



IACBE

International Assembly for Collegiate Business Education

**Public Disclosure
of Student Learning**

Institution: American University of Science and
Technology
Academic Business Unit: Faculty of Business and Economics
Academic Year: 2012-13

International Assembly for Collegiate Business Education
P.O. Box 3960
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Report of Student Learning and Achievement
(Faculty of Business and Economics)
(American University of Science and Technology)

For Academic Year: 2012-13

Mission of the Faculty of Business and Economics (FBE)

The Faculty of Business and Economics is committed to quality education by continuously providing value-added programs in the various business disciplines. This is accomplished in a stimulating atmosphere that encourages innovation, entrepreneurship, and high ethical and professional standards.

The Faculty strives to prepare the students in a framework of a dynamic relationship with the business community. It adheres to the highest standards of commitment to ensure technological knowledge in the application of the academic curriculum. Moreover, the Faculty emphasizes lifelong learning enabled by intellectual critical thinking.

Student Learning Information for the Bachelor of Science in Business Administration

Intended Student Learning Outcomes for the major in Business Administration:

1. Students will be able to apply oral and written communication skills.
2. Students will be able to apply a high level of computer literacy and technology use.
3. Students will be able to integrate the various business functions in solving problems or in the process of making business decisions.
4. Students will be able to demonstrate a satisfactory level in their performance relative to the key tasks linked to their particular specializations.
5. In the workplace, FBE graduates will be able to behave in a highly ethical manner besides being efficient in their jobs.
6. Students will be able to show a high level of cooperation and support when working with others (teamwork).
7. The FBE graduates will be able to demonstrate a high degree of motivation and willingness to adapt to changes in the work environment.

Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:	
1. Senior Project (Capstone Project)	<i>All business major seniors have to score a minimum of “C” on their Capstone projects.</i>	
2. Information Technology Laboratory Work	<i>At least 80% of the business major students, utilizing IT tools in their courses, have to attain at least will a “C” grade to show an acceptable level of IT skills.</i>	
Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:	
1. <i>Alumni Survey</i>	<i>At least 80% of graduating students will perceive a high level of satisfaction from their learning experience. At least 80% of the alumni will perceive that they were well equipped for employment in the business sector.</i>	
2. <i>Employer Survey</i>	<i>At least 80% of Employers will perceive that AUST business graduates were well equipped for employment in the business sector. At least 70% of alumni will be attracted to a job offer in the business sector.</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>100 % of Senior Business Majors received direct advice and full support while doing their Senior Projects</i>	X	
2. <i>For the academic year 2012-2013, we have compliance with this requirement as compared with the academic year 2011-2012 where we had non-compliance.</i> <i>At least 80% of all Senior Business Major students will score more than “B” or exemplary rating on their Capstone Project.</i> <i>Out of 403 students who graduated: 23.8% scored “As”; 56.3% scored “Bs”; and 19.9% scored “Cs”</i> <i>Or Total of “As and Bs” of 80.10%</i>	X	
3. <i>At least 80% of the graduating students appeared to have a good knowledge level of their senior projects.</i> <i>Overall average of Senior manuscripts is 80.66%</i>	X	

80.14% of all Senior students or 323 students out of 403 students have an overall average of 80.70%.		
4.	<p>Students in general show an excellent performance in their direct major or specialization (60% of their Capstone project constitute direct individual knowledge of their major).</p> <p>Average grade Manuscript: 80.66%</p>	X
5.	<p>Students showed an acceptable degree of business functions integration in their senior projects (40% of their Capstone project constitute integration of business functions).</p> <p>Overall Integration Average of 14 subjects: 80.81%</p>	X
6.	<p>For the academic year 2012-2013, we have compliance with this requirement as compared with the academic year 2011-2012 where we had non-compliance.</p> <p>Business students majoring in Management Information Systems will be able to investigate the legal environment and its impact on their business plans (All were able to do so).</p> <p>Ave. Performance Grade = 81.70%</p>	X
7.	<p>Business Management students should be able to integrate accounting, finance and marketing functions in their senior projects.</p> <p>63 out of 70 Management students integrated the three areas in question (90%)</p>	X
8.	<p>Business students majoring in Marketing and Advertising show basic knowledge when it comes to the financial study of their senior projects.</p> <p>The academic year 2012-2013 also showed an improvement:</p> <p>2010-2011: (This appears from the relatively low scores they got on the Accounting and Finance rubrics. Around 20% of the major scored an acceptable grade of "C") .</p> <p>2011-2012: (44.63% of the students scored more than 80%; 48.94% showed basic knowledge scoring between 70 & 75%; and 6.38% scored between 60 & 65% on the Accounting and Finance Rubrics)</p>	X

<p>2012-2013: <i>(65.11% of the students scored more than 80%; 30.32% showed basic knowledge scoring between 70 & 75%; and 4.65% scored between 60 and 65% on the Accounting Rubric)</i> <i>(53.44% of the students scored more than 80%; 32.55% showed basic knowledge scoring between 70 and 75%; and 13.95% scored between 60 and 65% on the Finance Rubric)</i></p>		
<p>9. <i>Students should be able to discuss the effect of nowadays growing globalization and Business internationalization in their senior projects or business simulations</i></p> <p>The academic year 2012-2013 also showed even more improvement</p> <p>2010-2011: <i>(Around 60% of the students failed to integrate or at least discuss the issue).</i></p> <p>2011-2012: <i>75.93% succeeded to discuss the globalization and Bus Internationalization issues in their seniors. Out of which 62.6% scored above 80%; 31.3% scored between 70 and 75%, and 6.1% scored between 60 and 65%.</i></p> <p>2012-2013: 100% succeeded to discuss the globalization and Bus Internationalization issues in their seniors. Out of which 80.53% scored above 80%; 17.18% scored between 70 and 75%, and 2.29% scored between 60 and 65%.</p>	X	
<p>10 <i>At least 80% of the business major students utilizing IT tools in their Accounting I course achieved a minimum of "C" grade, showing an acceptable level of IT skills</i></p> <p>2010-2011: <i>(Out of 515 students: 43.70% scored "As", 27% scored "Bs", and 13.40% scored "Cs". So, a total of 84.10% scored a minimum C grade)</i></p> <p>2011-2012: <i>(Out of 606 students: 43.40% scored "As", 40.30% scored "Bs", and 14.20% scored "Cs". So, a total of 97.90% scored minimum C grade)</i></p> <p>2012-2013: <i>(Out of 636 students: 47.48% scored "As", 31.76% scored "Bs", and 8.96% scored "Cs", and 9.74% swcored "Ds".. So, a total of 88.20% scored minimum C grade)</i></p>	X	

<p>11 At least 80% of the business major students utilizing IT tools in their Accounting II course achieved a minimum of "C" grade, showing an acceptable level of IT skills</p> <p>2010-2011: (Out of 408 students: 60.0% scored "As", 22.10% scored "Bs", and 08.10% scored "Cs". So, a total of 90.20% scored a minimum C grade)</p> <p>2011-2012: (Out of 430 students: 57.90% scored "As", 30.90% scored "Bs", 10.70% scored "Cs", and 0.50% "D". So, a total of 99.50% scored minimum C grade)</p> <p>2012-2013: (Out of 630 students: 49.21% scored "As", 30.15% scored "Bs", and 10.79% scored "Cs", 8.25% scored "Ds" and 1.59% scored "Fs". So, a total of 90.15% scored minimum C grade)</p>	X	
<p>12 At least 80% of the business major students utilizing IT tools in their Finance I course achieved a minimum of "C" grade showing an acceptable level of IT skills</p> <p>2010-2011: (Out of 266 students: 27.50% scored "As", 25.60% scored "Bs", and 27.80% scored "Cs". So, a total of 80.90% scored a minimum C grade)</p> <p>2011-2012: (Out of 366 students: 30.70% scored "As", 39.10% scored "Bs", and 25.00% scored "Cs". So, a total of 94.80% scored minimum C grade)</p> <p>2012-2013: This year we have non-compliance (Score less than 80%) (Out of 466 students: 26.18% scored "As", 25.75% scored "Bs", and 21.67% scored "Cs", 22.53% scored "Ds", and 3.87% scored "Fs". So, a total of 73.60% scored minimum C grade)</p>		X
<p>13 NEW ITEM</p> <p>At least 80% of the business major students utilizing IT tools in their Finance II course achieved a minimum of "C" grade showing an acceptable level of IT skills</p> <p>First time Implementation</p> <p>2012-2013: (Out of 152 students: 40.78% scored "As", 26.97% scored "Bs", and 28.95% scored "Cs", 2.64% scored "Ds", and 0.66% scored "Fs". So, a total of 96.70% scored minimum C grade)</p>	X	

<p>14 NEW ITEM</p> <p><i>At least 80% of the business major students utilizing IT tools in their Marketing Principles course achieved a minimum of "C" grade showing an acceptable level of IT skills</i></p> <p>First time Implementation</p> <p>2012-2013: (Out of 493 students: 33.67% scored "As", 30.83% scored "Bs", and 23.52% scored "Cs", 6.10% scored "Ds", and 5.88% scored "Fs". So, a total of 88.02% scored minimum C grade)</p>	X	
<p>15 <i>At least 80% of the business major students utilizing IT tools in their Front Office Lab course achieved a minimum of "C" grade showing an acceptable level of IT skills</i></p> <p>2010-2011: (Out of 19 students: 42.11% scored "As", 57.89% scored "Bs". So, a total of 100% scored a minimum B grade showing exemplary level of skills)</p> <p>2011-2012: (Out of 26 students: 42.31% scored "As", 53.85% scored "Bs" and 3.84% scored "Cs". So, a total of 96.15% scored minimum B grade showing exemplary level of skills)</p> <p>2012-2013:</p> <p>(Out of 14 students: 35.71% scored "As", 14.29% scored "Bs", 35.71% scored "Cs", 7.14% scored "Ds", and 7.14% scored "Fs". So, a total of 85.71% scored minimum of "C" grade showing an acceptable level of IT skills.</p>	X	
<p>Summary of Results of Implementing Indirect Measures of Student Learning:</p>	Performance Target Was...	
	Met	Not Met
<p>1. At least 75% of graduating seniors experienced a high level of satisfaction from their learning experience.</p> <p>2011-2012: Of a sample of 89 students, 66.30% felt fairly well satisfied and 31.50% felt extremely well satisfied, overall 97.75%.</p> <p>2012-2013:</p> <p>Of a sample of 187 students, 58.82% felt fairly well satisfied and 35.83% felt extremely well satisfied, overall 94.65%.</p> <p>Of a sample of 187 students, 55.1% agreed and 29.41% strongly agreed that they learned a great deal as students in their majors. Overall 84.51%.</p>	X	

<p>2. At least 75% of alumni perceived that they were well equipped for employment in the business sector. 2011-2012: Of a sample of 89 students, 76.40% felt so.</p> <p>2012-2013: Of a sample of 187 students, when asked if their departments provided adequate preparation for their current jobs, 40.11% agreed and 21.93% strongly agreed, overall 62.04% adding to them 27.81% were undecided and 10.16% who disagreed.</p> <p><i>I would say that this point is satisfied since of these students who were <u>undecided they were unemployed.</u></i></p> <p>Moreover, when students were asked about the relevance of their degree requirements to their work in the business field, 69.52% agreed and strongly agreed while 25.66% were undecided and 4.82% disagreed.</p>	X	
<p>3. At least 80% of employers perceived that AUST business graduates were well equipped for employment in the business sector.</p> <p>2011-2012: Of a sample of 13 employers (considered a small sample); 92.3% considered there was relevance of academic background when hired 84.62% considered that there was agreement between academic degree stated objectives and Organization's line of work 76.92% considered that students were technically prepared for the job</p> <p>2012-2013: Compliance achieved as compared to last year.</p> <p>Of a sample of 30 employers (considered a small sample);</p> <p>90.0% considered there was relevance of academic background when hired 83.33% considered that there was agreement between academic degree stated objectives and Organization's line of work 66.67% considered that students were technically prepared for the job (Good & Excellent), and 10% were fairly prepared. Overall 76.67%</p> <p>Overall Ave. Criterion: 83.33% (average of the 3 aforementioned criteria)</p>	X	

<p>4. At least 80% of alumni will be attracted with a job offer in the business sector.</p> <p>2011-2012: Of a sample of 89 students only 53 were attracted with a job offer: 59.55% (considered acceptable under the current conditions in Lebanon) and most probably others got a job abroad (~ 15 students or 16.85%).</p> <p>2012-2013: Of a sample of 187 students only 71 were attracted with a job offer: 38.0% (considered problematic under the severe current conditions in Lebanon and the incoming fierce competition by refugee Syrians seeking employment beside refuge) Note: As in the previous years, many students are seeking jobs abroad (estimated at 20% of our graduates or ~ 35-40 students or 18.71% to 21.4%).</p>		<p>X</p>
<p>5. At least 80% of AUST Business graduates scored well on teamwork, oral communication, and ethical work behavior</p> <p>2011-2012: On teamwork: 83.33% of all 324 undergraduates scored 75% and above On Oral Communication: 80.25% of all 324 undergraduates scored 75.7% and above On Ethics: 97.53% of all 324 undergraduate students were trained on work ethics. 93.8% of all students scored minimum 70% on ethics.</p> <p>2012-2013: Sample is composed of 403 students On teamwork: 88.33% of all 403 undergraduates scored 75% and above On Oral Communication: 80.65% of all 403 undergraduates scored 75.0% and above On Ethics: 94.78% of all 403 undergraduate students were trained on work ethics. 100% of all students trained scored minimum 70% on ethics.</p>	<p>X</p>	

<p>6. At least 80% of AUST Business graduates were positively ranked on the degree of job efficiency and responsibility with even a stronger positive score on the extent of their motivation at work and learning abilities</p> <p>2011-2012: Of a sample of 13 employers (considered a small sample); 84.62% were ranked as indicated.</p> <p>2012-2013: Of a sample of 10 employers (considered a small sample); 90.0% were ranked as indicated.</p>	X	
<p>7. At least 80% of the business graduates of AUST will be properly equipped with the needed skills for Business functions integration</p> <p>2011-2012: Met: Overall Integration Average of 14 subjects: 84.78%</p> <p>2012-2013: Met: Overall Integration Average of 14 subjects: 80.29%</p>	X	
<p>8. At least 80% of the students confirmed that the learning outcomes they have earned in their major programs were satisfactory and helpful</p> <p>2011-2012: Of a sample of 89 students:</p> <ul style="list-style-type: none"> A. I learned a great deal as a student in my major: 89.89% of the students confirmed such an outcome. B. Overall, how well do you think your degree program satisfied your primary purpose for enrollment: 97.75% of the students confirmed such an outcome C. I would advise a friend with similar interests to study at AUST: 83.15% of the students confirmed such an outcome <p>2012-2013: Of a sample of 187 students:</p> <ul style="list-style-type: none"> A. I learned a great deal as a student in my major: (158 students) or 84.49% of the students confirmed such an outcome. B. I would advise a friend with similar interests to study at AUST: (157 students) or 83.96% confirmed. 	X	

<p>C. Overall, how well do you think your degree program satisfied your primary purpose for enrollment: 177 students or 94.7% of the students confirmed such an outcome</p>		
<p>9. All senior student are to address the ethical dimension of their subjects, a fact that may influence their future jobs</p> <p><i>Academic Year 2011-2012: 97.53% satisfied the objective, however, we are aiming at 100%.</i></p> <p>Academic Year 2012-2013: 348 out of 403 satisfied such a requirement or 94.78%, however, we are aiming at 100%.</p>		<p>X</p>
<p>10. <i>Designing a new direct assessment tool: End-of-Program Comprehensive Examination for undergraduate business majors</i></p>	<p>X</p>	
<p>11. <i>All undergraduate students should pass the comprehensive examination with a satisfactory result</i></p> <p><i>2011-2012:</i> <i>Examination was run once and continuous improvement is under way.</i></p> <p>2012-2013: <i>With the second year, the examination was ran twice and continuous improvement is under way.</i></p>		<p>X</p>
<p>12. <i>Improve academic – industry relationships by providing to students more job opportunities through a specialized Job-search university office</i></p> <p><i>A University Placement Office was established and continuous work is performed to increase the hiring rates by the industry.</i></p> <p><i>2011-2012:</i> <i>The performance as assessed by Alumni is as shown: 36 out of 53 students who asked for help rated the service: 67.92% confirmed the help.</i></p>		

		University Placement Office			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all helpful	17	19.1	32.1	32.1
	Of some help	21	23.6	39.6	71.7
	Very helpful	11	12.4	20.8	92.5
	Extremely helpful	4	4.5	7.5	100.0
	Total	53	59.6	100.0	
Missing	99	36	40.4		
Total		89	100.0		

2012-2013: Achieved Compliance as compared to the previous academic year

Currently the performance as assessed by Alumni is as shown: After removing the 115 unemployed students, 88 out of 115 students who asked for help rated the service: 73 confirmed the help in different levels or 82.95% confirmed the help.

X

		University placement office.			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all helpful	15	7.4	7.4	7.4
	Of some help	27	13.3	13.3	20.7
	Very helpful	34	16.7	16.7	37.4
	Extremely helpful	12	5.9	5.9	43.3
	No answer / Unemployed	115	56.7	56.7	100.0
Total	203	100.0	100.0		

Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:
1. <i>Designing a new direct assessment tool: End-of-Program Comprehensive Examination for MBA - graduate business majors</i>
2. <i>Assessment of the effectiveness of the newly designed undergraduate comprehensive examination.</i>
3. <i>Design a students' manual for preparation to the comprehensive examination.</i>
4. A 3rd edition upade <i>is to be released early 2014 designed for all graduating students who are to use a specially designed Capstone project guidelines manual that covers "Business Ethics"</i>
5. <i>Continue the 12 hour-sessions (divided by major) for all undergraduate business majors before starting their independent research work. With this approach all students are trained to relate, investigate, analyze, and synthesize business topics such as: globalization, legal environment, financial analysis, and ethics.</i>
6. <i>Introduce IT laboratory work applications to Management, Economics, and MIS in order to acquaint all buiness majors to computer literacy applications in their technical areas of knowledge (similar to Accounting, Finance, Marketing and Hospitality majors)</i>
7. <i>Establish a better procedure to motivate employers to provide feedback about AUST's student-employees.</i>

Student Learning Information for the Master of Business Administration
Intended Student Learning Outcomes for the major in Business :
1. Students will be able to apply appropriate oral and written communication skills.
2. Students will be able to apply a high level of computer literacy and technology use.
3. Students will be able to apply the appropriate quantitative methods to business situations.
4. Students will be able to demonstrate skills in project management.
5. Students will be able to demonstrate the ability to conduct Independent Research.
6. Students will be able to integrate the various business functions in solving problems or in the process of making business decisions.
7. In the workplace, MBA graduates will be able to demonstrate highly ethical conduct in addition to job efficiency.
8. Students will be able to demonstrate teamwork skills.
9. Students will be able to demonstrate a high degree of motivation and willingness to adapt to changes in the working environment.

Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:	
1. Research Project or Thesis Project (Capstone Project)	<i>An MBA student has to score a minimum of “B” in his/her Capstone projects, reflecting exemplary independent research skills. All MBA students are to score a minimum of “B” in their communication skills.</i>	
2. Information Technology Laboratory Work	<i>At least 80% of the MBA students utilizing IT tools in their courses will achieve a “B” grade, showing an exemplary level of IT skills.</i>	
Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:	
1. <i>Alumni Survey</i>	<i>At least 80% of graduating students will experience a high level of satisfaction from their learning outcomes. At least 80% of alumni will perceive that they were well equipped for employment in the business sector.</i>	
2. <i>Employer Survey</i>	<i>At least 80% of employers will perceive that AUST business graduates were well equipped for employment in the business sector. At least 80% of employers will perceive that AUST business graduates were well equipped for ethical behavior at work. At least 70% of alumni will be attracted to a job offer in the business sector.</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>100 % of MBA received direct advice in their Capstone Projects</i> All MBA students are assigned an advisor on individual basis to complete their independent research work to graduate.	X	
2. <i>At least 80% of all MBA students scored more than “B” or exemplary rating on their Capstone Project.</i> 2010-2011: <i>Out of 21 students who graduated: (11) 52.4% scored “As”; (9) 42.90% scored “Bs”; and (1) 4.7% scored “Cs”</i> 2011-2012:	X	

<p><i>Out of 44 students who graduated: (22) 50.0% scored "As"; and (22) 50.0% scored "Bs".</i></p> <p>2012-2013: <i>Out of 45 students who graduated: (27) 60.0% scored "As"; (17),37.78% scored "Bs", and 2.22% scored "Cs"</i> Overall 97.78% scored at least B.</p>		
<p>3. <i>At least 90% of the graduating students appeared to have an exemplary knowledge level of their MBA projects.</i></p> <p><i>2011-2012:</i> <i>90.9% of all MBA students scored minimum 80% grade on their overall projects with 56.8% scoring a "B" on their business functions integration and 43.2% scoring an "A".</i></p> <p>2012-2013: <i>95.6% of all MBA students scored minimum 80% grade on their overall projects with 62.3% scoring a "B" on their business functions integration and 33.3% scoring an "A".</i></p>	X	
<p>4. <i>Students in general showed an excellent performance in their independent research skills.</i></p> <p><i>2011-2012: An average of 85% is scored overall.</i></p> <p>2012-2013: Dimensions: Creativity & Novelty: 85.78% Timeliness of Corrections: 86.44% Problem Solving Skills: 85.56% Originality: 86% An overall average of 85.95% is scored.</p>	X	

<p>5. <i>Students in general showed a very good performance in their project management skills.</i></p> <p><i>2010-2011:</i> <i>Out of 26 students who were assessed: (10) 38.46% scored "As", (15) 57.69% scored "Bs", and (1) 3.85% scored "C".</i></p> <p><i>2011-2012:</i> <i>Out of 44 students who were assessed: (22) 50.00% scored "As" and (22) 50.00% scored "Bs"..</i></p> <p>2012-2013: Project Management Skills include Definition, Scope and Methodology: Out of 45 students who were assessed: (27) 60.0% scored "As", (17) 37.8% scored "Bs" and (1) 2.2% scored "C". Overall above "B" is 97.8%</p>	X	
<p>6. <i>Students in general showed a very good performance in their problem solving skills.</i></p> <p><i>2010-2011:</i> <i>Out of 26 students who were assessed: (12) 46.15% scored "As", (13) 50.00% scored "Bs", and (1) 3.85% scored "C".</i></p> <p><i>2011-2012:</i> <i>Out of 44 students who were assessed: (24) 54.50% scored "As" and (20) 45.50% scored "Bs".</i></p> <p>2012-2013: Out of 45 students who were assessed: (27) 60.0% scored "As", (17) 37.8% scored "Bs" and (1) 2.2% scored "C". Overall above "B" is 97.8%</p>	X	
<p>7. <i>At least 90% of all MBA students, utilizing IT tools in their research methods in business course, achieved a minimum of "B" grade, showing an exemplary level of IT skills by using SPSS software</i></p> <p>2010-2011: <i>(Out of 66 students: 34.85% scored "As", 60.61% scored "Bs", and 4.54% scored "Cs". So, a total of 95.46% scored minimum B grade)</i></p> <p>2011-2012: <i>(Out of 43 students: 18.60% scored "As", 69.77% scored "Bs", and 11.63% scored "Cs". So, a total of 88.37% scored minimum B grade)</i></p>	X	

<p>2012-2013: Compliance achieved in comparison to last year Out of 36 students: 25% scored "As", 69.44% scored "Bs" and 5.56% scored "Cs". So, a total of 94.44% scored minimum B grade.</p>		
<p>8. 2010-2011: 84.62% of AUST MBA Business graduates scored well on oral communication and presentation skills</p> <p>2011-2012: 90.90% of AUST MBA Business graduates scored well on communication and presentation skills</p> <p>2012-2013: Average Grade 83.6% Out of 45 students (41) or 91.11% of AUST MBA graduates scored 80% or above on communication and presentation skills.</p>	X	
<p>Summary of Results from Implementing Indirect Measures of Student Learning:</p>	Performance Target Was...	
	Met	Not Met
<p>1. At least 75% of graduating seniors experienced a high level of satisfaction from their learning outcomes.</p> <p>2011-2012: If I were to start over, I would enroll in this program again: 82.35% I learned a great deal as a student in my major: 100%</p> <p>2012-2013: Of a sample of 16 students: 15 or 93.75% agreed and strongly agreed that: I learned a great deal as a student in my major, (1 or 6.25% was undecided) 13 or 81.25% agreed and strongly agreed that: If I were to start over, I would enroll in this program again, (2 or 12.5% were undecided)</p>	X	

<p>2. At least 75% of alumni will perceive that they were well equipped for employment in the business sector.</p> <p>2011-2012: The program provided me with adequate preparation for my current job: 76.47% Agreed</p> <p>2012-2013: The program provided me with adequate preparation for my current job: 76.47% Agreed Out of 16, 12 or 75% agreed while another 3 or 18.75% were undecided.</p>	X	
<p>3. At least 80% of employers will perceive that AUST business graduates were well equipped for employment in the business sector.</p> <p>2011-2012: Relevance of degree requirements to your work in the field: 76.5%</p> <p>2012-2013: Compliance achieved in comparison to the previous year Out of 16 employers who employed AUST MBA students sampled, 15 or 93.75% believed there was relevance of degree requirements to the work in the field</p>	X	
<p>4. At least 80% of alumni will be attracted to a job offer in the business sector.</p> <p>2011-2012: A sample of 18 MBA graduates was selected randomly out of a mix of 44 students both undergraduates and graduates, all are working. However, it may not be generalized to all MBAs.</p> <p>2012-2013: Compliance achieved as compared to the previous year A sample of 16 MBA graduates was selected randomly out of the 45 MBA students, 14 are working or 87.5%.</p>	X	
<p>5. At least 80% of AUST business graduates scored well on teamwork, oral communication, and ethical work behavior</p> <p>2011-2012: AUST Business graduates scored well on teamwork (100%), oral communication (90.1%) , and ethical work behavior (93.2%).</p>		

<p>2012-2013:</p> <p>(1) All 16 employers surveyed confirmed that AUST’s MBA graduates are team players: 13 or 81.25% (above average), 2 or 12.5% (Outstanding) and 1 6.25% (Satisfactory). Also, employers were asked to rank students in their ability to work with others: 50% were ranked as good and 50% were ranked as excellent.</p> <p>(2) Another sample of employers consisting of 10 persons were 100% in agreement that AUST’s MBA employees are proficient in oral communication.</p> <p>(3) Another sample of employers consisting of 10 persons were 100% in agreement that AUST’s MBA employees possess ethical work behavior.</p>	X	
<p>6. At least 80% of AUST business graduates were positively ranked on the degree of job efficiency and responsibility with even a stronger positive score on the extent of their work motivation and learning abilities</p> <p>2011-2012: Of a sample of 13 employers (considered a small sample); 84.62% were ranked as indicated</p> <p>2012-2013: Of a sample of 10 employers (considered a small sample); 100% were ranked as indicated.</p>	X	
<p>7. At least 80% of the students confirmed that the learning outcomes they have earned in their major programs were satisfactory and helpful</p> <p>2011-2012: If I were to start over, I would enroll in this program again: 82.35% I learned a great deal as a student in my major: 100%</p>		

<p>2012-2013:</p> <p>Out of a sample of 16 students:</p> <p>(1) If I were to start over, I would enroll in this program again: 13 students agreed or 81.25%, 2 were undecided or 12.5% and 1 student disagreed or 6.25%</p> <p>(2) I will advise a friend with similar interests to study at AUST: 14 students agreed or 87.5% while 2 were undecided or 12.5%</p> <p>(3) I learned a great deal as a student in my major: 15 students or 93.75% agreed and strongly agreed while 1 student or 6.25% was undecided</p>	X																																				
<p>8. At least 80% of the Business graduates of AUST were properly equipped with the needed skills for Business functions integration</p> <p>2011-2012: 43.2% scored an “A” and 56.8% scored a “B” in their ability for Business functions integration.</p> <p>2012-2013:</p> <p style="text-align: center;">Business Functions Integration</p> <table border="1" data-bbox="378 963 1415 1239"> <thead> <tr> <th></th> <th>Frequency</th> <th>Percent</th> <th>Valid Percent</th> <th>Cumulative Percent</th> </tr> </thead> <tbody> <tr> <td></td> <td>7.30</td> <td>1</td> <td>2.2</td> <td>2.2</td> </tr> <tr> <td></td> <td>7.50</td> <td>1</td> <td>2.2</td> <td>4.4</td> </tr> <tr> <td>Valid</td> <td>8.00</td> <td>14</td> <td>31.1</td> <td>35.6</td> </tr> <tr> <td></td> <td>8.50</td> <td>1</td> <td>2.2</td> <td>37.8</td> </tr> <tr> <td></td> <td>9.00</td> <td>28</td> <td>62.2</td> <td>100.0</td> </tr> <tr> <td>Total</td> <td>45</td> <td>100.0</td> <td>100.0</td> <td></td> </tr> </tbody> </table> <p>Out of a sample of 45 MBA students: (28) or 62.22% scored an “A”, (16) or 35.6% scored a “B”, and (1) 2.22% scored a “C” in their ability for Business Function Integration.</p>		Frequency	Percent	Valid Percent	Cumulative Percent		7.30	1	2.2	2.2		7.50	1	2.2	4.4	Valid	8.00	14	31.1	35.6		8.50	1	2.2	37.8		9.00	28	62.2	100.0	Total	45	100.0	100.0		X	
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Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:

1. *Designing a new direct assessment tool: End-of-Program Comprehensive Examination for MBA - graduate business majors*

2. *Improve academic – industry relationships by providing students more job opportunities through a specialized Job-search university office*

2011-2012:

A sample of 18 MBA Alumni declared that they were helped by AUST’s specialized University Placement Center.

2012-2013:

Out of a sample of 16 MBA Alumni, 13 or 81.25% declared they were helped by AUST’s specialized University Placement Center.

3. *The Dean of the Faculty of Business and Economics in coordination with the chairpersons and coordinators will increase their efforts to bring experts and business professionals to the classroom. Activities such as panel discussions, workshops, conferences, interviews will be planned.*

4. *The Dean of the Faculty of Business and Economics in coordination with the Provost shall start an expert council inviting experts and personalities from the Lebanese industry. The purpose is to foster more job opportunities and create a common think tank to exchange information about on-the-job skills versus academic skills.*

Already the Dean encouraged and supported the MIS Chairperson to start and found an NGO which gather Chief Information Officers of the top 100 institutions in Lebanon. This is a primary effort to disseminate the importance of IT Governance among Lebanese top managers. Such a fact will encourage these CIOs to hire AUST students.

5. *A modified approach to motivate employers to provide feedback about AUST’s MBA graduates is under design.*

6. *The Dean of the Faculty of Business and Economics in coordination with the Placement Center shall start a “Collaboration” agreement with the Chamber of Commerce and Industry to increase job placement opportunities.*