



**IACBE**

International Assembly for Collegiate Business Education

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**Outcomes Assessment Results Form  
for Annual Reports of Accredited Members**

**Institution:** SBS Swiss Business School  
**Academic Business Unit:** \_\_\_\_\_  
**Academic Year:** 2012-13

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International Assembly for Collegiate Business Education  
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USA

## Outcomes Assessment Results

For Academic Year: 2012-13

### Section I: Student Learning Assessment

Student Learning Assessment for our programs	
Intended Student Learning Outcomes for our programs: A student graduating from any program offered at SBS....	
1. <i>has a profound knowledge of the content of the various courses</i>	
2. <i>developed communication and presentation skills</i>	
3. <i>can adapt efficiently to a different cultural business environment</i>	
4. <i>is expected to have a high level of critical thinking skills.</i>	
4. <i>has a profound knowledge of the content of the various courses</i>	
Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning ( <i>up to date</i> ):	Performance Targets/Criteria for Direct Measures ( <i>up to date</i> ):
1. <i>End-of-Program Level Assessment</i>	<i>All senior students who major in business administration will score at least 70% on the level assessment.</i>
2. <i>Senior Capstone Project</i>	<i>All senior students who major in business administration will score a minimum of 80% on their capstone projects.</i>
Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning( <i>up to date</i> ):	Performance Targets/Criteria for Indirect Measures( <i>up to date</i> ):
1. <i>Student Satisfaction Survey</i>	<i>At least 90% of graduating seniors will express a high level of satisfaction from their learning experiences.</i>
2. <i>Alumni Survey</i>	<i>At least 80% of third-year alumni will indicate that they were very well equipped for employment in the business sector.</i>

Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>The lowest score on the end-of-program comprehensive examination was 75%.(up to date, 2012)</i>	x	
2. <i>Of the students who completed the comprehensive case study in the capstone strategic management course. 82% achieved an “acceptable” or “exemplary” rating on each case evaluation criterion. (up to date, 2012)</i>	x	
Summary of Results from Implementing Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>75% of the graduating students strongly agreed or agreed that their program helped them obtain, keep or advance in employment . 94% agreed or strongly agreed that the course content within their degree was valuable. 81% of them indicated that their program met their overall educational goals.</i>	x	
2. <i>75% of the SBS Alumni agreed or strongly agreed that their degree program helped them to achieve their professional goals. 75% of the graduating students indicated that their degree program met or exceeded their expectations.</i>	x	x
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. <i>We will optimize the student-faculty interaction through more company visits, guest speakers and forums(e.g. CIVETS). In addition, we will modernize our current Online MBA program/software to make sure we meet our students expectations.</i>		