English 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 administration.

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 technical skill of M.A students in Public Administration	MA	Computer Concepts E-Commerce MIS	Computers, Printer, Fax machine, Scanners	Not Applicable

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 **Business** Administration 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 30 students of BBA (H) and 30 students of M.phil/Ph.D at a time.

ii) Website

There is an informative web page about the Department of Business Administration 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 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 Academic committee 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 decisions and careers choices.

A faculty member is assigned responsibility to discuss and coordinate with student in taking specialization. Also the said faculty member is responsible for organizing workshops, 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.

A very transparent system for admission in BBA (H).A test and interview is conducted for admission. Admission in this program based on the following selection criteria.

1. Candidate must have passed in at least 2nd division. However, in BBA (H) degree courses “D” grade is also allowed.
2. Candidate must pass the NTS Test with 33% Marks.
3. Merit formula:

NTS= 40% weightage

Academic=60%

(This formula is only for the Academics)

- 4.

SSC *1 = X

HSSC*2 = Y

Merit = X+Y / 3

Merit= (NTS Marks+ Academics Marks)/2

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 meeting its objectives.

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 meeting with its objectives.

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	5-Courses	3	1
Finance	7-courses	12	3
Computer Applications	3-Courses	2	-
HRM	6 course	2	1
Other course	19 courses		
Total :			19

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 Business Administration 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.

Faculty Comments:

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

1. (i). M.Phil & PhD program.
(ii). Research Workshops, Seminars & Conferences.
(iii). Publications in International Journals
 - (a) 21 Publications in 2010
 - (b) 25 Publications in 2011

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

1. Well Research programs & linkages with industries at national level and research association with foreign organization must be developed.
2. Applied for combined Research projects/programs with foreign Universities.
3. Preparing projects on the education and governance thereof in KPK.

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 not sufficient to fulfill the requirements to meet the new challenges. Computer Lab is available with small number of computers but no access to the MA students. Improvement needs for this section and will be implemented in the implementation plan.

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	15000

Central Library:

The central library has also the facility to facilitate the Public Administration 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:** The DBA has 5 multimedia.
- 2. Sound System:** No sound system present.
- 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.
Mostly 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 competence as teacher and scholar.

All the financial matters of Department of Business Administration 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 DBA. 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).

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

Currently Department of Business Administration has broad approach towards research but there is also some problems facing by the students during research.

The department has MPhil and PhD programs with a substantial number of scholars in both the programs. So far the department has produced 2 PhDs and 5 MPhil Scholars. There are about 40 MPhil students half of which has completed their course work and working on their research projects.

Four M.Phil scholars and 1 PhD scholars have submitted their Research proposals for Evaluation.

Lack of funds for the functioning of 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 15000 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 and digital library.