

Program Self Review Report Sample

AREA 1: CURRICULUM DEVELOPMENT AND DELIVERY

1A: Strengths:

- The design of the initial BCompSc programme was done by academics in the school with help from the **Advisory Council of Experts (ACE)**, which is an external group of experts from local public universities and the industry. The ACE consists of:-

No.	Name	Designation
1.	Dato' _____	Former Vice-Chancellor of UYY and Dean of Faculty of xxxx University
2.	Dr. _____	Former CIO, Professional Computing Co.... Cyberjaya
3.	Prof Dato' _____	Adjunct Professor, University ZZ
4.	Assoc. Prof. _____	Dean, School of Comp Sc. & Informatics, _____ Singapore.
5.	Dato' _____	Executive Director _____ Promeometrico Sdn Bhd
6.	Dr. _____	Currently a member of the External Examination Board of the Society for Comp.

- Currently in UBY, a comprehensive Senate approved protocol is in place to guide programme curriculum development and review. The process which is initiated and led by

the School academics, analyses market demand, involves formal consultation with external peers and the report is passed through the School Board, Senate and Board of Governors for approval. Part of the approval criteria for new programmes includes a consideration of whether the necessary resources can be made available.

- 2) Adopting the outcome-based education perspective, learning outcomes drive the design and implementation of these programmes as well their component courses. This can be clearly seen in UBY's course materials.
- 3) A comprehensive protocol is in place to ensure that the course materials developed for use in course delivery are of high quality and pedagogically designed for self learning.
- 4) The delivery of courses is supported by an ICT mediated learner support system (*UBY UseiT*) that reflects international best practices for DE institutions.
- 5) Management of the BCompSc programme involves many parties but the primary responsibility lies with the School. The processes are transparent and well documented. There are many opportunities for feedback from students and tutors throughout the presentation cycle of the component courses.
- 6) Currently, most of the BCompSc basic course materials are in the process of being revised. The School plays a leading role in the coordination of this effort. The revision of these course materials is expected to be completed by the end of 2014. With these revisions, the course materials will be updated and able to meet the changing demand of marketing education more effectively.
- 7) The performance of the students in each course is reviewed at the Academic Performance Committee (APC) meeting and the course is evaluated in great detail via the Course Presentation Report prepared by the Course Coordinator (CC).
- 8) Majority of the advanced course materials have practical case studies and application-based self assessment exercises which enhances the practicality and relevance to working adult students.

1B: Areas of concern:

- In conventional universities a single lecturer teaches a course in class supplemented by notes that students can download. In DE study materials have to be developed and distributed. The cost of writers, reviewers, instructional designers, graphic designers, language editors, accompanying textbooks, printing and distribution, copyright and licensing, etc. are subject to market condition. Often a substantial revision will incur the costs all over again while a conventional university lecturer will simply start teaching a new class with the

revised syllabus. The cost of producing self study materials is often not within the control of an institution. The School faces pressure of ever rising cost in maintaining good quality course materials.

- DE delivery relies heavily on the use of IT. The physical penetration and the quality of IT infrastructure at the student end are issues not within control of the university. This and also the cost of software may impede the School from using the latest more advanced delivery platform now becoming available in delivering courses more effectively.
 - The use of ICT as an important provision of student support is impeded by access and bandwidth issues which are proving to be serious barriers for some students from areas with poor connectivity.
 - The content of some courses which have been imported and adapted for use need to be updated to reflect recent changes in the curriculum.

1C: Strategies for maintaining and enhancing strength:

- This programme is well received by students and this favourable response will be used a marketing tool to draw more working adults in industry in helping to fulfill the Government's aspiration in transforming the country to a high income economy by upgrading the skills of the working population.
- The rigorous protocols for programme review and course development have served their function well. The School will continue to adhere to the protocols in running the programme. This ensures the programme and course materials meet student expectation and in tune with the market.
- The School is continuously trying out new and advanced software platforms in delivery of courses. This will provide higher teaching quality and better control of cost in the delivery of education online.

1D: Steps taken to address concerns:

- Cost control in the course development process is being watched and monitored closely. Cost reduction measures are taken in using e-books that can be accessed online instead of issuing hardcopies of textbooks to individual students. All course materials previously all being produced in print form are progressively being changed to CD. Eventually all materials will be made available for download online. Wherever available course contents will be developed

using OER (open educational resources) to avoid paying copyright and licensing fees. Teaching software required will use open source whenever available.

- IT infrastructure at the UBY HQ and regional centres within the UBY's control will continually be upgraded and receive adequate investment. IT facilities at all the regional centres will be also be expanded and upgraded. All regional facilities are made available to students especially those facing difficulty in accessing the internet from their home or workplace.
- A new online teaching software (UBYouLearn) is being introduced to improve efficiency and effectiveness of delivery. This will help reduce the cost of reaching bigger number of students scattered throughout UBY's regional learning centres.
- Efforts will continue to be made to improve the ICT support infrastructure through more reliable connections, faster downloads and more user friendly navigational design and perhaps even leasing a dedicated lease line. The university has invested a considerable sum of money to increase the broadband performance of the university network.
- The School has taken and is continuing to take more concerted action to update its course materials regularly for those courses which need to be upgraded in terms of its quality and relevance to market demand. All programme coordinators have been tasked to review the quality of course materials and to be creative and innovative in using different modes of programme and course development and to seek readily available global resources (e.g. OER).
- Regular feedbacks from tutors as well as students are being closely monitored and improvements implemented appropriately.