



# IACBE

International Accreditation Council for Business Education

## Public Disclosure of Student Learning

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Institution

University of New York in Prague

Academic Business Unit

Business Administration Department

Academic Years

2015-2016 & 2016-2017

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## Report of Student Learning and Achievement

### The University of New York in Prague Business Administration Department

For Academic Years: 2015-2017

#### Mission of the Business Administration Department:

We prepare students to succeed in the international world of business. Our programs provide students a solid foundation in business management and familiarity with the cultural aspects of international leadership while simultaneously developing critical thinking skills and strong english communication skills.

#### Student Learning Assessment for: *Bachelor of Business Administration (BBA)*

##### Program Intended Student Learning Outcomes (Program ISLOs)

1. Students will be able to demonstrate foundational knowledge of the functional areas of business, namely – Management, Economics, Accounting and Finance, Marketing.
2. Students will be able to describe the global, legal, social and economic environment of business.
3. Students will be able to demonstrate knowledge of the ethical obligations of business and apply them to business decisions.
4. Students will be able to apply appropriate decision support tools.
5. Students will demonstrate the ability to write and orally present ideas effectively in business English.
6. Students will be able to apply effective analytical and critical-thinking skills in an organizational context.

<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Direct Measures:</b>
<p>1. End of Program Comprehensive State Examinations (SEs). Content area evaluation by SE Commission.</p> <p>Program ISLO Assessed by this Measure: 1</p>	<p><i>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).</i></p>
<p>2. End of Program Written Thesis – Defense Opponent Evaluation</p> <p>Program ISLOs Assessed by this Measure: 2, 3, 4, 5 &amp; 6</p>	<p><i>As a group, 60% of students will be assessed as good, very good or excellent on elements linked with learning outcome 2, 3, 4, and 6. The evaluation rubric has five levels ranging from inadequate to excellent where ‘good’ is the middle value on the scale.</i></p> <p><i>For ISLO 5, this instrument measures written communication. The performance criteria for ISLO 5 is that 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) on the thesis defense.</i></p>
<p>3. End of Program Thesis – Oral Defense Evaluation by SE Commission</p> <p>Program ISLO Assessed by this Measure: 5</p>	<p><i>For ISLO 5, this instrument measures oral communication. 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) on the thesis defense.</i></p>
<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b>
<p>1. Course Evaluations by Students</p> <p>Program ISLOs Assessed by this Measure: 1, 2</p>	<p><i>A course evaluation questionnaire is given out in every course at UNYP. The following questions from the student course evaluations are being used as part of this measure: questions 2, 3, 4, 5, 6, and 9, as well as the students “overall value” rating (# 10). The performance objective is that all courses are evaluated at a minimum of 5.0 (out of 7) for each content area and 4.0 (out of 5) on overall value.</i></p>
<p>2. Course Evaluation by Students</p> <p>Program ISLO Assessed by this Measure: 3</p>	<p><i>Course evaluation for the undergraduate Ethics course. The performance objective is 4.0 (out of 5) on the overall value of the course as it contributed to student learning (question 10).</i></p>
<p>3. Graduating Student Exit Survey</p> <p>Program ISLOs Assessed by this Measure: 4, 5, &amp; 6</p>	<p><i>The graduating student exit survey includes a section evaluating various areas of skill improvement: thinking and working globally, writing skills, communication skills and problem solving skills. The performance objective is that 90% of graduating BBA students will identify positive improvements in each these skill areas as measured in the Exit Survey.</i></p>

**Learning Assessment Results: Bachelor of Business Administration (BBA)**

**Summary of Results from Implementing Direct Measures of Student Learning:**

**1. Comprehensive State Examinations**

**ISLO: 1**

Average scores (reverse scale) and individual scores meeting the standard:

<b>Economics</b>	<b>1.94</b> (80/112 = 71%)
<b>Finance/Acctng</b>	<b>1.80</b> (85/110 = 77%)
<b>Management</b>	<b>1.80</b> (86/110 = 78%)
<b>Marketing</b>	<b>1.52</b> (92/105 = 88%)

**2. Defense Opponent Evaluation of Thesis**

**ISLO: 2, 3, 4, 5 & 6**

Percentage and the number of students receiving a rating of very good or excellent:

**ISLO 2 – 80%** (83/101) Global & Economic Environment  
**ISLO 3 – 57%** (46/81) Ethical Obligations of Business  
**ISLO 4 – 82%** (62/97) Appropriate Decision Making  
**ISLO 6 – 70%** (71/102) Analytical & Critical Thinking Skills

Average score and the number of students receiving a rating of very good or excellent:

**ISLO 5 – 1.97** (72/104) Written Communication

**3. Oral Defense Evaluation by SE Commission**

**ISLO: 5**

Average score and the number of students receiving a rating of very good or excellent:

**ISLO 5 – 1.47** (92/104) Oral Presentation

## Summary of Results from Implementing Indirect Measures of Student Learning:

### 1. Course Evaluations by Students

ISLO: 1, 2

Average Score and the number of courses meeting the standard of 5.0 (out of 7.0):

Question #2 - **5.48** (158/194 = 81%) Knowledge Improvement

Question #3 - **5.58** (166/194 = 86%) Goals and Objectives

Question #4 - **5.56** (156/194 = 80%) Use of Teaching Aids

Question #5 - **5.59** (159/194 = 82%) Clear Communication

Question #6 - **5.57** (159/194 = 82%) Feedback to Students

Average Score and the number of courses meeting the standard of 4.0 (out of 5.0):

Question #9 - **4.10** (129/194 = 67%) Instructor Effectiveness

Question #10 - **4.00** (112/194 = 58%) Overall Course Value

### 2. Course Evaluation by Students

ISLO: 3

Average Rating of 4 sections of the Ethics course with a standard of 4.0 (out of 5):

Question #10 - **4.50** – Overall Course Value (Ethics)

### 3. Graduating Student Exit Survey

ISLO: 4, 5, & 6

Over the evaluation period 56 graduates participated in the undergraduate exit survey (out of 112 graduates). The response rate therefore was 50%. The results shown are percentages of 56 respondents. Percentage of students indicating positive improvement in the skill areas:

**ISLO 4 - 92%** (Appropriate Decision Support Tools)

**ISLO 5 - 96%** (Written Communication Skills)

**ISLO 5 - 98%** (Oral Presentation Skills)

**ISLO 6 - 98%** (Effective Analytical and Critical Thinking Skills)

Summary of Achievement of Intended Student Learning Outcomes (BBA):								
Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<i>State Exams</i>	<i>Opponent Evaluation</i>	<i>Oral Evaluation</i>		<i>Couse Evaluations</i>	<i>Ethics Evaluation</i>	<i>Graduate Exit Survey</i>	
	Performance Target Was...	Performance Target Was...	Performance Target Was...		Performance Target Was...	Performance Target Was...	Performance Target Was...	
1. Students will be able to demonstrate foundational knowledge of the functional areas of business, namely – Management, Economics, Accounting and Finance, Marketing.	Met				Met			
2. Students will be able to describe the global, legal, social and economic environment of business.		Met			Met			
3. Students will be able to demonstrate knowledge of the ethical obligations of business and apply them to business decisions.		Not Met				Met		
4. Students will be able to apply appropriate decision support tools.		Met					Met	
5. Students will demonstrate the ability to write and orally present ideas effectively in business English.		Met	Met				Met	
6. Students will be able to apply effective analytical and critical-thinking skills in an organizational context.		Met					Met	
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
1. <b>ISLO 3</b> – The performance target relating to the Ethical Obligations of Business was not met as measured in the Defense Opponent Evaluations. The Chair of the Business Administration Department will continue to emphasize the importance of addressing the ethical obligations of								

business and evaluate the Theses Mentors' performance in meeting the standard.

<b>Student Learning Assessment for: <i>Master of Business Administration (MBA)</i></b>	
<b>Program Intended Student Learning Outcomes (Program ISLOs)</b>	
1. Students will be able to demonstrate skills in problem recognition.	
2. Students will be able to perform a strategic analysis from a multi-disciplinary perspective, synthesize information and produce a congruent plan of action.	
3. Students will be able to use suitable quantitative methods as tools of effective management.	
4. Students will be able to write and orally present ideas persuasively and effectively in business English.	
5. Students will be able to demonstrate teamwork skills suitable to a multi-cultural environment.	
6. Students will be able to identify and analyze the ethical obligations and responsibilities of business.	
<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Direct Measures:</b>
1. <i>Consultancy Project (CP)</i> Program ISLOs Assessed by this Measure: 1, 2, 3, 4	<i>The Consultancy Project Mentor evaluates skills in problem recognition, strategic analysis and problem solving, written communications skills and ethical business behavior. It is expected that each MBA student would achieve a score of at least 3.5 (out of 5) on problem recognition (learning outcome 1) and all students achieve an average of at least 4.0 (out of 5) on the other categories (linked to learning outcomes 2, 3, 4 and 6 respectively). For ISLO 4, the measurement from the CP evaluation covers written communication skills.</i>
2. <i>Consultancy Project, Finding on Ethical Behavior in Business</i> Program ISLO Assessed by this Measure: 6	<i>The Consultancy Project Mentor evaluates skills in identifying ethical business behavior. It is expected that all students achieve an average of at least 4.0 (out of 5) on ISLO 6.</i>
3. <i>Presentation Skills Evaluation</i> Program ISLO Assessed by this Measure: 4	<i>Oral Communication skills are measured in a specific course for each MBA cohort. Since the 2015/16 academic year, this measurement has taken place in the 'International Marketing Management' course. The performance objective is that all students achieve an average of at least 3.0 (out of 4) where where 1 is beginning level and 4 is exemplary.</i>

<p>4. Peer-to-peer Teamwork Evaluation Program ISLO Assessed by this Measure: 5</p>	<p><i>Teamwork skills are measured in a specific course for each MBA cohort. Since the 2015/16 academic year, this measurement has taken place in the 'Financial Management' course. The performance objective is that all students achieve an average of at least 3.0 (out of 4) where 1 is beginning level and 4 is exemplary.</i></p>
<p><b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b></p>	<p><b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b></p>
<p>1. MBA Course Evaluations by Students Program ISLOs Assessed by this Measure: 1, 2, 3</p>	<p><i>A course evaluation questionnaire is given out in every course at UNYP. The following questions from the student course evaluations are being used as part of this measure: questions 1, 2, 3, 4, 5, and 8, as well as the students "overall course" rating. The performance objective is that all courses are evaluated at a minimum of 5.9 (out of 7) for each content area and 4.0 (out of 5) on overall value.</i></p>
<p>2. MBA Course Evaluations by Students specific to Legal and Ethical Decision Making. Program ISLO Assessed by this Measure: 6</p>	<p><i>Course evaluation for the MBA course 'Legal and Ethical Decision Making'. The performance objective is 4.0 (out of 5) on the overall value of the course.</i></p>
<p>3. <i>Graduating Student Exit Survey</i> Program ISLOs Assessed by this Measure: 4, 5</p>	<p><i>The graduating student exit survey includes a section (question 14 subset) evaluating various areas of skill improvement: writing skills, oral presentation skills, and teamwork skills. The performance objective for this measure is that 80% of graduating students will identify positive improvements in each these skill areas as measured in the Exit Survey.</i></p>



**Learning Assessment Results: *Master of Business Administration (MBA)***

**Summary of Results from Implementing Direct Measures of Student Learning:**

**1. Consultancy Project**

**ISLO: 1, 2, 3, & 4**

Percentage and the number of students receiving 3.5 out of 5.0:

**ISLO 1 – 93%** (37/40, average = 4.7) Problem Recognition

Average score and the number of students receiving 4.0 out of 5.0:

**ISLO 2 – 3.5** (22/40 = 55%) Strategic Analysis

**ISLO 3 – 4.1** (30/40 = 75%) Quantative Tools

**ISLO 4 – 4.1** (30/40 = 75%) Written Comunication

**2. CP Finding on Ethical Behavior in Business**

**ISLO: 6**

Average score and the number of students receiving 4.0 out of 5.0:

**ISLO 6 – 3.8** (27/40 = 68%) Ethical Behavior in Business

**3. Presentation Skills Evaluation**

**ISLO: 4**

Average score and the number of students receiving 3.0 out of 4.0:

**ISLO 4 – 2.9** (20/38 = 53%) Oral Presentation

#### **4. Peer-to-peer Teamwork Evaluation**

**ISLO: 5**

Average score and the number of students receiving 3.0 out of 4.0:

**ISLO 5 – 3.5** (36/38 = 95%) Teamwork Skills

### **Summary of Results from Implementing Indirect Measures of Student Learning:**

#### **1. Course Evaluations by Students**

**ISLO: 1, 2, & 3**

Average Score and the number of courses meeting the standard of 5.9 (out of 7.0):

Question #1 – **5.9** (23/37 = 62%) Instructor's Oral Presentation

Question #2 – **5.8** (22/37 = 60%) Stimulates Interest and Motivation

Question #3 – **5.9** (23/37 = 62%) Handling Student Questions

Question #4 – **6.3** (30/37 = 81%) Instructor is Well Prepared

Question #5 – **6.0** (26/37 = 70%) Uses Current Examples

Question #8 – **5.9** (24/37 = 65%) Thoroughly Explains Assignments

Average Score and the number of courses meeting the standard of 4.0 (out of 5.0):

Question #9 - **4.1** (23/37 = 62%) Overall Course Value

## **2. Course Evaluation by Students**

**ISLO: 6**

Average Score of 2 sections of the Ethics course with a standard of 4.0 (out of 5):

Question #9 – **4.3** – Overall Course Value (Ethics)

## **3. Graduating Student Exit Survey**

**ISLO: 4 & 5**

Over the evaluation period 9 graduates participated in the undergraduate exit survey (out of 41 graduates). The response rate therefore was 22%. This is far below the response rate for BBA students. The percentages shown are out of the 9 respondents. See the note in the 'Courses of Action' section below. Percentage of students indicating positive improvement in the skill areas:

**ISLO 4 – 89%** (Written Communication Skills)

**ISLO 4 – 89%** (Oral Presentation Skills)

**ISLO 5 – 89%** (Effective Analytical and Critical Thinking Skills)

Summary of Achievement of Intended Student Learning Outcomes (MBA):								
Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	<i>Consultancy Project</i>	<i>CP Finding on Ethics</i>	<i>Presentation Skills</i>	<i>Teamwork Skills P2P</i>	<i>Course Evaluations</i>	<i>Evaluation on Ethics</i>	<i>Graduate Exit Survey</i>	
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	
1. Students will be able to demonstrate skills in problem recognition.	Not Met				Not Met			
2. Students will be able to perform a strategic analysis from a multi-disciplinary perspective, synthesize information and produce a congruent plan of action.	Not Met				Not Met			
3. Students will be able to use suitable quantitative methods as tools of effective management.	Met				Not Met			
4. Students will be able to write persuasively and effectively in business English.	Met		Not Met				Met	
5. <i>Students will be able to demonstrate teamwork skills suitable to a multi-cultural environment.</i>				Met			Met	
6. <i>Students will be able to identify and analyze the ethical obligations and responsibilities of business.</i>	Not Met					Met		

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

1. **ISLOs 1&2 Direct Measure** – In the 2015/2016 UNYP began employing on overall mentor in the CP projects (Dr. Aaron Johnson). Progress has been made in the Problem Recognition area, but our standard remains 100% achievement in this area for the MBA program. This area was our initial focus. In the current evaluation period, we see a decline in the Strategic Analysis area. The result was a 3.5 average score against our standard of 4.0. The MBA Director and Dr. Johnson will place renewed emphasis on these areas to correct this outcome.

2. **ISLOs 1,2 & 3 Indirect Measure** – In the 2015/2016 academic year, UNYP also raised the standard on MBA course evaluations from 5.0 to 5.9 in the content areas. The miss of the target was in the question on ‘Stimulating Student Interest and Motivation’. The average score was 5.8 against the 5.9 standard. Some of the lower raw scores are Instructor specific and those issues are being addressed by the MBA director. No other action is necessary at this time.

3. **ISLO 4 Direct Measure** – The MBA Director will evaluate the feasibility of introducing additional presentation skills training outside of the current curriculum.

4. **General Note on the participation rate by MBA students in the Graduate Exit Survey** – Two years ago UNYP introduced its online version of the Exit Survey. It is apparent the UNYP must implement a manual process of some kind to raise the participation rate. The MBA Director will evaluate and introduce a better system. That also may include shortening the survey to eliminate those questions which are of interest only for undergraduate students. Note that UNYP only uses parts of a much longer survey for IACBE purposes.