



Report of Outcomes Assessment Results

Institution Swiss School of Management

Academic Business Unit MBA

Academic Year 2015/16

Outcomes Assessment Plan

Is the outcomes assessment plan that you submitted to the IACBE still current or have you made changes?

The outcomes assessment plan that we have previously submitted is still current.

Changes have been made and the revised plan is attached.

We have made changes and the revised plan will be sent to the IACBE by: _____

Directions

Complete the Outcomes Assessment Results form below. **Note:** Section II of the form (Operational Assessment) needs to be completed only if you received first-time accreditation or reaffirmation of accreditation after January 1, 2011.

An example of a completed form can be found in a separate document that is available for download on the IACBE's website at: www.iacbe.org/accreditation-documents.asp.

Section I (Student Learning Assessment) of the Outcomes Assessment Results form must be completed for each business program that is accredited by the IACBE (i.e., a separate table must be provided for each program).

Add tables, and insert or delete rows in the tables as needed in order to accommodate the number of your (i) business programs, (ii) intended student learning outcomes, and (iii) intended operational outcomes. In the sections of the assessment results tables entitled "Summary of Achievement of Intended Student Learning Outcomes" and "Summary of Achievement of Intended Operational Outcomes," **DO NOT ADD OR DELETE COLUMNS**. Space is provided in these sections for four direct measures of student learning, four indirect measures of student learning, and eight operational assessment measures/methods. If you are employing fewer than this number of assessment instruments, simply leave cells in the unused columns blank. If you are employing more than this number of instruments, you will need to create additional summary-of-achievement tables to report your assessment information.

In the sections of the assessment results tables entitled "Summary of Achievement of Intended Student Learning Outcomes" and "Summary of Achievement of Intended Operational Outcomes," enter "Met" in a given cell of the table if the performance target for the instrument in that column was achieved for the intended outcome in that row; "Not Met" if the performance target for the instrument in that column was not achieved for the intended outcome in that row; or "NA" (Not Assessed) if the instrument in that column does not measure the intended outcome in that row.

At the bottom of each assessment results table, space is provided to identify changes and improvements that you plan to make as a result of your assessment activity.

Italicized entries in the form represent areas where the academic business unit should insert its own assessment information.

Please be sure to delete these directions before submitting your form to the IACBE.

Outcomes Assessment Results

For Academic Year: 2015-16

Section I: Student Learning Assessment

<i>Name of Academic Business Unit</i>	
Student Learning Assessment for <i>Program 1</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. Knowledge/ content outcomes <ul style="list-style-type: none">• Students will have an integrated knowledge of the functions and system of business.• Student ability to analyze a comprehensive case study and to present their findings and implementation process.• Student confidence in their ability to synthesize information and present it to others in oral or written form.• Students are confident in their competency and academic preparation in their discipline	
2. Business-related professional skills outcomes <ul style="list-style-type: none">• Students are prepare to effectively and efficiently performance in a business managerial position.• Students will develop strong interpersonal and communication skills necessary to succeed in business.• Students will have the capacity to apply business concepts to real world projects.• Students will understand what it means to be an effective leaders in a global business environment.	
3. <i>Program Learning Outcome 3</i>	
4. <i>Program Learning Outcome 4</i>	
5. <i>Program Learning Outcome 5</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:

<p>1. <i>Direct Measure 1</i></p> <p>Program ISLOs Assessed by this Measure: <i>Outcomes List</i></p>	<p><i>Thesis</i></p> <ul style="list-style-type: none"> • <i>Students must write an MBA thesis which will fulfill the student in their professional life. Students will attempt to conduct new research or solve a problem relating to business or management. These thesis may cover a large, global issue or look at problems within a specific industry.</i> • <i>With the development of these thesis students will have developed strong communication skills that will help them to create the ability to synthesize all the information and present them to others. As well as apply the knowledge and concept they have gain into real world projects.</i>
<p>2. <i>Direct Measure 2</i></p> <p>Program ISLOs Assessed by this Measure: <i>Outcomes List</i></p>	<p><i>Pre-Post Test</i></p> <ul style="list-style-type: none"> • <i>Document the services of a program, measure outcomes, and demonstrate success. Pre- and post-tests are useful not only for obtaining impact data for progress reports, but they also, providing real-time feedback of program efforts, to help decide whether or not to make changes in the implementation of activities throughout the program year.</i> • <i>With the pre-post test results we would be able to measure students knowledge and systems of business and determine if students are confident in their competency. As well as their ability to analyze comprehensive case studies in order to present their findings and implement a process to solve it.</i>
<p>3. <i>Direct Measure 3</i></p> <p>Program ISLOs Assessed by this Measure: <i>Outcomes List</i></p>	<p><i>Objective (Target/Criterion) for Direct Measure 3</i></p>
<p>4. <i>Direct Measure 4</i></p> <p>Program ISLOs Assessed by this Measure: <i>Outcomes List</i></p>	<p><i>Objective (Target/Criterion) for Direct Measure 4</i></p>
<p>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</p>	<p>Performance Objectives (Targets/Criteria) for Indirect Measures:</p>
<p>1. <i>Indirect Measure 1</i></p> <p>Program ISLOs Assessed by this Measure: <i>Outcomes List</i></p>	<p><i>Student Satisfaction Survey</i></p> <ul style="list-style-type: none"> • <i>Measures students' satisfaction with a wide range of experiences. Students have definite expectations about what they want from their campus experience. Students rate each item in the inventory</i>

	<p><i>by the importance of the specific expectation as well as their satisfaction with how well that expectation is being met.</i></p> <ul style="list-style-type: none"> • <i>With the student satisfaction survey we will be able to determine if students expectations from the MBA program contributed to their personal development and their preparation for their activities after graduation.</i>
<p>2. <i>Indirect Measure 2</i></p> <p>Program ISLOs Assessed by this Measure: <i>Outcomes List</i></p>	<p><i>Curriculum Evaluation</i></p> <ul style="list-style-type: none"> • <i>Is part of the process of determining curriculum development priorities and distinguishing between immediate, short-term and long-term next steps.</i> • <i>With the curriculum evaluation we can determine if students during the MBA program were thinking analytically and logically, writing effectively, and acquiring skills and knowledge on their own.</i>
<p>3. <i>Indirect Measure 3</i></p> <p>Program ISLOs Assessed by this Measure: <i>Outcomes List</i></p>	<p><i>Objective (Target/Criterion) for Indirect Measure 3</i></p>
<p>4. <i>Indirect Measure 4</i></p> <p>Program ISLOs Assessed by this Measure: <i>Outcomes List</i></p>	<p><i>Objective (Target/Criterion) for Indirect Measure 4</i></p>
<p>Assessment Results: <i>Program 1</i></p>	
<p>Summary of Results from Implementing Direct Measures of Student Learning:</p>	
<p>1. There is almost no better prove of talent for any MBA graduate than to show and present during his/her job-interview his/her final project work in a nice printed and bounded format. It will show capabilities of research, persistentness, project work and professionalism. It will beat any kind of final exam based solely on the mastery of the theory. Attached is the MBA Final Thesis Guideline.</p>	
<p>2. The Pre-Post Test we do in collaboration with Peregrine Academic Services (recommended by the IACBE) is a good way to see the overall learning experience pre and post the MBA program compared to the Aggregate Pool for IACBE Region 9 (European) Programs. Please find attached the Peregrine Outcome Statistic for the AY 2015-16.</p>	
<p>3. <i>Summary of Results for Direct Measure 3</i></p>	
<p>4. <i>Summary of Results for Direct Measure 4</i></p>	
<p>Summary of Results from Implementing Indirect Measures of Student Learning:</p>	
<p>1. <i>After every course pertaining to the MBA curriculum, students are required to complete the Course/Professor Evaluation Survey on Surveymonkey. Only after completing the survey students are entitled to get their final grade for the course.</i></p>	

2. Once a year, the faculty members will meet with the Academic Board to decide upon the current courses offered in the MBA program. Also, upon the Course/Professor Evaluation made by our students, we can see how useful the course content was found by the participants. Faculty meetings take place after termination of the Academic Year, during the summer break.

3. Summary of Results for Indirect Measure 3

4. Summary of Results for Indirect Measure 4

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. Program Learning Outcome 1	MET	MET						
2. Program Learning Outcome 2	MET	MET						
3. Program Learning Outcome 3								
4. Program Learning Outcome 4								
5. Program Learning Outcome 5								

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:

1. Course of Action 1

2. Course of Action 2

3. Course of Action 3

4. Course of Action 4

Section II: Operational Assessment (Note: Complete this section only if you received first-time accreditation or reaffirmation of accreditation after January 1, 2011.)

<i>Master of Business Administration</i>	
Operational Assessment	
Intended Operational Outcomes:	
1. <i>Intended Operational Outcome 1</i> <i>To determin the satisfactory level of students in the MBA program</i>	
2. <i>Intended Operational Outcome 2</i> <i>To determine the impact of faculty, administrators and staff on creating an environment that fosters excellence in learning</i>	
3. <i>Intended Operational Outcome 3</i>	
4. <i>Intended Operational Outcome 4</i>	
5. <i>Intended Operational Outcome 5</i>	
6. <i>Intended Operational Outcome 6</i>	
7. <i>Intended Operational Outcome 7</i>	
Assessment Measures/Methods for Intended Operational Outcomes:	Performance Objectives (Targets/Criteria) for Operational Assessment Measures/Methods:
1. <i>Operational Assessment Measure/Method 1</i> Intended Operational Outcomes Assessed by this Measure: <i>Outcomes List</i>	<i>Objective (Target/Criterion) for Measure/Method 1</i> <i>Alumni Survey</i> <i>The Alumni Survey asks graduates to evaluate abilities developed at the MBA program in two context: the extent to which the abilities were enhanced by the MBA program experience and the importance of each ability in their personal and professional life.</i>
2. <i>Operational Assessment Measure/Method 2</i> Intended Operational Outcomes Assessed by this Measure: <i>Outcomes List</i>	<i>Objective (Target/Criterion) for Measure/Method 2</i> <i>Professor Evaluation Survey</i> <i>Is given to make sure staff is operating and functioning at a satisfactory level within an organization. These evalutations let staff know if they are achieving the goals and objectives set by the program.</i>

3. <i>Operational Assessment Measure/Method 3</i> Intended Operational Outcomes Assessed by this Measure: <i>Outcomes List</i>	<i>Objective (Target/Criterion) for Measure/Method 3</i>
4. <i>Operational Assessment Measure/Method 4</i> Intended Operational Outcomes Assessed by this Measure: <i>Outcomes List</i>	<i>Objective (Target/Criterion) for Measure/Method 4</i>
5. <i>Operational Assessment Measure/Method 5</i> Intended Operational Outcomes Assessed by this Measure: <i>Outcomes List</i>	<i>Objective (Target/Criterion) for Measure/Method 5</i>
6. <i>Operational Assessment Measure/Method 6</i> Intended Operational Outcomes Assessed by this Measure: <i>Outcomes List</i>	<i>Objective (Target/Criterion) for Measure/Method 6</i>
7. <i>Operational Assessment Measure/Method 7</i> Intended Operational Outcomes Assessed by this Measure: <i>Outcomes List</i>	<i>Objective (Target/Criterion) for Measure/Method 7</i>
Summary of Results from Implementing Operational Assessment Measures/Methods:	
1. <i>Summary of Results for Measure/Method 1</i> <i>Alumni Survey: At least 85% of the alumni will indicate that they were satisfied or extremely satisfied with the MBA program</i>	
2. <i>Summary of Results for Measure/Method 2</i> <i>Professor Evaluation: At least 90% of the students are satisfied with the attention and quality of the staff.</i>	
3. <i>Summary of Results for Measure/Method 3</i>	
4. <i>Summary of Results for Measure/Method 4</i>	
5. <i>Summary of Results for Measure/Method 5</i>	
6. <i>Summary of Results for Measure/Method 6</i>	
7. <i>Summary of Results for Measure/Method 7</i>	
Summary of Achievement of Intended Operational Outcomes:	
Intended Operational Outcomes	Operational Assessment Measures/Methods

	<i>Operational Assessment Measure/ Method 1</i>	<i>Operational Assessment Measure/ Method 2</i>	<i>Operational Assessment Measure/ Method 3</i>	<i>Operational Assessment Measure/ Method 4</i>	<i>Operational Assessment Measure/ Method 5</i>	<i>Operational Assessment Measure/ Method 6</i>	<i>Operational Assessment Measure/ Method 7</i>	<i>Operational Assessment Measure/ Method 8</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. <i>Intended Operational Outcome 1</i>	MET							
2. <i>Intended Operational Outcome 2</i>	MET							
3. <i>Intended Operational Outcome 3</i>								
4. <i>Intended Operational Outcome 4</i>								
5. <i>Intended Operational Outcome 5</i>								
6. <i>Intended Operational Outcome 6</i>								
7. <i>Intended Operational Outcome 7</i>								
Proposed Courses of Action for Improvement in Operational Outcomes for which Performance Targets Were Not Met:								
1. <i>Course of Action 1</i>								
2. <i>Course of Action 2</i>								
3. <i>Course of Action 3</i>								
4. <i>Course of Action 4</i>								