

**SELF ASSESSMENT REPORT**

**DEPARTMENT OF MEDIA & COMMUNICATION  
STUDIES**

Prepared by:

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2022

## Declaration

It is stated that the Self-Assessment Report of the Department of Media and Communication for the year 2021 is prepared by members of the Program Team, Ahmed Ali Memon & Maria Issani. The report writing started on 12/12/2021 and completed on 26/01/2022. The report contains complete information as per the requisites of the Quality Assurance Agency of the Higher Education Commission of Pakistan.

QUALITY ENHANCEMENT CELL

**PROGRAM SELF ASSESSMENT CHECKLIST**

The following is a summary checklist of the main criteria and the associated standards that need to be addressed in the program self-assessment report.

Department / Program: Media and communication.

CRITERIA AND ASSOCIATED STANDARDS		Addressed	Not Addressed
<b>Criterion 1 - Program Mission, Objectives and Outcomes</b>			
Standard 1-1	Program Measurable Objectives		
	<ul style="list-style-type: none"> <li>Table 4.1 program objectives assessment</li> </ul>	√	
Standard 1-2	Program Outcomes		
	<ul style="list-style-type: none"> <li>Table 4.2 outcomes versus objectives</li> </ul>	√	
	<ul style="list-style-type: none"> <li>Employer Survey</li> </ul>	√	
	<ul style="list-style-type: none"> <li>Alumni Survey</li> </ul>	√	
	<ul style="list-style-type: none"> <li>Graduating Student's Survey</li> </ul>	√	
Standard 1-3	Assessment Results And Improvement Plans		
Standard 1-4	Overall performance Using Quantifiable Measures		
<b>Criterion 2 - Curriculum Design and Organization</b>			
Courses detailed outline as in item E criterion 2 of the Self Assessment Manual			
Standard 2-1	Courses Vs. Objectives		
	<ul style="list-style-type: none"> <li>Table 4.3 Curriculum course requirement</li> </ul>	√	
	<ul style="list-style-type: none"> <li>Table 4.4 Courses versus outcomes</li> </ul>	√	
Standard 2-2	Theory, Problem Analysis/Solution and Design in Program		
	<ul style="list-style-type: none"> <li>Table 4.5 Standard 2-2 requirements</li> </ul>	√	
Standard 2-3	Mathematics & Basic Sciences Requirements	√	
Standard 2-4	Major Requirements as specified by Accreditation Body	√	
Standard 2-5	Humanities, Social Sciences, Arts, Ethical, Professional & Other Requirements	√	
Standard 2-6	Information Technology Content Integration Throughout the Program	√	
Standard 2-7	Communication Skills (Oral & Written)	√	
<b>Criterion 3 - Laboratories and Computing Facilities</b>			
Standard 3-1	Lab Manuals/ documentation/Instructions	√	
Standard 3-2	Adequate Support Personnel for labs		√

Standard 3-3	Adequate Computing Infrastructure and Facilities		√
<b>Criterion 4 - Student Support and Advising</b>			
Standard 4-1	Sufficient Frequency of Course Offering	√	
Standard 4-2	Effective Faculty/Student Interaction	√	
Standard 4-3	Professional Advising and Counseling	√	
<b>Criterion 5 - Process Control</b>			
Standard 5-1	Admission Process	√	
Standard 5-2	Registration and Student	√	
Standard 5-3	Faculty Recruitment and Retention Process	√	
Standard 5-4	Effective Teaching and Learning Process	√	
Standard 5-5	Program Requirements Completion Process	√	
<b>Criterion 6 - Faculty</b>			
Standard 6-1	Program Faculty Qualifications and Number		
	<ul style="list-style-type: none"> <li>Faculty resumes in accordance with the format in Appendix B.</li> </ul>	√	
	<ul style="list-style-type: none"> <li>Table 4.6 Faculty distribution by program's areas</li> </ul>	√	
Standard 6-2	Current Faculty, Scholarly Activities & Development	√	
Standard 6-3	Faculty Motivation & Job Satisfaction	√	
	<ul style="list-style-type: none"> <li>Faculty Survey</li> </ul>	√	
<b>Criterion 7 - Instructional Facilities</b>			
Standard 7-1	New Trends in Learning (e.g. E-Learning)	√	
Standard 7-2	Library Collections & Staff	√	
Standard 7-3	Class-rooms & Offices Adequacy	√	
<b>Criterion 8 - Instructional support</b>			
Standard 8-1	Support & Financial Resources	√	
Standard 8-2	Number & Quality of GSs, RAs, & Ph.D. Students	√	
Standard 8-3	Financial Support for Library, & Computing Facilities	√	

## **Introduction**

The Department Media and Communication opened its door for the students in the year of 2005 under the auspices of International Relation Department. In March, 2010, its nomenclature had been changed as “Media Studies” because of its unfamiliar name. On November: 12, 2018, once again on the recommendation of board of studies the nomenclature of department had been changed in the light of uniformity across the universities of Pakistan as “Media and Communication Studies.

This department provides quality and market oriented education in spite of its inadequate sources, insufficient media technology and unavailability of permanent building.

During last decade, it has been observed that discipline of Media & Communication Studies has been gaining space at large scale in all departments of Pakistan in sure manner .No phase of private & government can run without the jobs of media and communication . Pakistan has been connected to information super highway also bridged geographical distances. Information is being burst out from all possible corners of the country by using varieties of media channels in English, Urdu, Sindhi and other regional languages. Growing interest in the field of Media & communication Studies, may have originated better scope and colorful job opportunities for budding communicators. In accordance with said phenomenon, Department of Media & communication Studies offers BS 4-Year and dynamic Associated Degree as well as MS/M.Phil Program respectively. These programs are based and designed for those who desire specialization in academic as well as professional applications.

## **Philosophy**

The Faculty's philosophy is to educate and train the students to become media professionals as who will then serve as agents of change in the media industry and ultimately, society. In pursuit of realizing its vision of becoming a premier academic institution in Media & communication studies, the faculty strives to continuously provide a conducive learning environment that aims to foster excellence in teaching, learning and research.

## **Criterion 1: Program Mission, Objective and Outcomes.**

**Standards 1.1:** The program must have documented measurable Objectives that support Faculty / Institution Mission Statements.

### **Mission Statement of the University:**

- To provide affordable and accessible quality at under-graduate, graduate and post-graduate levels,
- To impart learner-centered teaching through qualified faculty using modern teaching aids and methodologies.
- To create and promote quality research environment, provide consulting faculties to Industrial/business and services sector with a realization of needs of community and National responsibility towards economic growth and welfare.
- To promote a campus environment that welcomes and honor women and men and an atmosphere that values intellectual curiosity, pursuit of knowledge, and academic freedom and integrity.

### **Mission statement of Media & Communication**

- To increase intellectual graduates by delivering of media and communication concerned knowledge and research skills as well as generate global involvement in the media and institutions, in addition to inculcating noble values through involvement of media in society's activities.

### **Vision Statement of Media & Communication**

- To make Faculty of Media and Communication Studies, an outstanding faculty based on the principles of academic excellence, the premier institution in communication and media education in the 21st century, and to produce ethical graduates who would be able to meet the challenges and needs of the media industry, globalization and the informative society.

### **Program Objectives:**

- To create the broad vision and cognitive ability of the students to understand human nature, psychology, and sociology of human behavior including developing the all theoretical and practical knowledge, skills of the students concerned to the field of media.

- To transfer the today's students into tomorrow's media professionals equipped with the sense of dedication, motivation and hardworking, as they bridge the geographical distance between message sender and receivers by shaping three channels of information: picture, word and sound.
- To prepare self-reliant and self-motivated graduates, as they can easily gain space in the field of media and research.

**Table: 1. The following Table shows program outcomes support the Program.**

Program Objectives	Program Outcomes		
	1.	2.	3.
To create the broad vision and cognitive ability of the students to understand human nature, psychology, and sociology of human behavior including developing the all theoretical and practical knowledge, skills of the students concerned to the field of media.	Skilled & qualified Media and communication researchers can be produced.	The outgoing BS/ MS / M.Phil can be largely absorbed particularly in TV, Radio, magazines, News Papers, advertising, public Relations and development communication research as well as in teaching and media industry.	The students can be in a leadership position with understanding of the strategic value and scope of their work.
2) To transfer the today's students into tomorrow's media professionals equipped with the sense of dedication, motivation and hardworking, as they bridge the geographical distance between message sender and receivers by shaping three channels of information: picture, word and sound.	The BS, M.Phil / MS candidates can establish a media society to get close and maintain the mutual understanding and relationship with media industries.	Student's buildup confidence and communication skills effectively in writing and oral demonstration.	The students by learning media and communication research skills are employed in public and private-sector.
To prepare self- reliant and self -motivated researchers, as they easily gain space in	The missionary goals support vision of the department	The research scholars can develop their	

the field of mass media and research.	and launch some more specialization at BS M.Phil/ MS level. This helps to produce well-trained manpower to serve media at national and international level.	ability to demonstrate progress in various public related fields.	
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☞ Note: Improvement Made: This will be informed after AT visits.

**Standard 1.2:** The program must have documented outcomes for research students. It must be demonstrated that the outcomes support the program objectives and research students are capable of performing these outcomes.

**Table: 2. The following Table shows how program outcomes support the Program Outcomes.**

PROGRAM OBJECTIVES	PROGRAM OUTCOMES		
	1.	2.	3.
To create the broad vision and cognitive ability of the students to understand human nature, psychology, and sociology of human behavior including developing the all theoretical and practical knowledge, skills of the students concerned to the field of media.	The program mobilized the ways and means to use communication to broaden the capability, understanding and quality of student.	Students conduct Research by understanding human nature psychology and sociology of human behavior towards media and problems created by media as well.	Students performing in various organizations and practicing learnt skills.
To transfer the today's students into tomorrow's media professionals equipped with the sense of dedication, motivation and	Program motivated to the students to establish vital and indispensable link and as means of liaison between organization and its public	Most of students are working in media industry by using word, visual and sound with enthusiasm and dedication	Practitioners showed their dedication, hardworking and sincerity.



hardworking, as they bridge the geographical distance between message sender and receivers by shaping three channels of information: picture, word and sound.			
To prepare self-reliant and self-motivated researchers, as they can easily gain space in the field of mass media and research.	Scholars are using their own equipment & tools in research analysis with full confidence.	Conducting surveys successfully	Feeling self-reliant and self-motivated

**Table - 3: Shows Program Objectives & Program Outcomes.**

PROGRAM OBJECTIVES	PROGRAM OUTCOMES		
	1	2	3
To create the broad vision and cognitive ability of the students to understand human nature, psychology, and sociology of human behavior including developing the all theoretical and practical knowledge, skills of the students concerned to the field of media.	*****	***	***
To transfer the today's students into tomorrow's media professionals equipped with the sense of dedication, motivation and hardworking, as they bridge the geographical distance between message sender and receivers by shaping three channels of information: picture, word and sound.	***	***	***
To prepare self-reliant and self-motivated researchers, as they can easily gain space in the	*****	***	***

field of mass media research.			
*	Relevant & satisfactory to some extent		
**	Relevant & satisfactory		
***	Very relevant & satisfactory		
****	Highly relevant & highly satisfactory		

**Standard 1.3:** The result of program's assessment and the extent to which they are used to improve the program must be documented.

**Major Future Improvement Plans:**

- To impart quality education in the department by using Audio Visual Aids and modern tools along with provision of latest literature, journals, books, reviews and access to internet.
- To establish mass media research informatics Laboratories with the latest media technology.
- To focus problems created by mass media and identify the research gaps and promote welfare oriented research.
- To develop the knowledge and skills of faculty member to absorb the ever-growing global information, trends and advancements in media & communication discipline through exchange programs, short trainings and collaborative research projects within and outside country.

**Table - 4: Shows Program Strengths & Weakness.**

<b>PROGRAM STRENGTHS AND WEAKNESSES.</b>				
<b>PROGRAM</b>	<b>STRENGTHS</b>	<b>WEAKNESSES</b>	<b>THINGS TO BE DEVELOPED</b>	<b>ACTIVITIES TAKEN FOR IMPROVEMENTS</b>
BS, MS/M.Phil	Provide ground to the candidates of remote areas as well as faculty members to perform their services	Lack of specialized faculty.  Lack of research journals and books.	Learning environment.  Guidance and supervision.	Campaign and strategies have been designed to bring candidates in research environment.

simultaneously.  Prescribed syllabus is according to new media advancement and trends.  Faculty is fully involved in communication cycle of transferring knowledge, thoughts and research skills in limited sources.	Lack of customized class rooms and learning environment.  Lack of facility to access latest research.  Lack of concerned faculty which moves to lead discipline in right direction.	Program might be specialized in all subjects.  Specialized faculty must be appointed.  Foreign return and intervarsity faculty should be encouraged with attractive packages	Encouraged research scholars to identify the research gap.  Advertised the vacant post in concerned discipline.  One faculty member is doing his PhD in united kingdom and two faculty members are doing PhD respectively at university of Sindh
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**Standard 1.4: The department must assess its overall performance periodically using quantifiable measures.**

**Table – 5: Number of student enrolment during last three years and student faculty ratio:**

Program	Year 2019	Students/ Faculty Ratio	Year 2020	Students/ Faculty Ratio	Year 2021	Students/ Faculty Ratio
BS	52		46		55	
MS/M.Phil	11	5.5:1	13	6.5:1	-NIL-	-----
Total:-	11	-----	13	-----	-----	-----

**Table: 6. Weaknesses & Strengths of the program.**

Weaknesses	Strengths	General Comments
Lake of specialized Faculty Lack of conducive learning environment and well equipped separate building Lack of administrative facility management	Designed syllabus is according to new trends and advancement of research courses. Faculty is more cooperative and engages to students in productive activates	1. The students /faculty may be given conducive learning environment in separate media equipped building, where as they could feel comfortable and make possible to develop their research thoughts.

**Table –7: Number of Publications, Awards, and Workshops & Seminars organized by the Faculty:**

Publications (HEC recognized only)		Research Projects		Monograph	Awards	Scholars produced		Organized National & International Conferences
National	International	Completed	Ongoing			M.Phil	Ph.D.	
20	10	Nil	Nil	Nil	Nil	06	Nil	Nil

**Criterion 2:** The curriculum must be designed and organized to achieve the program’s objectives and outcomes. Also course objectives must be in line with the program outcomes.  
Program:

The Scholar shall complete 30 credit hours out of which 24 credit hours will be reserved for course work and 06 credit hours for Dissertation / Research Project, which may lead to the award of MS/M.Phil. Degree.

**MS/M.Phil.: (Semester – I)**

COURSE No:	Title of course	Major/minor/ compulsory / elective	Theory/ practical	Credit hours	Total marks
MCS800	Gender , Minority and Media	Major	Theory	3	100
MCS801	International Communication	Major	Theory	3	100
MCS802	Mass Media Research Methods	Major	Theory	3	100
MCS803	Mass Media and Society	Major	Theory	3	100
Total				12	400

**MS/M.Phil.: (Semester – II)**

COURSE No:	Title of course	Major/minor/ compulsory / elective	Theory/ practical	Credit hours	Total marks
MCS804	Statistical Tools	Major	Theory	3	100
MCS805	Technical writing and Presentation Skills	Major	Theory	3	100
MCS806	Advance Development Support Communication	Major	Theory	3	100
MCS807	Advanced theories of Mass Communication	Major	Theory	3	100
MCS808	Thesis /viva voce	Major	Theory	6	200
Total				18	600

**Standard: 2.1:** The curriculum must be consistent & support the program’s documented objectives.

**Table – 8: Courses versus program outcomes**

COURSES/GROUP OF COURSES	OBJECTIVES		
	1	2	3
International Communication	To familiarize students with international communication by both human and technological dimension of global information.	To transfer the knowledge about the development of political, socio-economic and technological infrastructure that supports the global system of media and communication.	To aware about the strategies, techniques and approaches of international communication to build the soft images of country around the globe.
Gender , Minority and Media	To understand the gender and minority issues, segmentation in social and psychological perspective.	To assess the process of media communication influence considering at the cultural, national societal individual or small group level.	To analysis the gender and issues of minority in the perspective of different tradition and changing paradigms.
Advanced theories of Mass Communication	To familiarize the students with advancement of theory and approaches.	To engage the students to explore communication enquiry and various approaches to understand theory.	To create an environment of philosophical discussion to analyses the contemporary media activities.
Mass Media Research Methods	To develop the diversity in research methods for disentangling the peculiarities of media communication.	To enable the students with advance research methods and techniques to accomplish their research studies	To engage the students to develop a suitable methodology for their research studies.
Advance Development Support Communication	To learn how ideologies and reality of development support communication present political, socio-economic, cultural and technological	To understand the dynamics and dysfunctions of development concepts, issues, indicators, paradigms, models	To learn the proper usage of appropriate media channels to develop the participatory approach.

	challenges through the media communication channels.	and perspectives.	
Mass Media and Society	To orient the students with the selective readings related with research application of Mass media and society	To understand the diverse issues of society created by mass media and make research in its background.	To engage the students in new media research application
Statistical Tools	To train and equip the students with latest statistical software's	To apply the modern statistical applications to analysis the collected data	To learn statistical techniques.
Technical writing and Presentation Skills	To learn skills of writing research report and presentation techniques	To understand the effectiveness of research writing and presentation	To prepare the thesis writing and its presentation
Thesis /viva voce	To equip the students with writing, composing and presentation skills.	To build the confidence to demonstrate their seminars.	To prepare for viva voce in right manners

**Weaknesses:**

Visual Research is not incorporated in scheme.

**Strengths:**

The curriculum fulfills all basic requirements of program's objective.

The curriculum is well-matched with theoretical background and program's core material and requirements.

Program Learning Outcomes	Program Objectives				
	Skills in critical thinking, Program solving & communication	Initiate and manage change	Understand Professional ethics and responsibility	Employ I. S. Technology	Enable organization to make optimal decision
Scholars can be able to work in the field of media & communication studies individually as well as in team.					
Research Scholars					

can write research papers , conduct the surveys as wells as apply the skills of influencing ,gaining and holding the audiences					
Self-reliant and self-motivated.					
The Scholars produce to render their services in the field of media communication effectively.					
Developed the ability to manage the things in right direction					
Properly can Use appropriate media channels and participate in development support communication.					
Life Long Learning					
Professional ethics and responsibilities					

**Standard: 2.2:** Theoretical background, problems analysis and solution design must be stressed within the program’s core material.

**Table – 9: Shows Theoretical background, problem analysis and solution of the courses.**

Elements	Courses
Theoretical background	Subject codes
Problems analysis	
Solution design	

**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.

**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.

**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.

Minimum Requirements for Each Program  
(Program Semester Credit Hours)

<b>Program</b>	<b>Math &amp; Basic Science</b>	<b>Engineering Topics</b>	<b>General Education</b>	<b>Others</b>
MS/M.Phil	.....	--	--	30

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

Has the IT program been included in the course?    Yes                      No ✓

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

Is there any oral/written communication skills have been included in the program?  
Yes ✓                      No.



**Criterion 3: LABORATORIES AND COMPUTING FACILITIES.**

**Standard: 3-1.**

Laboratory manuals/ documentation instruction for experiments must be available and readily accessible to faculty and students.

(1) None√ (2) Available for students (3) Available for Faculty (4) Both

**Standard: 3-2.**

There must be adequate support personnel for instruction and maintaining the program.√ NO

**Standard: 3-3**

The University computing infrastructure and facilities must be adequate to support program’s objectives Computing Facilities.

NO computing facility in the department for the students.

**Standard: 3/4**

The University computing infrastructure and facilities must be adequate to support program’s objectives Computing Facilities.

**Required Facilities:**

At least FOUR well equipped/furnished laboratories to be established.

Need well trained technicians and equipment operators that can run the lab equipment.

Computer & Internet facilities for the students are very important.

NOTE: - Following laboratories are required on immediate basis to meet with our vision in sure manner

**LAB # 01 PRINT MEDIA LAB**

Lab Title	Print media lab for News Paper, Magazine, and Newsletter and research journal production.
Location and Area	25x75 =1875 sq.ft
Objectives	To train the students by using various techniques of Newspapers and magazine and research journals production
Adequacy for Instruction	Subject Teacher, Lab Assistant ,Lab Attendant
Related course	Journalistic writing ,Mag journalism, Editorial ,Feature and column writing
Major Apparatus	Computers ,printers, scanners

**LAB# 2          ELECTRONIC MEDIA LAB**

Lab Title	Electronic media lab
Location and Area	30x75 =2250 sqr.ft
Objectives	To train the students by using various techniques of electronic media also would be used for internet surfing
Adequacy for Instruction	Subject Teacher, Lab Assistant ,Lab Attendant
Related course	Radio, TV Production, online journalism
Major Apparatus	Computers ,scanners, editing suits, High Definition cameras

**LAB# 03          ADVERTISING LAB**

Lab Title	Advertising lab
Location and Area	30x75 =2250 sqr.ft
Objectives	To train the students by using various techniques of Electronic ,print and out Door Advertising
Adequacy for Instruction	Subject Teacher, Lab Assistant ,Lab Attendant
Related course	Advertising
Major Apparatus	Computers ,scanners, editing suits, High Definition cameras,

**Electronic Media Studios**

Studio Title	Electronic Media Studios
Location and Area	30x75 =2250 sqft
Objectives	To train the students by using various practical techniques of program production and direction
Adequacy for Instruction	Subject Teacher, studio Assistant , Attendant
Related course	Radio and TV production
Major Apparatus	Ward robes ,Dolly cameras ,etc

**Criterion 4: STUDENT SUPPORT AND ADVISING:**

Scholars must have adequate support to complete the program in a timely manner and must have ample opportunity to interact with their instructors and receive timely 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 timely manner.

**Table – 10: Shows classes/week of Compulsory & Elective Courses offered in 2 –Years program.**

Course offered/Year	Semester	Classes/week /Cr.Hs.
MS/M.Phil.	1 <sup>st</sup>	12
MS/M.Phil.	2 <sup>nd</sup>	18

The above mentioned classes are strictly followed throughout the academic year. The core courses, optional can be easily completed under the favorable environment.

The compulsory disciplines and optional/elective subjects are managed by the related departments.

Subject:	Managed by:	Theory/Practical: CrHs/ Class.	
Compulsory Subjects (Media Studies)	Media and communication Studies Department	MS/ M.Phil.	1st Semester
			12
			2nd Semester
			18
Elective Subjects	Nil	MS/ M.Phil.	1st Semester
			NIL
			2nd Semester
			NIL

**Standard: 4.2:** Courses in the major are must be structured to ensure effective interaction between students and faculty and teaching and teaching assistance?

(1) Well-structured√

**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.

Are students informed about program requirements?

(1) No (2) To some extent√ (3) Fully

Does there student advising system exist and how effective it is?

(1) No (2) To some extent√ (3) Completely

Have students access to professional counseling?

(1) No (2) To some extent√ (3) Fully

Do the students have interacted with practitioners and to have membership in technical & professional societies?

(1) No (2) To some extent√ (3) Full

**Criterion 5: 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.**

**Standard 5.1:** The process by which students are admitted to the program must be based on quantitative and qualitative criteria and clearly documented.

Program/credit transfer: N.A.

Transfer of a student from outside the university: N.A.

Admission Criteria: The departments follow policy made by the University which is also mentioned in "Prospectus 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:

How frequently admission criteria are evaluated?

(1) None (2) Not Regularly<sup>√</sup> (3) Every Year

Are the evaluated results used to improve the results?

(1) No (2) To some extent (3) Yes<sup>√</sup>

Is there any policy regarding program /credit transfer?

(1) No (2) To some extent (3) Well defined<sup>√</sup>

Is there any mechanism of student's registration in the program?

(1) No (2) To some extent (3) Well defined<sup>√</sup>

How frequently process of registration is monitored?

(1) None (2) Within 1-Year (3) After 1-Year (4) When needed<sup>√</sup>

Are the evaluation results used to improve the results?

(1) No (2) To some extent (3) Yes<sup>√</sup>

**Standard 5.3:** The process of recruiting & retaining highly qualified faculty members must be in place & clearly documented. Also processes & 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.

Shah Abdul Latif University strictly follows the policy of "Equal Opportunity" regardless religion, race, faith, cast & creed, gender regarding recruiting faculty including admissions, educational programs and employment.

The University applies standard operating methodology for evaluation, such as Annual Confidential Report (ACR), required research papers, teaching experience and all other conditions as directed by the HEC.

This process ensures the objectives of the program mission.

**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.

It is strictly observed that the time table is followed by the faculty. However, Weaknesses & Strengths have been observed through the student feedback for the "Course Evaluation". The department needs to improve in various aspects.

**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 process for the degrees of MS/M.Phil has been well designed by the Advanced Studies & Research Board (ASRB) followed by the HEC directions. Details are as under.

Degree	GPA/Class/GRE	Interview	
MS/M.Phil	Pre-Admission Test (NTS) style		

This process must be periodically evaluated to ensure that it is meeting its objectives. (Yes) ✓

The department ensures that the Scholars actively participate in laboratory work, Punctual in the classes, maintaining attendance over 75%

**Criterion: 6.** Faculty: Faculty members must be current & active in their discipline & have the necessary technical depth & breadth to support the program. There must be enough faculty members to provide continuity and stability, to cover the curriculum adequately & effectively. To meet this criterion the following standards 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 & stability. The interest of all faculty members must be sufficient to teach all courses, plan, modify & update courses. The majority must hold a Ph.D. degree in the discipline.

Table: 11. Program areas and number of faculty in each area.			
PROGRAM AREAS OF SPECIALIZATION	COURSES IN THE AREA	NUMBER OF FACULTY MEMBERS IN EACH AREA	NUMBER OF FACULTY WITH Ph.D. DEGREE
Advertising Social Media			02
Total:-			

### Resume Faculty:

Note: Faculty resumes are well documented as per policy/criteria of HEC. Names of the faculty members and field of specialization are as under.

Name:	Position	Qualification	Field of specialization
Dr. Taj Muhammad Lashari	Professor	Ph.D. in International Relations	Pak-China Relationship
Dr. Mujeeb-Ur-Rehman Abro	Associated Professor	Ph.D. in Communication Studies	Social Media
Mr. Fida Hussain Jatoi	Assistant Professor	M.Phil. and closed to completion of Ph.D. in United Kingdom	
Mr. Ahmed Ali Memon	Assistant Professor	M.Phil (Media Studies ) Ph.D. course work completed in (Media & Communication Studies )	Television Commercials
Ms. Maria Issani	Assistant Professor	M.Phil (Media & Communication Studies )	

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.

Participation in Seminars, Conferences at National/International levels.

Research proposals for funding and linkage with other Institutions.

Taking classes, involved in research and reading new books in the relevant field.

Publications in HEC recognized journals or journals having impact factors.

Organize workshops, Seminars and Conferences.

The department arranges lectures from eminent scholars on various topics of the subject for its Scholars and faculty at National level.

Prepare their resume in line with HEC guidelines.

Faculty Development Program:

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

The following criteria are under practice in order to satisfy the faculty members in their profession.

Fair, timely selection, appointment / promotion as per HEC policy.

Providing Tenure Track salary package

Excellent working environment.

1. General Comments:

a. Teachers have expressed their views that seminars, symposiums and conferences, in general, have motivated to impart the new techniques and methods of teaching.

Suggest programs / factors that could improve your motivation and job satisfaction?

b. More faculty members may be appointed on the regular basis or contract to cover the workload as per HEC policy.

**Criterion: 7: Institutional Facilities:**

Institutional facilities, including library, clean rooms and offices must be adequate to support the objectives of the program. To satisfy this criterion, the following standards must be met.

**Standard 7.1:** The Institution must have the infrastructure to support new trends in learning such as E learning.

**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.

**Standard 7.3:** Class rooms must be adequately equipped and offices must be adequate to enable faculty to carry out their responsibility.

Details of facilities available in the department:

<b>Item</b>	<b>Position</b>	<b>Remarks</b>
Seminar Library & Books/Journals	Seminar library consisting of 1300 books is annexed with teacher common room.	There is no facility except three class rooms, one small Lab at different and distance location and four offices, one for chairman, two for faculty members one for teaching assistants and one for clerk and peon , respectively .
Computing Laboratory	Nil	
Laboratory	Nil	
Class Rooms	One multipurpose hall , two class rooms , one small Lab	
Girls Common Room	Nil	
Boys Common Room	Nil	
Faculty offices	Four	
Internet & Digital Library Facility	Nil	
Computers	Nil	



**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.

**Standard 8:1.** There must be sufficient support and financial resources to attract and retain high quality faculty and provide the means for them to maintain competence as teacher and scholars. (N.A)

**Standard 8:2.** There must be an adequate number of high quality graduate students, research assistants and Ph.D. students. (N.A)

Table: 12. The number of students in each program:

Program	Year 2019	Year 2020	Year 2021
M.Phil/Ms	11	13	NIL

**Standard 8-3:** Financial resources must be provided to acquire and maintain library holding, laboratories and computing facilities. (N.A)

Does the department provide opportunities to the faculty members to attend international / national conferences?

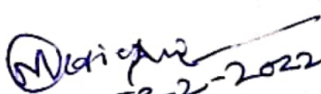
(1) No ✓ (2) To some extent (3) Fully

PT Members

Mr. Ahmed Ali Memon

Signature

Maria Issani

  
Signature 23-2-2022