

Higher Education Quality Enhancement Project



University Grants Commission of Bangladesh Innovation Fund Window 1 Complete Proposal (CP)

Self-Assessment Exercise

1. Sub-project Title: Self-Assessment of BBA and MBA Programs

2. a. Sponsoring/Endorsing University:

University of Rajshahi
Rajshahi-6205, Rajshahi
Website: www.ru.ac.bd/marketing/

b. Proposal Submitting Entity:

Department of Marketing,
University of Rajshahi, Rajshahi-6205

c. Total Cost of the Sub-project (in Taka): 30,00,000/= (Thirty five lac Only)

d. Implementation Period: Two Years

i. Commencement: April 2012

ii. Completion: March 2014

3. General Objectives of the Sub-project

The proposed Self-Assessment Exercise is focusing on need based curricula development, effective teaching and learning. The general objectives are:

3.1 To evaluate the existing curriculum, content and review process and identify the strengths and weakness;

3.2 To assess the needs for career development;

3.3 To assess teaching learning and performance assessment methods;

3.4 To assess the collection and uses of students' feed back;

3.5 To assess students' quality and measuring skills, progress and achievements;

3.6 To assess the peer observation method;

3.7 To assess the capacity for post graduate level education;

3.8 To assess the academic guidance and counseling system; and

3.9 To identify the areas needing support and improvement to demonstrate quality and excellence in higher and maintain academic standards.

Complete Proposal No. 2462
Sub-project Manager: Professor Dr. S. M. Kabir.