



Public Disclosure of Student Learning

Institution	EU Business School
Academic Business Unit	Swiss Campuses
Academic Year	2015-16

Report of Student Learning and Achievement
Institution
Name of your Academic Business Unit

For Academic Year: 2015-16

Mission of the *Name of your Academic Business Unit*

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 who are prepared to effectively deal with current business issues.

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

General Program Intended Student Learning Outcomes (Program ISLOs)

1. Students will apply theoretical knowledge to practical situations.
2. Students will develop analytical skills.
3. Students will demonstrate oral and written communications skills.
4. Students will develop diagnostic skills.

Intended Student Learning Outcomes: BBA

1. To analyze issues facing multinationals, companies and structures when involved in change management.
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. To gain understanding of the field of public relations and to be able to devise basic communications strategies.
2. To show an understanding of PR major theories and their applicability.

Intended Student Learning Outcomes: International Relations

1. To identify the theoretical tools necessary to understand the international system.
2. 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 70% (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	On the case study evaluation rubric, at least 80% of graduating students will score at least 70% (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	On the subset of questions related to the ISLOs, at least 80% of graduating students will score at least 70%
5. Required Change Management Course Examination BBA 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 70%
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 IR concentration Assessed by this Measure: 1,2 BBA concentration ISLOs Assessed by this Measure: 1, 2	At least 80% of graduating students will indicate they perceive themselves to be average or above in each of the evaluation criterion related to the ISLOs.
2. Comprehensive Thesis Defense Core ISLOs Assessed by this Measure: 3	On the case study evaluation rubric, at least 80% of graduating students will score at least 70% in each evaluation dimension related to questions and answers.
1. <i>Indirect Measure 3</i> Program ISLOs Assessed by this Measure: <i>Outcomes List</i>	

<p>2. <i>Indirect Measure 4</i></p> <p>Program ISLOs Assessed by this Measure: <i>Outcomes List</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> <p><u>Percentage of students achieving a subscore of 75% or higher</u></p> <table border="0" data-bbox="205 435 1003 683"> <tr> <td>Application of theory to practice (Core ISLO 1)</td> <td style="text-align: right;">93%</td> </tr> <tr> <td>Analytical skills (Core ISLO 2)</td> <td style="text-align: right;">93%</td> </tr> <tr> <td>Oral Skills (Core ISLO 3)</td> <td style="text-align: right;">91%</td> </tr> <tr> <td>Written skills (Core ISLO 3)</td> <td style="text-align: right;">98%</td> </tr> <tr> <td>Diagnostic Skills (Core ISLO 4)</td> <td style="text-align: right;">93%</td> </tr> </table>		Application of theory to practice (Core ISLO 1)	93%	Analytical skills (Core ISLO 2)	93%	Oral Skills (Core ISLO 3)	91%	Written skills (Core ISLO 3)	98%	Diagnostic Skills (Core ISLO 4)	93%
Application of theory to practice (Core ISLO 1)	93%										
Analytical skills (Core ISLO 2)	93%										
Oral Skills (Core ISLO 3)	91%										
Written skills (Core ISLO 3)	98%										
Diagnostic Skills (Core ISLO 4)	93%										
<p>2. Comprehensive Thesis and Defense</p> <p><u>Percentage of students achieving a subscore of 70% or higher</u></p> <table border="0" data-bbox="205 867 1003 1115"> <tr> <td>Application of theory to practice (Core ISLO 1)</td> <td style="text-align: right;">100%</td> </tr> <tr> <td>Analytical skills (Core ISLO 2)</td> <td style="text-align: right;">100%</td> </tr> <tr> <td>Oral Skills (Core ISLO 3)</td> <td style="text-align: right;">100%</td> </tr> <tr> <td>Written skills (Core ISLO 3)</td> <td style="text-align: right;">100%</td> </tr> <tr> <td>Diagnostic Skills (Core ISLO 4)</td> <td style="text-align: right;">100%</td> </tr> </table>		Application of theory to practice (Core ISLO 1)	100%	Analytical skills (Core ISLO 2)	100%	Oral Skills (Core ISLO 3)	100%	Written skills (Core ISLO 3)	100%	Diagnostic Skills (Core ISLO 4)	100%
Application of theory to practice (Core ISLO 1)	100%										
Analytical skills (Core ISLO 2)	100%										
Oral Skills (Core ISLO 3)	100%										
Written skills (Core ISLO 3)	100%										
Diagnostic Skills (Core ISLO 4)	100%										
<p>3. Required "Cases in.."</p> <table border="0" data-bbox="205 1208 1003 1398"> <tr> <td>Cases in Public Relations:</td> <td style="text-align: right;">88%</td> </tr> <tr> <td>Cases in International Relations:</td> <td style="text-align: right;">85%</td> </tr> <tr> <td>Cases in Marketing:</td> <td style="text-align: right;">79%</td> </tr> <tr> <td>Cases in Finance:</td> <td style="text-align: right;">82%</td> </tr> </table>		Cases in Public Relations:	88%	Cases in International Relations:	85%	Cases in Marketing:	79%	Cases in Finance:	82%		
Cases in Public Relations:	88%										
Cases in International Relations:	85%										
Cases in Marketing:	79%										
Cases in Finance:	82%										

4. Management in Services Industry Course Examination:	93%							
5. Change Management Course Examination:	81%							
Summary of Results from Implementing Indirect Measures of Student Learning:								
1. Exit Survey								
<u>Percentage of students grading “Good” and “Excellent”</u>								
Application of theory to practice (Core ISLO 1)	100%							
Analytical skills (Core ISLO 2)	100%							
Oral Skills (Core ISLO 3)	67%							
Written skills (Core ISLO 3)	33%							
Diagnostic Skills (Core ISLO 4)	67%							
2. Comprehensive Thesis Defense								
Core ISLOs Assessed by this Measure:	87%							
3.								
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. <i>Program Learning Outcome 1</i>	met	met	met		met	met		
2. <i>Program Learning Outcome 2</i>	met	met	met		Not met	met		
3. <i>Program Learning Outcome 3</i>	met	met	met		Not met	met		
4. <i>Program Learning Outcome 4</i>	met	met	met		met	met		
5. <i>Program Learning Outcome 5</i>								

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

1. **Course of Action 1.** Performance targets were not met on the student outgoing survey: student focus group to determine this perception and take remedial action based on the findings

2. *Course of Action 2*

3. *Course of Action 3*

4. *Course of Action 4*

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 (Program ISLOs)

1. Students will demonstrate analytical and diagnostic skills.
2. Students will demonstrate scholarly writing skills and conceptual skills.
3. 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. To analyze issues facing multinationals, companies and structures when involved in change management.
2. To demonstrate understanding of the analysis, decision making and implementation issues of managing a service.
3. 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. To analyze new business models and competitive marketing strategies and assess how they are re-shaping how businesses compete globally.
2. To demonstrate understanding of the importance of international finance
3. To use and apply appropriate technology methods to manage projects.

Intended Student Learning Outcomes: Global Finance ISLOs

1. To abstract from simple problems and to formulate a financial model which summarizes a given business situation
2. To demonstrate understanding of the importance of international finance.
3. To analyze the various structures of M&A.

Intended Student Learning Outcomes: Communications and Public Relations ISLOs

1. To demonstrate theoretical knowledge to enable them to play a managerial role, contributing to decision making.
2. To design effective messages for specific audiences.
3. 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 Strategy 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 Marketing 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:
1. 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 Major, Concentration, Specialization, Emphasis, Option, Track ISLOs Assessed by this Measure: 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 Major, Concentration, Specialization, Emphasis, Option, Track ISLOs Assessed by this Measure: 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 Major, Concentration, Specialization, Emphasis, Option, Track ISLOs Assessed by this Measure: Outcomes List</i></p>	<p><i>Objective (Target/Criterion) for Indirect Measure 4</i></p>										
<p align="center">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> <p><u>Percentage of students achieving a subscore of 83% or higher</u></p> <table border="0"> <tr> <td>Diagnostic skills (Core ISLO 1)</td> <td align="right">71%</td> </tr> <tr> <td>Analytical skills (Core ISLO 1)</td> <td align="right">71%</td> </tr> <tr> <td>Writing Skills (Core ISLO 2)</td> <td align="right">77%</td> </tr> <tr> <td>Conceptual skills skills (Core ISLO 2)</td> <td align="right">71%</td> </tr> <tr> <td>Understanding of Mgt functions (Core ISLO 3)</td> <td align="right">71%</td> </tr> </table>		Diagnostic skills (Core ISLO 1)	71%	Analytical skills (Core ISLO 1)	71%	Writing Skills (Core ISLO 2)	77%	Conceptual skills skills (Core ISLO 2)	71%	Understanding of Mgt functions (Core ISLO 3)	71%
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<p>2 Comprehensive case</p> <p><u>Percentage of students achieving a subscore of 83% or higher</u></p> <table border="0"> <tr> <td>Diagnostic skills (Core ISLO 1)</td> <td align="right">100%</td> </tr> <tr> <td>Analytical skills (Core ISLO 1)</td> <td align="right">100%</td> </tr> <tr> <td>Writing Skills (Core ISLO 2)</td> <td align="right">100%</td> </tr> <tr> <td>Conceptual skills skills (Core ISLO 2)</td> <td align="right">100%</td> </tr> </table>		Diagnostic skills (Core ISLO 1)	100%	Analytical skills (Core ISLO 1)	100%	Writing Skills (Core ISLO 2)	100%	Conceptual skills skills (Core ISLO 2)	100%		
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Analytical skills (Core ISLO 1)	100%										
Writing Skills (Core ISLO 2)	100%										
Conceptual skills skills (Core ISLO 2)	100%										

Understanding of Mgt functions (Core ISLO 3)	100%							
3 Subset score: IB								
BUSINESS POLICY & STRATEGY:	88%							
INTERNATIONAL MARKETING:	69%							
4 Subset Score: Global Finance								
ADVANCED FINANCE:	56%							
5 Subset Score: Comm & PR								
MASS MEDIA PLANNING & MEDIA LAW:	100%							
Summary of Results from Implementing Indirect Measures of Student Learning:								
1 Exit Survey								
<u>Percentage of students grading "Good" and "Excellent"</u>								
Application of theory to practice (Core ISLO 1)	100%							
Analytical skills (Core ISLO 2)	100%							
Oral Skills (Core ISLO 3)	67%							
Written skills (Core ISLO 3)	67%							
Diagnostic Skills (Core ISLO 4)	100%							
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							
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...
6. Program Learning Outcome 1	Not met	met	met		met			
7. Program Learning Outcome 2	Not met	met	met		Not met			

8. <i>Program Learning Outcome 3</i>	Not met	met	met		met			
9. <i>Program Learning Outcome 4</i>								
10. <i>Program Learning Outcome 5</i>								
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
5. Course of Action 1. Reinforce dissertation performance by introducing a compulsory (core) dissertation program in term I.								
6. Course of Action 2. Performance target not met on the student outgoing survey: student focus group to determine this perception and take remedial action based on the findings.								
7. <i>Course of Action 3</i>								
8. <i>Course of Action 4</i>								