

Institute of Business Management (IoBM)

Quality Policy

(Aligned with HEC, PSG-2023, Sindh HEC/CIEC, and Accreditation Councils)

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1. Introduction

The Institute of Business Management (IoBM), Karachi, hereafter referred to as “the Institute”, is committed to ensuring academic excellence, institutional integrity, and continuous improvement across all its colleges and administrative departments. Institutional Quality Assurance and Effectiveness (IQAE), also functioning as the Quality Enhancement Cell (QEC), shall be referred to as IQAE in this policy. This Quality Policy establishes the framework, principles, and operational mechanisms through which maintains and improves its quality standards in alignment with the regulatory requirements of SHEC, HEC and the Accreditation Councils.

2. Alignment with the Institute Mission & Vision

Mission: To develop future leaders, through excellence in education, research, and innovation, guided by ethics and social responsibility.

Vision: To position IoBM as a leading institution recognized for high-quality education, impactful research, and societal contribution. This Quality Policy is designed to operationalize IoBM’s commitment to educational excellence, innovation, entrepreneurship, and ethical values.

3. Purpose of the Quality Policy

The purpose of this policy is to:

- Establish a unified framework for Quality Assurance (QA) and enhancement activities of the Institute.
- Guide the development, implementation, monitoring, and review of quality processes of the Institute.
- Ensure compliance with PSG-2023, Sindh HEC/CIEC regulations, and other regulatory agencies and accreditation councils.
- Promote a culture of continuous quality improvement (CQI) across academic and administrative systems of the Institute.

4. Scope of the Policy

This policy applies to:

- All the Institute colleges (CBM, CCSIS, CESD).
- All academic programs (UG/PG/PhD) and teaching departments.
- Academic, research, and administrative support departments.
- Faculty, staff, and Governance Bodies of the Institute.
- IQAE and all internal committees.

5. Quality Assurance Principles

1. **Compliance with PSG-2023:** Adherence to national internal and external QA guidelines.
2. **Outcome-Based Education (OBE):** Ensuring clear learning outcomes and their assessment.
3. **Transparency:** Open communication on assessments, performance, and quality indicators.

4. **Stakeholder Involvement:** Engaging students, faculty, alumni, and employers.
5. **Continuous Improvement:** Cyclical review of programs, policies, and processes.
6. **Evidence-Based Decision-Making:** Using data and evaluations for planning.
7. **Ethical Values:** Upholding honesty, fairness, and institutional integrity.
8. **Data Governance:** Ensuring confidentiality, integrity, and ethical use of institutional data and stakeholder feedback

6. Roles & Responsibilities

6.1 Institutional quality assessment and effectiveness office (IQAE)

- Lead internal quality assurance (IQA) processes.
- Conduct self-assessment (SA) and institutional performance evaluations.
- Coordinate external quality assurance (EQA) reviews.
- Submit Annual Progress Reports and Compliance Reports.
- Ensure compliance with PSG-2023 and accreditation councils.
- Provide training on quality standards.
- Maintain a central repository of quality data.

6.2 Academic Departments / Program Teams

- Develop and periodically review curriculum.
- Define and assess Program Learning Outcomes (PLOs) and CLOs through ERP (QOBE).
- Conduct self-assessment cycles every 2-3 years.
- Implement Quality Improvement Plans (QIPs).
- Facilitate student feedback processes.

6.3 Deans & College Leadership

- Ensure resource availability for QA.
- Ensure CQIs and Implementation Plans approved by the respective Dean.
- Facilitate accreditation visits.
- Oversee program and curriculum review processes.

6.4 Office of the President / Executive Leadership

- Provide strategic direction for institutional quality.
- Approve major quality policies and reforms through IQC and the statutory bodies.
- Allocate resources for IQAE and quality enhancement initiatives.

6.5 Faculty Members

- Deliver OBE-based teaching.
- Ensure assessment quality and timely reporting.
- Engage actively in QA activities and committees.

6.6 Students

- Provide honest and constructive feedback.
- Participate in program evaluations and surveys.

6.7 Administrative Departments

- Ensure quality service delivery (IT, Admissions, HR, Library, Examination, Finance etc.).
- Support data collection for KPIs.

7. Quality Assurance Framework

The Institute follows a structured QA framework based on PSG-2023:

7.1 Internal Quality Assurance (IQA)

The Institute ensures internal quality through the following mechanisms:

- Implementation of the Quality Assurance Policy
- Program design and approval through Academic Council
- Student-centered learning, teaching, and assessment practices
- Student lifecycle management (admission, progression, and graduation)
- Faculty recruitment, evaluation, and development (including training and capacity building)
- Learning resources and student support services (library, labs, advising)
- Information management, data analysis, and KPI monitoring by IQAE
- Transparency through public information (website disclosures, program information, policies)
- Monitoring and periodic program review through Continuous Quality Improvement (CQI) processes
- Linkage of internal QA processes with external quality assurance requirements

7.2 External Quality Assurance (EQA)

The Institute engages in external quality assurance through:

- Accreditation councils (e.g., NBEAC, NCEAC, NACTE)
- Higher Education Commission (HEC) mechanisms including PGPR and RIPE
- Sindh HEC / CIEC reviews
- External peer reviewers approved by relevant authorities
- Cyclical institutional and program reviews as per regulatory requirements
- Public disclosure of review outcomes where applicable
- Follow-up improvement actions (IPs) monitored by IQAE

8. Quality Assurance Processes and Continuous Improvement

- The Institute follows structured and cyclical quality assurance processes to ensure continuous improvement across academic and administrative functions. These processes include internal assessments, external reviews, stakeholder feedback, and performance monitoring.
- Continuous Quality Improvement (CQI) is ensured through systematic collection of feedback, data analysis, development of Improvement Plans (IPs), and regular monitoring of implementation by IQAE.
- Detailed process flowcharts and operational procedures are maintained in the QA Manual and relevant Standard Operating Procedures (SOPs) and are subject to periodic revision.

9. Key Performance Indicators (KPIs)

To evaluate performance and compliance, the Institute will monitor the following KPIs annually:

9.1 Academic Quality KPIs

- PLO Attainment (% achieved)
- CLO Assessment Completion Rate
- Graduate employability ratio

- Student retention rate
- Student to faculty ratio
- Research publications per faculty
- Industry linkages and MoUs

9.2 Administrative KPIs

- Student satisfaction scores/ percentages
- Faculty satisfaction scores/ percentages
- Library resource utilization rate
- IT system uptime and service delivery quality
- Processing time for student services

9.3 Compliance KPIs

- Completion of SA, PGPR and RIPE cycles
- Submission of QIPs within deadlines
- Accreditation status of all programs
- Annual reports submission to Sindh HEC / CIEC

9.4 Institutional Governance KPIs

- Strategic plan alignment score
- Internal reviews outcomes
- Policy compliance rate

- Detailed KPI definitions, benchmarks, and measurement criteria shall be developed, maintained, and monitored by IQAE and approved by the Academic Council.

10. Enforcement & Non-Compliance

- Departments failing to meet quality requirements or review recommendations shall be required to submit an Improvement Plan (IP) within four (4) weeks of issuance of findings.
- Departments shall subsequently submit CQI reports with evidence demonstrating implementation of corrective actions within the defined review cycle.
- IQAE shall monitor compliance and report status to the Deans and relevant institutional bodies.
- Repeated or persistent non-compliance may result in corrective actions, including additional internal or external reviews. Such action shall be taken with the approval of the Rector, based on recommendations of IQAE and the Academic Council.
- Failure to demonstrate CQI may be considered as non-closure of the quality assurance cycle.

11. Review & Continuous Improvement in Quality Policy

- This policy will be reviewed every three years or earlier as needed.
- Annual stakeholder review will be performed for policy revisions.
- Findings from reviews, accreditations and inspections will guide enhancements in the Quality Policy of the Institute.

12. Approval & Implementation

This Quality Policy will come into effect after approval from the Rector of the Institute and endorsement by the Academic Council. IQAE will serve as the custodian of this policy and ensure

its dissemination (through Rector Office) across all the Academic and Administrative Departments of the Institute.

Prepared by: IQAE Team
Date: 17- 11- 2025

Reviewed by: Rector
Date: 26-11-2025

Approved by: Academic Council
Date: 27-12-2025

***** *The End* *****