



Public Disclosure of Student Learning

Institution	<u>ALLIANCE UNIVERSITY</u>
Academic Business Unit	<u>ALLIANCE SCHOOL OF BUSINESS</u>
Academic Year	<u>2015-16</u>

Report of Student Learning and Achievement

ALLIANCE UNIVERSITY

ALLIANCE SCHOOL OF BUSINESS

For Academic Year: 2015-16

Mission of *ALLIANCE SCHOOL OF BUSINESS*

The School's mission rests on six pillars:

- Student centeredness
- Excellence in teaching
- Scholarly and application-oriented research
- Contemporary and meaningful executive education and development
- Global focus and cross-cultural sensitivity
- Outreach activities that serve society and enhance the quality of life

Student Learning Assessment for MASTER OF BUSINESS ADMINISTRATION

Program Intended Student Learning Outcomes (Program ISLOs)

1. Students will continuously and comprehensively analyze, comprehend and pursue applications of function-related business constructs and practices
2. Students will exhibit a comprehensive understanding of the local, regional, national and transnational dynamics and dimensions of business
3. Students will be able to utilize and apply strategic tools to recommend and communicate ethical and socially responsible business decisions
4. Students will be able to identify opportunities, analyze a problem, make bold and intelligent decisions and be able to implement it, all in the context of uncertain and incomplete data.

Assessment Instruments for Intended Student Learning Outcomes - Direct Measures of Student Learning:

Performance Objectives (Targets/Criteria) for Direct Measures:

- | | |
|---|---|
| 1. During Semester Assessment (DSA) and Semester End Examinations (SEE) | At least 90% of students will earn 70% or higher marks in their During Semester Assessment (DSA) and 90% of the students will successfully pass the Semester End Examinations (SEE) |
| 2. Advanced Capstone Project (Dissertation) | At least 90% of students will successfully complete the Advanced Capstone Project (Dissertation) |
| 3. Comprehensive Examination | At least 90% of the students will successfully pass the Comprehensive Examination |
| 4. Business Simulation | At least 80% of students will earn 80% or higher marks in the Business Simulation Competition |

Assessment Instruments for Intended Student Learning Outcomes - Indirect Measures of Student Learning:

Performance Objectives (Targets/Criteria) for Indirect Measures:

- | | |
|---|--|
| 1. Industry Internship Guide's Feedback | At least 90% of the industry internship guides should have rated the student fair or higher |
| 2. Student's Feedback | At least 90% of the students will report a satisfaction level of 4 on a scale of 1-5 where 1 stands for highly unsatisfactory and 5 stands for highly satisfactory |

Assessment Results: MASTER OF BUSINESS ADMINISTRATION

Summary of Results from Implementing Direct Measures of Student Learning:

1. 91.1% of the students earned 70% or higher marks in their During Semester Assessment (DSA) and 90.3% of the students successfully passed the Semester End Examinations (SEE)
2. 95.3% of the students successfully completed the Advanced Capstone Project (Dissertation)
3. 93.6% of the students successfully completed the Comprehensive Examination
4. 81.2% of the students earned 80% or higher marks in the Business Simulation Competition

Summary of Results from Implementing Indirect Measures of Student Learning:

1. 93.5% of the Industry Internship Guides rated the students fair or higher
2. 92.2% of the students reported a satisfaction level of 4 or higher with the courses they took

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. Students will continuously and comprehensively analyze, comprehend and pursue applications of function-related business constructs and practices	Met	Met	Met	Met	Met	NA	-	-
2. Students will exhibit a comprehensive understanding of the local, regional, national and transnational dynamics and dimensions of business	Met	Met	Met	Met	Met	NA	-	-

3. Students will be able to utilize and apply strategic tools to recommend and communicate ethical and socially responsible business decisions	Met	Met	Met	Met	Met	Met	-	-
4. Students will be able to identify opportunities, analyze a problem, make bold and intelligent decisions and be able to implement it, all in the context of uncertain and incomplete data.	Met	Met	Met	Met	Met	NA	-	-
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
1. NA								
2. NA								
3. NA								
4. NA								

Student Learning Assessment for BACHELOR OF BUSINESS ADMINISTRATION

Program Intended Student Learning Outcomes (Program ISLOs)

1. Students will be able to explain broad-based theoretical perspectives of management
2. Enable students to identify and explain the main functions of management in a global environment
3. Enable students to identify, analyse, reflect on and evaluate a management related research problem
4. Students will demonstrate understanding of the principles of social responsibility and ethical behaviour in business.

Assessment Instruments for Intended Student Learning Outcomes - Direct Measures of Student Learning:

Performance Objectives (Targets/Criteria) for Direct Measures:

- | | |
|---|---|
| 1. During Semester Assessment (DSA) and Semester End Examinations (SEE) | At least 75% of students will earn 75% or higher marks in their During Semester Assessment (DSA) and 80% of the students will successfully pass the Semester End Examinations (SEE) |
| 2. Internship | At least 90% of students will successfully complete the Internship project |
| 3. Comprehensive Examination | At least 80% of the students will successfully pass the Comprehensive Examination |
| 4. Business Simulation | At least 75% of students will earn 80% or higher marks in the Business Simulation Competition |

Assessment Instruments for Intended Student Learning Outcomes - Indirect Measures of Student Learning:

Performance Objectives (Targets/Criteria) for Indirect Measures:

- | | |
|---|--|
| 1. Student's Feedback | At least 90% of the students will report a satisfaction level of 4 on a scale of 1-5 where 1 stands for highly unsatisfactory and 5 stands for highly satisfactory |
| 2. Industry Internship Guide's Feedback | At least 80% of the industry internship guides should have rated the student fair or higher |

Assessment Results: BACHELOR OF BUSINESS ADMINISTRATION

Summary of Results from Implementing Direct Measures of Student Learning:

1. 76.7% of the students earned 75% or higher marks in their During Semester Assessment (DSA) and 81.6% of the students successfully passed the Semester End Examinations (SEE)
2. 96.4% of the students successfully completed the Internship Project
3. 87.8% of the students successfully completed the Comprehensive Examination
4. 77.2% of the students earned 80% or higher marks in the Business Simulation Competition

Summary of Results from Implementing Indirect Measures of Student Learning:

1. 90.9% of the students reported a satisfaction level of 4 or higher with the courses they took
2. 87.1% of the Industry Internship Guides rated the students fair or higher

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. Students will be able to explain broad-based theoretical perspectives of management	Met	Met	Met	Met	NA	Met	-	-
2. Enable students to identify and explain the main functions of management in a global environment	Met	Met	Met	Met	NA	Met	-	-

3. Enable students to identify, analyse, reflect on and evaluate a management related research problem	Met	Met	Met	NA	NA	Met	-	-
4. Students will demonstrate understanding of the principles of social responsibility and ethical behaviour in business.	Met	Met	Met	Met	NA	Met	-	-
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
1. NA								
2. NA								
3. NA								
4. NA								

Student Learning Assessment for EXECUTIVE POST GRADUATE DIPLOMA IN MANAGEMENT

Program Intended Student Learning Outcomes (Program ISLOs)

1. Enable students to address industry-relevant theories, concepts, and best-in-class practices.
2. Enable students to learn, utilize and apply management tools in order to prepare for the global work place.
3. Enable students to assess and conceptualize contemporary developments in management theory and practice.
4. Enable students to integrate the latest management concepts with current industry needs.

Assessment Instruments for Intended Student Learning Outcomes - Direct Measures of Student Learning:

Performance Objectives (Targets/Criteria) for Direct Measures:

- | | |
|---|---|
| 1. During Term Assessment (DTA) and Term End Examinations (TEE) | At least 80% of students will earn 75% or higher marks in their During Term Assessment (DTA) and 75% of the students will successfully pass the Term End Examinations (TEE) |
| 2. Project work | At least 75% of students will successfully complete the Project work. |
| 3. Comprehensive Examination | At least 75% of the students will successfully pass the Comprehensive Examination |

Assessment Instruments for Intended Student Learning Outcomes - Indirect Measures of Student Learning:

Performance Objectives (Targets/Criteria) for Indirect Measures:

- | | |
|---|---|
| 1. Student's Feedback | At least 90% of the students will report a satisfaction level of 4 on a scale of 1-5 where 1 stands for highly unsatisfactory and 5 stands for highly satisfactory |
| 2. Student's Performance received from sponsoring companies | Gauge upgrade in performance of sponsored participants as reported by their organizations to help participant meet organization needs along with individual requirements |
| 3. Graduating Students Survey | On a scale from 1 to 5, with 5 being strongly agree, 90% of the students either agree (4) or strongly agree (5) that they developed competencies to prepare them for success in their profession. |

Assessment Results: EXECUTIVE POST GRADUATE DIPLOMA IN MANAGEMENT

Summary of Results from Implementing Direct Measures of Student Learning:

- 82.3% of the students earned 75% or higher marks in their During Term Assessment (DTA) and 82.1% of the students successfully passed the Term End Examinations (TEE)
- 78.2% of the students have successfully completed the Project work
- 79.5% of the students successfully completed the Comprehensive Examination

Summary of Results from Implementing Indirect Measures of Student Learning:

- 96.5% of the students reported a satisfaction level of 4 or higher with the courses they took
- All the sponsoring companies have given positive feedback on sponsored participants
- 92.8% of the students reported a satisfaction level of 4 or higher on competencies developed to prepare them for success in their profession

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. Enable students to address industry-relevant theories, concepts, and best-in-class practices.	Met	Met	Met	-	Met	Met	Met	-
2. Enable students to learn, utilize and apply management tools in order to prepare for the global work place.	Met	Met	Met	-	Met	Met	Met	-

3. Enable students to assess and conceptualize contemporary developments in management theory and practice.	Met	Met	Met	-	Met	Met	Met	-
4. Enable students to integrate the latest management concepts with current industry needs.	Met	Met	Met	-	Met	Met	Met	-
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
1. <i>NA</i>								
2. <i>NA</i>								
3. <i>NA</i>								
4. <i>NA</i>								