



Admission Process in PRESTON University

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Abstract:

The objective of this study is to analyze the existing admission process of the Preston University and to give recommendations in order to improve it.

The study is descriptive and qualitative in nature. It will collect and analyze the qualitative data in general to reach a conclusion.

The focus areas are as follows:

- To conduct a detailed analysis of existing Admission Policy of Preston University at Degree Level
- To highlight the negative aspects of this policy which cause problems in achieving University Objectives
- To give conclusions and recommendations in order to improve the Admission Process.

Key words:

Admission Process, Higher Education, Business Studies, Universities in Pakistan

1. INTRODUCTION

Preston University started functioning on ad hoc basis in the then affiliated from USA 1995, with the aim of providing excellent facilities to the students in a healthy academic environment. The Preston University was shifted to its present campus on 2002. In a short period of time the University made a name for itself as one of the best University in Karachi.

Ideally located on Shah rah-e-Faisal, the main campus provides a quiet and peaceful atmosphere for all academic and co-curricular activities. The University, with great ideals and achievements is still growing fast and moving from strength to strength, establishing excellent standards and new records.

Like other educational institutions of Karachi, this college is also running under the HEC.

2. Existing Admission Process/ Policy of the

The Preston University follows the following Admission policy:

2.1 Admission Policy

The policy governing admissions to under graduates is as follows:

1. Admission is open to eligible male candidates for Degree classes.
2. Admission to a candidate is granted after his performance before Interview Board of the University.
3. Admission to Degree Classes BBA is accepted after qualifying A Level/ HSC or equivalent Examination from any recognized Board. Candidates may also be allowed Admission to Degree Classes BBA after passing the respective Part-I Degree Examination as per rules of the HEC.



4. Admission may be refused on grounds of poor academic standard/result/reputation of the candidate /inability to speak and comprehend English language/or without assigning.

2.2 Documents required at the time of Admission

- a) Provisional Certificate in original with one attested photocopy.
- b) Character Certificate in Original with one attested photocopy.
- c) Marks sheet in Original with one attested photocopy. In case of Class X Marks Sheet is not available the candidate has to submit Class IX Marks Sheet & Class X (Board Admit Card's) attested photocopy.
- d) One attested photocopy of Father/Guardian's CNIC.
- e) Three recent passport size and one 1"x 1" photograph.
- f) Undertaking on court stamp paper of Rs 20/- as given in the prospectus of college.
- g) Migration certificate in original (if candidate belongs to a Board other than Karachi Board).
- h) Equivalence Certificate & General Permission (For O/A level and students other than Karachi Board).
- i) Ten self addressed and postage stamped envelopes.

3. The Existing Admission Process

The college follows following Admission Process.

3.1 Formation and Functions of Admission Committee

- An Admission Committee is formed by the Principal before the commencement of Admission.
- The Committee is supervised by an associate professor
- There are around 7 or 8 Lecturers/ Asst. Professors in the Committee as members including Admin Staff
- The Committee gives information about the admission, issues Prospectus along with admission forms, , receives the forms and scrutinizes the forms with supporting documents
- The Committee also gives a brief aptitude test.
- The Committee takes the interview and gives its comments and forwards the candidate to the Principal for final interview and selection

3.2 Eligibility Criteria

- The Candidate must have a minimum cut off percentage in Intermediate for the eligibility of Admission in BBA
- The percentage required is different in different groups.
- Qualifying aptitude test is NOT necessary.
- The candidate should qualify the interview

3.3 Process of admission

- Announcement for the Admission is made by an advertisement is in the Dawn or in any renowned newspaper
- Enquiries from the students are handled by marketing staff.



- A Prospectus containing detailed admission guidelines is issued to the prospective students after charging a certain amount of money
- Prospective students submit their forms to the admission committee along with the required documents.
- After scrutiny, the admission committee gives a date for aptitude test and interview to the candidate.
- The candidate comes on the date and takes a very short aptitude test.
- The test is marked on the spot and the candidate is forwarded to a member of admission committee for interview.
- The member asks some questions on the subject the candidate has studied and asks some general question as well.
- Having been satisfied, the member jots down the comments about the candidate
- After Interview, the interviewer may exercise any of the three options i.e. he may recommend the candidate for admission, he may not recommend the candidate or he may ask the candidate to re-appear in the interview after some preparation.
- If the candidate is recommended, the Principal takes the final interview.
- After the approval of the Principal, the candidate is selected and he is asked for depositing the admission fee
- After the deposit of fee, the student is deemed to be admitted and he is allocated a GR Number, Class and Section.
- This concludes the Process of Admission.

As mentioned above, the objective of this report is to find out the loopholes in existing policy. The Admission policy and process seems to be error free and very effective from the surface. How can we assure that the policy is effective or ineffective? The following questions to be answered in order to check the efficiency and effectiveness of the policy.

- A. Is the policy helpful in achieving the mission of the Preston University which is **"To provide quality education with strong emphasis on development of character and personality in a congenial learning environment"**?
- B. Is the policy helpful in attracting the adequate no. of students to generate revenue in order to achieve breakeven point?
- C. Is the policy helpful to attract quality intake of students?

4. OUTCOMES OF THE POLICY

If the answers to these questions are positive, the policy is acceptable, if not, some serious analysis should be taken into account to improve the situation.

Unfortunately, the answer of the above three questions is negative. The analysis of the students reveals the following facts:

- Most of the newly admitted students are A or B graders.
- Most of the students do not belong the posh area of Defence which means the local market is not properly targeted by the college.
- No. of admissions are declining day by day and they are less than the required capacity.
- Majority of the students is unable to speak, read and understand English properly while the medium of teaching is English.



- Due to low grades and language barriers, the students' learning capability is not up to the standard.
- The poor discipline of the college also shows that the intake of the students is not of the desired standard.

5. CAUSES OF THESE OUTCOMES

Following are the main causes of problems in the admission process:

- The Admission Policy makers are more conscious about revenue generation.
- The policy maker ignores/gives less attention to quality while giving admission and they tend to give admission even to a poor candidate just to achieve the desired no. of admissions.
- Therefore, the members of admission committee are advised to give admission even if a student does not qualify test or interview.
- So, the only criterion left is the past examination marks which does not give a true picture of quality of the student. Some of the students who belong to a board other than Karachi have very good percentage which is a false statement of their real status most of the times.
- Most of the times, the minimum cut off percentage is also reduced just to increase the no. of admissions.
- The aptitude test has no significance in the process. As per policy, no students can be rejected if he/she fails in the test.
- The members of admission committee are not empowered to reject a student in the interview. Rather, they are discouraged to do so.

CONCLUSIONS

On the basis of above findings, following conclusions are drawn:

- a. The existing Admission Policy of Preston University is not capable to achieve its targets.
- b. It is unable to filter the candidates so as to give quality students to the college.
- c. It does not succeed to attract a large no. candidates for filtration process
- d. It is based on a compromising attitude in order to generate revenue
- e. Despite its compromising attitude, it fails to catch desired no. of admission required by the college.

RECOMMENDATIONS

The study does not recommend to replace the whole admission policy altogether. Instead, it suggests following amendments to improve the existing Admission Process:

- Intensive Marketing Campaign is required to make the people aware of the opportunities and environment of the college.
- As mentioned above, the College works under the shelter of Defence Housing Authority, any budget deficit is met by the head office as the whole body is a non-profit organization. So, the management should sacrifice the option of revenue generation for few sessions.
- The members of Admission Committee should be given full liberty to exercise their powers to reject or select a candidate.
- A comprehensive Aptitude test should be designed in order to get rid of the illusion of Examination Marks/ Percentage.
- Interviews should be conducted by a subject specialist and the analysis of interview should be quantified.



- A weight-age system should be designed for Examination Marks, Aptitude test and Interview.
- There should be no compromise on the quality even if the strength of the Preston University falls by a substantial number of students.
- The College should follow MBO in order to design tactics and to be goal oriented.
- Feedback system should be generated, to get ideas and opinions for possible improvement in admission policy, from students, their parents and professors of other colleges.
- Genius students could be attracted by providing discount in admission fee.
- Rewards should be given to the members of admission committee to enhance their performance.
- Seminars and symposia should be organized in different institutions and schools in order to promote college image.
- Once the college becomes quality conscious, a positive message will go to the prospective customers and the problem of revenue generation will be solved within two to three years.