



KASBIT

Outcome of Program Review for Effectiveness and Enhancement (PREE) 2024–2025

Bachelor of Business Administration (BBA – 4 Years)

The Program Review for Effectiveness and Enhancement (PREE) 2024–2025 of the Bachelor of Business Administration (BBA – 4 Years) provided an opportunity to assess the effectiveness of key academic, student-support, industry engagement, and program-management processes. In response to the reviewers' observations, KASBIT implemented corrective measures aimed at strengthening alumni engagement, enhancing student placement opportunities, institutionalizing internal faculty and staff training, and streamlining the Capstone Project process.

The corrective actions undertaken demonstrate a systematic response to the identified areas requiring improvement. Documentary evidence has also been maintained for each corrective action, providing a basis for verification of the measures implemented.

Note: The Annexures Referred can be found in the **Appendix A (Corrective Action Report of BBA 4 SAR on PREE Standards for the year 2024 – 2025)**

1. Strengthening Alumni Engagement and Institutionalizing Alumni Association

The review identified that although KASBIT maintained good connections with its alumni, a formal Alumni Association operating under approved bylaws was required. In response, the institution undertook several initiatives to strengthen and formalize its engagement with alumni.

Alumni engagement was enhanced through the organization of Alumni Dinners, while alumni were also involved in important institutional activities, including the KASBIT Job Fair and the 10th KASBIT International Conference Panel Discussion. In addition to these engagement activities, the Alumni Association Bylaws were formulated, providing a formal framework for the associations operations. Evidence of the Alumni Dinners held in 2024 and 2025, alumni participation in the 2026 Job Fair and the 10th KASBIT International Conference, and the Alumni Association Bylaws has been maintained as **Annexures 1.1 to 1.5**.



KASBIT

Outcome of Program Review for Effectiveness and Enhancement

(PRE) 2024–2025

Outcome:

The corrective action has strengthened the institutional relationship with alumni by moving beyond informal engagement towards a more structured and documented alumni engagement mechanism. The formulation of the Alumni Association Bylaws provides a formal basis for continued alumni participation, while the documented activities demonstrate active alumni involvement in institutional and career-related initiatives.

2. Enhancement of Corporate Linkages and Student Placement

The review highlighted the need to further strengthen the placement mechanism by increasing the number of organizations engaged through the placement portal, with the objective of improving student placement opportunities.

In response, KASBIT strengthened its relationship with the corporate sector and engaged additional firms. The institution also organized a **mega Job Fair**, in which a large number of companies participated. According to the corrective action report, a number of students also secured employment during 2025 and 2026. Supporting evidence includes the KASBIT Job Portal, Job Fair documentation, and the Student Placement List, maintained as **Annexures 2.1, 2.2, and 2.3**

Outcome:

The corrective action has strengthened the linkage between the BBA program and the corporate sector by expanding organizational engagement and providing students with increased access to employment opportunities. The Job Fair and documented student placement information provide evidence that the strengthened corporate engagement has translated into tangible placement opportunities for students.



KASBIT

Outcome of Program Review for Effectiveness and Enhancement **(PREE) 2024–2025**

3. Institutionalization of Internal Training

The review observed that although various training activities were being conducted, an organized system was required whereby employees receiving external training would subsequently share their learning through internal training.

KASBIT responded by strengthening its existing training culture through a model that combines **external professional development with internal knowledge sharing**. Personnel who participated in external training subsequently conducted internal training sessions for faculty and staff, thereby allowing the acquired knowledge and skills to be disseminated within the institution. Evidence of external and internal training activities has been maintained as **Annexures 3.1 and 3.2**.

Outcome:

The corrective action has contributed to the development of a knowledge-sharing culture in which learning acquired through external professional development is disseminated internally. This approach increases the institutional value of external training by extending its benefits beyond the individual participant to other faculty and staff members.

4. Streamlining and Formalization of the Capstone Project Process

The review identified the need to further streamline the Capstone Project process and formally incorporate the process into the academic SOP framework.

In response, KASBIT developed and implemented a **comprehensive Capstone Project Handbook** covering the various aspects of the Capstone Project. The Capstone Project process has also been incorporated into the relevant SOP framework. Supporting evidence includes the Capstone Handbook, documentation demonstrating inclusion of the Capstone Project process in the ORIC SOP, and evidence of Capstone Project conduction, provided as **Annexures 4.1, 4.2, and 4.3**.



KASBIT

Outcome of Program Review for Effectiveness and Enhancement

(PRE) 2024–2025

Outcome:

The corrective action has resulted in a more structured and standardized Capstone Project process. The development of a dedicated handbook and incorporation of the process into the relevant SOP provides students, faculty, and other stakeholders with a documented framework for the planning, implementation, supervision, and completion of Capstone Projects.



KASBIT

Outcome of Program Review for Effectiveness and Enhancement **(PREE) 2024–2025**

Overall Outcome of the PREE Corrective Actions

The corrective actions arising from the PREE 2024–2025 have resulted in improvements across four important dimensions of the BBA program: **alumni engagement, corporate linkages and student placement, professional development and internal knowledge sharing, and academic process standardization.**

The review process has enabled the institution to respond to identified gaps through specific corrective measures supported by documentary evidence. Alumni engagement has been strengthened through formalization of the Alumni Association framework and increased participation in institutional activities. Corporate engagement has been enhanced through increased organizational linkages and job-fair activities, with documented evidence of student placements. The training mechanism has been strengthened by promoting internal dissemination of externally acquired knowledge. Finally, the Capstone Project process has been formalized through a dedicated handbook and integration into the relevant SOP framework.

Overall, the PREE corrective actions have contributed to the **continuous improvement, formalization, and effectiveness of key academic and student-support processes within the BBA program.** The availability of supporting evidence for each action provides a documented basis for monitoring and future review of the improvements achieved.

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