



Annual Report – Accredited Member

Institution:	<u>American University in Dubai</u>
Academic Business Unit:	<u>School of Business Administration</u>
Academic Year:	<u>2014-15</u>

Student Learning Assessment for Bachelor of Business Administration (BBA) Program

Intended Student Learning Outcomes (ISLOs) for the BBA Program and BBA Majors
ISLOs for the BBA Program
1.To have a well-rounded foundation in the functional disciplines of business and in the cognate areas
2. To acquire a holistic view of the firm and an ability to integrate the different functional areas of business
3.To become effective in the use of oral, written and technology-supported communication skills
4.To become proficient in the business applications of information technology
5.To develop a global outlook and an appreciation of the international dimensions of business
6. To develop an awareness of ethical issues and of the importance of ethical conduct in business practice
7. To gain a broad and deep understanding of their major area (for students completing a major; see major-specific ISLOs below)
ISLOs: Management Major
1. Develop solutions and structures based on change management and organizational theories to facilitate the change process within an organization
2. Appraise the focal role of human resource management in modern business organizations
3. Apply the concepts of project management to implement business requirements and to deliver solutions for various problems within a business context
ISLOs: Economics Major
1. Apply qualitative analytical techniques to facilitate economic decision-making in a managerial context
2. Apply quantitative analytical techniques to facilitate economic decision-making in a managerial context
3. Discuss microeconomic and macroeconomic variables and their impact on the business firm
ISLOs: Marketing Major
1. Recognize marketing problems within an organization and identify possible alternative plans of action from a strategic point of view
2. Support marketing planning and decision-making through the use of qualitative analysis
3. Support marketing planning and decision-making through the use of quantitative analysis
ISLOs: Marketing Communications Major
1. Analyze markets and consumers, including competitive brand analysis, that serves as a foundation for effective IMC strategy, including channel and technology planning
2. Position brands and develop consumer insights, serving as a basis for strong campaign ideas and executions
3. Effectively evaluate executional proposals, with and without the assistance of communications research
ISLOs: Accounting Major
1. List the conceptually desirable qualities of the accounting information system, and define the nature and structure of accounting information and the procedures underlying preparation of financial statements
2. Apply various tools of cost accounting and recognize the types of accounting information that allow for different means of planning and control
3. Explain the theoretical and practical aspects of auditing, including the responsibilities and function of the independent auditor
ISLOs: Finance Major
1. Apply advanced tools and techniques to analyze corporate financial performance
2. Contrast various frameworks used for valuing complex financial instruments
3. Critically evaluate and recognize the structure and role of major financial institutions

Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria (Objectives) for Direct Measures:
1. <i>Direct Measure 1</i> Project in Capstone Course (MGMT 499) – assessing general program learning outcomes.	<i>60% or more of students will score 3 or above on the rubrics designed for assessment of the learning outcomes.</i>
2. <i>Direct Measure 2</i> Major-Specific Exam (400 level courses) – assessing program-learning outcomes for majors.	<i>60% or more of students will score 3 or above on the rubrics designed for assessment of the learning outcomes.</i>
Assessment Instruments for Intended Student Learning Outcomes — Indirect Measures of Student Learning:	Performance Targets/Criteria (Objectives) for Indirect Measures:
1. <i>Indirect Measure 1</i> Student Exit Survey - assessing all program learning outcomes.	<i>At least 60% of the graduates will indicate that they fully or mostly achieved the learning outcome</i>
2. <i>Indirect Measure 2</i> Employer Survey - assessing all program learning outcomes.	<i>At least 60% of the employers will indicate satisfaction with the level of knowledge of the graduates' discipline</i>

Student Learning Assessment for *Master of Business Administration (MBA) Program*

Intended Student Learning Outcomes (ISLOs) for the MBA Program and MBA Concentrations:
ISLOs for the MBA Program
1. A broad understanding of the conceptual foundations of the functional disciplines of business and of their applications
2. An ability to identify, analyze and propose solutions to business problems across a wide range of functional areas
3. A profound understanding of the conceptual foundations of their selected functional area (for students completing a concentration) and an ability to investigate and formulate recommendations for managerial decision problems and policy issues in that area (see concentration-specific learning outcomes)
4. An ability to use quantitative and qualitative techniques skillfully to assess the functional and overall performance of business organizations
5. An ability to use business communication and presentation skills effectively and persuasively, both orally and in writing
6. A global perspective and an understanding of the international environment of business
7. An understanding of the ethical and social ramifications of business decisions
ISLOs for the MBA Concentration in Marketing
1. Apply advanced methods and challenges of marketing analysis including desk and field research in the international arena
2. Explain the process of consumer decision making and analyze the effects of product positioning, market segmentation, brand loyalty, shopping preferences and diffusion of innovations on the consumer decision making process
3. Appraise the unique challenges and characteristics of service marketing and identify future directions in the field
ISLOs for the MBA Concentration in Finance
1. Apply theoretical frameworks and quantitative tools and techniques in the valuation of the corporation
2. Apply capital market models in the valuation of securities used in corporate financing
3. Apply and critically evaluate capital budgeting tools and techniques in the ranking and selection of long-term investment projects

Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria (Objectives) for Direct Measures:
1. <i>Direct Measure 1</i> Project in Capstone Course (MGMT 699) – assessing general program learning outcomes	<i>70% or more of students will score 3 or above on the rubrics designed for assessment of the learning outcomes</i>
2. <i>Direct Measure 2</i> Concentration-Specific Exam – assessing program learning outcomes for concentrations	<i>70% or more of students will score 3 or above on the rubrics designed for assessment of the learning outcomes</i>
Assessment Instruments for Intended Student Learning Outcomes — Indirect Measures of Student Learning:	Performance Targets/Criteria (Objectives) for Indirect Measures:
1. <i>Indirect Measure 1</i> Alumni Survey – assessing all program learning outcomes	<i>At least 70% of the alumni will indicate that they fully or mostly achieved the learning outcome</i>
2. <i>Indirect Measure 2</i> Student Exit Survey – assessing all program learning outcomes	<i>At least 70% of the graduates will indicate that they fully or mostly achieved the learning outcome</i>

Assessment Results: *BBA*

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
General Program ISLOs	<i>Direct Measure 1</i>				<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>		
	Performance Target Was...				Performance Target Was...	Performance Target Was...		
1. <i>Program Learning Outcome 1</i>	Met				Met	Met		
2. <i>Program Learning Outcome 2</i>	Met				Met	Met		
3. <i>Program Learning Outcome 3</i>	Met				Met	Met		
4. <i>Program Learning Outcome 4</i>	Met				Met	Met		
5. <i>Program Learning Outcome 5</i>	Met				Met	Met		
6. <i>Program Learning Outcome 6</i>	Met				Met	Met		
Intended Student Learning Outcomes: <i>Major</i>		<i>Direct Measure 2</i>			<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>		
		Performance Target Was...			Performance Target Was...	Performance Target Was...		
1. <i>Program Learning Outcome 7 - Management</i>		Not Met			Met	Met		
2. <i>Program Learning Outcome 7 - Marketing</i>		Met			Met	Met		
3. <i>Program Learning Outcome 7 - Economics</i>		Met			Met	Met		
4. <i>Program Learning Outcome 7 - Finance</i>		Not Met			Met	Met		
5. <i>Program Learning Outcome 7 - Accounting</i>		Met			Met	Met		
6. <i>Program Learning Outcome 7 - Marketing Communication</i>		Met			Met	Met		

Assessment Results: *MBA*

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
General Program ISLOs	<i>Direct Measure 1</i>				<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>		
	Performance Target Was...				Performance Target Was...	Performance Target Was...		
1. <i>Program Learning Outcome 1</i>	Met				Met	Met		
2. <i>Program Learning Outcome 2</i>	Met				Met	Met		
3. <i>Program Learning Outcome 4</i>	Met				Met	Met		
4. <i>Program Learning Outcome 5</i>	Met				Met	Met		
5. <i>Program Learning Outcome 6</i>	Met				Met	Met		
6. <i>Program Learning Outcome 7</i>	Met				Met	Met		
Intended Student Learning Outcomes: Concentration		<i>Direct Measure 2</i>			<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>		
		Performance Target Was...			Performance Target Was...	Performance Target Was...		
1. <i>Program Learning Outcome 3 -Finance</i>		Not Met			Met	Met		
2. <i>Program Learning Outcome 3- Marketing</i>		Not Assessed			Met	Met		