

The University of New York in Prague



Outcomes Assessment Report – UNYP’s BBA Programs

September 2012

Excellence in business education is evaluated through the assessment of the academic business unit’s mission and broad-based goals, student learning outcomes, and operational outcomes. This is a continuous quality improvement program. UNYP developed its assessments in partnership with *The International Assembly for Collegiate Business Education* (IACBE).

Bachelor of Business Administration (BBA)

Intended Student Learning Outcomes

1. Students will be able to demonstrate foundational knowledge of the functional areas of business.
2. Students will be able to demonstrate knowledge of the ethical obligations of business and apply them to business decisions.
3. Students will be able to apply appropriate management theory to intercultural business scenarios.
4. Students will be able to use appropriate decision support tools.
5. Students will be able to describe the global and economic environment of business.
6. Students will be able to demonstrate effective analytical and critical-thinking skills in an organizational context.
7. Students will be able to work effectively in a team situation.
8. Students will demonstrate the ability to write and orally present ideas effectively in business English.
9. Students will be able to demonstrate specialized knowledge and competencies in their area of concentration (finance, management or marketing).

Final Thesis (Direct Measure)

Specific elements of the Final Thesis project are used to assess learning outcomes 2, 3, 4, 5, 6 and 8. This includes students understanding of business ethics, ability to apply appropriate management theory to intercultural business scenarios, ability to use appropriate decision support tools, ability to describe the global and economic environment of business, the ability to demonstrate effective analytical and critical thinking skills and the ability to write and present ideas effectively in business English.

Measures and Assessment Criteria

As a group, students will be assessed as “very good” or better on elements linked with learning outcome 2, 3, 4, 5 and 6.
As a group, students will be assessed as “good” or better on elements linked with learning outcome 8.

Results

Excellent	22	46.8%
Very Good	16	34.0%
Satisfactory	9	19.1%

For the self-study year the evaluation was given by the mentors on the Thesis. The general evaluations for the group were: 80.8% of the students were graded as very good or better. In the self-study year for **learning outcome 8** we used the Thesis Defense grade in the State Exam procedure for this measure. The average grade this year was **1.85** for 51 exam participants on a scale where 1 is the highest grade and 4 is a failure. Targets have been met.

Final Oral exams in Functional areas

Oral exams are a standard practice in the Czech higher education system. All State accredited degree programs require oral exams by a panel of examiners. For the BBA degree the panel consists of a chair, one internal examiner, one external examiner and the Defense Opponent on the thesis. The oral exam is used to assess students’ foundational knowledge (learning outcome 1), their specialty knowledge (learning outcome 9) and their ability to orally communicate in English (learning outcome 8). The Data is maintained in the Academic Programs Manager’s files and made available to Academic Management. For the self-study year the outcomes are shown. Note that specialty knowledge is Category #5.

Measures and Assessment Criteria

As a group, students will average 2.0 or better (on a 1 to 4 scale, where 1 is excellent, 2 is very good, 3 is satisfactory and 4 is a failure) or better on all functional areas.

As a group, students will average 2.0 or better (lower numerical grade) on their specialty area (Applications).

Results

Category	#1	#2	#3	#4	#5
	Economics	Fin/Acctng	Mgmt	Mktg	Applications
Average	2.04	2	1.98	1.98	2.15

The target has not been met in two of the five areas: Economics and Applications. The targets have been partially met.

Team Member Evaluation Form (Direct Measure)

The team member evaluation form is used to assess students' ability to work effectively in a team situation (learning outcome 7). In the self-study year 44 students in Project Management were evaluated according to our existing metrics which included a combination of peer-to-peer and instructor evaluation on the team component.

Measures and Assessment Criteria

As a group, students will score at least "7.0" or better on all dimensions of the Team Member Evaluation Form.

Results

The average score on a **1-10 scale was 5.61 out of 10** on the team component. This result is clearly below average, as we would expect a score of 7.0 or higher to be achieved as an average result. Therefore the target is not yet met.

Student course evaluations: content and instruction for each class (Indirect Measure)

Measures and Assessment Criteria

A course evaluation questionnaire is given out in every course at UNYP. Data from this questionnaire are maintained by the IT department and made available to Academic

Management. The following questions from the student course evaluations are being used as part of this measure: questions 1, 2, 4, 5, 6, 7,8 and 10, as well as the students “overall value” rating. The results averages are shown in the table below.

All courses evaluated at a minimum of 5.0 (out of 7) for each content area and 4.0 overall.

Results

BBA Course Evaluations 2011/12 - Averages	
1. Regarding my knowledge of the subject, this course brought me Very little new knowledge (1) - Much deeper Understanding (7)	5.63
2. In terms of intellectual stimulation, I found the course content Not very stimulating (1) - Very stimulating	5.55
4. In general, I found keeping up with the work in this course Minimal Effort (1) - Very Hard Work (7)	5.12
5. I found the course to be Poorly organized and planned (1) - Very well organized and planned (7)	5.76
6. The goals and objectives of the course were always Vague\Subjective (1) - Very clear\Objective (7)	5.77
7. I found the graded materials designed to test my knowledge Not relevant at all/Unfair (1) - Very relevant/Fair (7)	5.74
8. The instructor’s lectures and visual aids used to communicate course material were Not very clear (1) - Very clear and Engaging (7)	5.79
10. The readings which supported my learning experience were Not relevant/useful (1) - Very relevant/useful (7)	5.60
B. Rate the OVERALL VALUE OF THIS COURSE as it contributed to your learning Not At All Valuable (1) - Very Valuable (5)	4.16

For the BBA programs, targets have been met.

Student Exit Survey (Indirect Measure)

Measures and Assessment Criteria

The graduating student exit survey is given out each year to all UNYP graduates. Please note in the results below, we first show all bachelor's Business graduates at UNYP in the undergraduate programs. Of that group, 16 elected not to qualify for the European BBA (i.e. – they chose to receive only the SUNY degree. The second table shows the results for students who qualify for the European BBA.

Survey result of 6.0 (out of 10) for curriculum, goal achievement and career development areas.

Results

Question #. Subject	Scores
1. Curriculum of your Program/Major	6.95
4. Your education will help you meet your goals	7.14
9. Career development assistance	6.05
Graduates (ALL SUNY Business + BBA)	58

Question #. Subject	Scores
1. Curriculum of your Program/Major	7.00
4. Your education will help you meet your goals	7.17
9. Career development assistance	6.83
Graduates (BBA qualified)	47

The targets have been met.

The Department of Business Administration at UNYP

Intended Operational Outcomes – BBA Programs

1. The academic programs offered by the Business Department will be current, relevant and meet the needs of business.
2. Students in the Business Department will graduate in a timely manner.
3. Faculty members in the Business Department will be qualified in their teaching disciplines.
4. Full-time faculty members in the Business Department will be engaged in appropriate scholarly and/or professional activities on an annual basis.
5. The Business Department will be successful in providing high-quality instruction to its students.
6. The Business Department will be successful in providing effective academic advising to its students.

Intended Operational Outcome #1:

The academic programs offered by the Business Department will be current, relevant and meet the needs of business. This is best assessed for UNYP at the MBA level. BBA data is not available.

Intended Operational Outcome #2:

Students in the Business Department will graduate in a timely manner.

Measures and Assessment Criteria

<p>The Business Department will have a three-year bachelor student graduation rate of at least 75% and a MBA student graduation rate of at least 90%.</p>

Results

BBA Graduates & Dismissed 2011-2012		
Within Standard	40	74.1%
Less than 1 Additional Year	5	9.3%
Less than 3 Additional Years	2	3.7%
Dismissed from Program	7	13.0%
Total	54	100.0%

The **BBA**'s graduation rate is 87% as measured above. Within the standard program length of 3 or 4 years, depending on whether a student also completes the SUNY program, the data indicate that 74% of students graduated on time. The target has been met.

Intended Operational Outcome #3:

Faculty members in the Business Department will be qualified in their teaching disciplines.

Measures and Assessment

At least 90% of the schools full-time and adjunct faculty members will be either doctorally or professionally qualified to teach in their respective disciplinary areas.
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Results

In the Business Department 50 out of 52 instructors are doctorally or professionally qualified. In terms of instructors that is **96.1%**. In terms of student contact hours **98.6%** of hours taught by doctorally or professionally qualified instructors. The standards for qualifications are set by IACBE. The target is met.

Intended Operational Outcome #4:

Full-time faculty members in the Business Department will be engaged in appropriate scholarly and/or professional activities on an annual basis.

Measures and Assessment Criteria

At least 50% of the Business Department full-time faculty members will engage in relevant disciplinary development or instructional development activities each year.

Results

Among UNYPs staff, **75%** of our full-time faculty were engaged in relevant development in the last 3 years. The target is met.

Intended Operational Outcome #5:

The Business Department will be successful in providing high-quality instruction to its students.

Measures and Assessment Criteria

Data from the exit survey are maintained by the IT department. On our scale we interpret any score below 6 to indicate dissatisfaction.

On the exit survey, at least 80% of graduating students will indicate that they were “satisfied” or “very satisfied” with the teaching of their professors. On peer/chair/director teaching observations, at least 80% of faculty will be rated as “done very well” for 75% of the observed variables.

Results

Question #. Subject	Scores	%
5. Instructors	6.77	
Scores of 6 - 10		81.8%
All SUNY Business + BBA		

Question #. Subject	Scores	%
5. Instructors	6.17	
Scores of 6 - 10		85.7%
ONLY BBA		

On student measures the Business Department is meeting targets. A peer-to-peer data set will be added in this area. The targets, therefore, were only partially met.

Intended Operational Outcome #6:

The Business Department will be successful in providing effective academic advising to its students.

Measures and Assessment Criteria

Data from the exit survey are maintained by the IT department and made available to Academic Management. On our scale we interpret any score below 6 to indicate dissatisfaction.

On the exit survey, at least 80% of graduating students will indicate that they were “satisfied” or “very satisfied” with their academic advising.

Results

Question #. Subject	Scores	%
6. Academic Advising	6.36	
Scores of 6 - 10		68.2%
All SUNY Business + BBA		

Question #. Subject	Scores	%
6. Academic Advising	6.50	
Scores of 6 - 10		71.4%
ONLY BBA		

The target has not yet been met.