



Public Disclosure of Student Learning Form

Institution:	EU Business School
Academic Business Unit:	Swiss Campuses
Academic Year:	2013-14

Report of Student Learning and Achievement

EU Business School Swiss Campuses

For Academic Year: 2013-14

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 70% (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 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% (GPA 1.7) in each evaluation dimension related to questions and answers

<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</i> 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 Major, Concentration, Specialization, Emphasis, Option, Track ISLOs</i> Assessed by this Measure: <i>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 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 70% or higher Application of theory to practice (Core ISLO 1) 94.5% Analytical skills (Core ISLO 2) 94.5% Oral Skills (Core ISLO 3) 94.5% Written skills (Core ISLO 3) 94.5% Diagnostic Skills (Core ISLO 4) 94.5% 	
<p>2 Comprehensive Thesis and Defense</p> <p>Percentage of students achieving a subscore of 70% or higher</p> <ul style="list-style-type: none"> Application of theory to practice (Core ISLO 1) 85% Analytical skills (Core ISLO 2) 85% Oral Skills (Core ISLO 3) 86% Written skills (Core ISLO 3) 83% Diagnostic Skills (Core ISLO 4) 83% 	
<p>3 <i>Summary of Results for Direct Measure 3</i></p> <p>.</p>	
<p>4 <i>Summary of Results for Direct Measure 4</i></p> <p>.</p>	
<p>Summary of Results from Implementing Indirect Measures of Student Learning:</p>	

1 Exit Survey	
· Percentage of students achieving a subscore of average or higher	
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%
1 Comprehensive Thesis Defense	
Core ISLOs Assessed by this Measure: 3	86%
3 <i>Summary of Results for Indirect Measure 3</i>	
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4 <i>Summary of Results for Indirect Measure 4</i>	
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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. <i>Program Learning Outcome 1</i>	Met	Met			Met			
2. <i>Program Learning Outcome 2</i>	Met	Met			Met			
3. <i>Program Learning Outcome 3</i>	Met	Met			Met	Met		
4. <i>Program Learning Outcome 4</i>	Met	Met			Met			
5. <i>Program Learning Outcome 5</i>								
	Direct Measure 1	Direct Measure 2	Direct Measure 3	Direct Measure 4	Indirect Measure 1	Indirect Measure 2	Indirect Measure 3	Indirect Measure 4
	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>								
2. <i>Intended Learning Outcome 2</i>								
3. <i>Intended Learning Outcome 3</i>								
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
1. The performance targets were all met. However, faculty expressed concern that 70% (GPA 1.7) was not a sufficiently demanding benchmark to “stretch” expectations and achievements. For subsequent analyses, the target will be raised to 75% (GPA 2) (a/y 14-15) with an aim to raise the outcome to 80%. Students are now required to work with a promoter for their thesis (this was previously optional).								
2. The performance targets on the exit survey have been met. However, management and faculty believe that the benchmark should be raised to good or above								
3. <i>Course of Action 3</i>								
4. <i>Course of Action 4</i>								

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	<i>Objective (Target/Criterion) for Direct Measure 3</i>
4. IB required course: International Business IB concentration ISLOs Assessed by this Measure: 2	<i>Objective (Target/Criterion) for Direct Measure 4</i>
5. Global Finance required course: Advanced Finance IB concentration ISLOs Assessed by this Measure: 1,2,3,	
6. Comm & PR required course: Mass Media Planning & Media Law Comm & PR concentration ISLOs Assessed by this Measure: 2, 3	
Assessment Instruments for Intended Student Learning Outcomes—	Performance Objectives (Targets/Criteria) for Indirect Measures:

Indirect Measures of Student Learning:	
<p>1. Exit Survey</p> <p>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</p>	<p>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>
<p>2. Indirect Measure 2</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. Indirect Measure 3</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. Indirect Measure 4</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>	
Summary of Results from Implementing Direct Measures of Student Learning:	
<p>1 Comprehensive Capstone and Defense</p> <ul style="list-style-type: none"> · Percentage of students achieving a subscore of 83% or higher Diagnostic skills (Core ISLO 1) 34% Analytical skills (Core ISLO 1) 37% Writing Skills (Core ISLO 2) 35% Conceptual skills skills (Core ISLO 2) 37% Understanding of Mgt functions (Core ISLO 3) 39% 	

2 Comprehensive case	
· Percentage of students achieving a subscore of 83% or higher	
Diagnostic skills (Core ISLO 1)	61%
Analytical skills (Core ISLO 1)	61%
Writing Skills (Core ISLO 2)	61%
Conceptual skills skills (Core ISLO 2)	61%
Understanding of Mgt functions (Core ISLO 3)	61%
3 <i>Summary of Results for Direct Measure 3</i>	
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4 <i>Summary of Results for Direct Measure 4</i>	
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Summary of Results from Implementing Indirect Measures of Student Learning:	
1 Exit Survey	
· Percentage of students achieving a subscore of 80% or higher	
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%
Understanding of Mgt functions (Core ISLO 3)	100%
2 <i>Summary of Results for Indirect Measure 2</i>	
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3 <i>Summary of Results for Indirect Measure 3</i>	
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4 <i>Summary of Results for Indirect Measure 4</i>	
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Summary of Achievement of Intended Student Learning Outcomes:	
Intended Student Learning Outcomes	Learning Assessment Measures

General Program ISLOs	Direct Measure 1	Direct Measure 2	Direct Measure 3	Direct Measure 4	Indirect Measure 1	Indirect Measure 2	Indirect Measure 3	Indirect Measure 4
	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	Not met						
2. Program Learning Outcome 2	Not met	Not met						
3. Program Learning Outcome 3	Not met	Not met						
4. Program Learning Outcome 4	Not met	Not met						
5. Program Learning Outcome 5	Not met	Not met						
Intended Student Learning Outcomes: Major, Concentration, Specialization, Emphasis, Option, or Track in Area 1	Direct Measure 1	Direct Measure 2	Direct Measure 3	Direct Measure 4	Indirect Measure 1	Indirect Measure 2	Indirect Measure 3	Indirect Measure 4
	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. Intended Learning Outcome 1								
2. Intended Learning Outcome 2								
3. Intended Learning Outcome 3								
Assessment Results: Program 1 with a Major, Concentration, Specialization, Emphasis, Option, or Track in Area 2								
Summary of Results from Implementing Direct Measures of Student Learning:								
1. Summary of Results for Direct Measure 1								
2. Summary of Results for Direct Measure 2								
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. Summary of Results for Indirect Measure 1								
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. <i>Program Learning Outcome 1</i>								
2. <i>Program Learning Outcome 2</i>								
3. <i>Program Learning Outcome 3</i>								
4. <i>Program Learning Outcome 4</i>								
5. <i>Program Learning Outcome 5</i>								
Intended Student Learning Outcomes: <i>Major, Concentration, Specialization, Emphasis, Option, or Track in Area 2</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>								
2. <i>Intended Learning Outcome 2</i>								
3. <i>Intended Learning Outcome 3</i>								
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
1. An Academic Dean has been recruited to address capstone issues, among other duties the rubrics have been reviewed and updated, further seminars have been introduced, all master's students are required to do a business								
2. Rubrics have been reviewed by senior faculty and updated to emphasize more rigor								
3. Additional seminars have been introduced								
4. All students must have a promoter and also consult with the Swiss academic dean								
5. All students must participate in a web-based business simulation								
6. The performance targets on the exit survey have been met. However, management and faculty believe that the benchmark should be raised to good or above								