



IACBE

International Assembly for Collegiate Business Education

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

Institution: SBS Swiss Business School
Academic Business Unit: _____
Academic Year: 2010-11

International Assembly for Collegiate Business Education
P.O. Box 3960
Olathe, Kansas 66063
USA

Outcomes Assessment Results

For Academic Year: 2010-11

Section I: Student Learning Assessment

Student Learning Assessment for MBA Programs	
Intended Student Learning Outcomes for <i>(Program 1)</i> :	
1. <i>Students will be able to demonstrate knowledge of the fundamental principles in the functional areas of business.</i>	
2. <i>Students will be able to explain the global dimensions of business.</i>	
3. <i>Students will be able to apply ethical principles to leadership decisions.</i>	
4. <i>Students will be able to apply quantitative decision-support tools in decision making.</i>	
4. <i>Students will be able to demonstrate effective professional communication skills.</i>	
Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:
1. <i>End-of-Program Comprehensive Examination</i>	<i>All senior students who major in business administration will score at least 70% on the comprehensive examination.</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:	Performance Targets/Criteria for Indirect Measures:
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 73%.</i>	x	
2. <i>Eighty students completed the comprehensive case study in the capstone strategic management course. Of these 80 students, 70 (or 87.5% of the graduating seniors) achieved an “acceptable” or “exemplary” rating on each case evaluation criterion.</i>	x	
Summary of Results from Implementing Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>On a Likert scale ranging from 1 representing “very unsuccessful” to 5 representing “very successful,” 76 students (or 95% of the 80 graduating seniors) indicated that they were either successful or very successful in achieving the intended learning outcomes in the major, i.e., responded with a either a 4 or 5 on the senior exit survey</i>	x	
2. <i>On a Likert scale ranging from 1 representing “very poorly equipped for employment” to 5 representing “very well equipped for employment,” only 70% of the responding graduates from three years ago responded with a 5 on the alumni survey. Of those responding to the survey, 40% felt that they needed a stronger foundation in finance and 20% felt they needed a stronger foundation in marketing.</i>		x
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. <i>Indirect Measure 2: After reviewing the curriculum and CPC coverage, we are supplementing FIN 373 with more current information on financial analysis. In addition, a course in marketing research is being added to provide more breadth and depth in marketing.</i>		