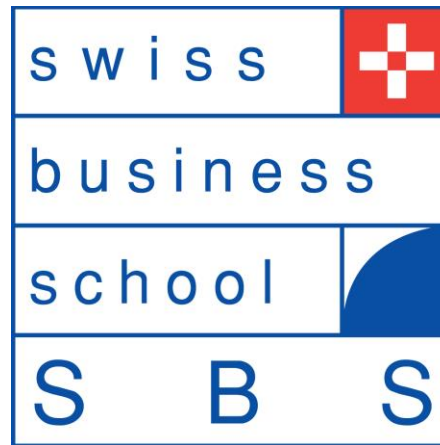


STUDENT LEARNING OUTCOMES REPORT



THIS REPORT COVERS THE ACADEMIC YEARS:

2012/2013 – 2013/2014 – 2014/2015

Bachelor of Business Administration (BBA) – Full Time
Bachelor of Business Administration (BBA) – Accelerated Adult Education, Part Time

Intended Student Learning Outcomes applicable for all majors: International Management, Marketing, and Entrepreneurship:

1. Students will demonstrate an understanding of leadership and the nature of management within organizations operating in an international environment.
2. Students will demonstrate an understanding of how capital markets function and be able to perform valuation of assets and capital structure.
3. Students will be able to communicate using the advanced oral and written communication skills necessary for success in the business environment.

What is our goal?	Student learning outcome	Current Results	Analysis of Results	Action taken or improvement made
Students will correctly answer 80 % of the exam questions directly related to “International Business/Global Dimensions” in the CBE examination.	Students will demonstrate an understanding of leadership and the nature of management within organizations operating in an international environment.	The results reflect an increase in performance for the international business component, BBA from 69-95%, BBA(AAE) from 60 to 77%. We did not have a BBA(AAE) class in 2014.	We learned that students have improved the results, due to better team collaboration and more international case studies.	We need to stimulate BBA(AAE) students to do more practical work, although they all work 100%.
Students will correctly answer 80 % of the exam questions directly related to “Finance” in the CBE examination.	Students will demonstrate an understanding of how capital markets function and be able to perform valuation of assets and capital structure.	The results show that BBA fulfill the standards, and BBA(AAE) missed the standard with 7%.	We have doubled the amount of stats for the BBA students, that paid off. We need to reflect on a MOOC solution for BBA(AAE) students.	A mandatory introduction MOOC for business math will help to overcome the problem for the BBA(AAE) students.

<p>Students will score in at least 8 out of 10 points in the “Thesis evaluation rubric” with “proficient”.</p>	<p>Students will be able to communicate using the advanced oral and written communication skills necessary for success in the business environment.</p>	<p>The evaluation of the thesis grades remain consistent over the years.</p>	<p>We need to diversify better BBA, MSc and MBA and EM-BA thesis works. We will reduce under-graduate thesis works to 60 pages.</p>	<p>We need to diversify better BBA, MSc and MBA and EMBA thesis works. We will reduce under-graduate thesis works to 60 pages</p>
<p>Advanced and written communication in Peregrine Exams, students will obtain a minimum score of 50 %.</p>	<p>Students will be able to communicate using the advanced oral and written communication skills necessary for success in the business environment.</p>	<p>We performed this test, following ACBSP recommendation, for the first time in 2015.</p>	<p>We reached the goal of 50 %, but we lack data to compare and form a trend.</p>	<p>It has taken a while to decide for a third party, but now are can collect data and start comparing.</p>

**Master of Business Administration (MBA) - Full Time/Flex/Online
Executive Master of Business Administration (EMBA)**

Intended Student Learning Outcomes applicable for all majors: International Management, Marketing, Entrepreneurship, Global Finance and Banking, Human Resources Management, International Tourism Management:

1. Students will demonstrate an ability to perform ratio analysis, develop cash flow statements and use general accounting principles to help manage organizations.
2. Students will be able to develop strategic plans that reflect the dynamic international business environment.
3. Demonstrates ability to recognize & gather data, analyze information and synthesize for creative endeavors and problem solving.

What is our goal?	Student learning outcome	Current Results	Analysis of Results	Action taken or improvement made
Students will correctly answer 80% of the exam questions directly related to "Finance" in the End-of-Program Comprehensive Examination (COMPS).	Students will demonstrate an ability to perform ratio analysis, develop cash flow statements and use general accounting principles to help manage organizations.	In 2014/15, we did reach the goal of 80%.	Our finance teaching has improved slightly, but goal reached.	The introduction of the Harvard online math component was a good decision for math and econ.
Students will correctly answer 80 % of the exam questions directly related to "Strategic Integration" in the End-of-Program Comprehensive Examination (COMPS).	Students will be able to develop strategic plans that reflect the dynamic international business environment.	The goal of 80 % was consistently reached over the years.	The management game pays off, students link issues better.	We might change the industry next year; so far we did always the car industry.

<p>Students will score in at least 8 out of 10 points in the "Thesis evaluation rubric" with "proficient".</p>	<p>Demonstrates ability to recognize & gather data, analyze information and synthesize for creative endeavors and problem solving.</p>	<p>Students have obtained scores higher as 80 % over the past years.</p>	<p>The results remain constant, but no improvement takes place.</p>	<p>We need to focus more on the analytical part of the thesis to improve results.</p>
<p>Students will score at least 50 % in the Peregrine Exams, compared to other universities.</p>	<p>Demonstrates ability to recognize & gather data, analyze information and synthesize for creative endeavors and problem solving.</p>	<p>The results obtained are 35 %.</p>	<p>It seems that we need to improve this, it was the first time we did it.</p>	<p>We need to improve here, faculty meeting will discuss this issue.</p>

Doctorate of Business Administration (DBA)

Intended Student Learning Outcomes for the Doctorate of Business Administration (DBA):

1. Students demonstrate an understanding of the state-of-the-art knowledge in the field of the student’s research.
2. Students demonstrate independent and critical thinking ability and an understanding of ethical issues and concerns relevant to the discipline.
3. Students demonstrate a clear application of quantitative research techniques and statistics.

What is our goal?	Student learning outcome	Current Results	Analysis of Results	Action taken or improvement made
Students will score in at least 3 out of 5 points in the DBA Thesis evaluation rubrics.	Demonstrate an understanding of the state-of-the-art knowledge in the field of the student’s research.	The students have obtained higher scores than 60 %.	The mean grades are Ok, but slight improvement in the last three years.	We can increase the goal from 60 to 80 %.
Students will correctly answer 80 % of the End-of-year-one Comprehensive Examination (COMPS).	Students demonstrate independent thinking and ethics understanding.	The goal of 80 % was reached.	The results are quite stable, no major improvements.	We can update the COMPS this year.
Students must obtain 50 % in the QR and Stats in the Peregrine Exams, in comparison to other universities.	Students demonstrate a clear understanding of quantitative research techniques and statistics.	We set as goal 50 %, and we got 90.	The results are good, but this was the first year we did this test.	The biggest improvement is the introduction of the stats component in 2013 in the DBA.