

Self Assessment Report



Beaconhouse National University

**School of Media & Mass Communications
(Department of Television, Film & Theater)**

Masters in Television & Film

Prepared by: Program Team of SMC-TFT

Presented by: Quality Assurance Department

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Executive Summary

This report is being almost at the end of the assessment of School of Media & 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 & Mass Communications (SMC) Department of Television, Film & Theater, (TFT) Master in Television & Film 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 proformas 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 July 4, 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 July 9, 2012.

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

- a. Assessment Team finding
- b. Corrective Actions required
- c. 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 July 11, 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 July 11, 2012.

General Manger (QA)

Introduction

The department of Theater, Film and Television, TFT, was founded as part of the School of Liberal Arts at the Beaconhouse National University in 2005. Later in an effort to restructure the university it was merged with the School of Media and Mass Communication in 2011.

The department of Theatre Film & Television offers Masters of Television and Film as the first ever production-based Masters program in the country. The program commenced in Fall 2008 with collaborations with Glasgow University and was titled M.Litt Television & Film Studies. Keeping in view the snowballing growth in electronic media over the past years and also in an effort to standardize the degree's acceptability it was morphed in a production-based "Masters in Television & Film" in 2011. Hence in a nimble age of 4 years, the program has evolved from more cerebral analysis-based pedagogical approach to a confident production-heavy degree.

The School of Media and Mass Communications at BNU is one of the most successful media studies institutions in the country. It has proved to carry immense potential for becoming the leading educational and training institute for professional journalism and other allied fields.

In recent years, mass media, especially electronic media has expanded in Pakistan increasing job opportunities for trained professionals exponentially. TFT has helped to plug in this gap by providing both critical and practical knowledge and expertise. The department motivates student body by engaging practitioners from the field of electronic media.

All programs at TFT impart all or some analytical and hands-on knowledge on the craft of theater, film and television. These are:

- Masters of Television & Film
- B. A. Honors in Theatre, Film and Television
- Post-Graduate Diploma in Video Production

BNU-SMC Contribution

Through its various dynamic programmes, SMC intends to expand its contribution from a national to an internationally recognizable level. SMC aims to stand among leading institutions by challenging itself effectively to diversify and contemporize the discipline and vocations of media and mass communication. SMC seeks to emerge as a respectable potent school of BNU.

Criterion 1: PROGRAM MISSION, OBJECTIVES AND OUTCOMES

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

- **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, the university enriches overall intellectual growth of a student through interaction, exposure to modern pedagogical tools and, professional excellence.”

- **DEPARTMENT MISSION STATEMENT**

To develop skills, analysis and, knowledge base that facilitates and improves media production at a national level that is at par with international contemporary practices.

- **PROGRAM MISSION STATEMENT**

The Master of Television & Film program critically imparts core basics of contextual, technical and critical aspects of media and production to stimulate educate and guide students through their career of creative endeavour. The program imparts fundamental theories and critical approaches of media and communication. However, emphasis lies on supplementing this with exposure to advanced, hands-on professional guidance and experience in practical engagement with the craft.

- **STRATEGIC PLAN:**

Department Vision statement

Realizing the need of development in the contemporary changing media environs, the department for Theatre Film and Television aims to expand and improve the quality of media education already being offered in an effort to address the national and international challenges. SMC’s Vision for 2020 is:

To be a leading School of mass communication in Pakistan and the region by creating a rich academic and research environment that draws on sound theoretical knowledge, best practices and latest research techniques. By adopting modern and international pedagogical policies and practices SCM should become at par with the significant international schools of the ilk.

- **PROGRAM OBJECTIVES:**

The Objectives of the program are:

1. *To train students to be successful and adept media professionals*
2. *To coach them as to national and international styles so that they remain reinforced in the face of diverse challenges*
3. *To impart the techniques of modern filmmaking in Pakistan.*
4. *To inculcate in students the contextual epistemology of film, television and media.*
5. *To acquaint students with the current debates and critical analysis of larger media*
6. *To creatively challenge students to practice filmmaking and television production*
7. *To make students value ethical practice in media*

The courses offered under the Master of Education program have been designed in light of the above mentioned objectives. The program is updated on a regular basis in light of modern trends in Education. Objectives are revisited at the start and end of every year to ensure that the students enrolled on the program are progressing in light of the objectives.

- **PROGRAM OBJECTIVES ASSESSMENT**

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

The three bench marks for program objectives assessments are:

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

Objectives	How Measured	When Measured	Improvement Identified	Improvement Made
I,III	Graduating Students Survey	Conclusion of two year program	Exposure to expert opinion	Initiated guest lecture program under which experts are invited
I,II,V	Alumni Survey	Within two year of graduation	Nil	Nil
II, V	Employer Survey	Continuous ongoing with stake holders	Behaviour Management, Syllabus design and professional Practice / stimulated teaching courses should be added	More practical courses introduced

Table 4.1: Program Objective 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:**

1. *To train students to be successful and adept media professionals*
2. *To coach students the techniques and craft at a national and international level to prepare them to face of diverse challenges*
3. *To impart to students the techniques of modern filmmaking in Pakistan through study of and exposure to indigenous work and professionals.*
4. *To inculcate in students the contextual epistemology of film, television and media to encourage stronger insight.*
5. *To acquaint students with the current debates and critical analysis of larger media encouraging them to produce quality analysis.*
6. *To encourage students to produce films and television programming; equipping them to measure their craft against the professionals.*
7. *To make students understand the value of ethical practices in media and adopting strategies to produce sound programming and films.*

Objectives	Outcomes
1. <i>To train to be capable media professionals</i>	1. <i>To train students to be successful and adept media professionals</i>
2. <i>To coach national and international styles so that they remain reinforced in the face of diverse challenges.</i>	2. <i>To coach students the techniques and craft at a national and international level to prepare them to face of diverse challenges</i>
3. <i>To impart the techniques of modern filmmaking in Pakistan.</i>	3. <i>To impart to students the techniques of modern filmmaking in Pakistan through study of and exposure to indigenous work and professionals.</i>
4. <i>To inculcate the contextual epistemology of film, television and media.</i>	4. <i>To inculcate in students the contextual epistemology of film, television and media to encourage stronger insight.</i>
5. <i>To acquaint with the current debates of larger media</i>	5. <i>To acquaint students with the current debates and critical analysis of larger media encouraging them to produce quality analysis.</i>
6. <i>To creatively challenge production of filmmaking and television</i>	6. <i>To encourage students to produce films and television programming; equipping them to measure their craft against the professionals.</i>
7. <i>To increase ethical practice in media</i>	7. <i>To make students understand the value of ethical practices in media and adopting strategies to produce sound programming and films.</i>

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

Table 4.2: Outcomes versus objectives

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

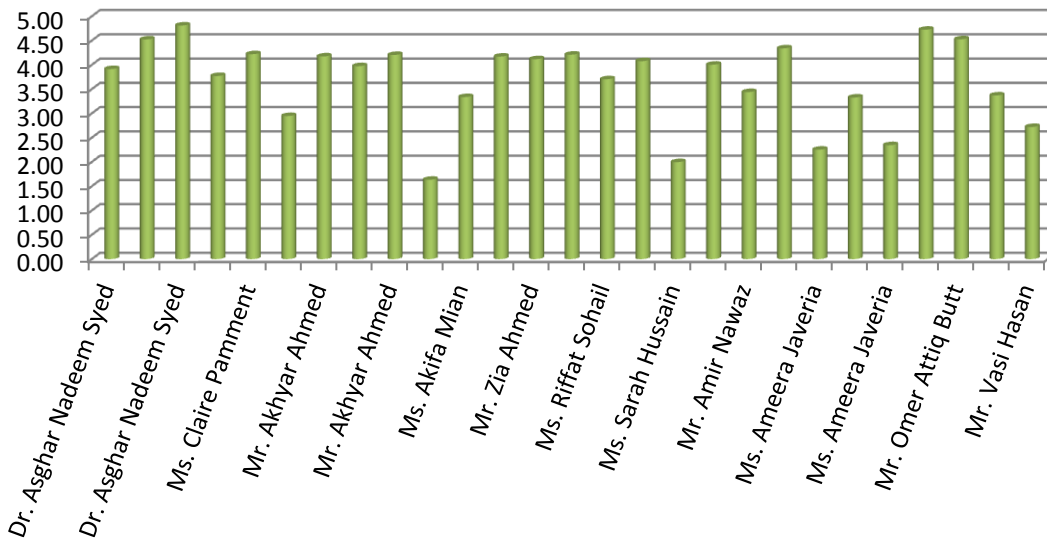
Masters program in Television & Film’s regularly evaluates students’ and faculty assessments to reinforce its program value by taking following steps

- a. Adding on to the challenge of the course if the objectives aren’t achieved.
- b. Similarly, in case the course-work is onerous breaking it down in sections so that students can get the most out of it.
- c. Coaching faculty about other possible pedagogical dimensions to make their work more fruitful
- d. Chart out novel means of student engagement in case the final assessment appears mediocre
- e. Find exciting means of promoting student/ coursework with the larger department/school/university by adopting showcasing ideas and avenues
- f. Adding a follow-p course if one course doesn’t seem to satisfy the objective
- g. Changing the course methodology if it seems challenged to deliver its objective

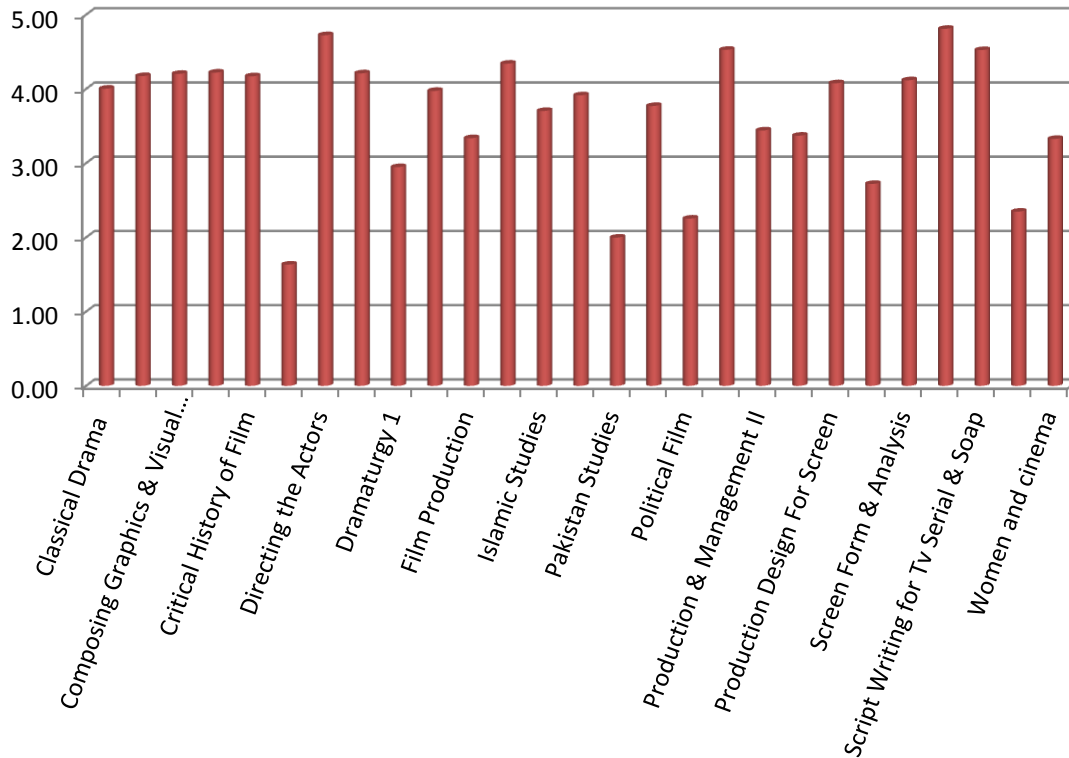
Standard 1-4: The department must assess its overall performance periodically using quantifiable measures.

Sr.No.	Name of Faculty	Course Code	Course Title	Evaluation
1	Dr. Asghar Nadeem Syed	BTFT-1243	Pakistan Literature	3.91
2	Dr. Asghar Nadeem Syed	BTFT-1013	Script Writing for TV Serial & Soap	4.52
3	Dr. Asghar Nadeem Syed	BTFT-2323	Screen Literature	4.81
4	Ms. Claire Pamment	TFT-3624	Performance theory & Analysis	3.77
5	Ms. Claire Pamment	BTFT-1223	Creative Writing	4.22
6	Ms. Claire Pamment	TFT-3003	Dramaturgy 1	2.95
7	Mr. Akhyar Ahmed	TFT-4002	Composing Graphics & Visual Effects	4.17
8	Mr. Akhyar Ahmed	TFT-1014	Editing-II	3.97
9	Mr. Akhyar Ahmed	TFT-4002	Composing Graphics & Visual Effects	4.20
10	Ms. Akifa Mian	TFT-3005	Directing Actors	1.63
11	Ms. Akifa Mian	TFT-2001	Film Production	3.34
12	Mr. Zia Ahmed	BTFT-1233	Critical History of Film	4.17
13	Mr. Zia Ahmed	Film-2413	Screen Form & Analysis	4.12
14	Mr. Muhammad Hafeez	Film-3654	Documentary (Theory & Practice)	4.21
15	Ms. Riffat Sohail	BTFT-1213	Islamic Studies	3.70
16	Ms. Nadia Ramzan	TFT-2002	Production Design For Screen	4.08
17	Ms. Sarah Hussain	BTFT-2353	Pakistan Studies	2.00
18	Mr. Sarmad/Tulence/Salman	TFT-135	Classical Drama	4.00
19	Mr. Amir Nawaz	TFT-3002	Production & Management II	3.44
20	Dr. Asghar Nadeem Syed	ML-TF-509	Infotainment	4.34
21	Ms. Ameera Javeria	ML-TF-632	Political Film	2.25
22	Ms. Ameera Javeria	ML-TF-506	Women and cinema	3.33
23	Ms. Ameera Javeria	ML-TF-602	Seeing Films	2.35
24	Mr. Adeel Hashmi	ML-TF-633	Directing the Actors	4.72
25	Mr. Omer Attiq Butt	ML-TF-603 (B)	Post Production II	4.53
26	Ms. Shapara Saleem	ML-TF-507	Production Design	3.37
27	Mr. Vasi Hasan	ML-TF-631	Production T.V Commercials	2.72

Faculty Evaluation



Course Evaluation



Criterion 2: CURRICULUM DESIGN AND ORGANIZATION

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

A. Title of Degree Program

Master of Television & Film

B. Definition of Credit Hour

The Master of Education is a

- 72 Credit hour program
- Earned over Four semesters
- 2 years degree program.

As per HEC policy, one credit hour stands for one contact hour of teaching per week.

C. Degree Plan

(A flow chart)

Semester 1	Semester 2	Semester 3	Semester 4
Contextualizing the discipline	Professional writing	Building Critical analysis	Advanced analysis
Constructing Discourse I	Constructing discourse II	Professional Practice I	Professional practice II
Preliminary practice	Practice stage II	Media Research Methods	Dissertation/eq uivalent course-work
Basics of aesthetics	Workshops/Prac ticum I	Programming experimentation	
Practicing writing	Production plans		

D. Structure

		Fall Semester	September-January 2011-12	
Semester	Core Course	Codes	Course	Credit
1		ML-TF-621	History of Film	3
		-----	Creative Writing	3
		ML-TF-500	Digital Cinematography	3
		ML-TF-507	Production Design	3
		ML-TF-505	Culture Heritage in Media	3
		ML-TF-507	Post Production I	3
			ML-TF-505	18

		Spring Semester	February-May 2012	
Semester	Core Course	Codes	Course	Credit
2		ML-TF-505	Script Writing for Film	3
		ML-TF-504	Aesthetics of Film Music	3
		ML-TF-506	Women & Cinema	3
		ML-TF-602	Seeing Film	3
		ML-TF-508	Directing Styles	3
		ML-TF-603(B)	Post Production II	3
			Total Credit hours	18

		Fall Semester	September-January 2011-13	
Semester	Core Course	Codes	Course	Credit
3		ML-TF-622	Script Writing for Television	3
		TFT-6001	Research Methodology for Media	3
		ML-TF-509	Infotainment	3
		ML-TF-633	Directing the Actors	3
		ML-TF-603/ WS-757	Special Effects & Animation / Sound Workshop	3
-----	Dialogue writing Workshop	3		
			Total Credit hours	18

		Spring Semester	February-May 2013	
Semester	Core Course	Codes	Course	Credit
4		ML-TF-631	Production T.V Commercial	3
		ML-TF-620	Writer Portfolio	3
		ML-TF-002	Adaption Workshop/ Lighting Workshop	3
		ML-TF-615	Documentary	3
	ML-TF-630	Thesis	6	
			Total Credit hours	18

The two years MA Television & Film (72 credits) programme aims to provide professional training in the field of media production—covering creative areas of pre production, production, post-production. The programme also focuses on issues in the media: ethics, history and analysis of media enterprise.

Grading Criteria
And its affect on GPA/CGPA

Grade	GPA	Percentage	Range	Affect on GPA/CGPA
A	4.00	85.00	85.00 – 100.00	Counted
A-	3.67	81.50	81.50 – 84.99	Counted
B+	3.33	78.00	78.00 – 81.49	Counted
B	3.00	74.50	74.50 – 77.99	Counted
B-	2.67	71.00	71.00 – 74.49	Counted
C+	2.33	67.50	67.50 – 70.99	Counted
C	2.00	64.00	64.00 – 67.49	Counted
C-	1.67	60.50	60.50 – 63.99	Counted
D+	1.33	57.00	57.00 – 60.49	Counted
D	1.00	50.00	50.00 – 56.99	Counted
F	0.00	Below 50.00	00.00 – 49.99	Counted
I	0.00	Incomplete		No affect on GPA/CGPA & No affect of Cr.Hrs
P	0.00	Pass		No affect on GPA/CGPA and Cr.Hrs. will be added in Earned Cr.Hrs.
W	0.00	Dropped Subject after deadline		No affect on GPA/CGPA & No affect of Cr.Hrs.
Ex	0.00	Subject Exempted		No affect on GPA/CGPA and Cr.Hrs. will be added in Earned Cr.Hrs.

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

Discourse, Practice are Production, are some of the key elements that lie at the heart of the Masters of Television & Film courses.

Element	Definition
Discourse	Discourse lies at the heart of Film Studies. It covers three broad spectrums: <ul style="list-style-type: none"> · Contextual knowledge about media · Analytical review of media · Issues surrounding the creative and institutional areas of media
Practice & advancement	Practice & advancement covers tools of <ul style="list-style-type: none"> · craft enhancement, · editing and, · Critical approaches to the aesthetics of screen.
Production	Production is the key element for a production-based master's programme. Production bears to fruition the cumulative results of discourse and practicing of the craft to creating a master product.

Standard 2-3: The curriculum must satisfy the core requirements for the program, as specified by the respective accreditation body. Examples of such requirements are given in Table A.1, Appendix A.

Please refer to Standard 2 – 1.

Standard 2-4: The curriculum must satisfy the major requirements for the program as specified by HEC, the respective accreditation body / councils. Examples of such requirements are given in Table A.1, Appendix A.

Please refer to Standard 2 – 1.

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. Examples of such requirements are given in Table A.1, Appendix A.

Please refer to Standard 2 – 1.

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

Please refer to Standard 2 – 1.

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.

Criterion 3: LABORATORIES AND COMPUTING FACILITIES

Film Editing Lab

This lab contains seventeen workstations two additional speakers and, one laser printer. All required software for the Master of Television & Film program are available on each workstation.

Film Editing Lab

This lab contains seventeen workstations two additional speakers and, one laser printer. All required software for the Master of Television & Film are available on each workstation. This lab generally caters to a variety of courses (please note these aren't the exact course titles but the profiles of the courses):

Post-production

Animation

Photography and its improvement,

Basic computing skills and

Media research, etc

Short Film Dhandha, Prepared by BNU Students (DVD attached)

Short Film Sogandj, Prepared by BNU Students (DVD attached)

Short Film Ghar Wali, Prepared by BNU Students (DVD attached)

Short Film Fun-e-Pehalwani, Prepared by BNU Students (DVD attached)

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

The above mentioned lab facilitate the students in performing lab exercises and projects relating to the course offered in Master of Television & Film

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.

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 about adequate to support the objectives of the Master of Television & Film program. However, the department is continuously trying to bring in advanced computers and software to support the ever-changing trends in teaching media production. Students of this program who are residing in the University Hostel have been provided computers which are equipped with basic software along with Internet access.

Criterion 4: STUDENT SUPPORT AND ADVISING

The masters program of Television and Film Student provides adequate support to complete the program in a timely manner and provides students with opportunities to interact with faculty, enabling them to receive advice about program requirements and career alternatives.

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

The Master of Television & Film program is a two year program comprising 72 credits. Most courses are taught once in an academic year providing students adequate opportunity to complete the courses in a timely manner.

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**

Majority of the courses in the program are taught of teaching in a semester by individual faculty. Each course is of minimum 3 credits which equals to 45 contact hours. Any course shared by two faculty members is split into two components of 1.5 credits each. In addition to the contact teaching by the faculty students can book tutorials with the course instructor anytime during the course. This gives an opportunity to the student to discuss any individual concerns and queries with the concerned tutor on an individual basis. Additionally faculty advertises office timings for student consultation and are usually available to meet upon request.

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

- **INTRODUCTION**

All program related information is readily available to the students. At the start of every academic year the School conducts an Open Day for prospective students. This gives an opportunity to the students to visit the campus, get all required information and meet

with the faculty. The School also prints individual flyers for all the programs offered at the School of Media and mass Communication. These flyers contain important information regarding the program. In addition the University annually publishes a detailed prospectus describing the different programs being offered by the University.

Once the students join the program every semester they are provided with academic information. This set of information pertains to course outlines, course objectives, class schedules, reading lists, assessment procedures and assessment guideline.

- **STUDENT ADVISING SYSTEM**

There is an effective student advising system in practice at the Department of Theater, Film and Television. The Program Supervisors and the Head of Department are in constant contact with the students advising them on all academic issues. Students are at liberty to drop in at most cases and preferably book an appointment and meet with either member as and when they feel the need to get advice and/or additional information. In addition, the students can also book tutorials with the concerned faculty to discuss all matters relating to a particular course.

In the second year once students embark on their final thesis projects, they are assigned supervisors with expertise in the relevant field. Students have the opportunity to get guidance and support from their supervisors while completing their thesis.

- **STUDENT COUNSELING SYSTEM**

The Program Coordinator keeps in direct contact with the students enrolled on the program. The students meet with the program coordinator to discuss all personal and professional issues. In cases where further counseling is required for the students the Program Supervisor refers the case to the Head of the Department and/or Dean so that arrangements can be made for the students.

- **ACCESS TO PROFESSIONAL COUNSELING**

The Institute of Psychology at Beaconhouse National University provides support to students at the University by providing opportunities for professional counseling.

- **OPPORTUNITIES PROVIDED FOR THE STUDENTS**

Throughout the year the School invites experts in different areas of Media to give guest lectures. Similarly, filmmakers, writers and producers are invited for seminars, panel discussions and guest lectures, etc. The students during these lectures get an opportunity to interact with experts in the area. Students are especially encouraged to display their photography, films, and multimedia presentations; present and publish their research work in journals of National and International repute and; enter international and national film festivals.

Criterion 5: PROCESS CONTROL

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

- **PROGRAM ADMISSION CRITERIA**

Applicants with a two-year bachelor degree and minimum 2nd division are eligible to join the Masters of Television & Film Program.

As part of the admission procedure the students are required to take an Admission test and give 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 once a year and reviews all matters regarding the program. In addition, the Academic Council of the University also reviews the Admission procedure and subsequent approval is taken from the Board of Governors of the University.

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 Department of Theatre, Television & Film at the School of Media and mass Communication is committed to following the continual progress of its students. The department Coordinator keeps a copy of the record of the student registration and detailed enrollment records marking the duration of their academic stay at the university. The originals are passed on to the Registrar of the University with another copy for Quality Assurance department.

- **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, Program Coordinator, 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. Coordinators, Supervisors, Head of department and Deans are always in the know as to the students' performance.

- **EVALUATION AND IMPROVEMENT**

The process is evaluated by conducting periodical peer reviews. Regular meetings between coordinators, supervisors head of department and dean keeps addressing any issues regarding students and their performance. New strategies are employed as need arises.

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 RECRUITMENT PROCESS**

The School of Education 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 guest lectures, conduct workshops or teach as part of the visiting faculty team at SMC. Feedback is taken from the students, head of department and faculty members on their performance. Based on the feedback the School of Media and mass communication then proposes their name to University authorities so that the formal recruitment process may begin. These cases are then put before the Selection Committee that interviews and scrutinizes the candidates. On the recommendation of the Selection Committee the Board of Governors then interviews the candidates to give final approval.

- **EVALUATION OF THE ABOVE PROCESS**

- **FACULTY RETENTION**

Incentives for professional development are given as part of faculty retention. The University grants its faculty members up to 3 months paid leave in a year higher studies leading to PhD. Additionally, the University grants concession in tuition fee up to 75%, in addition to full waiver in admission fee, to faculty members studying in BNU in various academic programs. Additionally, off-campus academic and training programs are

sponsored by the University. However these incentives are competitive and involve a selection process usually serving the first and the most effective candidate.

- **EVALUATION OF THE ABOVE PROCESS?**
- **FACULTY EVALUATION PROCESS**
- **EVALUATION OF THE ABOVE PROCESS**
- **FACULTY PROMOTION PROCESS**

If a faculty member in service achieves qualification and experience required for promotion at the next academic level, the respective Dean sends a recommendation to Departmental Promotion Committee which reviews the candidates' credentials in accordance with HEC guidelines for faculty appointment. In event of promotion as Assistant Professor and Associate Professor, the Committee further forwards the case to BNU Selection Board which interviews the candidate and sends recommendation to Vice Chancellor for approval. In case of promotion as Professor, the case is forwarded to Selection Board which interviews the candidate and sends its recommendation to Board of Governors for approval.

- **EVALUATION OF THE ABOVE PROCESS**

Indicate how evaluation and promotion processes are in line with institution mission statement

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.

- The School of mass Communications sits at least twice a year to discuss new and expected courses for the upcoming semester. The masters program in Television & Film draws on courses that look at contemporary media discourse and creative techniques employing new and available equipment pertaining to the fields of film and television.
- While these courses address the contemporary requirements of the market, it cannot overlook the craft and techniques employed at the Northern Hemisphere. As per departmental regulations, courses are drawn with consensus and are then moved to the board to studies for their approval and suggestions.
- Hence. these courses are designed in light of modern trends and developments in media. The educational needs of our students are also taken into consideration at the time of design. The department meets on a regular basis to discuss the progress of the

courses. Evaluations done by students at the end of course as well as, soft feedback by the students is given weight age when courses are designed.

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 Administrative Coordinator maintains thorough records 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 and Quality Assurance department maintain files on each student. These files contain past and ongoing 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 requirements of the program. After ensuring that all requirements have been met 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

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 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.

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

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 Foreign Masters	Number of faculty with Ph.D /EdD. Degree
Script writing and programming	5	1		1
Post production	3	1		
Production	6	2	2	1
Media and Film Studies	6	1	1	

Faculty Distribution by Program Area

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.

- Describe the criteria for faculty to be deemed current in the discipline and based on these criteria and information in the faculty member's resumes, what percentage of them is current. The criteria should be developed by the department.
- Describe the means for ensuring that full time faculty members have sufficient time for scholarly and professional development.
- Describe existing faculty development programs at the departmental and university level.
Demonstrate their effectiveness in achieving faculty development.
- Indicate how frequently faculty programs are evaluated and if the evaluation results are used for improvement.

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

- Describe programs and processes in place for faculty motivation.
- Obtain faculty input using faculty survey (Appendix C) on programs for faculty motivation and job satisfaction.
- Indicate how effective these programs are.

Criterion 7: INSTITUTIONAL FACILITIES

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

Please refer to Criterion 6

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.

Books (print from)

Total:	10558
During 2010-11:	0778
Books (Electronic):	52000 (through e-brary)
Reports:	1685
DVDs:	901
VHS:	626
Art Catalog:	900

Government Documents:

Pakistan Economic Survey 1980 to 2010-11

State Bank of Pakistan Report

All 5 years Plans(Soft Copy is also available)

Annual Plans (Soft Copy is also available)

50 Years Pakistan Statistics of Pakistan

Ten Years Perspective Development Plan 2001-11

Pakistan Education Policy

Pakistan Education Statistics 2007-2008

Pakistan Demographic & health Survey 2006-07

Punjab University Calendars

District Census Reports 1998

HEC Annual Reports

HEC Curriculums 2009, 2010

Judicial statistics of Pakistan Annual Reports

Vice Chancellor Reports

Punjab Development Statistics

Pakistan Engineering Congress Reports sessions 1983, 1984, 1985, 1992

Pakistan in the 21st Century: Vision 2030

Promise, Policy, Performance: Two Years of People Government 2008-2010

Library Budget

- Annual Budget of BNU Library is Rs. 5.9 million

BNU Publications (Thesis)

Psychology Clinical Reports: 06

School of Education: 29

School of Mass Communication:	55
SSS-Economics:	06
School of IT:	08
School of Liberal Arts:	06
IPP Reports:	2008, 2009, 2010
The Maya Tree: Vol. 1	Fall 2009
Students Degree Shows:	Annually
Prospectus:	Annually
SVAD/SA Prospectus:	Annually
Faculty Catalogs	Arts Catalogs
Convocation Gazette:	1 st – 5 th
BNU Gazette (news letter)	3 /years
Research Journals (Print)	050
Research Journals (electronic)	6277

BNU Library URL:

(http://WWW.bnu.edu.pk/index.php?option=com_content&view=article&id=165&Itemid=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.

* **Class Rooms**

* **Faculty Offices**

Criterion 8: INSTITUTIONAL SUPPORT

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.

Land	The total land area of Beaconhouse National University's New Campus is 33 acres.
Buildings	<p>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.</p> <p>The first academic block comprising 107,000 sqft areas is operational at the New Campus. The second academic block comprising 56,000 sqft areas is scheduled to start its operation in September, 2011. The remaining buildings are at different stages of construction.</p>
Roads network & Parking	BNU has an internal road network of 1.5 Km. This road 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 parking space for 400 vehicles. 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 has been 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 student, 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	Opportunities to participate in sports and extra-curricular events at BNU exist. 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 court and table tennis play areas for students.

Canteen	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 being carried out these days. Once completed this facility will provide dining facility to students, staff and faculty. 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 opportunities to find some time to relax and enjoy in 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 requirements for studios and classrooms.

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.

- Describe how your program meets this standard. If it does not explain the main causes and plans to rectify the situation.
- Describe the level of adequacy of secretarial support, technical staff and office equipment.

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

- Provide the number of graduate students, research assistants and Ph. D students for the last three years.
- Provide the faculty: graduate student ratio for the last three years.

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

* **Laboratories**
Please refer to Criterion 3

* **Computing Facilities**
Please refer to Standard 2 – 1

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?	5				
Do these outcomes support the program objectives?	5				
Are the graduating students capable of performing these outcomes?		4			
Does the department assess its overall performance periodically using quantifiable measures?		4			
Is the result of the program assessment documented?	5				
Total Encircled Value (TV)	23				
Score 1 (S1) = {TV / (No. of Questions * 5)} * 100 * Weight	4.60				

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?			3		
Are oral and written skills of the students developed and applied in the program?		4			
Total Encircled Value (TV)	31				
Score 2 (S2) = {TV / (No. of Questions * 5)} * 100 * Weight	15.50				

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?				2	
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?			3		
Total Encircled Value (TV)	8				
Score 3 (S3) = {TV / (No. of Questions * 5)} * 100 * Weight	5.33				

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?		4			
Are the courses in the major area structured to optimize interaction between the students, faculty and teaching assistants?		4			
Does the University provide academic advising on course decisions and career choices to all students?				2	
Total Encircled Value (TV)	10				
Score 4 (S4) = {TV / (No. of Questions * 5)} * 100 * Weight	6.67				

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?		4			
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?	5				
Is the process above periodically evaluated to ensure that it is meeting its objectives?		4			
Is the process to recruit and retain faculty in place and documented?			3		
Are the processes for faculty evolution & promotion consistent with the institution mission?			3		
Are the processes in 5 and 6 above periodically evaluated to ensure that they are meeting their objectives?			3		
Do the processes and procedures ensure that teaching and delivery of course material emphasize active learning and that course learning outcomes are met?		4			
Is the process in 8 above periodically evaluated to ensure that it is meeting its objectives?		4			
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?	5				
Total Encircled Value (TV)	44				
Score 5 (S5) = {TV / (No. of Questions * 5)} * 100 * Weight	12.00				

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?		4			
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?	5				
Do the majority of faculty members hold Ph.D. degree in their discipline?				2	
Do faculty members dedicate sufficient time to research to remain current in their disciplines?			3		
Are there mechanisms in place for faculty development?				2	
Are faculty members motivated and satisfied so as to excel in their professions?			3		
Total Encircled Value (TV)	23				
Score 6 (S6) = {TV / (No. of Questions * 5)} * 100 * Weight	13.14				

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?		4			
Are the class rooms and offices adequately equipped and capable of helping faculty carry out their responsibilities?		4			
Total Encircled Value (TV)	11				
Score 7 (S7) = {TV / (No. of Questions * 5)} * 100 * Weight	7.33				

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?			3		
Are there an adequate numbers of high quality graduate students, teaching assistants and Ph.D. students?			3		
Total Encircled Value (TV)	6				
Score 8 (S8) = {TV / (No. of Questions * 5)} * 100 * Weight	6.00				

Overall Assessment Score = S1 + S2 + S3 + S4 + S5 + S6 + S7 + S8 =	70.58
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