

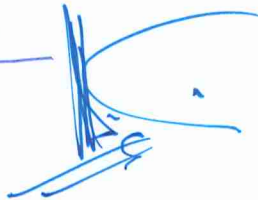
Subject: Executive Summary  
B.S. Fashion Marketing and Merchandising Program

In pursuance of the Self-Assessment Procedure as laid down in the Self-Assessment Manual (SAM), the Competent Authority constituted the Program Team of Fashion Marketing and Merchandising Department in consultation with the Course Coordinator (Annex – A) to prepare the SAR for B.S. Fashion Marketing and Merchandising program. The prepared SAR (Annex B) was reviewed by the QEC and updates were duly incorporated by the Program Team. Meanwhile, the Assessment Team as laid down in the SAM was constituted by the Competent Authority in consultation with the Course Coordinator (Annex C). The Assessment Team Meeting was held on 15<sup>th</sup> December 2022 (Annex D) in which the Criteria Referenced Program Assessment was carried out on the Rubric provided by HEC (Annex E). The Assessment Team presented their report outlining the strengths, areas of improvement as well as recommendations (Annex F). It was highlighted in the report that the program has well qualified foreign faculty, has well established industry- academia linkages and the employment rate of its graduates is very good. The gaps identified in the program were insufficient internet supply, no proper career counselling facility for students, and inadequate number of lecture halls available for the B. S. Fashion Marketing and Merchandising program. In light of the AT Report, the Implementation Plan Summary was submitted by the Course Coordinator (Annex G) in which it was outlined that IT department will be informed about the limited availability of internet in office and classrooms. Internet Bandwidth may be increased by installing more devices and boosters by the IT department in one month. Besides, The Course Coordinator provides the career counselling to students whenever required. One or two faculty members from the department may also be identified and to give an additional responsibility of providing career counselling to the students in one year's time in coordination with the Registrar Office. Currently the department is sharing/using the rooms of other academic departments for conducting classes. Request for more rooms will be sent to the concerned authority/department on an immediate basis.



Assistant Director, QEC

The Director, QEC



The Vice Chancellors

