



Public Disclosure of Student Learning Form

Institution:	EU Business School
Academic Business Unit:	Swiss Campuses
Academic Year:	2014-15

Report of Student Learning and Achievement

EU Business School Swiss Campuses

For Academic Year: 2014-15

Mission of the *Name of your Academic Business Unit*

Mission Statement

EU Business School's mission is to contribute to the global community by providing comprehensive and in-depth international business education to an inspired, culturally diverse student body which is prepared to effectively deal with current business issues.

Section I: Student Learning Assessment

European University - Switzerland

Student Learning Assessment for BBA, BA Communications and Public Relations, BA International Relations (70%) shared core business courses

General Program Intended Student Learning Outcomes (General Program ISLOs)

1. *Program Learning Outcome 1* Students will apply theoretical knowledge to practical situations.
2. *Program Learning Outcome 2* Students will develop analytical skills
3. *Program Learning Outcome 3* Oral and written communications skills will be shown
4. *Program Learning Outcome 4* Students will develop diagnostic skills

Intended Student Learning Outcomes: BBA

1. *Intended Learning Outcome 1* To analyze issues facing multinationals, companies and structures when involved in change management
2. *Intended Learning Outcome 2* To demonstrate understanding of the analysis, decision making and implementation issues of managing a service.

Intended Student Learning Outcomes: Communications and Public Relations

1. *Intended Learning Outcome 1* To gain understanding of the field of public relations and to be able to devise basic communications strategies.
2. *Intended Learning Outcome 2* To show an understanding of PR major theories and their applicability.

Intended Student Learning Outcomes: International Relations	
1. <i>Intended Learning Outcome 1</i> To identify the theoretical tools necessary to understand the international system.	
2. <i>Intended Learning Outcome 2</i> To analyze how and why diplomacy is conducted.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. End-of Program Comprehensive Final Mgt/Mkting Case-study and Oral Defense Core ISLOs Assessed by this Measure: 1, 2, 3, 4	On the case study evaluation rubric, at least 80% of graduating students will score at least 75% (GPA 1.7) in each evaluation dimension related to each of the core ISLOs assessed by this measure
2. Comprehensive Thesis and Oral Defense Core ISLOs Assessed by this Measure: 1, 2, 3, 4	On the thesis evaluation rubric, at least 80% of graduating students will score at least 75% (GPA 1.7) in each evaluation dimension related to each of the core ISLOs assessed by this measure
3. Required Cases in ... (title depending on concentration) Comm & PR Concentration ISLOs Assessed by this Measure: 1,2 IR concentration Assessed by this Measure: 1,2 Cases in Marketing: 97.37% Cases in Finance: 91.18% Cases in Public Relations: 50% Cases in International Relations: 88.89%	On the case study evaluation rubric, at least 80% of graduating students will score at least 75% (GPA 1.7) in each evaluation dimension related to each of the core ISLOs assessed by this measure
4. Required Management in Services Industry Course Examination BBA concentration ISLOs Assessed by this Measure: 2 SERVICE MANAGEMENT: 96.55%	On the subset of questions related to the ISLOs, at least 80% of graduating students will score at least 75%
5. Required Change Management Course Examination BBA concentration ISLOs Assessed by this Measure: 1 CHANGE MANAGEMENT: 72%	On the subset of questions related to the ISLOs, at least 80% of graduating students will score at least 75%
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. Exit Survey Core ISLOs Assessed by this Measure: 1, 2, 3, 4 Comm. & PR Concentration ISLOs Assessed by this Measure: 1,2	At least 80% of graduating students will indicate they will indicate they perceive themselves to be average or above in each of the evaluation criterion related to the ISLOs

<p>IR concentration Assessed by this Measure: 1,2 BBA concentration ISLOs Assessed by this Measure: 1, 2</p>	
<p>2. Comprehensive Thesis Defense Core ISLOs Assessed by this Measure: 3</p>	<p>On the case study evaluation rubric, at least 80% of graduating students will score at least 75% in each evaluation dimension related to questions and answers</p>
<p>3. <i>Indirect Measure 3</i> General Program ISLOs Assessed by this Measure: <i>Outcomes List</i> <i>Major, Concentration, Specialization, Emphasis, Option, Track</i> 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> General Program ISLOs Assessed by this Measure: <i>Outcomes List</i> <i>Major, Concentration, Specialization, Emphasis, Option, Track</i> ISLOs Assessed by this Measure: <i>Outcomes List</i></p>	<p><i>Objective (Target/Criterion) for Indirect Measure 4</i></p>
<p>Assessment Results: Program 1 with a Major, Concentration, Specialization, Emphasis, Option, or Track in Area 1</p>	
<p>Summary of Results from Implementing Direct Measures of Student Learning:</p>	
<p>1 End-of Program Comprehensive Final Mgt/Mkting Case-study and Oral Defense</p> <ul style="list-style-type: none"> · Percentage of students achieving a subscore of 75% or higher Application of theory to practice (Core ISLO 1) 79.95% Analytical skills (Core ISLO 2) 85.71% Oral Skills (Core ISLO 3) 88.24% Written skills (Core ISLO 3) 93.75% Diagnostic Skills (Core ISLO 4) 85.71% 	
<p>2 Comprehensive Thesis and Defense</p> <ul style="list-style-type: none"> Percentage of students achieving a subscore of 75% or higher Application of theory to practice (Core ISLO 1) 96.72% Analytical skills (Core ISLO 2) 86.89% Oral Skills (Core ISLO 3) 96.72% Written skills (Core ISLO 3) 98.36% Diagnostic Skills (Core ISLO 4) 95.08% 	

3 Summary of Results for Direct Measure 3

4 Summary of Results for Direct Measure 4

Summary of Results from Implementing Indirect Measures of Student Learning:

1 Exit Survey

Percentage of students grading "Good" and "Excellent"

Application of theory to practice (Core ISLO 1)	71.43 %
Analytical skills (Core ISLO 2)	100.00 %
Oral Skills (Core ISLO 3)	100.00 %
Written skills (Core ISLO 3)	100.00 %
Diagnostic Skills (Core ISLO 4)	71.43. %

1 Comprehensive Thesis Defense

Core ISLOs Assessed by this Measure: 3 86%

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							
	Comprehensive Final Case	Comprehensive Thesis	Direct Measure 3	Direct Measure 4	Exit Survey	Comprehensive thesis defense	Indirect Measure 3	Indirect Measure 4
General Program ISLOs	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			Not Met			
2. Program Learning Outcome 2	Met	Met			Met			
3. Program Learning Outcome 3	Met	Met			Met	Met		
4. Program Learning Outcome 4	Met	Met			Not Met			

Intended Student Learning Outcomes	Learning Assessment Measures							
Comm & PR Major ISLOs	Comprehensive Final Case	Comprehensive Thesis	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	Exit Survey	Comprehensive thesis defense	<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. <i>Intended Learning Outcome 1</i>			Met	Met				
2. <i>Intended Learning Outcome 2</i>			Met	Met				
IR Major Outcomes	<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. <i>Intended Learning Outcome 1</i>			Met	Met				
2. <i>Intended Learning Outcome 2</i>			Met	Met				
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
1.								
2.								

Section I: Student Learning Assessment

European University - Switzerland	
Student Learning Assessment for Master's in Business Administration with Concentrations in International Business, Global Finance and Communications & Public Relations	
General Program Intended Student Learning Outcomes (General Program ISLOs)	
1. <i>Program Learning Outcome 1</i> Students will demonstrate analytical and diagnostic skills	
2. <i>Program Learning Outcome 2</i> Students will demonstrate scholarly writing skills and conceptual skills.	
3. <i>Program Learning Outcome 3</i> Students will demonstrate understanding of the interaction of different management functions, the nature of management as a process, the changing nature of the external environment.	
Intended Student Learning Outcomes: International Business ISLOs	
1. <i>Intended Learning Outcome 1</i> To analyze new business models and competitive marketing strategies and assess how they are re-shaping how businesses compete globally.	
2. <i>Intended Learning Outcome 2</i> To demonstrate understanding of the importance of international finance	
3. <i>Intended Learning Outcome 3</i> To use and apply appropriate technology methods to manage projects.	
Intended Student Learning Outcomes: Global Finance ISLOs	
1. <i>Intended Learning Outcome 1</i> To abstract from simple problems and to formulate a financial model which summarizes a given business situation	
2. <i>Intended Learning Outcome 2</i> To demonstrate understanding of the importance of international finance.	
3. <i>Intended Learning Outcome 3</i> To analyze the various structures of M&A.	
Intended Student Learning Outcomes: Communications and Public Relations ISLOs	
1. <i>Intended Learning Outcome 1</i> To demonstrate theoretical knowledge to enable them to play a managerial role, contributing to decision making.	
2. <i>Intended Learning Outcome 2</i> To design effective messages for specific audiences.	
3. <i>Intended Learning Outcome 3</i> To develop a Media Mix for a given brand.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. Comprehensive Capstone thesis and Oral Defense	

General Program ISLOs Assessed by this Measure: 1,2,3 IB concentration ISLOs Assessed by this Measure: 3	On the capstone evaluation rubric, at least 80% of graduating students will score at least 83% (GPA 3) in each evaluation dimension related to each of the core ISLOs assessed by this measure
2. Required Strategic Management Course: Case study General Program ISLOs Assessed by this Measure: 1,2,3, Comm & PR concentration ISLOs Assessed by this measure: 1	On the strategic management comprehensive case, at least 80% of graduating students will score at least 83% (GPA 3) in each evaluation dimension related to each of the core ISLOs assessed by this measure
3. IB required course: Business Policy and Strategic Management IB concentration ISLOs Assessed by this Measure: 1	On the subset of questions related to the ISLOs, at least 80% of graduating students will score at least 83%
4. IB required course: International Business IB concentration ISLOs Assessed by this Measure: 2	On the subset of questions related to the ISLOs, at least 80% of graduating students will score at least 83%
5. Global Finance required course: Advanced Finance IB concentration ISLOs Assessed by this Measure: 1,2,3,	On the subset of questions related to the ISLOs, at least 80% of graduating students will score at least 83%
6. Comm & PR required course: Mass Media Planning & Media Law Comm & PR concentration ISLOs Assessed by this Measure: 2, 3	On the subset of questions related to the ISLOs, at least 80% of graduating students will score at least 83%
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
11. Exit Survey Core ISLOs Assessed by this Measure: 1, 2, 3, Comm. & PR Concentration ISLOs Assessed by this Measure: 1,2,3 IB concentration ISLOs Assessed by this Measure: 1,2,3 Global Finance concentration ISLOs Assessed by this Measure: 2	At least 80% of graduating students will indicate they will indicate they perceive themselves to be average or above in each of the evaluation criterion related to the ISLOs

<p>2. <i>Indirect Measure 2</i></p> <p>General Program ISLOs Assessed by this Measure: <i>Outcomes List</i> <i>Major, Concentration, Specialization, Emphasis, Option, Track</i> ISLOs Assessed by this Measure: <i>Outcomes List</i></p>	<p><i>Objective (Target/Criterion) for Indirect Measure 2</i></p>										
<p>3. <i>Indirect Measure 3</i></p> <p>General Program ISLOs Assessed by this Measure: <i>Outcomes List</i> <i>Major, Concentration, Specialization, Emphasis, Option, Track</i> 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>General Program ISLOs Assessed by this Measure: <i>Outcomes List</i> <i>Major, Concentration, Specialization, Emphasis, Option, Track</i> ISLOs Assessed by this Measure: <i>Outcomes List</i></p>	<p><i>Objective (Target/Criterion) for Indirect Measure 4</i></p>										
<p>Assessment Results: Program 1 with a Major, Concentration, Specialization, Emphasis, Option, or Track in Area 1</p>											
<p>Summary of Results from Implementing Direct Measures of Student Learning:</p>											
<p>1 Comprehensive Capstone and Defense</p> <ul style="list-style-type: none"> · Percentage of students achieving a subscore of 83% or higher <table border="0" style="width: 100%;"> <tr> <td style="background-color: #00ffff;">Diagnostic skills (Core ISLO 1)</td> <td style="text-align: right;">75.76 %</td> </tr> <tr> <td style="background-color: #00ffff;">Analytical skills (Core ISLO 1)</td> <td style="text-align: right;">81.82 %</td> </tr> <tr> <td style="background-color: #00ffff;">Writing Skills (Core ISLO 2)</td> <td style="text-align: right;">72.73 %</td> </tr> <tr> <td style="background-color: #00ffff;">Conceptual skills skills (Core ISLO 2)</td> <td style="text-align: right;">84.85 %</td> </tr> <tr> <td style="background-color: #00ffff;">Understanding of Mgt functions (Core ISLO 3)</td> <td style="text-align: right;">84.85 %</td> </tr> </table>		Diagnostic skills (Core ISLO 1)	75.76 %	Analytical skills (Core ISLO 1)	81.82 %	Writing Skills (Core ISLO 2)	72.73 %	Conceptual skills skills (Core ISLO 2)	84.85 %	Understanding of Mgt functions (Core ISLO 3)	84.85 %
Diagnostic skills (Core ISLO 1)	75.76 %										
Analytical skills (Core ISLO 1)	81.82 %										
Writing Skills (Core ISLO 2)	72.73 %										
Conceptual skills skills (Core ISLO 2)	84.85 %										
Understanding of Mgt functions (Core ISLO 3)	84.85 %										
<p>2 Comprehensive case</p> <ul style="list-style-type: none"> · Percentage of students achieving a subscore of 83% or higher <table border="0" style="width: 100%;"> <tr> <td style="background-color: #00ffff;">Diagnostic skills (Core ISLO 1)</td> <td style="text-align: right;">95 %</td> </tr> <tr> <td style="background-color: #00ffff;">Analytical skills (Core ISLO 1)</td> <td style="text-align: right;">95 %</td> </tr> <tr> <td style="background-color: #00ffff;">Writing Skills (Core ISLO 2)</td> <td style="text-align: right;">95 %</td> </tr> <tr> <td style="background-color: #00ffff;">Conceptual skills skills (Core ISLO 2)</td> <td style="text-align: right;">95 %</td> </tr> <tr> <td style="background-color: #00ffff;">Understanding of Mgt functions (Core ISLO 3)</td> <td style="text-align: right;">95 %</td> </tr> </table>		Diagnostic skills (Core ISLO 1)	95 %	Analytical skills (Core ISLO 1)	95 %	Writing Skills (Core ISLO 2)	95 %	Conceptual skills skills (Core ISLO 2)	95 %	Understanding of Mgt functions (Core ISLO 3)	95 %
Diagnostic skills (Core ISLO 1)	95 %										
Analytical skills (Core ISLO 1)	95 %										
Writing Skills (Core ISLO 2)	95 %										
Conceptual skills skills (Core ISLO 2)	95 %										
Understanding of Mgt functions (Core ISLO 3)	95 %										
<p>3 Subset score: IB</p> <ul style="list-style-type: none"> · BUSINESS POLICY & STRATEGY: 14.29 % 											

INTERNATIONAL MARKETING: 36.36 %									
4 Subset Score: Global Finance · ADVANCED FINANCE: 16.67 %									
5 Subset Score: Comm & PR MASS MEDIA PLANNING & MEDIA LAW: 0 % The correct measurement tool was not applied									
Summary of Results from Implementing Indirect Measures of Student Learning:									
1 Exit Survey · Percentage of students grading “Good” and “Excellent”									
Application of theory to practice (Core ISLO 1) 37.50 %									
Analytical skills (Core ISLO 2) 70.00 %									
Oral Skills (Core ISLO 3) 90.00 %									
Written skills (Core ISLO 3) 80.00 %									
Diagnostic Skills (Core ISLO 4) 70.00 %									
2 Summary of Results for Indirect Measure 2 ·									
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							
General 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		Not met	Met			Not Met	Not Met	Met	Met
2. Program Learning Outcome 2		Not met	Met						

3. <i>Program Learning Outcome 3</i>	Not met	Met						
4. <i>Program Learning Outcome 4</i>	Met	Met						
5. <i>Program Learning Outcome 5</i>	Met	Met						
Intended Student Learning Outcomes: <i>International Business</i>	<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. <i>Intended Learning Outcome 1</i>	Not Met	Not Met						
2. <i>Intended Learning Outcome 2</i>	Not Met	Not Met						
3. <i>Intended Learning Outcome 3</i>								
Intended Student Learning Outcomes: <i>Global Finance</i>	<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...
<i>Intended Learning Outcome 1</i>	Not Met	Not Met						
<i>Intended Learning Outcome 2</i>	Not Met	Not Met						
<i>Intended Learning Outcome 3</i>								
Intended Student Learning Outcomes: <i>Communications & PR</i>	<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...
<i>Intended Learning Outcome 1</i>	N/A							
<i>Intended Learning Outcome 2</i>								
<i>Intended Learning Outcome 3</i>								
Assessment Results: <i>Program 1 with a Major, Concentration, Specialization, Emphasis, Option, or Track in Area 2</i>								

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

1. The introduction of an Academic Dean with a specific remit to address capstone issues, among other duties, has improved the research project results. This focus will continue and the Research Module reinforced

- | |
|--|
| |
| 2. The results for concentrations are exceptionally weak. Review with course lecturers indicate that the measurement indicators were inappropriate and/or mis-applied. This was the first a/y measurement tools were applied, as such, to Master's programs; the measures will be reviewed and additional workshops will be given to ensure the competent use of these tools |
| 3. Reinforcement of student relations through more vigorous use of the Student Board and representatives will be introduced |