

SELF ASSESSMENT REPORT
(2020-21)
DEPARTMENT
OF
XYZ
GOVT..... COLLEGE

PREFACE

Assessment is a systematic process of gathering, reviewing and using important quantitative and qualitative data and information from diverse sources to gauge the status of an activity. Self-Assessment of a Department pertains to educational program, for the purpose of improving teaching and learning process to evaluate whether academic and learning standards are being met. Standards are minimum academic requirement to be met by the Department, given by the Higher Education Commission.

Self assessment (SA) is an assessment conducted by a department itself to assess whether programs meet their educational objectives and outcomes. It is aimed at improving program quality and enhancing students learning.

The University of Azad Jammu and Kashmir requires that every department must conduct SA for its academic programs in order to improve them and ensure high academic standards. Self Assessment is an important tool for ensuring academic quality and it provides feedback for the faculty as well as the administration to initiate corrective actions for improvement.

This document presents the process of conducting SA of the Department of Business Administration. In this document, different criteria for SA and standards for each criterion are defined with examples.

HOD/Principal

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CRITERION 1: PROGRAM MISSION, OBJECTIVES AND OUTCOMES

INSTITUTIONAL MISSION

Govt. College is dedicated to transfer skills, values and quality education to the habitants of the area, so that they could be equipped with modern socio-economic skills and knowledge of the existing world to contribute their role in the national development and also at international level.

PROGRAM VISION

A business-oriented department to tailor market demands by converting ideas and research into successful business opportunities that can engender economic activities at national and international level.

PROGRAM MISSION

To produce business managers and corporate leaders to cope with the challenges of the dynamic markets and industries through quality education and imparting such managerial skills which will enable them to be innovative, entrepreneurial and curious focusing on the linkage of local, national, and international vibrant business environments.

Standard 1-1: PROGRAM OBJECTIVES

The Bachelor of Business Administration has following objectives:

1. Develop necessary skills to manage real-life work situations, such as decision-making skills, analytical skills, and teamwork, leadership, and communication skills.
2. To inform students of creative and innovative ideas in the art of entrepreneurship and Marketing.
3. To provide lifelong learning skills and increase awareness of the advantages and complexities of management and corporate social responsibility.
4. Provide theoretical knowledge of functional areas linked with current industry knowledge.

5. Develop ability to identify, analyses, and resolve real-life business challenges through research advance computer-based software and activity-based curriculum.

Sr. No	Objective	How measured	When measured	Improvement identified	Improvement made
1	Develop necessary skills to manage real life work situations, such as decision-making skills, analytical skills, and teamwork, leadership, and communication skills.	Graduating survey form		Students are dissatisfied with lack of books and journals in library. Also, no online access is available e.g. to HEC digital library, Turnitin account etc. Students also mentioned their inability to understand few teachers' teaching methodology. Need of Teachers' training and workshop.	These are very important issues which need to be addressed so department is taking steps to bring improvements. More books have been ordered. Efforts are being made to enhance the computer laboratory.
2	To inform students of creative and innovative ideas in the art of entrepreneurship and Marketing.	Business projects Start up idea's successful pitch start up funding	During Semester	Need more liaison with the business industry	Connected with local business community.

3	To provide lifelong learning skills and increase awareness of the advantages and complexities of management and corporate social responsibility.	Graduating Survey Form	NIL	N/A	N/A
4	Provide theoretical knowledge of functional areas linked with current industry knowledge	Project Reports	Business Reports	Need to provide more industry-oriented projects.	Department is committed to take steps for industry collaboration for final year projects and internships.
5	Develop ability to identify, analyze, and resolve real-life business challenges through research advance computer based software and activity-based curriculum.	Graduating Survey Form		Need to upgrade lab facilities to provide hands-on knowledge.	Efforts are being made to improve and enhance lab facilities.

Table-1: Program objectives and their measurement

Standard 1-2: PROGRAM OUTCOMES

By fulfilling the educational objectives of the BS program, students will be able to:

1. Obtain a degree or credit which is accepted in all leading national and international institutions of repute.
2. Communicate effectively and professionally and show the ability to create logical written and oral statements with diverse audience.

3. Identify real-life business research challenges and opportunities, and suggest feasible solutions through research.
4. Show ability to analyses, apply, and communicate complex information for functional level decision making.
5. Work within teams and in different working environments.
6. Utilize analytical tools for decision making, with knowledge of current industry trends and business environment.
7. Understands various leadership styles and present proven ability in executing these styles according to the situation.
8. To understand diverse cultures, work with different interpersonal behaviors and styles.
9. To understand the importance of society and natural environment along with the goal of profit maximization in business.
10. To demonstrate ability to develop creative and profitable business ideas, to become successful entrepreneur.
11. To understand the importance of different analytical tools and software in problem-solving and decision making.

Program Outcomes	Program Objectives				
	PO1	PO2	PO3	PO4	PO5
Obtain a degree or credit which is accepted in all leading national and international institutions of repute.	✓	✓	✓	✓	✓
Communicate effectively and professionally and show the ability to create logical written and oral statements with diverse audience.	✓			✓	✓
Identify real-life business research challenges and opportunities, and suggest feasible solutions through research.	✓	✓		✓	✓
Show ability to analyse, apply, and communicate complex information for functional level decision making.	✓				

Work within teams and in different working environments	✓				
Utilize analytical tools for decision making, with knowledge of current industry trends and business environment.	✓				✓
Understands various leadership styles and present proven ability in executing these styles according to the situation.	✓				
To understand diverse cultures, work with different interpersonal behaviors and styles.		✓	✓		
To understand the importance of society and natural environment along with the goal of profit maximization in business.	✓				✓
To demonstrate ability to develop creative and profitable business ideas, to become successful entrepreneur.		✓			
To understand the importance of different analytical tools and software in problem-solving and decision making.					✓

Table-2: Relationship between program objectives and Program outcomes

Standard 1-3: PROGRAM ASSESSMENT RESULTS

Actions to be taken:

The department will certainly be taking appropriate steps to overcome the deficiencies identified in SAR.

b) Strengths and weaknesses of the program:

i) Strengths

- Young and energetic faculty
- Devotion and professionalism

- Great future potential of this department in terms of students' enrolment.

ii) Weaknesses

- Labs are still not adequate to fulfil all the requirements of the program
- Dedicated lab supporting staff and administrative staff is required.
- Shortage of class rooms
- No offices for faculty
- Shortage of space and time for research activities.
- Space for library is still not adequate and internet facility should be provided in the library
- More funds are required for department activities

b) Future development plans:

- i) Induction of dedicated M. Phil and PhD faculty.
- ii) Up-gradation of departmental library.
- iii) Up-gradation and establishment of Computer Labs.

Standard 1-4: DEPARTMENTAL PERFORMANCE ASSESSMENT

a. Student Enrolment

S. No.	Year	No. of Students
1	2020-24	31
2	2019-23	21
3	2018-22	21
Total		73

a) **Faculty-student ratio**

Faculty –student ratio for BBA program is

2018-19	2019-20	2020-21
1:4	1:8	1:15

b) **Time for the degree:**

BS (BA): Minimum 8 Semester, Maximum 10 Semester

c) **Employer Satisfaction:** Not yet conducted.d) **Publications:** The department of business administration currently has three publication in “interdisciplinary journal of contemporary research in business UK” by Syed Mubasher Hussain Naqvi.e) **Seminars/ Conferences:**

Various seminars are held in the department about diverse topics relevant not only to the courses taught during the semester as well as

- Department of Business Administration organized one day workshop of business community of Dhirkot with SBP on starting new business venture and facilities provided by SBP to start new venture in 2020.

g) **Student / Faculty Satisfaction:**

- Students are dissatisfied with lack of proper infrastructure as well as insufficient number of labs and systems per lab.
- Faculty is also dissatisfied with insufficient facilities (faculty rooms, labs etc.) and unnecessary delay in official matters.

CRITERION 2: CURRICULUM DESIGN AND ORGANIZATION

Curriculum of a subject is said to be the throbbing pulse of the nation. By looking at the curriculum, one can judge the state of the intellectual development and the state of progress of the nation. The world has turned into a global village; new ideas and information are pouring in like a stream. It is therefore, imperative to update our curriculum regularly by introducing the recent developments in the relative fields of computer sciences.

The Department of Business Administration is running its academic programs through semester system. The department started working in 2018. It offers BBA (4 year program) in semester system.

The design and organization of curriculum is managed in such a way that it ensures the achievement of program objectives and outcomes. Besides, the course objectives are always in line with the program outcomes.

CURRICULUM STRUCTURING**Title of Degree Program: BBA**

The BBA course is an eight-semester degree program based on taught courses and lab work. An internship has to be done by every student during the last year of program. An internship report needs to be submitted and defended (in a viva voce), by the students.

Total Credit Hours : 129

Credit:

A semester consists of 16 weeks of classes, excluding mid-term and Terminal exams. 1 credit is equal to 3 hours of classes per week. In case of courses where lab work is compulsory, 1 credit is equal to 1 hour of lab work and 2 hours of classes.

The following is category-wise distribution of total credit hours for BBA program:

Category	Credit Hours			
	HEC	%age	Approved	%age
Compulsory courses	27	22%	22	17%
Inter-disciplinary courses/General requirement	25	20%	20	16%
Foundation Courses	27	22%	27	21%
Core Courses	33-45	27%	42	33%
Specialization courses	12	10%	18	14%
Total Credit Hours	124-136	100%	129	100%

Table-3: Curriculum Structuring

Compulsory Courses	Credit Hours			
	HEC	%age	Approved	%age
English and Communication	12	44%	9	33%
Basic quantitative skills	6	22%	6	22%
Pakistan Studies	3	11%	2	7%
Islamic Studies	3	11%	2	7%
Basic Economics	3	11%	3	11%
Total Credit Hours	27		22	

COMPULSORY COURSES

COMPULSORY COURSES (22 Credit Hours)				
#	Course Code	Course Title	Credit Hours	Proposed Semester
1	BBA-3102	Business English	3(3-0)	1
2	BBA-3205	Report Writing Skills	3(3-0)	2
3	BBA-4304	Communication Skills	3(3-0)	3
4	BBA-3103	Business Math-I	3(3-0)	1
5	BBA-3106	Islamic Studies	2(3-0)	1
6	BBA-3206	Pak. Studies	2(2-0)	2
7	BBA-4301	Statistics for Business	3(3-0)	3
8	BBA-3105	Economic Theory(Micro)	3(3-0)	1

General Requirement (20 Credit Hours)

#	Course Code	Course Title	Credit Hours	Proposed Semester
9	BBA-3104	Introduction to Computers	3	1
10	BBA-4305	Computer Analysis & Design	3	3
11	BBA-4404	Sociology	3	4
12	BBA-6701	International Relations & current affairs	3	7
13	BBA-6702	Pak. Eco. Environment	3	7
14	BBA-6802	Arabic	2	8
15	BBA-6803	Psychology	3	8

Foundation courses (20 Credit Hours)

#	Course Code	Course Title	Credit Hours	Proposed Semester
16	BBA-3201	Introduction to Management	3(3-0)	2
17	BBA-3202	Economic Theory (Macro)	3(3-0)	2
18	BBA-3204	Financial Accounting-I	3(3-0)	2
19	BBA-4303	Fundamentals of Marketing	2(2-0)	3
20	BBA-4306	Human Resource Management	2(2-0)	3
21	BBA-4401	Business Finance	3(3-0)	4
22	BBA-4403	Corporate & Business Law	3(3-0)	4
23	BBA-5501	Research Methodology	3(3-0)	5
24	BBA-6801	Applications of Computer Software in Business Management	3(3-0)	8

Core Courses(including foundation courses)	HEC	Approved
Finance	6	6
Accounting	6	9
Management	12	15
Quantitative techniques	6	6
Information Technology	6	6
Economics	6	6
Total Credit Hours	42	48

Core courses

CORE Courses (42Credit Hours)				
#	Course Code	Course Title	Credit Hours	Proposed Semester
25	BBA-3101	Introduction to Business Administration	3(3-0)	1
26	BBA-3203	Business Math-II	3(3-0)	2
27	BBA-4302	Financial Accounting-II	3(3-0)	3
28	BBA-4402	Statistical Inference	3(3-0)	4
29	BBA-4405	Cost Accounting-I	3(3-0)	4
30	BBA-4406	Introduction to Strategic Management	3(3-0)	4
31	BBA-5502	Financial Management	3(3-0)	5
32	BBA-5503	Organization Behaviour	3(3-0)	5
33	BBA-5504	Cost Accounting-II	3(3-0)	5
34	BBA-5505	Financial Institutions	3(3-0)	5
35	BBA-5601	Entrepreneurship	3(3-0)	6
36	BBA-5602	Managerial Economics	3(3-0)	6
37	BBA-5603	Consumer Behaviour	3(3-0)	6
38	BBA-6703	Management Information System	3(3-0)	7

ELECTIVE & SPECIALIZATION COURSES:

The students get to choose their specialization field (out of Finance, Marketing and Human Resource) during the 6th semester. They study 2 specialization courses (3 credit hours each) in 6th, 7th & 8th semester. The electives are chosen out of following lists:

Marketing

#	Code	Course Title	Credit Hrs
1	BBA-3001	Consumer Behaviour	3
2	BBA-3002	International Marketing	3
3	BBA-3003	E-Marketing	3
4	BBA-3004	New Product Development	3
5	BBA-3005	Integrated Marketing Communication	3
6	BBA-3006	Brand Management	3
7	BBA-3007	Services Marketing	3
8	BBA-3008	Industrial Marketing	3
9	BBA-3009	Marketing Research	3
10	BBA-3010	Social Marketing	3
11	BBA-3011	Advertising & Event Management	3
12	BBA-3012	Direct Marketing & Sales Promotion	3
13	BBA-3013	Marketing of IT & Telecom Products	3
14	BBA-3014	Seminar in Marketing	3
15	BBA-3015	Social Media Marketing	3
16	BBA-3016	Tourism Marketing	3

Finance

1	Code	Course Title	Credit Hrs
2	BBA-3020	International Finance	3
3	BBA-3021	Investment & Portfolio Management	3
4	BBA-3022	Advanced Financial Management	3
5	BBA-3023	International Financial Institutions & Capital Markets	3
6	BBA-3024	Credit Management	3
7	BBA-3025	Corporate Finance	3
8	BBA-3026	Commercial Banking	3
9	BBA-3027	Analysis of Financial Statements	3
10	BBA-3028	Business Taxation	3
11	BBA-3029	Islamic Finance	3
12	BBA-3030	Seminar in Finance	3
13	BBA-3031	Financial Risk Management	3
14	BBA-3032	Behavioral Finance	3
15	BBA-3033	Case Study in Corporate Finance	3

Management

#	Code	Course Title	Credit Hrs
1	BBA-3040	Crisis & Conflict Management	3
2	BBA-3041	Human Resource Development	3
3	BBA-3042	Compensation Management	3
4	BBA-3043	Human Resource Information Systems	3
5	BBA-3044	Organizational Development & Change Management	3
6	BBA-3045	International HRM	3
7	BBA-3046	Strategic HRM	3
8	BBA-3047	Culture Communication	3
9	BBA-3048	Organization Development	3
10	BBA-3049	Public policy	3
11	BBA-3050	Management of Innovation & Change	3
12	BBA-3051	Seminar in HRM	3
13	BBA-3052	Performance Management	3
14	BBA-3053	Collective Bargaining	3
15	BBA-3054	Job Analysis Practices	3

Table-4: List of Courses

The students have to appear for the Comprehensive Viva (Satisfactory/Unsatisfactory basis) after successfully passing all eight semesters of BBA. Course Code for this viva is BBA-6404.

SEMESTER WISE COURSE BREAKDOWN BBA

	CODE	COURSE TITLE	LEC. HRS	LAB. HRS	CREDIT HRS
Semester 1	BBA-3101	Introduction to Business Administration	3	0	3
	BBA-3102	Business English	3	0	3
	BBA-3103	Business Math-I	3	0	3
	BBA-3104	Introduction to Computers	2	1	3
	BBA-3105	Economic Theory(Micro)	3	0	3
	BBA-3106	Islamic Studies	2	0	2
Semester 2	BBA-3201	Introduction to Management	3	0	3
	BBA-3202	Economic Theory(Macro)	3	0	3
	BBA-3203	Business Math-II	3	0	3
	BBA-3204	Financial Accounting-I	3	0	3
	BBA-3205	Report Writing Skills	3	0	3
	BBA-3206	Pak. Studies	2	0	3
Semester 3	BBA-4301	Statistics for Business	3	0	3
	BBA-4302	Financial Accounting-II	3	0	3
	BBA-4303	Fundamentals of Marketing	3	0	3
	BBA-4304	Communication Skills	3	0	3
	BBA-4305	Computer Analysis & Design	2	1	3
	BBA-4306	Human Resource Management	3	0	3
Semester 4	BBA-4401	Business Finance	3	0	3
	BBA-4402	Statistical Inference	3	0	3
	BBA-4403	Corporate & Business Law	3	0	3
	BBA-4404	Sociology	3	0	3
	BBA-4405	Cost Accounting-I	3	0	3
	BBA-4406	Introduction to Strategic Management	3	0	3
Semester 5	BBA-5501	Research Methodology	3	0	3
	BBA-5502	Financial Management	3	0	3
	BBA-5503	Organization Behavior	3	0	3
	BBA-5504	Cost Accounting-II	3	0	3
	BBA-5505	Financial Institutions	3	0	3
Semester 6	BBA-5601	Entrepreneurship	3	0	3
	BBA-5602	Managerial Economics	3	0	3
	BBA-5603	Consumer Behavior	3	0	3
	BBA	Elective-I	3	0	3
	BBA	Elective-II	3	0	3
	BBA-5604	Summer Internship	0	0	0

Semester 7	BBA-6701	International Relations & current affairs	3	0	3
	BBA-6702	Pak. Eco. Environment	3	0	3
	BBA-6703	Management Information System	3	0	3
	BBA	Elective-III	3	0	3
	BBA	Elective-IV	3	0	3
Semester 8	BBA-6801	Applications of Computer Software in Business Management	3	0	3
	BBA-6802	Arabic	2	0	2
	BBA-6803	Psychology	3	0	3
	BBA	Elective-V	3	0	3
	BBA	Elective-VI	3	0	3

Table-5: Semester wise Course Breakdown

Standard 2-1: PROGRAM CURRICULUM VS. PROGRAM OBJECTIVES

The program contents (courses) meet the program objectives reflected through Program outcomes.

Serial No.	Course Title	Outcome
1	All courses	Outcome 1
2	Communication Skills Courses	Outcome 2 Outcome 4
3	Research and statistics Courses	Outcome 3 Outcome 6 Outcome 11
4	Core courses	Outcome 4 Outcome 5 Outcome 7 Outcome 8 Outcome 10
5	Interdisciplinary Courses	Outcome 9

Table-6: Courses versus Program Outcomes

Standard 2-2: THEORETICAL BACKGROUND, PROBLEMS ANALYSIS AND SOLUTION DESIGN

The following table indicates the elements covered in core courses.

Table- 1.7: Program’s core-material and its basic elements

Elements	Courses
1)Theoretical background	All compulsory courses and Elective courses
2) Problem Analysis	Elective courses.
3. Solution design	Elective courses, Computer Lab work and internship

Table-7: Standard 2-2 requirement**Standard 2-3: PROGRAM CORE REQUIREMENTS AND ACCREDITATION BODY SATISFACTION**

The curriculum satisfies the core requirements for the program, as specified by HEC. The department is making efforts to get accreditation from NBEAC. There are few deficiencies like insufficient lab facilities, work space for faculty. Currently we also don’t have any PHD professor which is a major requirement of accreditation.

Standard 2-4: CURRICULUM MAJOR REQUIREMENTS AND HEC SATISFACTION

The curriculum satisfies the major requirements for the program as specified by HEC. A few deviations have been found which have been duly noted and steps will be taken to eradicate those discrepancies. The Curriculum structuring on Table 3 shows that comparison on HEC’s minimum course criteria and the one specified by the dept. of Management Sciences for BS (BA) program.

Standard 2-5: CURRICULUM SATISFACTION FOR OTHER DISCIPLINE REQUIREMENTS

The curriculum satisfy humanities, social sciences, ethical and other discipline requirements for the program, as specified by the HEC and also detailed in Table 4.

Program	Basic Math	Economics	statistics	General Education	Accounting	Others
BBA	√	√	√	√	√	√

Table-8: Discipline requirements for the program

The department offers two courses, of 3 credit hours each, of Mathematics at BBA level. Moreover, courses from Statistics, Accounting, Economics, psychology and other courses of general education are also included in the coursework. However, there is need to add more inter-disciplinary courses in order to meet HEC specified criteria.

Standard 2-6: INFORMATION TECHNOLOGY COMPONENT OF THE CURRICULUM

Information technology related topics like introduction to computers, Computer Analysis & Design, Management Information System are also included in the curriculum. Efforts are made to integrate computer component wherever applicable. The labs are identified with all the lab related courses.

Standard 2-7: ORAL AND WRITTEN COMMUNICATION SKILLS DEVELOPMENT

Strong communication skills are the crucial part of a business students' skill set. It includes written, oral and presentation skills. Keeping this in mind, Assignments, presentations, group discussions and research projects are made integral part of all core and non-core courses to polish students' communication skills.

Following courses are specifically designed to improve the oral and written communication skills as per HEC requirement.

- Business English
- Report Writing Skills
- Communication Skills

CRITERION 3: LABORATORIES AND COMPUTING FACILITIES**Standard 3-1: LABORATORY FACILITIES**

The department requires the computer lab for the use of software in data analysis for research reports and research articles such as Eviws, SPSS, STATA, etc.

Standard 3-2: MULTIMEDIA REQUIREMENTS

The department has insufficient and obsolete multimedia systems and these are required to be improved and installed new multimedia systems.

CRITERION 4: STUDENT SUPPORT AND ADVISING

The Department of Business Administration offers formal advising and career guidelines to its students. The students are distributed amongst advisors, faculty members, who, apart from advising also track and monitor student performance. Students are recommended for internships in different organizations. Moreover, deserving students are offered scholarships at departmental level.

Standard 4-1: COURSE OFFER FREQUENCY

Courses are offered with sufficient frequency and number for students to complete their respective programs in a timely manner. Elective courses are offered on the basis of number of students. Minimum requirement for offering any specialization course would be ten students. The students can register three additional courses in order to study the failed courses with coming classes. In BS program, specialization is offered in sixth semester while in Masters it is offered in third semester.

Standard 4-2: STUDENTS, FACULTY INTERACTION REGARDING COURSES

Courses in the major are structured to ensure effective interaction between students, faculty and teaching assistants. The students can interact with the faculty after the class timings during office hours.

Courses are assigned by course coordinator. The department head has constituted a committee which is responsible for review of courses and their effectiveness. This committee comprises of the following faculty members.

- Mr. Syed Mubasher Hussain Naqvi
- Mr. Muhammad Shafique Rabbani

Standard 4-3: GUIDANCE AND ACADEMIC ADVISING

After the completion of admissions in first semester and before the start of classes, the Chairman nominates a faculty member as “Class Coordinator” who arranges orientation session for the new comers. During his/her presentation he/she explains the distribution of courses throughout the degree program, the semester examination and evaluation system, semester rules and regulations in detail. The class coordinator remains available to students all the time for their help in course decision and career choices.

The scholarship committee collects the scholarships from various funding organizations and circulates them among the students. This committee includes the following members;

- Prof. Asif Abbasi
- Prof. Javeed Syed
- Mr. Faisal Wajid

CRITERION 5: PROCESS CONTROL

Each department has a mechanism to run and control its activities and processes. The manners by which major functions are delivered must be in place, controlled, periodically reviewed, evaluated and continuously improved. The major functions are student admission, student registration, faculty recruitment, graduating student analysis.

Standard 5-1: STUDENT ADMISSION CRITERION

The department of Business Administration follows the general policy of the RLS Govt. Boys Degree College Dhirkot lay down in its prospectus for admission and periodic evaluation of students described below

- The department has clear and documented admission process
- Students are admitted to the course after passing F.Sc in 2nd Division from any recognized institute.
- Admissions are conducted after one calendar year in the month of September mostly.

- Advertisement mechanism is adopted. Advertisements are advertised by the print and electronic media.
- Academic records are the basis of admission and arranged to determine the merit.
- List of candidates is displayed on the notice board.
- In each semester 5 courses are offered to the students.

Students admitted to program may be allowed to change their subject/departments within two weeks of the start of teaching in the department. Such change will be allowed by the principal on the recommendations of the Chairperson of concerned departments on payment of prescribed fee.

Standard 5-2: STUDENT REGISTRATION AND PERFORMANCE MONITORING POLICY

The department of Business Administration follows the policy of the University for registration and periodic evaluation of students. It is described below:

a. Registration Procedure

Students have to submit the *four copies* of prescribed proforma for course registration at beginning of the semester. It includes the student's personal information as well as the offered courses in that semester.

One copy to each of the following:

- i. Department
- ii. Registrar of the University
- iii. Controller Examination
- iv. Students

Students registered in a program may be allowed to change only elective courses within a week after the commencement of the semester. No compulsory course shall be withdrawn or changed.

The late registration within one week after the start of semester will be allowed @ 10 % of the regular semester admission fee but not later than fifteen days after the commencement of the semester.

b. Monitoring and Evaluation of student's progress

i. Attendance Requirements

1. Attendance in Lectures, tutorials, is compulsory for all students.
2. Each student will be required to complete at least 80 % of attendance in Lecturers for becoming eligible to appear in the examination of that year.
3. A student with less than 80 % of the attendance in lectures shall be dropped from the course.
4. A student, whose name has been struck off, may be readmitted for valid reason within two weeks during the same academic year to the same class. This readmission will, however, be allowed by the respective Principal on the recommendation of the Chairman of the Department.

ii. Evaluation Procedure

Student's progress is monitored and evaluated by the following academic activities.

Activities	Number	Weight Percentage
Quizzes	2	15%
Assignments	2	15%
Mid Term Exam.	1	45%
Terminal Exam.	1	75%
Presentation	Depends on teacher choice	---

Table-10: Evaluation Procedure for theoretical subjects

Standard 5-3: PROCESS OF RECRUITING AND RETAINING HIGHLY QUALIFIED FACULTY

Following methods and measures are taken to retain highly qualified faculty.

- Faculty at different levels is recruited as per HED criteria by written test and selection committee conducted by Public Service Commission.
- High salary packages help in up gradation of faculty.

- Faculty development programs are offered for higher studies at national and international level.
- Teacher training courses and workshops are conducted to enhance skills of the faculty major and in control feature of this criterion.

Standard 5-4: PROCESS TO ENSURE TEACHING AND DELIVERY OF COURSE MATERIAL

Faculty are fully responsible for the administration of all course work which includes preparation of lecture notes, distribution of notes and other reading materials, preparation of homework or other assignments for the students and their grading, conduction and grading of examinations and in the end forwarding the sessional grades to the Departmental Examination Committee. Controller is a member of Examination Committee and after compilation of the consolidated results forward that to BS coordinator of UAJK for final grades and notification from Examination Department of UAJK.

The instructor of a course shall adopt, if available, a detailed syllabus of a course developed and approved by the department. In the event of a first-time offering of a course, the instructor shall develop the course outline on the basis of the approved course description from the HEC booklet.

The Department on the requirement of business accreditation council maintains a policy on course files, according to which an instructor is required to prepare a course file with necessary documentation and submit it to the department on completion of the course. The course file should contain materials in assigned class work, homework, course outline, lecture details, assignments and scheduled examinations details. A letter grade, based on the aggregate numerical score, is given to students following the grade distribution policy of the University.

A Course Coordination committee has been setup in Department to ensure smooth running and observation of teaching. Its responsibilities include

- a. Course Coordination Committee observes that the time table is strictly followed by almost all faculty members.
- b. Relevant course material (Recommended books, course contents, lecturer notes) is timely provided by the faculty members to the students.

Standard 5-5: PROGRAM REQUIREMENT FULFILLMENT BY GRADUATE STUDENTS

The Department of Management Sciences ensures that student has completed all degree requirements before issuing final results. A Student must have cleared its required course work (minimum limit of credit hours), passed his viva exam, has submitted the internship report etc. for program fulfillment.

CRITERION 6: FACULTY

Faculty members undertake research, teaching, and service roles to carry out the academic work of their respective institutions. Each of these roles enables faculty members to generate and disseminate knowledge to peers, students, and external audiences. The balance among teaching, research, and service, however, differs widely across institution types and by terms of the faculty member's appointment. It is fact that faculty is backbone of any institution which reflects the actual face of any institution in terms of cause and objectives.

Faculty members of the Department of Business Administration of Raja Lateef Shaheed Govt. Boys Degree College Dhirkot are active in teaching and research activities and have the necessary technical depth to support the program. Teachers attempt to cover the curriculum adequately and in case of need hold extra classes.

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.

- There are enough full-time faculties who are committed to the program to provide adequate coverage of the program areas / courses with continuity and stability. The qualification and interest of all faculty members are sufficient to teach all courses, plan, modify and update courses. There is no PhD faculty, but in future faculty have a program to do PhD.
- For complete details regarding area of specialization and number of faculty members and their qualification (see Appendix D)

Program area of specialization	Courses in the area and average number of sections per year	Number of faculty members in each area	Number of faculty with Ph.D. degree
Area 1.Finance	International Finance Investment & Portfolio Management Corporate Finance Financial Statement Analysis	03	00
Area 2.HRM	Human Resource Development HRIS Compensation Management Organizational Development Strategic HRM	01	00
Area 3.Marketing	Tourism Marketing International Marketing Advertisement & Event Management Brand Management Service Marketing Industrial Marketing	01	00
Total		05	00

Table 12: Faculty distribution by program areas

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.

- Faculty members of Department of Business Administration are considered updated in the discipline based on the following criteria:
- All teachers meet the HEC criteria for appointment in their respective cadre.
- Teachers generally participate in seminars, conferences at National level.

- Teachers take interest in teaching and involve themselves in research activities
- A number of teacher training and refresher courses are conducted by QEC, and other academic departments in the university and higher education department of Colleges.
- All full-time faculty members are allocated teaching hours as per HEC defined limit which enables the faculty to have enough spare time to perform scholarly activities and improve their knowledge and skills.
- Faculty members are provided with adequate resources for research and academic activities. Every faculty member has been provided with Laptop and access to internet. Faculty members have also access to library materials for academic and research activities. Professional training is also provided to faculty if required to enhance their capabilities.

Faculty Development

Standards	Y/N
Faculty resume has been prepared in line with HEC	Yes
Full time faculty have sufficient time for scholarly activities and professional development	Yes
Any faculty development program is conducted	Yes
Faculty programs are evaluated	Yes
Evaluation results of faculty are used for improvements	Yes

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

- Every year College awards Best College Teacher Award to faculty members for their outstanding performances. Outstanding Teachers are selected based on Students Teacher Evaluation Questioner, Peer Evaluation and HoD Evaluation. For job satisfaction the higher education department of college ensures fair, timely selection, appointment/promotion. Good working environment exists for research on commercial issues.

- The faculty survey of the program indicates the mix reactions of the faculty, which indicates that teaching load be distributed evenly and more relaxed environment be generated. Cumulative results of faculty surveys are attached in Appendix B.

CRITERION 7: INSTITUTIONAL FACILITIES

Adequate infrastructure and support facilities are available to facilitate high quality teaching and learning.

Size of campus (in kanals)	30 Kanal				
Covered area (Kanals)	16 Kanal				
Sizes of lecture rooms	<ul style="list-style-type: none"> ▪ 24 × 18 approx. ▪ All rooms are of same size. 	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>		
Instructional facilities provided in lecture rooms	<ul style="list-style-type: none"> ▪ Multimedia projectors ▪ White boards 	<ul style="list-style-type: none"> ▪ Lights, tables, chairs. 			
General computing lab facilities: total number of PCs and lab hours	Total no. of PCs= 22 Lab hour= 8:30 PM to 1:30 PM				
Nature and level of networking	No networking				
Specialized lab facilities and hours of their availability	<ul style="list-style-type: none"> ▪ One General Labs ▪ Timings = 8:30 PM to 1:30 PM 				
Student-to-computer ratio	2018-2019	2019-2020	2020-2021		
	1:1	1:2	1:4		
Average lifetime of a PC in computing labs	Not Calculated				

Table-13: Infrastructure Details

Standard 7-1: INFRASTRUCTURE TO SUPPORT NEW TRENDS IN LEARNING

The above mentioned table shows that department is lacking the up to date laboratory facility and there are inadequate institutional resources available to support learning trends. However, LAN nodes are already available in the laboratory area but it is not functional. Also, students do not have access to digital library.

Standard 7-2: LIBRARY INFORMATION

The library is managed by a college librarian and has over 3000 books covering a wide range of disciplines. In addition to these, more than 100 books are also related to management, marketing, finance, accounting and research.

Every year new books are being added to the library.

Following are the steps to be taken to improve;

- a) Maintaining library record digitally
- b) Providing at least 5 International journals in various disciplines of Management, Marketing, and Finance.
- c) Recent books in various specializations

Library information	Area (sqft)	Automated	Total Books	Total Management Books	Total Journals Give full details)	IEEE Give full details)	ACM Give full details)
		--	3000	100	Nil	Nil	Nil

Table-14: Library Details

Standard 7-3: CLASS ROOMS AND FACULTY OFFICE DETAIL

Classrooms are adequately equipped. The adequacy of the classrooms and of faculty offices is given below.

a. Classrooms

- Classrooms are equipped with full infrastructure.
- The projectors are available in the classroom but they are not fixed.

b. Faculty Offices

The department of Business Administration lacks offices for the faculty members and all of the administrative staff. A separate conference room is the need of the department as well as a separate faculty office other than the chairperson office.

CRITERION 8: INSTITUTIONAL SUPPORT

Adequate financial resources are available for short- and long-term running of the institution and the program under evaluation. Proper budgeting process is in place for the institution and the program. Adequate financial resources are set aside for important academic indicators:

Yearly budget for last 3 years	<u>2017-18</u>	<u>2018-19</u>	<u>2019-20</u>
	29578000	37054000	40064000
Yearly budget for library fund	300000		
Working capital	3400000		
Fee structure	20,000 in each semester		
Source of income	Govt. of Azad Jammu & Kashmir+ Fee collection from students		

Table-15: Financial Information About Institute and Program

Standard 8-1: FINANCIAL RESOURCES FOR FACULTY DEVELOPMENT

The Department of Business Administration has limited laboratory facilities and financial resources which are the main hurdle in attracting the faculty and students to maintain competence. The financial resources for regular purchase of equipment, glass wares and books are very limited which need to be enhanced.

Standard 8-2: GRADUATE STUDENTS, RESEARCH ASSISTANTS AND PH.D.

The Department of Business Administration started its first session of BBA(Hons.) in 2018. So, department till has no graduated students.

Standard 8-3: FINANCIAL RESOURCES FOR LIBRARY, LABORATORY AND COMPUTING

Financial resources are provided to the college by the Govt. of AJ&K on regular basis in order to maintain Library. The department has a right to limited purchases on need bases. In all other cases the college sends demands to the directorate and then equipments are purchased through the central purchase committee. The financial resources available for purchase are as follows:

Sr. No.	Description	RS. (Pak)
1.	Financial resources available for Library	300000
2.	Financial resources available for Labs and Computing	

Table-16: Financial Resource Distribution for Purchase

Appendix–A: COURSE OUTLINES**(Proforma-1)****Course outlines of BBA Courses****Financial Accounting [3 Credit Hours (Lectures 2 per week)]****Objective:**

By successfully completing this course, students will be able to:

- Identify why accounting is a necessary skill.
- Identify and describe assets, liabilities and owners' equity.
- Recognize and compare the major financial reports.
- Describe and create a company's Income Statement.
- Compare and contrast a company's revenue, expenses, income, and retained earnings.
- Solve worksheet problems involving income statements, revenue, expenses, and net income.
- Identify the key elements of a Balance Sheet.
- Balance the accounting equation and properly chart debits and credits.
- Describe the accounting cycle.

Text/Reference Books:

- Financial and Managerial Accounting: The Basis for Business Decisions - 17th Edition
Williams, Haka, Bettner and Carcello

Financial Management [3 Credit Hours (Lectures 2 per week)]**Objective:**

This course aim at enabling a student understands the scope and importance of accounting and finance from the point of view of entrepreneurs and business managers. Particularly, to introduce the students to the:

- o Finance function, role of financial manager, nature of financial decisions
- o Time value of money, its permutations and implications
- o Sources and cost of finance, the relative importance of each source
- o Capital structure of a company, its significance
- o Valuation of known cashflows (bonds), and fluctuating cashflows (stocks)
- o Risk Analysis
- o Cash management and working capital management

Text/Reference Books:

Fundamentals of Financial Management, by James C Van Horne

Suggested Supplementary Text

Fundamentals of Financial Management, by E. F. Brigham and J. Houston

Financial Management, by C. Paramasivan and T. Subramanian

Organizational Behavior [3 Credit Hours (Lectures 2 per week)]**Objective:**

Organizational behavior (OB) is an interdisciplinary field drawing from numerous disciplines including psychology, sociology, anthropology, economics, organization theory, statistics, and many others. Effective management of human resources within organizations requires an understanding of various behavior and processes. Managers need to know why people behave as they do in relation to their jobs, their work groups and their organizations.

Text/Reference Books:

- Organizational Behavior: Foundations, Theories, and Analyses By John B. Miner
Oxford University Press,

Management Information System [3 Credit Hours (Lectures 2 per week)]**Objective:**

To acquaint the MIS students how businesses use information to improve the company's operations. Students also learn how to manage various information systems so that they best serve the needs of managers, staff and customers.

Text/Reference Books:

Management Information Systems by Kenneth C. Laudon and Jane P. Laudon 12th Edition
Information Technology for Management by Efraim Turban 5th Edition

Research Methodology [3 Credit Hours (Lectures 2 per week)]**Objective:**

This course provides an insight into the process of (getting started with) research and the methodological challenges one may encounter while formulating a research problem and writing a scientific paper. Course material will equip students with basic skills to critically evaluate and design research projects. The course coverage includes the entire research process, beginning with how theory gets converted into research ideas, and finishing with the publication cycle. Learning outcomes of the course are:

- To understand concept of business research
- To develop testable hypotheses, differentiate research design, evaluate aptness of research conclusions, and generalize them appropriately.
- To Identify problem and research gaps in existing research work
- To design and conduct quantitative research studies in laboratory or field settings.
- To prepare a research proposal/plan

Text/Reference Book:

- Research Methods for Business by Uma Sekaran, Latest Edition

- Business Research Methods by W Zikmund, B Babin, J Carr, M Griffin,
8th
Edition

Organizational Development [3 Credit Hours (Lectures 2 per week)]

Objective:

Organizational development is the theory and practice of bringing planned change to organizations. These changes are usually designed to address an organizational problem to help the organization prepare for the future.

The objective of this course is to enable students acquire knowledge and skills in solving organizational problems in order to bring about planned changes and improve performance in organizations.

Text/Reference Books:

- Organization Development by Wendell L. French, Cecil h. bell, 6th edition
- An Experiential Approach to Organization Development by Donald r. Brown,
8th Edition

Brand Management [3 Credit Hours (Lectures 2 per week)]

Objective:

A brand is one of the firm's most valuable assets. Competitors may duplicate a product but it is challenging to replicate its strongly held beliefs and attitudes established in the minds of the consumers. This course aims to outline the concept of brand equity and how its potential effects and tradeoffs impact the brand. The Brand Equity concept enables the brand to be distinguished from its unbranded commodity counterpart and is the sum total of consumers' perceptions & feelings about the product's attributes and how they perform, and about the brand name and what it stands for. This course will aim to illustrate how by creating perceived differences among products through branding and by developing a loyal consumer franchise, marketers create value that can translate to financial profits. Students in this course will review a comprehensive and updated treatment of the subjects of brand, brand equity and brand management leading to the design and implementation of marketing programs and activities requisite to build, measure, and manage brand equity.

Text/Reference Books:

- Lane Keller, Strategic Brand Management (3rd or Latest Edition)

Principles of Marketing [3 Credit Hours (Lectures 2 per week)]

Objective:

The objective of this course, specifically, is to enhance the conceptual knowledge of marketing as applicable to decision making process with a focus on tactical marketing mix decisions. The course, will therefore, provide an understanding of the principles of marketing in relation to the product and services including the planning process, organizing the marketing functions, implementing the marketing decisions keeping in mind the ethical, legal and societal consideration.

Text/Recommended Books:

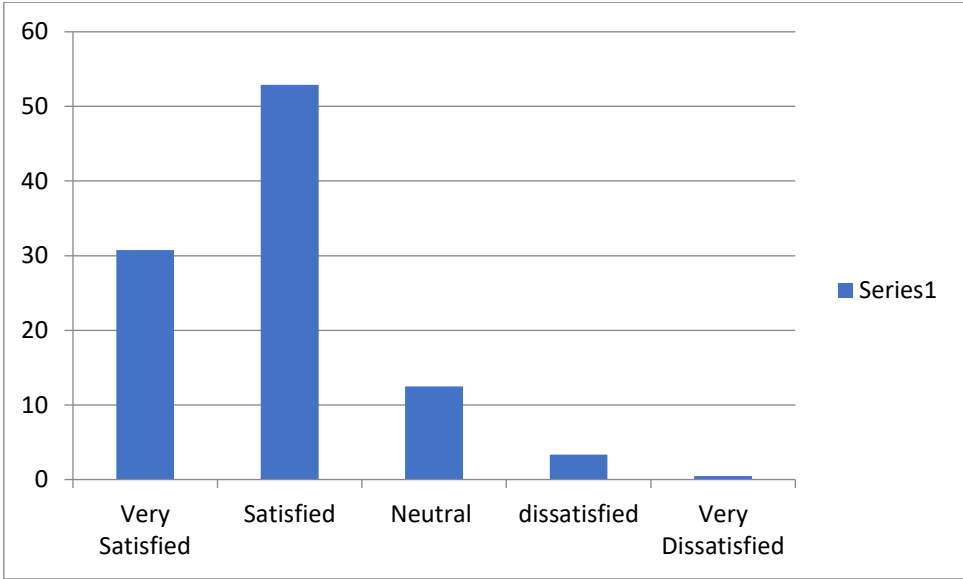
- Philip Kotler, Principles of Marketing (Latest Edition)
- David Jobber, Principles of Marketing (Latest Edition)

Appendix-B: FACULTY SURVEY**(Proforma-2)**

A: Very Satisfied B: Satisfied C: Neutral D: Dissatisfied E: Very Dissatisfied

No.	Questions	Result in Percentage				
		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
1	Your mix of research, teaching and community Service	12.5	81.25	6.25	0	0
2	The intellectual stimulation of your work	37.5	50	6.25	6.25	0
3	Type of teaching/research you currently do.	37.5	62.5	0	0	0
4	Your interaction with students	87.5	12.5	0	0	0
5	Cooperation you receive from colleagues.	56.25	25	18.75	0	0
6	The mentoring available to you	37.5	25	37.5	0	0
7	Administrative Support from the department	43.75	43.75	12.5	0	0
8	providing clarity about the faculty promotion process	6.25	43.75	43.75	6.25	0
9	Your prospects for advancement and progress through ranks.	6.25	43.75	25.00	25.00	0
10	Salary and compensation package.	0	81.25	6.25	6.25	6.25
11	Job security and stability and the department.	12.5	87.5	0	0	0
12	Amount of time you have for yourself and family	43.75	56.25	0	0	0
13	The over-all climate at the department.	18.75	75	6.25	0	0
	Faculty Average	30.76	52.88	12.5	3.36	0.48

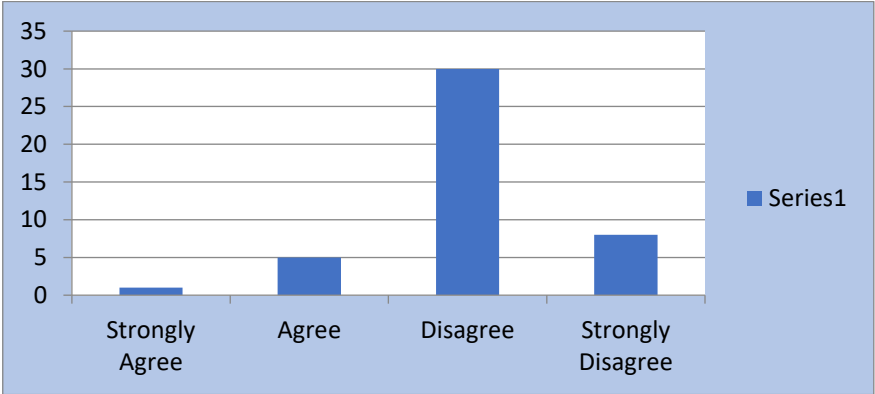
Faculty Survey Results



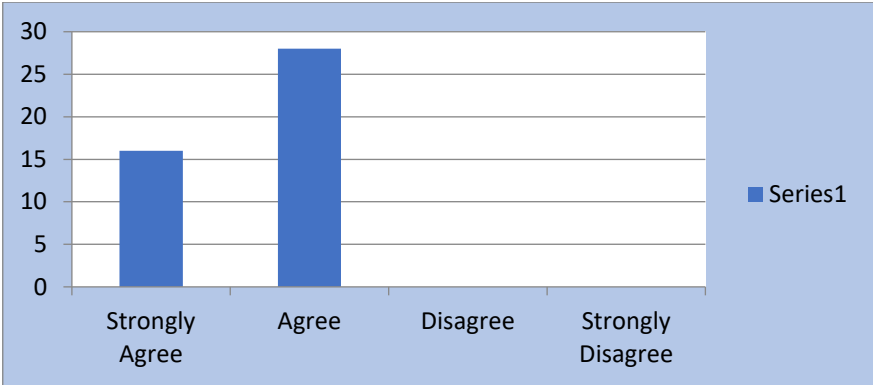
Appendix-C : GRADUATING STUDENTS SURVEY RESULTS

A: Strongly agrees B: Agree C: disagrees D: Strongly Disagree

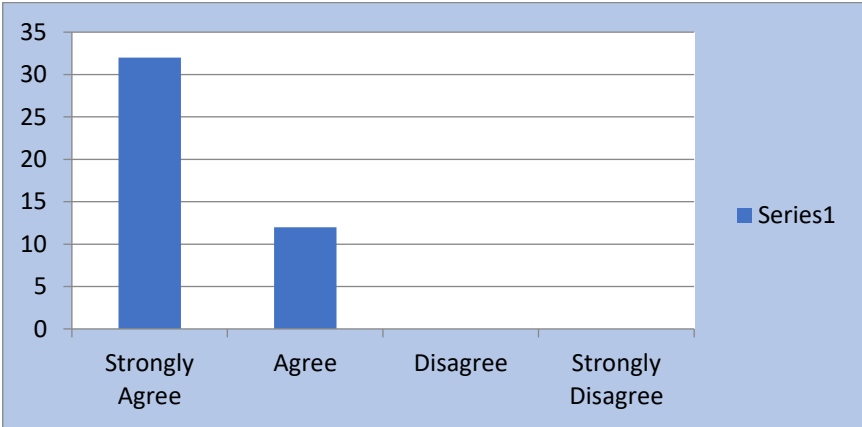
- 1. The Work in the Program is too heavy and induces a lot of pressure.



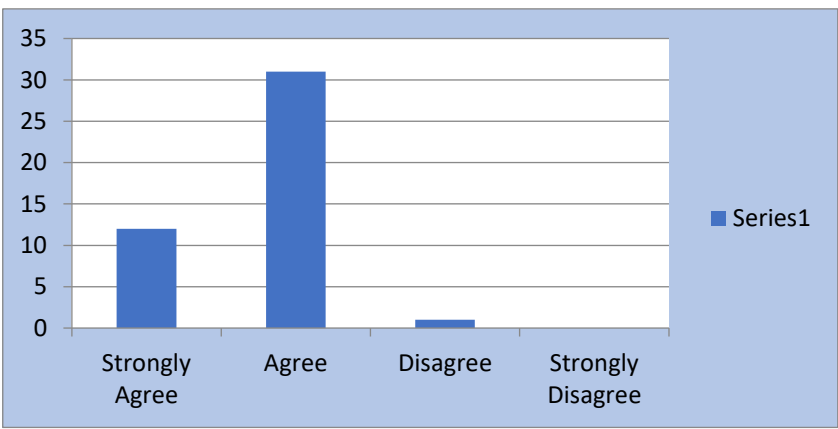
2. The Program is effective in enhancing team-working abilities.



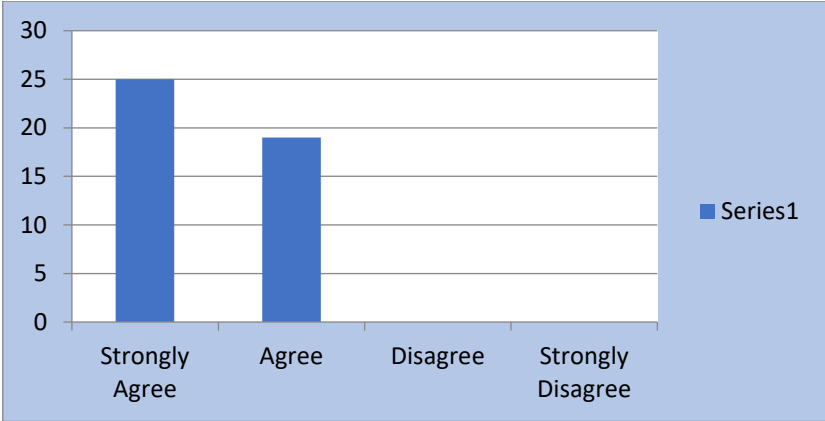
3. The program administration is effective in supporting learning.



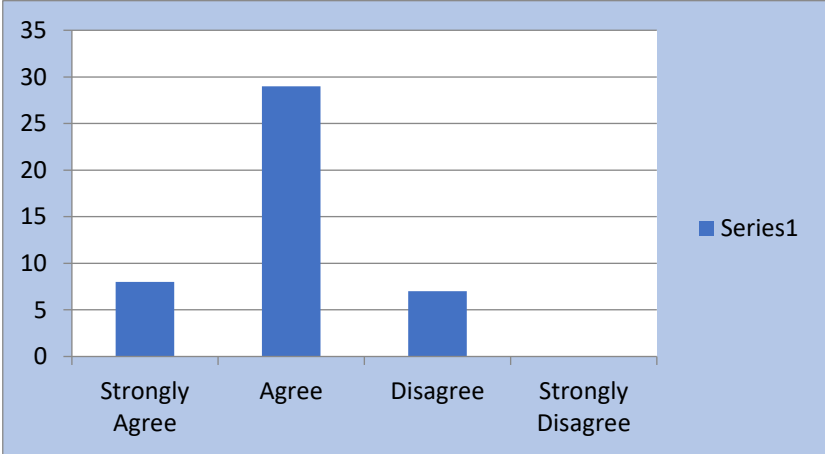
4. The program is effective in developing analytic and problem-solving skills.



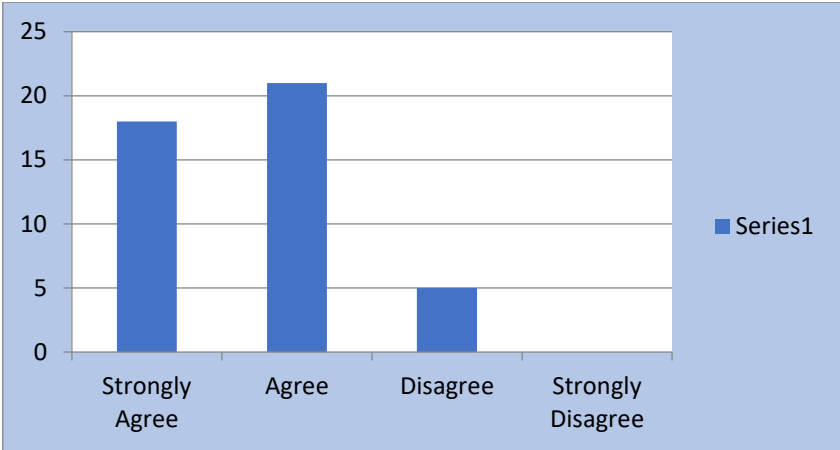
5. The program is effective in developing independent thinking.



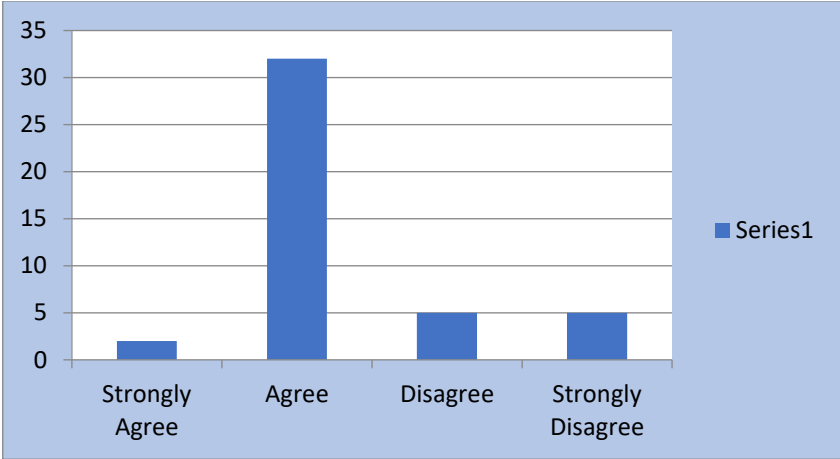
6. The program is effective in developing written communication skills.



7. The program is effective in developing planning abilities.



8. The mathematical content of the program is adequate for pursuing the advanced courses in the program.



Appendix-D: QUALIFICATION OF FACULTY MEMBERS**(Proforma-3)**

Sr #	Name	Designation	Qualifications	Country of Institution
1	Syed Javeed Hussain Shah	Head Commerce Instructor	MBA (Finance)	Pakistan
2	Syed Mubasher Hussain Naqvi	Senior Commerce Instructor	M.Phil (Management)	Pakistan
3	Muhammad Shafique Rabbani	Lecturer	MBA (Finance)	Pakistan
4	Ajaib Hashmi	Senior Commerce Instructor	MBA (Finance)	Pakistan
5	Tazeem Abbasi	Lecturer	MBA (Marketing)	Pakistan