**Self Assessment Report**

****

**Beaconhouse National University**

**School of Media and Mass Communication (SMC)**

**BA (Hons) in Journalism**

**Prepared by: Program Team of SMC**

**Presented by: Quality Assurance Department**

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# Executive Summary

This report is being prepared towards the end of the assessment of School of Media and Mass Communication (SMC) of Beaconhouse National University (BNU), as per requirement of Higher Education Commission (HEC). Quality Assurance Department (QA) was formed in BNU in September 2005. Program Team Members notified by University worked with General Manager Quality Assurance to pursue the application of Self Assessment Manual in their respective department.

In School of Media and Mass Communication (SMC), BA (Hons) in Journalism program was selected for the self assessment, evaluation and improvements. A commitment of respected Vice Chancellor to support Quality Assurance Department made the difference and resultantly, a cycle of assessment is about to complete.

# Objectives

Following are the two main objectives of the self assessment report:

1. To implement Self Assessment Manual in selected program with a view to improve quality in higher education.
2. To identify the areas requiring improvements in order to achieve objectives through desired outcomes.

# Execution

A soft and hard copy of self assessment manual was given to Dean and faculty. Quality Awareness presentation of Self Assessment Report (SAR) was arranged for the Dean and Program Team Members (PT) of the selected program. Hard copies of HEC issued 10 performas with manual with 8 criterion and 31 standards were provided to PT members to evaluate their program against defined standards. The PT members with an intimate support and follow up of QA, completed the SAR and forwarded to QA.

After reviewing SAR, QA arranged visit of Assessment Team to the selected program on May 18, 2012. GM (QA) accompanied the AT and participated in discussions with Dean and PT members and available faculty members. Date for exit meeting was fixed as May 29, 2012.

The implementation plan basing in the discussions in exit meeting have been made by In-charge Programs. They prepared it under following headings:

1. Assessment Team finding
2. Corrective Actions required
3. Resources Needed

The implementation plan indicates the resources to improve the infrastructure, environment in the classes and Laboratory manuals. The recommended target dates to complete the tasks observed by Assessment Team, presented in exit meeting on June 15, 2012 and proved by Vice Chancellor have been indicated in the implementation plan.

At the completion of Self Assessment cycle, QA submitted the hard and soft copy of SAR to HEC on June 25, 2012.

General Manger (QA)

# Introduction

The School of Media and Mass Communication (SMC) at the Beaconhouse National University (BNU) is dedicated to the proposition that the free flow of ideas is vital for the development and improvement of modern democratic societies. The School attempts to establish a centre of excellence focused upon teaching, research and service in the study and professional practice of human communication.

Journalism has become increasingly complex in a rapidly changing world and journalists who graduate from SMC will have to analyze and explain the events that affect the country and the world. Preparation for such a formidable responsibility requires not just technical and professional skills but also an intellectual curiosity about the world. The School prepares students for careers as writers, reporters, editors and producers for newspapers, magazines, radio and television newsrooms or new multi media outlets. An opportunity is provided to study journalism in its broadest aspects, i.e. its history and literature, its laws, regulations and ethics; its traditional role as a motivator and critic of government in a dynamic, democratic society; and its total effect as a social and economic institution.

Mass communication and journalism play a pivotal role in the development of a state. As instruments of public opinion, both interpret culture, its values that bind the society together and transmit information and knowledge that contribute to the development of a free society.

# Criterion 1: Program Mission, Objectives and Outcomes

**Institution Mission Statement**

“A truly national higher-education institution, emerging as a world-class Liberal Arts university with a merit-driven, need-based recruitment and admission policy at all levels; offering modern curricula in a range of conventional and new disciplines; while preserving the history and culture of Pakistani society; enriching the overall intellectual growth of a student through interaction and professional excellence.”

## Standard 1-1The program must have documented measurable objectives that support institution mission statements.

**Vision Statement**

To become the leading national school in media and mass communication.

**Department Mission Statement**

The mission of the School is to build a successful career for its students. The School will provide them with a high quality, enjoyable learning experience and transform them into managers who are technically superb, socially responsible and professionally accomplished.

**Program Mission Statement (B.A (Hons) in Journalism)**

The mission of B.A (Hons) in Journalism program is to prepare graduates with sound knowledge of print and electronic media along with a firm foundation in the theory and practice of media laws/ethics and broadcasting for careers in the field of mass communication. These graduates will also have requisite knowledge for post-graduate study in Mass Communication, Public Relations and related disciplines. .

**Program Educational Objectives**

The B.A (Hons) in Journalism is designed to achieve following objectives:

1. Disseminate information and ideas that enable students to fulfill their responsibilities in a democratic, pluralistic society.
2. Prepare professionals in the field of media and mass communication who are able to exercise their freedom with a conscious awareness of the constitutional rights of citizen as enshrined in the freedom Constitution of Pakistan and the Universal Declaration of Human Rights.
3. To equip students with the required tools and skills to cope with the innovations taking place in international media and prepare them for the challenges thrown up by the information age.
4. To inculcate professional and ethical values in the students.
5. To develop good interpersonal and communication skills in the students, especially with relevance to their program of studies.
6. To develop an ability to analyze electronic and print media with equal ease.

The School of Media and Mass Communication has built up its academic environment keeping in view the above program objectives. The selection of faculty, design of curriculum, instructional procedures and practice-oriented teaching help to enforce the above program objectives.

The School of Media and Mass Communication is supported in its efforts by the Quality Assurance Department of Beaconhouse National University.

**Strategic Plan**

One of the goals of the School of Media and Mass Communication is to formulate a quality assured curriculum in which various quality parameters are verifiable and bench marked.

To this end, the School of Media and Mass Communication follows the systems and procedures prescribed by the HEC. Further, the School of Media and Mass Communication has updated its curriculum in line with the recommendations of HEC.

**Program Objective’s Assessment**

The following table shows how each of the above program objectives is measured and the actions taken as a result of these measurements.

The three tools for assessments of program objectives are:

1. Employer Survey
2. Alumni Survey
3. Graduating Students Survey

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Objectives** | **How Measured** | **When Measured** | **Improvement Identified** | **Improvement Made** |
| 1 | Graduating Students Survey | Conclusion of four year program | Case Study based learning required | Converted some teaching classes into Case based learning |
| 2 | 1. Alumni Survey 2. Graduating Students Survey | Within one year of graduation | Nil | Nil |
| 3 | Employer Survey | Within one year of graduation | Better technical writing skills required | Close supervision of final project documents |
| 4 | Graduating Students Survey | Conclusion of four year program | Better analytical and research skills | Monitoring of final year projects with reference to the curriculum |
| 5 | 1. Alumni Survey 2. Graduating Students Survey | Within one year of graduation | More adherence to professional values | Case based curriculum of professional elective course |
| 6 | 1. Alumni Survey 2. Graduating Students Survey | Within one year of graduation | Better interpersonal skills required | Encourage students to work in teams |

**Table 1.1: Program Objectives Assessment**

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

**Program Outcomes**

B.A (Hons) in Journalism has the following program outcomes by the end of the program the students should be able to

1. Disciplined and ethical professionals accountable for their performance.
2. Skilled professionals who can use electronic and print media with equal ease.
3. Journalists who work towards enlightenment and moderation within their society.
4. Provide sufficient knowledge in the field of media and mass communication which can further produce effective research for the similar industry.
5. Fully equipped with moral values and professionalism.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Program**  **Objectives** | **Program Outcomes** | | | | | |
| **1** | **2** | **3** | **4** | **5** |
| **1** | x | x | x | x | x |
| **2** | x | x | x | x | x |
| **3** |  | x | x | x |  |
| **4** |  |  |  |  | x |
| **5** |  |  | x |  | x |
| **6** |  |  |  | x |  |

**Table 1.2: Outcomes versus objectives**

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

The program assessment has been done by launching HEC Proforma number 1 and 10. The students of the program evaluated the courses offered in each semester and the resource persons in the Journalism program.

**Course-wise**

**Table 1.3: Course Evaluation**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sr.No.** | **Course Code** | **Course Title** | **Credit Hours** | **Course Evaluation** |
| 1 | MC B 108 | Subediting / Feature Writing (Urdu) | 3 | **4.37** |
| 2 | MC B 302 | Documentary / Filmmaking | 3 | **3.25** |
| 3 | MC B 107 | Online Journalism | 3 | **4.29** |
| 4 | MC B 222 | Introduction to TV Production | 3 | **4.50** |
| 5 | MC B 429 | Communication Through Films | 3 | **4.53** |
| 6 | Jour 4203 | Media Entrepreneurship | 3 | **3.64** |
| 7 | MC B 307 | International Communication | 3 | **3.85** |
| 8 | MC B 316 | Development Communication | 3 | **3.88** |
| 9 | MC B 227 | Social Implications of Media | 3 | **4.16** |
| 10 | MC B 303 | Principles of Advertising | 3 | **4.69** |
| 11 | Jour 4202 | Rural Sociology | 3 | **4.32** |
| 12 | MC B 115 | Islamic Studies | 3 | **3.93** |
| 13 | MC B 221 | Magazine/Gazette Production | 3 | **3.20** |
| 14 | MC B 210 | Mass Media in Pakistan | 3 | **4.14** |
| 15 | MC B 440 | Communication and Public Opinion | 3 | **4.67** |
| 16 | Jour 3202 | History of Journalism: Origin and Development of Press | 3 | **4.46** |
| 17 | MC B 229 | Photo Journalism | 3 | **4.76** |
| 18 | Jour 3201 | Mass Media Theories | 3 | **4.06** |
| 19 | MC B 426 | Environmental Journalism | 3 | **4.40** |
| 20 | MC B 406 | Cultural Heritage of Pakistan | 3 | **4.40** |

**Table 1.4: Course Table**

**Teacher-wise**

**Table 1.5: Faculty Evaluation**

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr.No.** | **Name of Faculty** | **Quantitative Analysis** | **Max Marks** |
| 1 | Dr. Waqar Malik | **4.50** | 5 |
| 2 | Mr. Akbar Bajwa | **3.24** | 5 |
| 3 | Mr. Omer Siddique | **4.26** | 5 |
| 4 | Mr. Rana Faizan Ali | **4.49** | 5 |
| 5 | Mr. Wajahat Masood | **4.48** | 5 |
| 6 | Mr. Zaeem Yaqoob Khan | **3.67** | 5 |
| 7 | Ms. Ameera Javeria | **3.65** | 5 |
| 8 | Ms. Fatima Riaz | **3.83** | 5 |
| 9 | Ms. Neha Aleem Mehdi | **4.14** | 5 |
| 10 | Ms. Neha Aleem Mehdi | **4.63** | 5 |
| 11 | Ms. Rida Sohail | **4.38** | 5 |
| 12 | Ms. Riffat Sohail | **4.11** | 5 |
| 13 | Ms. Saman Akram | **3.04** | 5 |
| 14 | Ms. Saman Akram | **4.06** | 5 |
| 15 | Ms. Samea Jamil | **4.66** | 5 |
| 16 | Ms. Samea Jamil | **4.30** | 5 |
| 17 | Mr. Syed Asif Zaidi | **4.74** | 5 |
| 18 | Ms. Werdah Munib | **3.84** | 5 |
| 19 | Ms. Werdah Munib | **4.39** | 5 |
| 20 | Prof. Qamar Abbas | **4.32** | 5 |

**Table 1.6: Faculty**

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

**Status Report of Students**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Session** | **Admitted** | **Left** | **Graduated** | **Studying** |
| **2009 - 10** | 30 | 7 | 23 | 0 |
| **2010 - 11** | 48 | 13 |  | 35 |
| **2011 - 12** | 41 | 10 |  | 31 |
| **2012 - 13** | 40 | 9 |  | 31 |
| **2013 - 14** | 48 | 12 |  | 36 |
| **Total** |  |  |  |  |

**Table 1.7: Status Report of Students**

# Criterion 2: Curriculum Design and Organization

|  |
| --- |
| Standard 2-1: The curriculum must be consistent and supports the program’s documented objectives. |

## Title of Degree Program

B.A (Hons) in Journalism

## Definition of credit hour:

One credit hour is 1 hour of theory lecture or 3 hours of laboratory work in a week.

## Degree plan

Following is the list of courses from B.A (Hons) in Journalism:

**Semester wise Courses List**

|  |  |  |
| --- | --- | --- |
| **Semester  I | First Year** |  |  |
| Course Code | Course Title | Credits |
| MC B 104 | Communication Theories | 3 |
| MC B 101 | Pakistan Studies | 3 |
| MC B 119 | Analytical Study of Urdu Journalism | 3 |
| MC B 435 | Reporting | 3 |
| CS 100 | Computer Literacy | 2 |
| MC B 203 | Public Relations | 3 |
| Total credit hours | | 17 |
| **Semester  II | First Year** |  |  |
| Course Code | Course Title | Credits |
| MCB 107 | Online Journalism | 3 |
| MCB 108 | Subediting / Feature Writing (Urdu) | 3 |
| MCB 227 | Social Implications of Media | 3 |
| MCB 436 | Subediting English | 3 |
| MCB 210 | Mass Media in Pakistan | 3 |
| SE-101-F | Foundation English | 3 |
| Total credit hours | | 18 |
| **Semester  III | Second Year** | |  |
| Course Code | Course Title | Credits |
| MC B 225 | Creative / Feature Writing in Urdu | 3 |
| MC B 206 | Magazine Journalism | 3 |
| MC B 428 | Gender and Media | 3 |
| MC B 327 | Fashion Journalism | 3 |
| MC B 118 | Media Laws/Ethics | 3 |
| MC B 226 | Social & Cultural Anthropology | 3 |
| Total credit hours | | 18 |
| **Semester  IV | Second Year** | |  |
| Course Code | Course Title | Credits |
| MC B 303 | Principles of Advertising | 3 |
| MC B 221 | Magazine/Gazette Production | 4 |
| MC B 206 | Opinion/Editorial | 3 |
| MC B 229 | Photo Journalism | 3 |
| MC B 406 | Cultural Heritage of Pakistan | 3 |
| MC B 115 | Islamic Studies | 3 |
| Total credit hours | | 19 |

|  |  |  |
| --- | --- | --- |
| **Semester  V | Third Year** |  |  |
| Course Code | Course Title | Credits |
| MC B 430 | Political History of Pakistan | 3 |
| MC B 422 | Organizational Communication | 3 |
| MC B 317 | International Mass Media and its Impact | 3 |
| MC B 427 | Graphic and Visual Design | 3 |
| MC B 301 | Radio Journalism | 3 |
| Total credit hours | | 15 |
| **Semester  VI | Third Year** | |  |
| Course Code | Course Title | Credits |
| MC B 307 | International Communication | 3 |
| MC B 327 | Fashion Journalism | 3 |
| MC B 316 | Development Communication | 3 |
| MC B 222 | Introduction to TV Production | 3 |
| MC B 223 | History of Journalism | 3 |
| MC B 426 | Environmental Journalism | 3 |
| Total credit hours | | 18 |
| **Semester  VII | Fourth Year** | |  |
| Course Code | Course Title | Credits |
| MC B 460 | Media and Human Rights | 3 |
| MC B 416 | Research Methodology | 3 |
| MC B 224 | TV Production Techniques | 4 |
| MC B 421 | Communication and Culture | 3 |
| MC B 461 | Media Management Marketing | 3 |
| Total credit hours | | 16 |
| **Semester  VIII | Fourth Year** | |  |
| Course Code | Course Title | Credits |
| MC B 450 | Research Report / Project | 4 |
| MC B 429 | Communication Through Films | 3 |
| MC B 302 | Documentary/ Filmmaking | 4 |
| MC B 440 | Communication and Public Opinion | 3 |
| MC B 428 | Gender and Media | 3 |
| Total credit hours | | 17 |
| **Total Credit Hours in the Program** | | **138** |

The matrix of the B.A (Hons) in Journalism is given below:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | |  | BA (Hons) in Journalism-2012-13 | | | | | | | | | | **BASIC STREAMS** |  |  |  |  |  |  |  |  |  | |  | **Sem 1** | **Sem 2** | **Sem 3** | **Sem 4** | **Sem 5** | **Sem 6** | **Sem 7** | **Sem 8** | |  |  |  |  |  |  |  |  |  | | **HUM** | **HUMANITIES** | Public Relations (3) | Foundation English (3) | Gender and Media (3) | Islamic Studies (3) | Political History of Pakistan (3) | International Communication (3) | Communication and Culture (3) | Research Report / Project (4) | |  |  | Pakistan Studies (3) |  | Social & Cultural Anthropology (3) | Principles of Advertising (3) | Organizational Communication (3) | Development Communication (3) |  | Communication Through Films (3) | |  |  |  |  |  | Cultural Heritage of Pakistan (3) |  |  |  | Communication and Public Opinion (3) | |  |  |  |  |  |  |  |  |  |  | | **Jour** | **Journalism** | Communication Theories (3) | Subediting / Feature Writing (Urdu) (3) | Creative / Feature Writing in Urdu (3) | Magazine/Gazette Production (4) | International Mass Media and its Impact (3) | Fashion Journalism (3) | Media and Human Rights (3) | Gender and Media (3) | | Analytical Study of Urdu Journalism (3) | Social Implications of Media (3) | Opinion/Editorial (3) |  | Research Methodology (3) |  | |  |  |  |  |  |  |  |  |  |  | | **Jour** | **Journalism** | Reporting (3) | Subediting English (3) | Magazine Journalism (3) |  |  | History of Journalism (3) | Media Management Marketing (3) | Research Report / Project (4) | | Mass Media in Pakistan(3) | Fashion Journalism (3) |  |  | Environmental Journalism (3) |  | Communication Through Films (3) | |  | Media Laws/Ethics (3) |  |  |  |  |  | |  |  |  |  |  |  |  |  |  |  | | **CSC** | **Computer Science** | Computer Literacy (2) | Online Journalism (3) |  | Photo Journalism (3) | Graphic and Visual Design (3) |  |  |  | |  |  |  |  |  |  |  |  |  |  | | **TV** | **TV Production** |  |  |  |  |  | Introduction to TV Production (3) | TV Production Techniques (4) | Documentary/ Filmmaking (4) | |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  |  | | **Radio** | **Radio** |  |  |  |  | Radio Journalism (3) |  |  |  | |  |  |  |  |  |  |  |  |  |  | | **Total** | **138** | 17 | 18 | 18 | 19 | 15 | 18 | 16 | 17 | |

**Table 1.8: Course Matrix**

## Curriculum Breakdown

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Semester** | **No. Of Courses** | **Category (Credit Hours)** | | | | |
| **Electronic Journalism** | | **Computer Science** | **Humanities** | **Print Media / Journalism** |
| **Radio** | **TV** |
| 1 | **6** |  |  | 1 | 2 | 3 |
| 2 | 6 |  |  | 1 | 1 | 4 |
| 3 | 6 |  |  |  | 2 | 4 |
| 4 | 6 |  |  | 1 | 3 | 2 |
| 5 | 5 | 1 |  | 1 | 2 | 1 |
| 6 | 6 |  | 1 |  | 2 | 3 |
| 7 | 5 |  | 1 |  | 1 | 3 |
| 8 | 5 |  | 1 |  | 1 | 3 |

**Table 1.9: Curriculum Course Requirements**

**Detail of Groups:**

|  |  |  |
| --- | --- | --- |
| **Serial No.** | **Group Initials** | **Group Title** |
| 1 | Radio | Radio |
| 2 | TV | Television |
| 3 | CSC | Computer Science |
| 4 | HUM | Humanities |
| 5 | Jour | Journalism |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Courses / Group of courses** | **Objectives** | | | | | |
| **1** | **2** | **3** | **4** | **5** | **6** |
| **Radio** |  |  |  | 🗸 | 🗸 | 🗸 |
| **TV** | 🗸 | 🗸 | 🗸 |  |  | 🗸 |
| **CSC** | 🗸 | 🗸 | 🗸 |  |  | 🗸 |
| **HUM** |  |  | 🗸 |  |  |  |
| **Jour** |  |  | 🗸 |  |  |  |

**Table 1.12: Standard 2-2 requirement**

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

Indicate which courses contain a significant portion (more than 30%) of the elements in standard 2-2.

|  |  |
| --- | --- |
| **Elements** | **Course (ref: Table 1.11)** |
| Theoretical background | CSC, HUM, JOUR |
| Problem analysis | Radio, TV, JOUR, HUM |
| Solution design | TV, JOUR, HUM |

**Table 1.13: Standard 2-2 requirement**

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

* ***Please refer to Standard 2- 1 (Table 1.9)***

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

* ***Please refer to Standard 2- 1 (Table 1.9)***

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| 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 / council. |

* ***Please refer to Standard 2- 1 (Table 1.9)***

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

* ***Please refer to Standard 2- 1 (Table 1.9)***

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

* ***Please refer to Standard 2- 1 (Table 1.9)***

# Criterion 3: Laboratory and Computing Facilities

The School of Media and Mass Communication has the following Labs:

1. **Information Technology Lab**
2. **Project/Editing Lab**

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

**Information Technology Lab**

School of Media and Mass Communication have well equipped IT lab. The IT lab has the following equipments

1. 36 operational computers
2. Ten Dell LCD 17”
3. 26 Monitor
4. One HP laser jet Printer
5. One HP scanner
6. One Color Printer
7. Multimedia Set ( Screen, laptop and speakers)

**Software Available in the Lab**

* **MS office** **2007**
* (word, excel, PowerPoint, access)
* **Adobe Suite CS5**
* (Photoshop, In design, Dreamweaver , Illustrator)
* Coral Draw 12, flash
* Inpage2010
* Adobe acrobat
* Java
* Internet explores
* (Firefox )
* SPSS 17 version
* Audio and video converter
* Sony voice converter

**Guidelines**

* No food or drink at computer workstations.
* Each account is assigned to a single individual, who is responsible for all computer usage under that account. Sharing computer accounts is not permitted. Do not leave your computer logged in unattended.
* The computer labs are heavily used facilities. Other users may consider computers unattended for more than 15 minutes available for use.
* Lab staff on duty will be available to advise users with computer problems and how to do computer related tasks, but are not available to assist with users’ academic work or other college-related tasks and cannot do computer work on the users' behalf
* No USB are allowed for data transfer.
* No disruptive behavior.
* No moving the lab equipment and/or cables.
* No laptops on the wired network (exception: Instructors for instructional purposes). It is okay to have laptops in the labs and be on the wireless network, they just can't be physically plugged into our jacks.
* No illegal copying of ANY materials.
* Keep sound levels to a minimum.
* The labs are for SMC students, staff and faculty ONLY. We reserve the right to check IDs
* No loud conversation or cell phone usage
* No tampering with the equipment. Please report any problem to the Lab Administrative staff

**Project/Editing Lab**

The editing lab is specially designed for those students who are working on their projects, documentaries, assignments related to audio, video and photography. The lab has the following equipment.

1. Ten computers for editing
2. Ten Dell LCD 17”
3. One Mac Pro (1.7 with 8GB Ram, one GB graphic card and 21’’ display)

**Guidelines**

Only relevant students are allowed to utilize it with the recommendation of course instructor. Normally students of third year use it for their assignments and projects.

**Software Available in the Editing Lab**

* **MS office** **2007**
* (word, excel, PowerPoint, access)
* **Adobe Suite CS5**
* (Premier, Photoshop, In design, Dreamweaver , Illustrator)
* Coral Draw 12, flash player
* Adobe acrobat
* Java
* Internet explores
* (Firefox )
* Audio and video converter
* Sony voice converter

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| Standard 3-2: There must be adequate support personnel for instruction and maintaining the laboratories. |

The above lab is maintained by a Lab Administrator who is responsible for keeping the computer’s hardware and software in working condition. He is also required to ensure that networking of the computers is working properly and Internet is available at each workstation.

The Lab Administrator seeks guidance from the concerned Course Instructor regarding conduct of experiments pertaining to different courses. Further, the Lab Administrator is supported in his job function by the Information Technology Resource Center Staff located in the Server Room.

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| Standard 3-3: The University computing infrastructure and facilities must be adequate to support program’s objectives. |

The facilities mentioned in the above labs are adequate to support the objectives of the BA Journalism. Students of this program who are residing in the University Hostel have been provided computers which are equipped with necessary software along with Internet access.

The University fulfills the objective requirement

# Criterion 4: Support and Advising

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

The B.A (Hons) in Journalism program comprises of forty five (45) courses spread over four year (8 semesters) of full time study.

In each semester, five to six courses are offered which constitute a study load of 15 to 18 credit hours. All courses in the B.A (Hons) in Journalism program are offered once in an academic year, either in the Spring or Fall semester. Giving students adequate opportunity to complete the courses in a timely manner.

Technical elective courses are offered depending upon the availability of the Instructor and the interest of the students.

The students of the program encouraged to take up elective courses from other Schools / Departments of the University. The students have a wide availability of courses from which to choose from to satisfy their elective requirement.

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| Standard 4-2: Courses in the major area of study must be structured to ensure effective interaction between students, faculty and teaching assistants. |

**EFFECTIVE FACULTY / STUDENT INTERACTION**

There is a strong interaction between Course Instructor and the students during the conduct of the course. Students are free to ask any relevant questions from the Instructor during the class as well as after class hours. Student can also communicate with the Instructor through electronic mail.

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

* The prospectus of the University is published every year and contains detail information about the program. Along with study plan for each semester. Student’s queries are also addressed in Orientation Session organized before the start of academic year by the School of Media and Mass Communication.
* The faculty member of the School along with the Dean are available to provide guidance and counseling relating to all academic matters, as and when required. Students are free to discuss their academic and personal problems with the Dean, Faculty and Coordinator of the School.
* Every effort made to satisfy the student’s queries and provide solution to his / her problems.
* Most Visiting Faculty Members are experienced professionals and the students have opportunity to discuss with them their queries regarding academic and professional matters.
* By means of departmental bulletin board, students have updated information about seminars, workshops, conferences and other technical events in the field of Journalism and Media and Communication.

# Criterion 5: Process Control

The processes by which major functions are delivered must be in place, controlled, periodically reviewed, evaluated and continuously improved. To meet this criterion a set of standards must be satisfied.

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

* **PROGRAM ADMISSION CRITERIA**

Applicants who have passed Intermediate in minimum 2nd division are eligible to apply to the B.A (Hons) in Journalism.

As part of the admission process, all the applicants are required to take an Admission test and appear in an interview.

* **PROGRAM/CREDIT TRANSFER**

The School refers all transfer cases to the University Equivalence Committee. The Equivalence Committee, after thorough scrutiny in light of the HEC guidelines, gives approval for all transfers.

* **EVALUATION OF ADMISSION CRITERIA**

The admission criterion is reviewed annually in light of the HEC guidelines. The Board of Studies meets twice a year and reviews all matters regarding the program. In addition Academic Council of the University also reviews the Admission procedure and subsequent approval is taken from the Board of Governors of the University.

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| 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. |

* **PROCESS OF REGISTRATION**

The process of registration being followed at the School of Media and Mass Communication is a two-pronged process. The coordinator under the supervision of the Dean of the School keeps a record of the student registration. This includes the registration on the program and the courses. This record is then forwarded on to the Registrar of the University and the Examination departments.

* **MONITORING STUDENTS PROGRESS**

The student progress is carefully monitored throughout their academic stay at the School. The program follows continuous assessment procedures. The results of the students are carefully recorded and monitored by the School and passed on to the Examination and Quality Assurance department. The faculty, Head of Department and the Dean meet on a regular basis to discuss all student related issues. Attendance records, class performance records of all students are also maintained by the School. Transcripts are prepared by the examination department at the end of every semester. These transcripts are mailed to the students at the end of the semester.

* **EVALUATION AND IMPROVEMENT**

The process is evaluated by conducting periodical peer reviews.

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| 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. |

* **FACULTY RECRUITEMENT PROCESS**

The School of Media and Mass Communication follows a thorough process for the recruitment of faculty in line with the BNU and HEC guidelines. The process begins with identification of faculty (preferably foreign qualified). They are then invited to give mock lectures, which are attended by the Dean and Permanent Faculty Members of the School. Based on the mock lecture, the School of Media and Mass Communication proposes their name to University HR Department so that the formal recruitment process may begin. These cases are then put before the Selection Board that interviews the candidates. On the recommendation of the Selection Board, the Board of Governors of BNU gives the final approval.

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| 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. |

* At the end of each semester, faculty evaluation Proforma provided by HEC is filled for each faculty member and then data is entered in the system and further analysis is done by the Quality Assurance department. The summary report is prepared and provided to the respective department’s Dean for summative decisions. These scores are further shared with the faculty members. This ensures faculty improvement for the next courses.

Each student is also required to fill in the course evaluation Proforma provided by HEC. This is done for all five courses a student completes at the end of the semester. This is done as an online activity in the computer lab and the data entered is stored in the database. Later this data is analyzed by a designated faculty member and a summary report is provided to the Dean for appropriate actions

* The above two evaluations are done at the end of the semester to objectively identify the strengths and weaknesses of each faculty member. The benefits of evaluations were best observed in the faculty with low scores. The emphasis is not to improve the performance of the teacher but to enhance the learning and understanding of the student in a particular course. The faculty then tries to select strategies with a promise to change. Sometimes it takes more than one semester to see improvement in the identified areas.

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| 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. |

* The School Coordinator maintains complete record of the students. These records are reviewed at the start and end of every semester to ensure the student is progressing and meeting all requirements of the program. The Registrar office maintains files of each student. These files contain the complete academic record of the students. At the end of each semester these records are reviewed as a means to check student performance.
* At the time of graduation the record of each student is thoroughly scrutinized to ensure that the student has fulfilled all degree requirements of the program. After ensuring that all requirements have been met only then the student is allowed to graduate.

# Criterion 6: Faculty

Faculty members must be current and active in their discipline and have the necessary technical depth and breadth to support the program. There must be enough faculty members to provide continuity and stability, to cover the curriculum adequately and effectively, and to allow for scholarly activities. To meet this criterion the standards in this section must be satisfied.

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| Standard 6-1: There must be enough full time faculties 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 coursed, plan, modify and update coursed 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. |

* Complete the following table indicating program areas and number of faculty in each area.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Sr.** | **Course** | **Course Code** | **Cr. Hours** | **Teacher** | **Qualification** |
| **4th Year** | | | | | |
| 1 | Research Methodology | MCB 416 | 3 | Ameera Javeria | Masters |
| 2 | TV Production Techniques | MCB 224 | 4 | Rana Faizan Ali | Masters |
| 3 | Communication and Culture | MCB 421 | 3 | Prof. Qamar Abbas | Masters |
| 4 | Media Management Marketing | MCB 461 | 3 | Abdul Qayyum Qureshi | MBA |
| 5 | Research Report / Project | MCB 450 | 4 | Any Faculty Permanent Member |  |
| 6 | Communication Through Films | MCB 429 | 3 | Shahpara Salim | Masters |
| 7 | Documentary/ Filmmaking | MCB 302 | 4 | Akber Bajwa | Mastesr |
| 8 | Communication and Public Opinion | MCB 440 | 3 | Wajahat Masood | Masters & LLM |
| 9 | Gender and Media | MCB 428 | 3 | Samea Jamil | M.Phil |
| 10 | Media and Human Rights | MCB 460 | 3 | Wajahat Masood | Masters & LLM |
| 11 |  |  |  |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **3rd Year** | | | | | |
| 1 | International Communication | MCB 307 | 3 | Barira Faisal Khan | M.Phil |
| 2 | Fashion Journalism | MCB 327 | 3 | Rida Sohail | M.Phil ongoing |
| 3 | Development Communication | MCB 316 | 3 | Ameera Javeria | Maters |
| 4 | Introduction to TV Production | MCB 222 | 3 | Rana Faizan Ali | M.Phil ongoing |
| 5 | History of Journalism | MCB 223 | 3 | Wajahat Masood | Masters & LLM |
| 6 | Environmental Journalism | MCB 426 | 3 | Saman Akram | Masters |
| 7 | Political History of Pakistan | MCB 430 | 3 | Dr. Mehdi Hasan | Ph.D |
| 8 | Organizational Communication | MCB 422 | 3 | Fatima Riaz | Masters |
| 9 | International Mass Media and its Impact | MCB 317 | 3 | Rida Sohail | M.Phil ongoing |
| 10 | Graphic and Visual Design | MCB 427 | 3 | Mr.Asif Hussain Zaidi | Masters |
| 11 | Radio Journalism | MCB 301 | 3 | Afzal Rehman | Masters |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **2nd Year** | | | | | |
| 1 | Principles of Advertising | MCB 303 | 3 | Saman Akram | Master |
| 2 | Magazine / Gazette Production | MCB 221 | 3 | Ameera Javeria | Master |
| 3 | Opinion/Editorial | MCB 206 | 3 | Wajahat Masood | Master & LLM |
| 4 | Photo Journalism | MCB 229 | 3 | Syed Asif Zaidi | Master |
| 5 | Cultural Heritage of Pakistan | MCB 406 | 3 | Prof.Qamar Abbas | Master |
| 6 | Islamic Studies | MCB 115 | 3 | Riffat Sohail | Master |
| 7 | Creative / Feature Writing in Urdu | MCB 225 | 3 | Wajahat Masood | Master & LLM |
| 8 | Magazine Journalism | MCB 206 | 3 | Ameera Javeria | Master |
| 9 | Gender and Media | MCB 428 | 3 | Fatima Riaz | Master |
| 10 | Fashion Journalism | MCB 327 | 3 | Rida Sohail | M.Phil Ongoing |
| 11 | Media Laws/Ethics | MC B 118 | 3 | Ms.Yasmeen Aftab | Master & LLB |
| 12 | Social & Cultural Anthropology | MC B 226 | 3 | Farzana Shahid | Master |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **1st Year** | | | | | |
| 1 | Online Journalism | MCB 107 | 3 | Omer Siddique | M.Phil Ongoing |
| 2 | Subediting /Feature Writing (Urdu) | MCB 108 | 3 | Dr.Waqar Malik | Ph.D |
| 3 | Social Implications of Media | MCB 227 | 3 | Fatima Riaz | Masters |
| 4 | Subediting English | MCB 436 | 3 | Mubashir Bokhari | Masters |
| 5 | Mass Media in Pakistan | MCB 210 | 3 | Saman Akram | Masters |
| 6 | Foundation English | SE-101-F | 3 | Shahreen Aqeel | Masters |
| 7 | Communication Theories | MCB 104 | 3 | Neha Aleem Mehdi | Ph.D ongoing |
| 8 | Pakistan Studies | MCB 101 | 3 | Prof. Qamar Abbas | Masters |
| 9 | Analytical Study of Urdu Journalism | MCB 119 | 3 | Dr.Waqar Malik | Ph.D |
| 10 | Reporting | MCB 435 | 3 | Mr.Mubashir Bokhari | Masters |
| 11 | Computer Literacy | CS 100 | 3 | Omer Siddique | MS Ongoing |
| 12 | Public Relations | MCB 203 | 3 | Capt. M Arshad | MS |

**Table 1.16: Faculty Distribution by Program Area**

* **FACULTY RESUMES**

|  |
| --- |
| 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. |

* All faculty members in the School of Media and Mass Communication have a Master’s Degree from foreign or local university. In addition they should be current in their area of expertise and preferably they should have taught the course in a similar program elsewhere.
* Full time faculty members are assigned a maximum load of three courses which entails 9 to 12 semester credit hour of student contact. Keeping in view this load the fulltime faculty has sufficient time for professional development. Furthermore, the fulltime faculty is not given any teaching assignments in summer and they can fully devote their summer time for professional development.
* M.Phil/MS and PhD programs are offered in SMC to improvise faculty academic background while continuing teaching.
* Faculty is encouraged to participate in seminars, workshops and conferences in the area of their interest.

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

* The faculty member is provided a congenial working environment which is conducive for teaching and research. Air-conditioned offices workstations with internet connectivity and access to digital library are standard features of the faculty working environment.
* Faculty members can purchase any book of their choice without hindrance. Faculty can also undertake professional development training and also get leave for improving their qualification at any other Institution, subject to providing a service bond.

* The performance of faculty is appraised on annual basis and they are awarded annual increment based on the appraisal.
* All the above features help in motivating the faculty in their job.
* Survey of faculty is conducted annually (on HEC approved Proforma # 5) in which the faculty provides its input on work environment and their own performance during the year.
* The survey is quite effective in faculty assessing, the views of the faculty for improving the work environment and facilities.

# Criterion 7: Institutional Facilities

Institutional facilities, including library, classrooms and offices must be adequate to support the objective of the program. To satisfy this criterion a number of standards must be met.

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

The infrastructure an facilities that support new trends in learning are search engines such are:

J Stor: is a digital library founded in 1995 encompassing past and current digitized academic journals, books and primary sources of information.

Art Stor: is an organization that builds and distributes online recourses of digital library with 1.4 million images related to the arts, architecture, humanities, and sciences, and Shared Shelf, a web-based cataloging and image management software service that allows institutions to catalog, edit, store and share local collections.

Library: Best resources available through books, journals and collections of articles.

|  |
| --- |
| 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. |

**Professional Development**

The librarians have been trained in MARC records development and cataloging in a new integrated Library System (ILS). Further, training in the use of the software has been given. Any Archives and Records Management Course for all librarians and representatives of each university department have been trained. The need for this has arisen as a new Archives and a Records Management program has been initiated at the University.

**Collection Development**

A collection policy has been formulated to guide the library in its development of the collections (see Appendix A)

**Library Committee**

The BNU Library is guided by the Library Committee for effective management. Dean, Heads of schools are members and library liaisons are nominated from all departments.

**Annual Report**

The Chief Librarian prepares an annual report to present to the Vice Chancellor of the University, highlighting the accomplishment, problems and needs of the library. Utilization of resources and statistical data is presented in this report.

**Library Budget**

* Annual Budget of BNU Library is Rs. 5.9 million

|  |  |  |
| --- | --- | --- |
|  | **List of All Materials in BNU Library** | |
|  |  |  |
| **Sr.#** | **Name of Item** | **Quantity 2014** |
| 1 | Books | 12486 |
| 2 | Photocopies of Books | 66 |
| 3 | Downloaded E-Books | 2000 |
| 4 | DVD's (movies for TFT) | 1036 |
| 5 | Downloaded Movies (for TFT) | 500 |
| 6 | VHS's | 626 |
| 7 | Art Catalogues | 1075 |
| 8 | Theses | 459 |
| 9 | Reports | 1881 |
|  | **Journals / Magazine , Newspapers** |  |
|  |  |  |
| **Sr.No** | **Name of Item** | **Quantity** |
| **1** | Journals / Magazines (Subscribed) | 35 |
| **2** | Journals / Magazines (Complementary) | 60 |
| **3** | Daily Newspapers | 13 |
| **Online Resources** | | |
| Sr.No | Name of Source | Availability |
| 1 | EVERGREEN OPAC | Online |
| 2 | HEC Digital Library | Online |
| 3 | ARTSTOR | Online |
| 4 | JSOTR | Online |
|  | **Library Staff** |  |
|  |  |  |
| **Sr.No** | **Campuses / Library** | **No. of Staff Members** |
| 1 | City Campus | 1 |
| 2 | Tarogil Campus ( SLASS Library ) | 4 |
| 3 | Tarogil Campus ( SVAD Library ) | 2 |
|  | **Total Staff Members** | **7** |

BNU Library URL:

(<http://WWW.bnu.edu.pk/index.php?otion=com_content&view=article&id=165&ltemid=484>)

Library Membership: 1437

Faculty: 0198

Students: 1179

Staff: 0060

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

* **CLASSROOMS:**
* All the classrooms in the School of Media & Mass Communication are air-conditioned and the average class size is 25 students so that instruction can be imparted to students in an effective manner.
* The faculty offices are fully equipped with desktop computers with internet and Wi-Fi connectivity, printers and scanners for each of the permanent faculty members of the department. In house intercom system between faculty offices throughout the university helps to facilitate communication between faculty members and different studios and working areas within the university.
* Stationary materials and printing services required for preparation of teaching materials, handouts and documentation are all available in the office.

**FACULTY OFFICES:**

* ***Please refer to Standard 6- 3***

# Criterion 8: Institutional Facilities

The institution’s support and the financial resources for the program must be sufficient to provide an environment in which the program can achieve its objectives and retain its strength.

|  |  |
| --- | --- |
| **Facility** | **Description** |
| **Land** | The total land area of Beaconhouse National University’s New Campus is  33 acres. |
| **Buildings** | The built-up area of the Beaconhouse National University New Campus is 322,000 sqft. In Phase – I, the New Campus has three academic blocks, one central block and one administration block.  The first academic block comprising 107,000 sqft areas is operational at the New Campus. The second academic block comprising 56,000 sqft areas has been operational since September, 2011. The Administration Block comprising 32,498 sqft was made operational in December 2013. The remaining buildings are at different stages of construction. |
| **Roads network & Parking** | BNU has an internal road network of 1.5 Km. This black top road ring links different academic and administrative buildings. Walkways on the sides of the roads have been constructed for easy movement of students and staff. Fire hydrants at different points along the road have also been provided. The New Campus in phase – I has a parking space for 400 cars. The adjoining areas of the campus can accommodate more than 600 vehicles. |
| **Lawns & Open Spaces** | BNU is an environment friendly organization. In the campus design phase special attention was paid to maintaining bio-diversity of the area. More than 50 % of the campus spaces have been left open and green. Each of the academic and other blocks has a lawn attached to it and is equally used by students, faculty and staff for academic and recreational purposes. The total cost of the planned landscape is Rs.10 m. |
| **ICT** | BNU’s focus on information and communication technologies is evident from the 1800 nodes system planned for the campus. Already 600 nodes are active providing the users internet connection and IP telephony facility. This back bone is also meant for IP surveillance and access control systems for the buildings. |
| **Sports facilities** | Students are given ample opportunity to participate in sports and extra-curricular events at BNU are not too infrequent. The University already has set up different indoor and outdoor sports facilities for students. A football field with dimensions of 180 ft x 330 ft is available. This facility also has a cricket turf for hard ball matches. The university has also set up badminton courts and table tennis play areas for students. |

|  |  |
| --- | --- |
| **Canteen** | With current full-time canteen operations catering to the needs of the university community, BNU is making significant investment in setting up a four floor purpose built cafeteria for its students, faculty and staff. Work on the structure is underway. Once completed this facility will provide dine in and take away options to the users. The lower ground floor will comprise an executive dining hall for faculty and senior staff of the university. The ground floor would comprise of a restaurant area offering variety of foods and drinks. The first floor of the cafeteria would be reserved for female students and contain a common room and a prayer area. The top floor of the cafeteria would include separate gyms and work out areas for male and female students. The new canteen would provide campus community the opportunity to relax in their free time. Like other campus areas, the cafeteria would have Wi-Fi facilities on all floors. |
| **Furniture** | Ergonomically designed furniture has been planned across the campus. Services of design firms have been hired to meet the bespoke requirements for studios and classrooms. |

**Table 1.17: Facilities**

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| 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 teachers and scholars. |

* The faculty of School of Media and Mass Communication has market based salaries along with standard service benefits i.e. Provident Fund, Annual Leave, Medical Leave, and Medical Insurance.
* The Institute has sufficient budgeted fund to support the faculty. The Institution also has funds to support faculty needs for teaching and research purposes.
* The School of Media and Mass Communication has one Coordinator to handle all Administrative and Coordination tasks, so that the faculty is free to concentrate on teaching and research.

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

The School of Media and Mass Communication have the following high quality graduate students.

* MS (Electronic Journalism) Enrolled Students:6 and Convocated: 7
* MS (Public Relations & Advertising) Enrolled Students:21 and Convocated: 51
* M.Phil (Mass Communication) Enrolled Students:14 and Convocated: 18
* Ph.D (Mass Communication) Enrolled Students:10

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| Standard 8-3: Financial resources must be provided to acquire and maintain Library holdings, laboratories and computing facilities. |

* **LIBRARY**
* ***Please refer to Standard 7- 2***
* **LABORATORY**
* ***Please refer to Criterion 3***
* **COMPUTING FACILITIES**
* ***Please refer to Standard 2- 1***

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| --- | --- | --- | --- | --- | --- |
| **Criterion 1 - Program Mission, Objectives and Outcomes** | **Weight = 0.05** | | | | |
| **Score** | | | | |
| **5** | **4** | **3** | **2** | **1** |
| Does the program have documented outcomes for graduating students? |  | 4 |  |  |  |
| Do these outcomes support the program objectives? |  | 4 |  |  |  |
| Are the graduating students capable of performing these outcomes? | 5 |  |  |  |  |
| Does the department assess its overall performance periodically using quantifiable measures? |  |  | 3 |  |  |
| Is the result of the program assessment documented? | 5 |  |  |  |  |
| Total Encircled Value (TV) | **21** | | | | |
| **Score 1 (S1) = {TV / (No. of Questions \* 5 )} \* 100 \* Weight** | **4.20** | | | | |
|  |  |  |  |  |  |
| **Criterion 2 - Curriculum Design and Organization** | **Weight = 0.20** | | | | |
| **Score** | | | | |
| **5** | **4** | **3** | **2** | **1** |
| Is the curriculum consistent? |  | 4 |  |  |  |
| Does the curriculum support the program's documented objectives? |  | 4 |  |  |  |
| Are theoretical background, problem analysis and solution design stressed within the program's core material |  | 4 |  |  |  |
| Does the curriculum satisfy the core requirements laid down by respective accreditation bodies? (Refer to appendix A of the Self Assessment Report Manual) |  | 4 |  |  |  |
| Does the curriculum satisfy the major requirements laid down by HEC and the respective councils / accreditation bodies? (Refer to appendix A of Self Assessment Manual) |  | 4 |  |  |  |
| Does the curriculum satisfy the general education, arts and professional and other discipline requirements as laid down by the respective body / councils? (Refer to appendix A of Self Assessment Manual) |  | 4 |  |  |  |
| Is the information technology component integrated throughout the program? | 5 |  |  |  |  |
| Are oral and written skills of the students developed and applied in the program? | 5 |  |  |  |  |
| Total Encircled Value (TV) | 34 | | | | |
| **Score 2 (S2) = {TV / (No. of Questions \* 5)} \* 100 \* Weight** | **17.00** | | | | |
|  |  |  |  |  |  |
| **Criterion 3 - Laboratories and Computing Facilities** | **Weight = 0.10** | | | | |
| **Score** | | | | |
| **5** | **4** | **3** | **2** | **1** |
| Are laboratory manuals / documentation / instructions etc. for experiments available and ready accessible of faculty and students? |  |  | 3 |  |  |
| Are there adequate number of support personnel for instruction and maintaining the laboratories? |  |  | 3 |  |  |
| Are the University's infrastructure and facilities adequate to support the program's objectives? |  | 4 |  |  |  |
| Total Encircled Value (TV) | **10** | | | | |
| **Score 3 (S3) = {TV / (No. of Questions \* 5 )} \* 100 \* Weight** | **6.67** | | | | |
|  |  |  |  |  |  |
| **Criterion 4 - Student Support and Advising** | **Weight = 0.10** | | | | |
| **Score** | | | | |
| **5** | **4** | **3** | **2** | **1** |
| Are the courses being offered in sufficient frequency and number for the students to complete the program in a timely manner? |  |  | 3 |  |  |
| Are the courses in the major area structured to optimize interaction between the students, faculty and teaching assistants? |  |  | 3 |  |  |
| Does the University provide academic advising on course decisions and career choices to all students? |  |  | 3 |  |  |
| Total Encircled Value (TV) | **9** | | | | |
| **Score 4 (S4) = {TV / (No. of Questions \* 5 )} \* 100 \* Weight** | **6.00** | | | | |
|  |  |  |  |  |  |
| **Criterion 5 - Process Control** | **Weight = 0.15** | | | | |
| **Score** | | | | |
| **5** | **4** | **3** | **2** | **1** |
| Is the process to enroll students to a program based on quantitative and qualitative criteria? |  |  | 3 |  |  |
| Is the process above clearly documented and periodically evaluated to ensure that it is meeting its objectives? |  | 4 |  |  |  |
| Is the process to register students in the program and monitoring their progress documented? |  |  | 3 |  |  |
| Is the process above periodically evaluated to ensure that it is meeting its objectives? |  |  | 3 |  |  |
| Is the process to recruit and retain faculty in place and documented? | 5 |  |  |  |  |
| Are the processes for faculty evolution & promotion consistent with the institution mission? | 5 |  |  |  |  |
| Are the processes in 5 and 6 above periodically evaluated to ensure that they are meeting their objectives? | 5 |  |  |  |  |
| Do the processes and procedures ensure that teaching and delivery of course material emphasize active learning and that course learning outcomes are met? | 5 |  |  |  |  |
| Is the process in 8 above periodically evaluated to ensure that it is meeting its objectives? | 5 |  |  |  |  |
| Is the process to ensure that graduates have completed the requirements of the program based on standards and documented procedures? | 5 |  |  |  |  |
| Is the process in 10 above periodically evaluated to ensure that it is meeting its objectives? |  | 4 |  |  |  |
| Total Encircled Value (TV) | **47** | | | | |
| **Score 5 (S5) = {TV / (No. of Questions \* 5 )} \* 100 \* Weight** | **12.82** | | | | |
|  |  |  |  |  |  |
| **Criterion 6 - Faculty** | **Weight = 0.20** | | | | |
| **Score** | | | | |
| **5** | **4** | **3** | **2** | **1** |
| Are there enough full time faculty members to provide adequate coverage of the program areas / courses with continuity and stability? |  |  |  | 2 |  |
| Are the qualifications and interests of faculty members sufficient to teach all courses, plan, modify and update courses and curricula? |  | 4 |  |  |  |
| Do the faculty members possess a level of competence that would be obtained through graduate work in the discipline? |  | 4 |  |  |  |
| Do the majority of faculty members hold Ph.D. degree in their discipline? |  |  |  |  | 1 |
| Do faculty members dedicate sufficient time to research to remain current in their disciplines? |  |  |  |  | 1 |
| Are there mechanisms in place for faculty development? |  |  |  |  | 1 |
| Are faculty members motivated and satisfied so as to excel in their professions? |  |  |  | 2 |  |
| Total Encircled Value (TV) | **15** | | | | |
| **Score 6 (S6) = {TV / (No. of Questions \* 5 )} \* 100 \* Weight** | **8.57** | | | | |
|  |  |  |  |  |  |
| **Criterion 7 -Institutional Facilities** | **Weight = 0.10** | | | | |
| **Score** | | | | |
| **5** | **4** | **3** | **2** | **1** |
| Does the institution have the infrastructure to support new trends such as e-learning? |  |  | 3 |  |  |
| Does the library contain technical collection relevant to the program and is it adequately staffed? |  |  | 3 |  |  |
| Are the class rooms and offices adequately equipped and capable of helping faculty carry out their responsibilities? |  | 4 |  |  |  |
| Total Encircled Value (TV) | **10** | | | | |
| **Score 7 (S7) = {TV / (No. of Questions \* 5 )} \* 100 \* Weight** | **6.67** | | | | |
|  |  |  |  |  |  |
| **Criterion 8 - Institutional Support** | **Weight = 0.10** | | | | |
| **Score** | | | | |
| **5** | **4** | **3** | **2** | **1** |
| Is there sufficient support and finances to attract and retain high quality faculty? | 5 |  |  |  |  |
| Are there an adequate numbers of high quality graduate students, teaching assistants and Ph.D. students? |  |  | 3 |  |  |
| Total Encircled Value (TV) | **8** | | | | |
| **Score 8 (S8) = {TV / (No. of Questions \* 5 )} \* 100 \* Weight** | **8.00** | | | | |
|  |  |  |  |  |  |
| **Overall Assessment Score = S1 + S2 + S3 + S4 + S5 + S6 + S7 + S8 =** | **69.92** | | | | |
|  |  |  |  |  |  |