RASHID LATIF KHAN UNIVERSITY

35 KM Ferozepur Road, Lahore
A chartered University
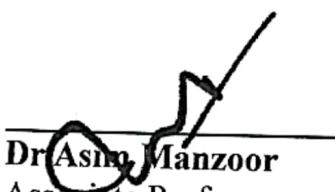
Office of the Quality Enhancement Cell

Assessment Team – Findings

Program – BS Media & Communication Studies

1. The mission of the program must be aligned with university vision.
2. The program outcomes must be aligned with the objectives.
3. Library needs to be updated specially Reference book portion.
4. The number of permanent faculties should be enhanced, specifically PhD faculty as per NQF.
5. The proportionate number of students' faculty rooms were found to have insufficient facilities/ (in terms of facilities).
6. Infrastructure needs to be increased for potential students.
7. The number of classrooms in ratio to the student is low, must increase the numbers.

The program **BS MCS, APPROVED** with **CONDITIONS** under **Judgement framework** for

PREE

Dr Asim Manzoor
Associate Professor
Institute of Arts & Culture

RASHID LATIF KHAN UNIVERSITY - LAHORE

Office of the Quality Enhancement

RUBRIC FOR PREE- AT

BS Media & Communication Studies

Standard 1 – Program Mission, Objectives and Outcomes	Weight = 0.05	Weightage Standard 1
EOIs	Score 1-5	
1. Does the program have documented measurable objectives that support the institution mission statements?	3	
2. Does the Program have documented outcomes for graduating students?	3	
3. Do these outcomes support the Program objectives?	3	
4. Are the graduating students capable of performing these outcomes?	3	3.33
5. Does the department assess its overall performance periodically using quantifiable measures?	4	
6. Does the department take deliberate steps to engage all students, individually and collectively, as partners in the assurance and enhancement of their educational experience?	4	
Total Score Standard - 1	20	
Standard 2 – Curriculum Design and Organization	**Weight = 0.20**	**Weightage Standard 2**
EOIS	Score 1-5	
1. Is the curriculum consistent?	4	
2. Does the curriculum support the program's documented objectives?	4	
3. Are theoretical background, problem analysis and solution design stressed within the program's core material?	3	
4. Does the curriculum satisfy the major requirements laid down by HEC and the respective councils / accreditation bodies	4	
5. Does the curriculum satisfy the general education, arts and professional and other discipline requirements as laid down by the respective /accreditation bodies / councils?	5	17.00
6. Is the information technology component integrated throughout the program?	4	
7. Are oral and written skills of the students developed and applied in the program?	5	
8. Does university conduct feedback surveys each semester for each course from students and faculty?	5	
Total Score Standard - 2	34	
Standard 3 – Subject-specific facilities	**Weight = 0.10**	**Weightage Standard 3**
EOIS	Score 1-5	
1. Are Laboratory manuals/documentation/instructions for experiments are available and readily accessible to department and students? / MOOT ROOMS	4	7.33
2. Are there adequate number of support personnel for instruction and maintaining the laboratories? / MOOT ROOMS	3	

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3. Are the the institution's computing infrastructure and facilities are adequate to support the program's objectives?	4	
Total Score Standard - 3	11	
Standard 4 – Student advising and counselling	Weight = 0.10	Weightage Standard 4
EOIS	Score 1-5	
1. Are the modules are offered with sufficient frequency and number for students to complete the program in a timely manner?	4	
2. Are the modules in the major area of study are structured to ensure effective interaction between students, department and teaching assistants?	4	8.00
3. Does the guidance on how to complete the program are available to all students and access to academic advising must be available to make module decisions and career choices ?	4	
Total Score Standard - 4	12	
Standard – 5 Teaching faculty/staff	Weight = 0.20	Weightage Standard 5
EOIS	Score 1-5	
1. Are there enough full time faculty members to provide adequate coverage of the program areas / courses with continuity and stability?	4	
2. Are the qualifications and interests of faculty members sufficient to teach all courses, plan, modify and update courses and curricula?	4	
3. Do the faculty members possess a level of competence that would be obtained through graduate work in the discipline?	3	10.86
4. Do the majority of faculty members hold a PhD degree in their discipline?	1	
5. Do faculty members dedicate sufficient time to research to remain current in their disciplines?	2	
6. Are there mechanisms in place for faculty development?	2	
7. Are faculty members motivated and satisfied so as to excel in their profession?	3	
Total Score Standard - 5	19	
Standard 6: Institutional policies and process control	Weight = 0.15	Weightage Standard 6
EOIS	Score 1-5	
1. Is the process by which students are admitted to the program are based on quantitative and qualitative criteria and clearly documented?	4	
2. Is the process by which students are registered on the program and monitoring of students' progress to ensure timely completion of the program are documented and this process is periodically evaluated to ensure that it is meeting its objectives?	5	
3. Is the process of recruiting and retaining highly qualified department members are in place and clearly documented? Also, processes and procedures for department evaluation, and promotion must be consistent with the institution mission statement. These processes must be periodically evaluated to ensure that they are meeting with their objectives	2	
4. Is the process and procedures used to ensure that teaching and delivery of module material to the students emphasises active learning and that module learning outcomes are met. The process must be periodically evaluated to ensure that it is meeting its objectives.	4	13.13

5. Is the process that ensures that graduates have completed the requirements of the programme are based on standards, and effective and clearly documented procedures. This process must be periodically evaluated to ensure that it is meeting its objectives.	5	
6. Are Programmes produce information for external audiences about the learning opportunities they offer that is fit for purpose, accessible and trustworthy?	5	
7. Are Programmes produce information for students about the learning opportunities they offer that is fit for purpose, accessible and trustworthy?	5	
8. Are Programmes are managed to high ethical standards when dealing with faculty, staff, students and other stakeholders?	5	
Total Score Standard - 6	35	
Standard – 7 Institutional support and facilities	Weight = 0.10	Weightage Standard 7
EOIS	Score 1-5	
1. The institution have the infrastructure to support new trends such as e-learning?	4	
2. Does the library contain technical collection relevant to the program and is it adequately staffed?	4	7.33
3. Are the class rooms and offices adequately equipped and capable of helping faculty carry out their responsibilities?	3	
Total Score Standard - 7	11	
Standard 8 – Institutional general requirements	Weight = 0.10	Weightage Standard 8
EOIS	Score 1-5	
1. Is the institution ensures that research degrees are awarded in a research environment that provides secure academic Precepts, standards and international best practices for doing research and learning about research approaches, methods, procedures and protocols, and which takes account of social and industrial needs?	5	
2. Is this environment offers students quality opportunities and the support they need to achieve successful academic, personal and professional outcomes from their research degrees.	5	10.00
Total Score Standard - 8	10	

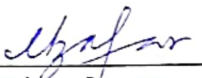| OVERALL ASSESSMENT SCORE	76.98

Conclusion :

The BSMCS is a new program with having only three semster intake is doing well, generally the parameters and allied support is avaialable, with need to focus more on provisioning. Chapter 8 score is generalised as this is under level 7 degree program.

Recommendation:

1. The mission of the program must be aligned with university vision.
2. The program outcomes must be aligned with the objectives.
3. Library needs to be updated specially Reference book portion.
4. The number of permanent faculties should be enhanced, specifically PhD faculty as per NQF.
5. The proportionate number of students' faculty rooms were found to have insufficient facilities/ (in terms of facilities).
6. Infrastructure needs to be increased for potential students.
7. The number of classrooms in ratio to the student is low, must increase the numbers.

HoD/Incharge Program

AT Reviewer

NOTE:

Score = (Total value/total question x max weight 5)x 100 x weightage

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IMPLEMENTATION PLAN IQA

PROGRAM BS Media and Communication Studies

Implementation Plan Summary

AT Findings & Recommendations	Intended Corrective Actions	Intended Implementation Period	Responsible Body	Resources Needed
The mission of the program must be aligned with university vision.	It will be revised accordingly and aligned with new vision.	Maximum by the end of step 2025.	Department Of MCS	None
The program outcomes must be aligned with the objectives.	It will be revised accordingly.	Will be done by end of November 2025	Department Of MCS	None
Library needs to be updated specially Reference book portion.	Books request was already made. It is in process with the library Head.	Maximum by December end as conveyed by library Head.	Department MCS & library read.	None
The number of permanent faculties should be enhanced, specifically PhD faculty as per NQF	One faculty member PhD is in process will be completed end of 2026.	Plans are in process for hiring another faculty member in early 2026.	Department of MCS/HR/Management	HR Department

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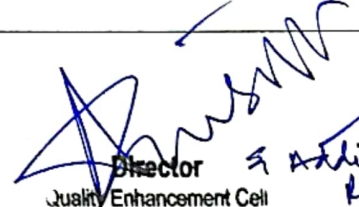| The proportionate number of students' faculty rooms were found to have insufficient facilities/ (in terms of facilities).	Request has been made to admin purchase for MCS department.	In progression	HOD MCS	Administration & HR Department
Infrastructure needs to be increased for potential students.	By virtue it's the need of the day the proposal shared with admin	By spring 2026	Department of MCS & Admin	Rooms Projectors.
The number of classrooms in ratio to the student is low, must increase the numbers.	As Above.	As Above.	As Above	As Above

Chairman's Comment
Name and Signature

for Uzafar   Syed Urooj Samdani

Dean's Comment
Name and Signature

QEC Office Comment
Name and Signature

Ali Raza Purshat.
" Good Efforts. "

Director & Additional Registrar
Quality Enhancement Cell
Rashid Latif Khan University, Lahore.

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