

The University of New York in Prague



Outcomes Assessment Report – UNYP’s BBA Programs

October 2014

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 Oral exams in Functional areas (Direct Measure)

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**) and their specialty knowledge (**learning outcome 9**). 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 (**learning outcome 1**)

As a group, students will average 2.0 or better (lower numerical grade) on their specialty area (Applications, **learning outcome 9**).

Results

	Economics	Fin/Acctng	Mgmt	Mktg	Applications
Average	1.69	1.63	1.53	1.37	1.62

The targets have been met.

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. For the 2013/2014 academic year new, and more detailed, metrics were introduced for learning outcomes 2-6. Learning outcome #8 was assessed in the same manner as previous years.

Measures and Assessment Criteria

As a group, 60% of students will be assessed as good, very good or excellent on elements linked with **learning outcome 2, 3, 4, 5 and 6**.

As a group, students will be assessed as "good" or better (a numerical result less than 2.0) on elements linked with **learning outcome 8**.

Results

Final Thesis Learning Outcomes 2013/2014					
Outcomes	#2	#3	#4	#5	#6
	Ethical Obligations	Management Theory	Decision Support Tools	Global and Economic Environment	Analytical and Critical Thinking Skills
Excellent	16%	16%	16%	23%	33%
Very Good	23%	21%	26%	35%	23%
Good	16%	16%	9%	19%	14%
Adequate	26%	19%	19%	14%	14%
Inadequate	2%	9%	9%	0%	12%
N/A	16%	19%	21%	9%	5%

Total Excellent, Very Good, Good					
Outcomes	#2	#3	#4	#5	#6
	Ethical Obligations	Management Theory	Decision Support Tools	Global and Economic Environment	Analytical and Critical Thinking Skills
Total	56%	53%	51%	77%	70%

For the 2013/2014 year the evaluation was given by the defense Opponent on the Thesis. For learning outcomes #5 and #6, the targets were met. For learning outcomes #2, #3 and #4, targets were not met.

For **learning outcome 8** the Business Administration Department used the average of the Thesis defense grade by the final exam committee (oral) and the defense Opponent grade (written) in the State Examination procedure for this measure. The average grade this year was **1.67** for 47 exam participants on a scale where 1 is the highest grade and 4 is a failure. For this measure the target was 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**).

Measures and Assessment Criteria

As a group, students will score an average of at least "7.0" or better on of the Team Member Evaluation process for learning outcome 7 .

Results

The average score on a **1-10 scale was 8.6 out of 10.0** on the team component. Therefore the target has been 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, 3, 4, 5, 6, 7, 8, 11, 12, and 13, as well as the students "overall value" rating (# 16). 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 (out of 5) on overall value.

Results

BBA Course Evaluations 2013/2014 - Averages	
1. Regarding my knowledge of the subject, this course brought me Very little new knowledge (1) - Much deeper Understanding (7)	5.38
3. I found the course to be Poorly organized and planned (1) - Very well organized and planned (7)	5.59
4. The goals and objectives of the course were always Vague/Subjective (1) - Very clear/Objective (7)	5.59
5. I found the graded materials (tests, essays, presentations etc.) designed to test my knowledge. Not relevant at all/Unfair (1)- Very Relevant and Fair (7)	5.56
6. The instructor's lectures and visual aids used to communicate course material were Not very clear (1) - Very clear and engaging (7)	5.61
7. The readings which supported my learning experience were Not relevant/useful (1) - Very relevant/Useful (7)	5.41
8. Feedback on that the instructor provided on my work was Not very helpful (1) - Very helpful/constructive (7)	5.56
11. Regarding the practical knowledge I got from the course, I consider it Not of use (1) - Very useful (7)	5.44
12. This course broadened my perspective. Not applicable (1) - Very much (7)	5.33
13. This course helped me connect various disciplines and difficult concepts. Not applicable (1) - Very much (7)	5.13
16. Rate the OVERALL VALUE OF THIS COURSE as it contributed to your learning. Not At All Valuable (1) - Very Valuable (5)	4.01

For the BBA program, 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 bachelors' Business graduates at UNYP in the undergraduate programs. Of that group, 19 elected not to qualify for the European BBA (i.e. – they chose to receive only the SUNY degree). The second table shows the results only 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	7.5
4. Your education will help you meet your goals	7.5
10. Career development assistance	5.0
Graduates (ALL SUNY Business + BBA)	38

Question #. Subject	Scores
1. Curriculum of your Program/Major	7.6
4. Your education will help you meet your goals	7.6
10. Career development assistance	5.2
Graduates (BBA qualified)	19

The targets have been partially met. It is clear that there is room for improvement in meeting career development goals.

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. At the undergraduate level, only 50% of graduating Business students were sure that they will immediately enter the work force after graduation. Many will continue their education in graduate programs. By June 2014, 31% of responding graduating Business students had been accepted into graduate programs according to the Exit Survey. In the 2013/2014 Academic year, UNYP provides an indirect measure of skills improvement from the Exit Survey for Operational Outcome #1 at the BBA level.

Measures and Assessment Criteria

90% of Business graduates will identify positive improvements in each skill area as graduating seniors (measured in the Exit Survey).

Results

Skill Improvement by area for 2013/2014 Business Graduates	
Research and Analysis Skills	96.2%
Writing Skills	96.2%
Overall Communications Skills	92.3%
Ability to Work in Teams	92.3%
Problem Solving Skills	84.6%
Dealing with Different Cultures	92.3%

The targets have been almost wholly met, but not met for Problem Solving Skills.

Intended Operational Outcome #2:

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

Measures and Assessment Criteria

The Business Department will have a timely three-year (or four-year) student graduation rate of at least 75% in the BBA.

Results

BBA Graduates & Dismissed 2013/2014		
Within Standard	28	50.9%
Less than 1 Additional Year	11	20.0%
Less than 3 Additional Years	3	5.5%
Dismissed from Program	13	23.6%
Total	55	100.0%

Within the standard program length of 3 or 4 years (depending on whether a student also completes the SUNY program), the data indicate that **70.9%** of students graduated on time or within one additional year. The target has not been met. For the 2013/2014 academic year we are viewing this metric with the sole focus on timely graduation.

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.

Results

In the Business Department 55 out of 57 instructors are doctorally or professionally qualified. In terms of instructors that is **96.5%**. In terms of student contact hours **98.8%** of hours are taught by doctorally or professionally qualified instructors. At the BBA level **100%** of student contact hours are 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 the Business Administration Department's instructional staff, **67%** of the full-time members of faculty were engaged in relevant development in the 2013/2014 academic year. 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

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. Scores between 6 and 10 indicate "satisfied" or very "satisfied". On peer/chair/program manager teaching observations, at least 80% of faculty will be rated as "done very well" for 75% of the observed variables.

Results

Data from the exit survey are maintained by the IT department. For the peer/chair evaluation, data are maintained by the Chair and the Rector's office. In the 2013/2014 academic year, 7 BBA instructors were evaluated. **100%** were rated as 'Done very well' for at least 75% of the observed variables. Note that peer-to-peer faculty evaluations are confidential between the Chair, the Evaluator and the Instructor. Individual names are not shown, but individual scores are shown.

Question #. Subject	Scores	%
5. Instructors	7.5	
Scores of 6 - 10		88.5%
All SUNY Business + BBA		

Question #. Subject	Scores	%
5. Instructors	8.0	
Scores of 6 - 10		87.5%
ONLY BBA		

Peer to Peer Evaluations 2013/2014 Academic year			
Instructor	Observed	Done Very Well	Percent
#1	20	20	100.0%
#2	22	21	95.5%
#3	22	22	100.0%
#4	23	23	100.0%
#5	22	22	100.0%
#6	21	19	90.5%
#7	20	19	95.0%
Total	150	146	97.3%

On all measures the targets have been met.

Intended Operational Outcome #6:

The Business Administration 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 the exit survey, at least 80% of graduating students will indicate that they were “satisfied” or “very satisfied” with their academic advising. Scores between 6 and 10 indicate “satisfied” or very “satisfied”.

Results

Question #. Subject	Scores	%
8. Academic Advising	6.3	
Scores of 6 - 10		69.2%
All SUNY Business + BBA		

Question #. Subject	Scores	%
8. Academic Advising	6.4	
Scores of 6 - 10		68.8%
ONLY BBA		

The target has not been met in that the percentage is below our standard. In the 2013/2014 year we have tried to disaggregate the many issues involved. There are two major findings:

1. One issue concerns course selection, where students have expressed the desire to have more choice (16%). Much of this issue has to do with the need to follow sequenced courses in the accredited programs, but some is due to class/time availability. As UNYP is small institution, possible solutions here are limited.

2. Students are asking for more individual time in the advising process (40%). This was addressed by expanding advising hours by 50% in the Business department during the year, but the current year's graduates did not feel the impact of that as much as future graduates should.