



BBA, MBA, and EMBA Program Student Learning Assessment Report: Fall 2017

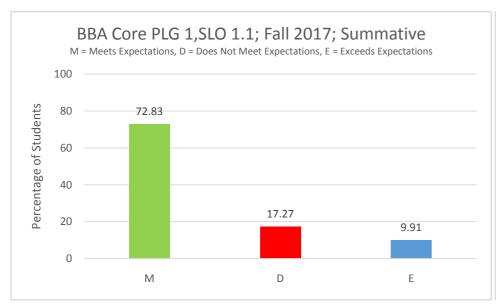
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Fall 2017 Student Learning Assessment Report: BBA Program

(Common Program Learning Goals and Student Learning Outcomes for all BBA Disciplines)

Program	Student Learning					
Learning Goal	Outcome	Measure	Measurement Criteria	Result	Observation(s)	Closing the Loop
1. Communications	1.1 Communicate	Summative: Exit	Exit Assessment Test:	See	Target: 80% of students should	Department of English and Modern
	ideas and	Assessment Test, and	Meets Expectation: 60%	Figures	meet or exceed expectation.	Languages continued their Discourse
	arguments	Course Embedded	to 80%; Does Not Meet	BBA	Students met the target	series for students in Fall 2017. Well-
	effectively	Assessment (MGT	Expectation < 60%;	Core 1 –	Students met tile target	known authors were invited to talk
		489, integrative	Exceeds Expectation >	4.	Trend: Students show an	about writing process and the craft of
		capstone course group	80%		improving trend in formative	writing.
		term projects).			assessment with a significant	
		Formative: Course	Course-Embedded		increase in percentage of students	
		Embedded	Assessment: Rubric #		exceeding expectation. However in	
		Assessment(MGT 368	B.1.1.1.1		summative assessment percentage	
		group term projects)			of students not meeting expectation	
					is showing an increasing trend.	



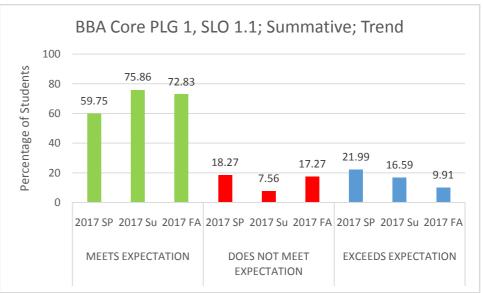
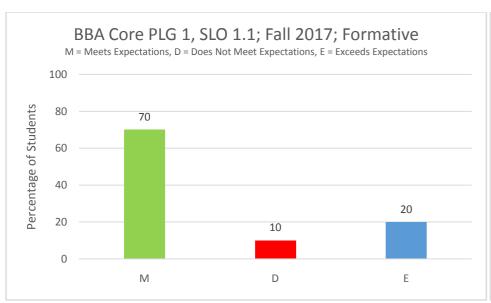


Figure BBA Core- 1

Figure BBA Core- 2



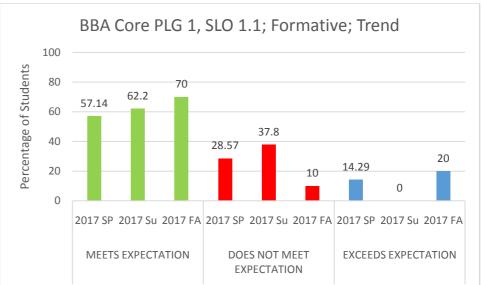
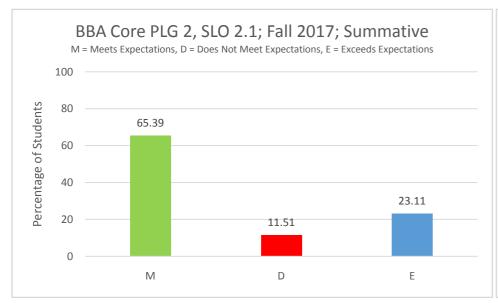


Figure BBA Core- 3

Figure BBA Core- 4

Program	Student					
Learning	Learning					
Goal	Outcome	Measure	Measurement Criteria	Result	Observation(s)	Closing the Loop
2. Critical	2.1	Summative: Exit Assessment Test,	Exit Assessment Test: Meets	See Figures	Target: 70% students	Students are encouraged to take part in
Thinking	Correctly	and Course Embedded Assessment	Expectation: 60% to 80%; Does	BBA Core 5	should meet or exceed	business competitions like Bizmaestros
	apply	(MGT 489, integrative capstone	Not Meet Expectation < 60%;	−6.	expectations.	that provides students the opportunities to
	foundation	course group term projects).	Exceeds Expectation > 80%	Please see	Students have met the	present their creative minds and apply
	knowledge	Formative: Course Embedded	Course-Embedded Assessment:	the		foundation knowledge gained in academic
	gained in	Assessment from the Disciplines:	Rubric # 2.1.1.1 (summative);	following	target.	courses.
	BBA core	FIN 435 group term projects for	A&F.4.R.2 for A&F students,	figures for	Trend: The percentage	
	courses	A&F students; HRM 480 group	rubric # HRM.3.R.1 for HRM	the	of students exceeding	
	for	terms projects for HRM students;	students, rubric # INB.2.R.1 for	formative	expectation has	
	analysis	INB 480 group term projects for	INB students, rubric #	results:	decreased over the	
	and	INB students; MIS 470 group term	MIS.2.R.1 for MIS students,	A&F-13,	period with a slight	
	decision	projects for MIS students; and	rubric # MKT.1.R.2 for MKT	HRM-9,	increase in percentage	
	making	MKT 460 group term projects for	students (formative)	INB-5, MIS-	of students not meeting	
		MKT students		5, MKT-1	expectation.	



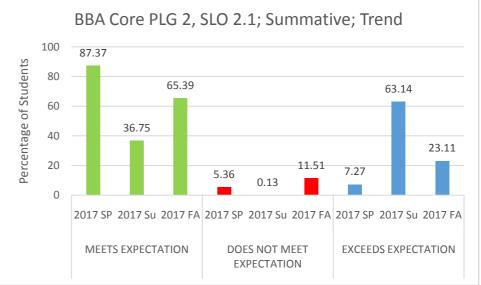
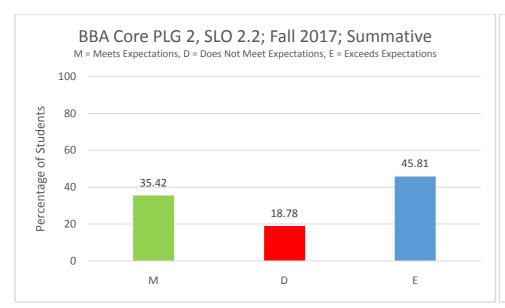


Figure BBA Core- 5 Figure BBA Core- 6

Program Learning	Student Learning		Measurement			
Goal	Outcome	Measure	Criteria	Result	Observation(s)	Closing the Loop
2. Critical Thinking	2.2. Engage in critical thinking and analysis of business phenomena to realize opportunities for performance improvement at all levels	Summative: Exit Assessment Test, and Course Embedded Assessment (MGT 489, integrative capstone course group term projects). Formative: Course Embedded Assessment(MGT 368 group term projects)	Exit Assessment Test: Meets Expectation: 60% to 80%; Does Not Meet Expectation < 60%; Exceeds Expectation > 80% Course-Embedded Assessment: Rubric # B.2.2.1.1	See Figures BBA Core 7 – 10.	Target: 60% students should meet or exceed expectation. Students met the target Trend: Students performance in formative assessment has improved over the period with a sharp increase in percentage of students exceeding expectation.	NSU organizes different business competitions and also encourages students to take part in external business competitions like Bizmaestros. These competitions provide them a platform to present their creative minds and apply foundation knowledge gained in academic courses in real business scenarios.



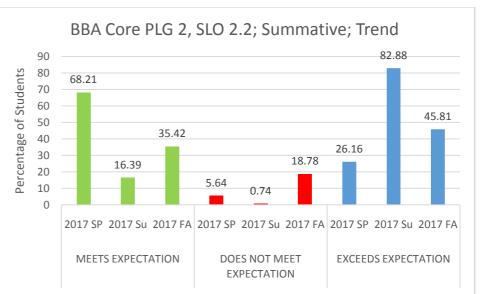
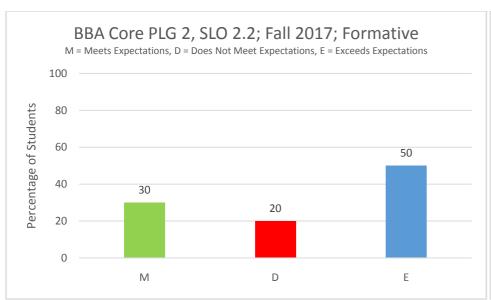


Figure BBA Core- 7 Figure BBA Core- 8



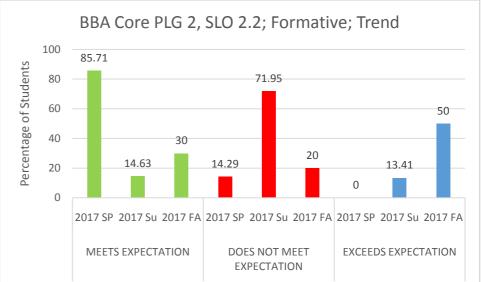
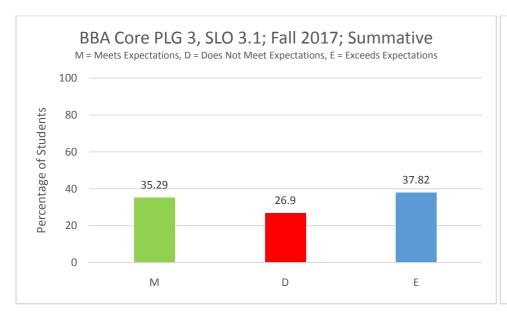


Figure BBA Core- 9

Figure BBA Core- 10

Program Learning Goal	Student Learning Outcome	Measure	Measurement Criteria	Result	Observation(s)	Closing the Loop
3. Integration	3.1 Utilize knowledge in the areas of accounting, management, finance, and marketing as business professionals.	Summative: Exit Assessment Test, and Course-Embedded Assessment (MGT 489, integrative capstone course, group term projects) Formative: Course- Embedded Assessment(MGT 368 group term projects)	Exit Assessment Test: Meets Expectation 60% to 80%; Does Not Meet Expectation < 60%, Exceeds Expectation > 80% Course-Embedded Assessment: Rubric # 3.1.1.1	See Figures BBA Core 11 – 14.	Target: 80% students should meet or exceed expectation. Students met the target in formative assessment but not in summative assessment. Trend: Students performance has significantly improved in formative assessment however performance in summative assessment has deteriorated.	A number of seminars and workshops were organized by several SBE co-curricular organizations. These seminars and workshops featured industry leaders and experts. These events provide key information about the current business landscapes as well as future issues.



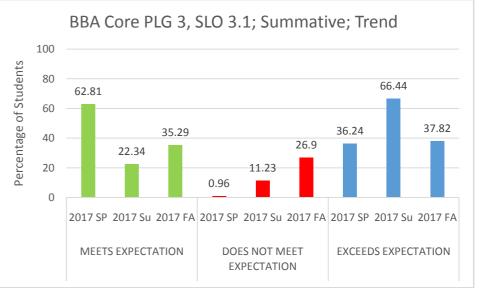
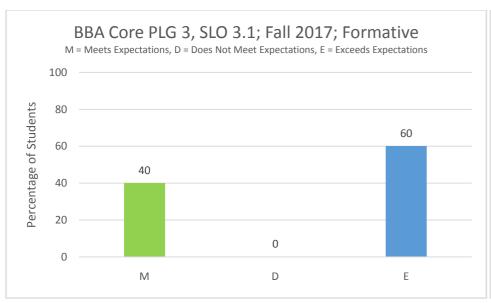


Figure BBA Core- 11 Figure BBA Core- 12



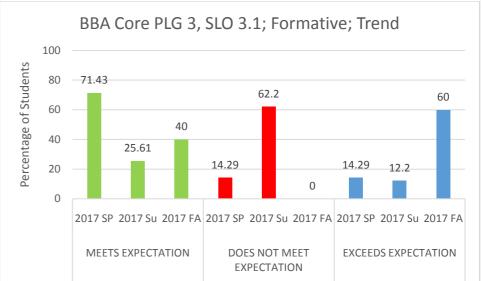
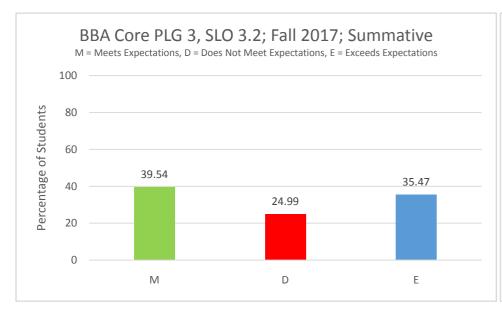


Figure BBA Core- 13

Figure BBA Core- 14

Program Learning Goal	Student Learning Outcome	Measure	Measurement Criteria	Result	Observation(s)	Closing the Loop
3. Integration	3.2 Utilize the latest business tools to analyze information, to improve productivity and decision- making, and to achieve performance targets efficiently	Summative: Exit Assessment Test, and Course-Embedded Assessment (MGT 489, integrative capstone course, group term projects) Formative: Course Embedded Assessment from the Disciplines: FIN 435 group term projects for A&F students; HRM 480 group terms projects for HRM students; INB 480 group term projects for INB students; MIS 470 group term projects for MIS students; and MKT 460 group term projects for MKT students	Exit Assessment Test: Meets Expectation: 60% to 80%; Does Not Meet Expectation < 60%; Exceeds Expectation > 80% Course-Embedded Assessment: Rubric # 3.2.1.1 (summative); A&F.4.R.2 for A&F students, rubric # HRM.3.R.1 for HRM students, rubric # INB.2.R.1 for INB students, rubric # MIS.2.R.1 for MIS students, rubric # MKT.1.R.2 for MKT students (formative)	See Figures BBA Core 15 – 16. Please see the following figures for the formative results: A&F-13, HRM-9, INB-5, MIS-5, MKT-1	Target: 60% students should meet or exceed expectation. Students met the target. Trend: Although students have met the target but their performance has deteriorated over the period.	A number of seminars and workshops were organized by several SBE co-curricular organizations. These seminars and workshops featured industry leaders and experts. These events provide key information about the current business landscapes as well as future issues.



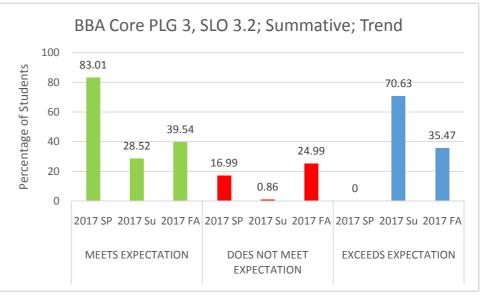
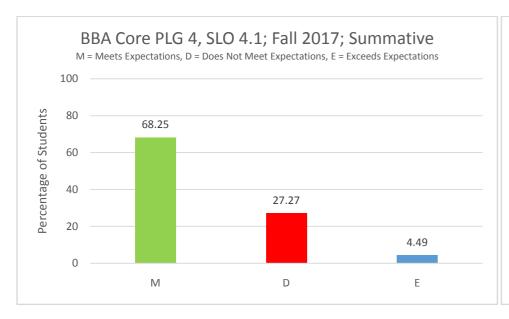


Figure BBA Core- 15 Figure BBA Core- 16

Program Learning Goal	Student Learning Outcome	Measure	Measurement Criteria	Result	Observation(s)	Closing the Loop
4. Ethics	4.1 Uphold ethical	Summative: Exit	Exit Assessment	See	Target: 80% students should meet or	NSU Ethics club organizes
	standards in every	Assessment Test, and	<u>Test</u> : Meets	Figures	exceed expectation.	different seminars to make
	professional practice	Course-Embedded	Expectation 60% to	BBA		students aware about ethical
		Assessment (MGT	80%; Does Not Meet	Core 17 -	Students failed to meet the target	standards.
		489, integrative	Expectation < 60%,	18		
		capstone course, group term projects)	Exceeds Expectation > 80% Course-Embedded Assessment: Rubric # 4.1.1.1		Trend: There is an increase in percentage of students not meeting expectation. This is an area of concern.	



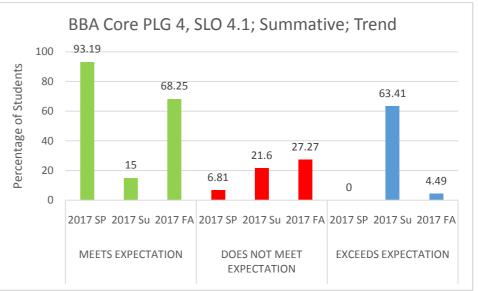
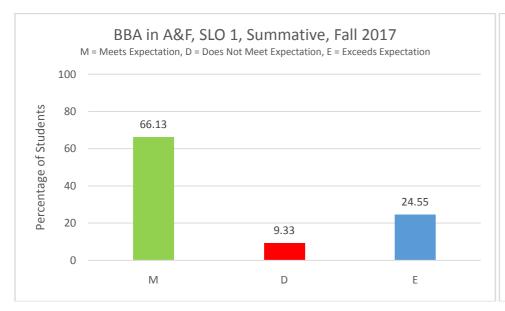


Figure BBA Core- 17 Figure BBA Core- 18

Fall 2017 Student Learning Assessment Report: BBA in Accounting and Finance

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
A&F.1. Identify and	Summative: - Exit	Exit Assessment Test	See Figures	Target: 80% students should meet or, exceed	As a part of standardized syllabus all
classify financial	Assessment Test, and	Meets Expectation:	A&F 1 − 4.	expectation.	students of FIN 440 are given a project that
information; present	Course Embedded	60% -80%		-	requires them to work in teams on financial
and interpret financial	Assessment (FIN 440,	Does Not Meet		Students met the target.	statements that demonstrates practical
statements	Capstone Course	Expectation < 60%		-	application of income statement, balance
	group term projects)	Exceeds Expectation>		Trend: Students performance has improved	sheet and cash flows. They interpret these
		80%		over the period.	financial statements using appropriate
	Formative: Course			_	financial tools.
	Embedded-	Course-Embedded			
	Assessment (FIN 254	Assessment: Rubric #			
	group term projects)	A&F.1.R.1			



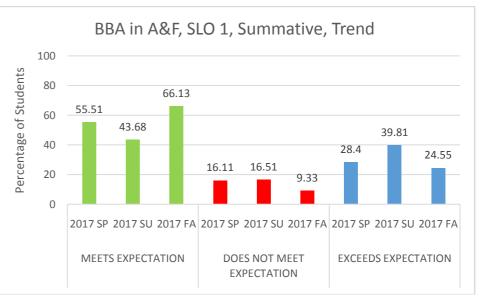
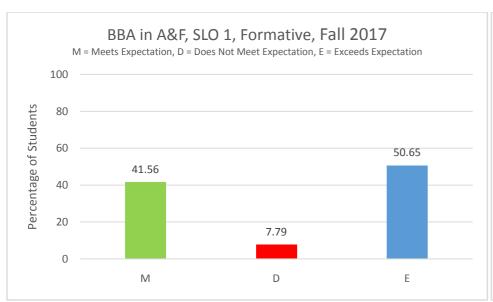


Figure A&F 1 Figure A&F 2



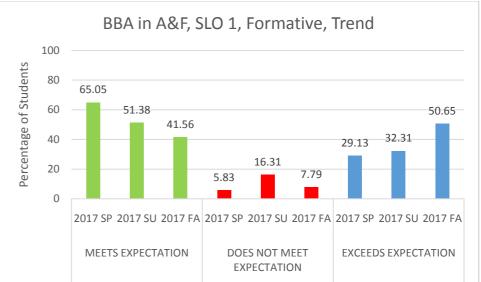
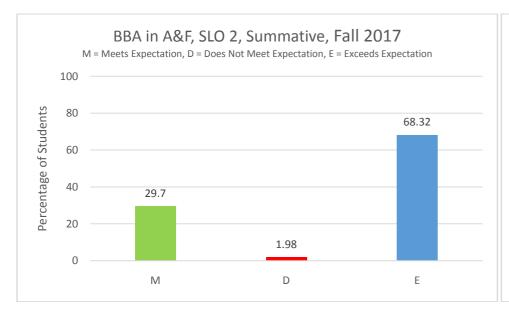


Figure A&F 3 Figure A&F 4

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
A&F.2. Explain cost	Summative: - Exit	Exit Assessment Test	See Figures	Target: 80% students should meet or, exceed	Courses have been standardized in terms of
concepts and its	Assessment Test	Meets Expectation:	A&F 5 - 8.	expectation.	content, sequence of coverage, grading, use
classification and		60% -80%			of text book and other learning resources to
apply this in	Formative: Course-	Does Not Meet		Students met the target.	ensure students learning outcomes are
budgeting for specific	Embedded	Expectation < 60%			achieved.
business situations.	Assessment (ACT	Exceeds Expectation>		Trend: Overall students' performance in this	
	202 examinations)	80%		area is very impressive with significant	
				percentage of students exceeding expectation.	
		Course-Embedded			
		Assessment: Rubric #			
		A&F.2.R.1			
		(formative),			
		A&F.2.R.2			
		(summative)			



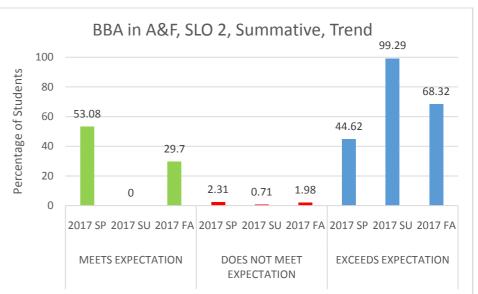
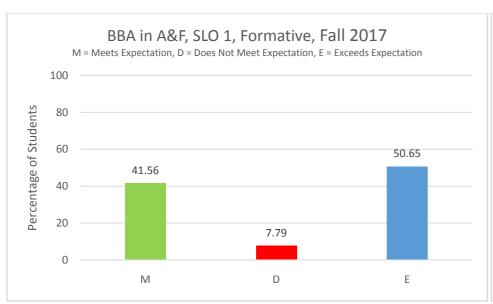


Figure A&F 5 Figure A&F 6



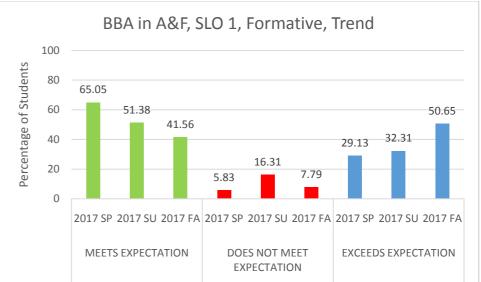
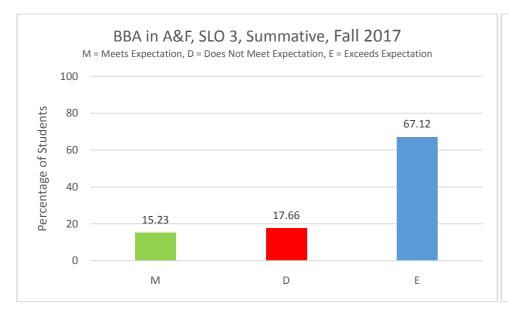


Figure A&F 7 Figure A&F 8

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
A&F.3. Be able to	Summative: - Exit	Exit Assessment Test	See Figures	Target: 80% students should meet or,	NSU Finance club organized a financial modeling
apply best investment	Assessment Test, and	Meets Expectation:	A&F 9 - 12.	exceed expectation.	competition, Blueprint 3.0 in Fall 2017 that allowed
strategy by analyzing	Course-Embedded	60% -80%			students to apply their technical financial skills in
various investment	Assessment	Does Not Meet		Student met the target.	practical scenarios.
options.	(FIN 440, Capstone	Expectation < 60%			
	Course, group term	Exceeds Expectation>		Trend: Students performance has improved	
	projects)	80%		over the period.	
	Formative: Course-	Course-Embedded			
	Embedded	Assessment: Rubric #			
	Assessment (FIN 254	A&F.3.R.1			
	group term projects)	(formative),			
		A&F.3.R.2			
		(summative)			



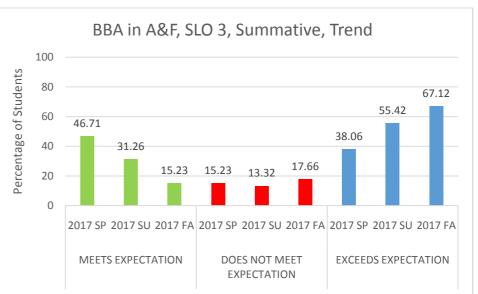
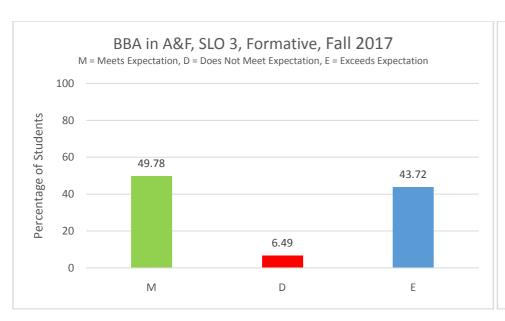


Figure A&F 9 Figure A&F 10



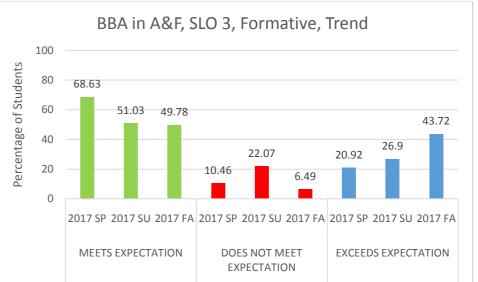
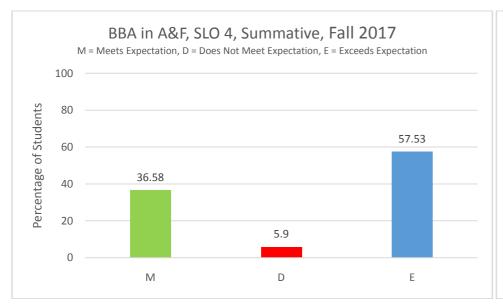


Figure A&F 11 Figure A&F 12

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
A&F.4. Be able to	Summative: - Exit	Exit Assessment Test:	See Figures	Target: 70% students should meet or,	The department faculty mentored students in
calculate and measure	Assessment Test, and	Meets Expectation:	A&F 13 – 16.	exceed expectation.	financial modeling so that they can take part in the
risks and its	Course-Embedded	60% -80%		_	inter university financial modeling competition,
application in	Assessment	Does Not Meet		Students failed to meet the target in	Blueprint 3.0 organized by NSU finance club.
portfolio	(FIN 435, Capstone	Expectation < 60%		formative assessment.	
management.	Course, group term	Exceeds Expectation>			
	projects)	80%		Trend: Students performance in summative	
				assessment has significantly improved over	
	Formative: Course	Course-Embedded		the period. However performance in	
	Embedded-	Assessment: Rubric #		formative assessment is alarming There is a	
	Assessment (FIN 254	A&F.4.R.1		high jump in the percentage of students not	
	group term projects)	(formative),		meeting the expectation. This is an area of	
	•	A&F.4.R.2		major concern.	
		(summative)		_	



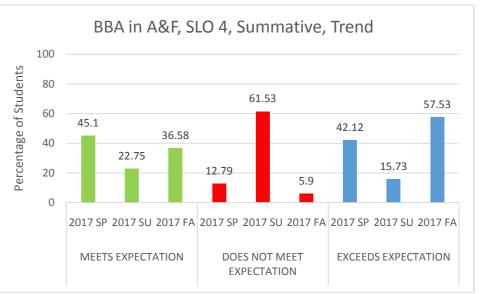
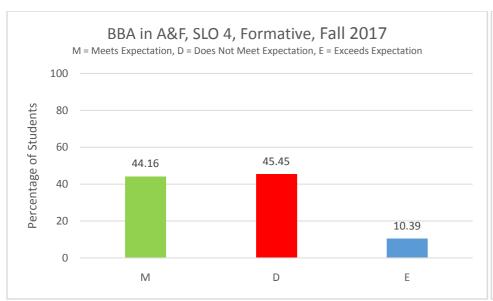


Figure A&F 13 Figure A&F 14



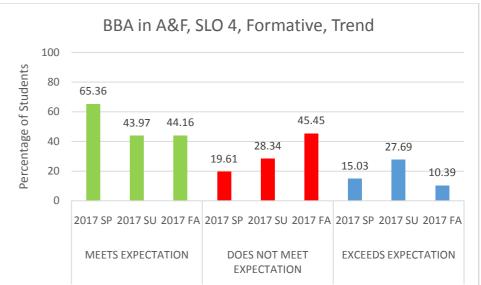
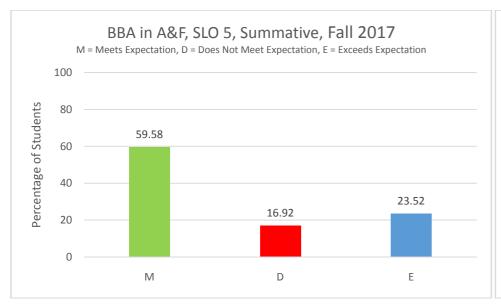


Figure A&F 15 Figure A&F 16

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
A&F.5. Utilize	Summative: - Exit	Exit Assessment Test:	See Figures A&F 17 –	Target: 80% students should meet or,	The department emphasizes on the
technology to analyze	Assessment Test, and	Meets Expectation:	20.	exceed expectation.	application of technology in the formative
financial information	Course-Embedded	60% -80%			courses offered by the department.
and to facilitate	Assessment	Does Not Meet		Students met the target.	
accounting and	(FIN 440, Capstone	Expectation < 60%			
financial reporting	Course, group term	Exceeds Expectation>		Trend: Overall students have shown	
process.	projects)	80%		good performance in both formative and	
				summative assessment.	
	Formative: Course-	Course-Embedded			
	Embedded	Assessment: Rubric #			
	Assessment (FIN 254	A&F.5.R.1			
	group term projects)				



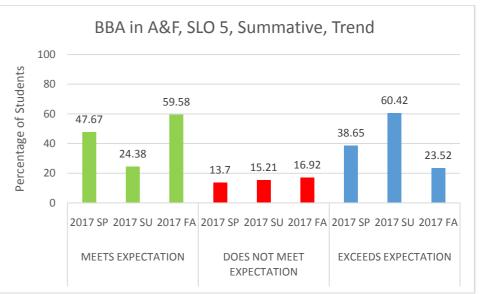
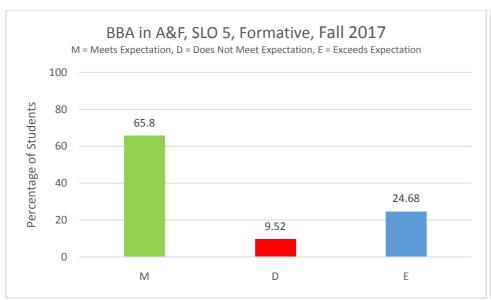


Figure A&F 17 Figure A&F 18



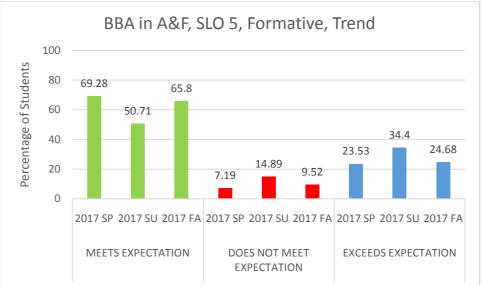
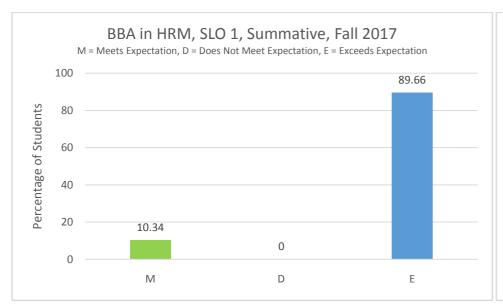


Figure A&F 19 Figure A&F 20

Fall 2017 Student Learning Assessment Report: BBA in HRM Program

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation	Closing the Loop
1. Understand the	Summative:	Exit Assessment Test:	See Figures	Target: 80% students should meet or exceed	Course components are constantly reviewed to
Human Resource	Exit Assessment Test,	Meets Expectation:	HRM $1 - 4$.	expectation.	ensure the student learning outcomes are met.
Management concepts	and Course	60% to 80%			
and theories, and is	Embedded	Does Not Meet		Students met the target.	
able to apply these	Assessment	Expectation: <60%		_	
core knowledge in	(HRM480 group term	Exceeds Expectation:		Trend: Overall student performance has	
managing	projects)	>80%		improved over time. We are very pleased	
organizations.	Formative:			with the results from both formative and	
	Course Embedded	Course-Embedded		summative assessment as there is an	
	Assessment	Assessment:		increase in the percentage of students	
	(MGT351 group term	Rubric # HRM.1.R.1		exceeding expectation.	
	projects)			<u> </u>	



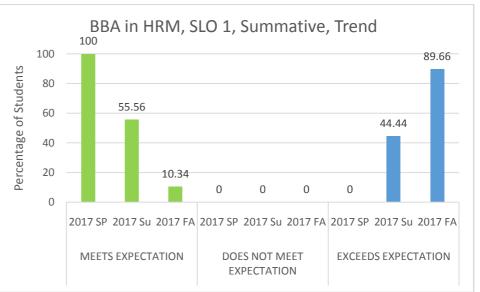
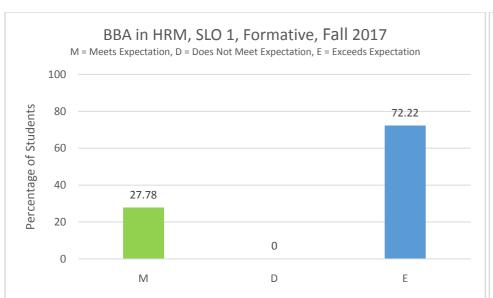


Figure HRM 1 Figure HRM 2



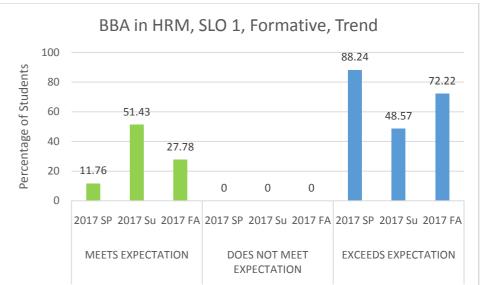
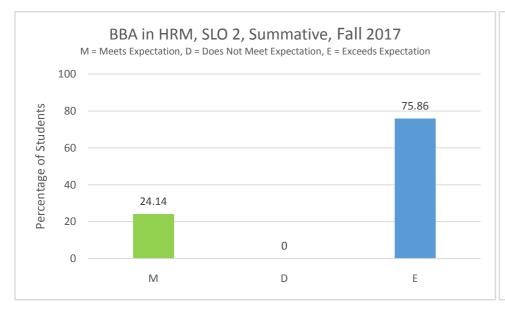


Figure HRM 3 Figure HRM 4

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation	Closing the Loop
2. Understand the	Summative:	Exit Assessment Test:	See Figures HRM 5 –	Target: 75% students should meet	Career and Placement Center
concepts underlying	Exit Assessment Test,	Meets Expectation:	8.	or exceed expectation.	(CPC) of North South University arranged a session
effective interpersonal	and Course	60% to 80%		-	called "Learn to Lead" in collaboration with
relations and	Embedded	Does Not Meet		Students met the target.	Unilever Bangladesh. It was a very informative
group/team leadership	Assessment	Expectation: <60%		_	session where the HR Director at Unilever
skills.	(HRM480 group term	Exceeds Expectation:		Trend: Student performance has	Bangladesh, Mr. Kunal Sharma, spoke about the
	projects)	>80%		significantly improved over the	Unilever Future Leaders Program and shared tips on
	Formative:			period, especially in summative	becoming a good leader.
	Course Embedded	Course-Embedded		assessment.	
	Assessment (MGT351	Assessment: Rubric #			
	group term projects)	HRM.2.R.1			



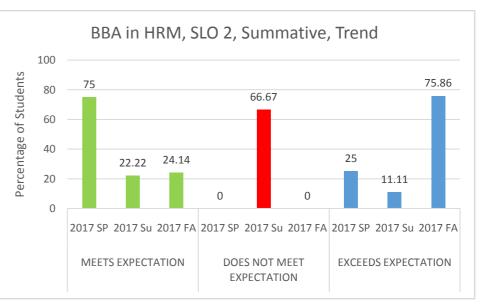
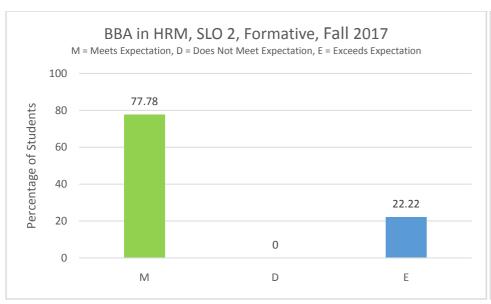


Figure HRM 5 Figure HRM 6



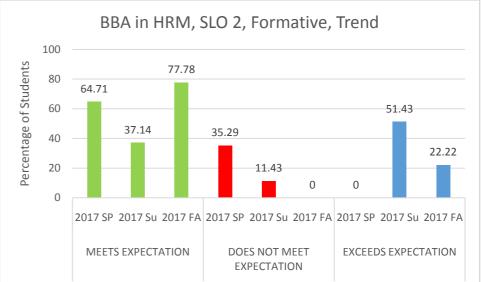
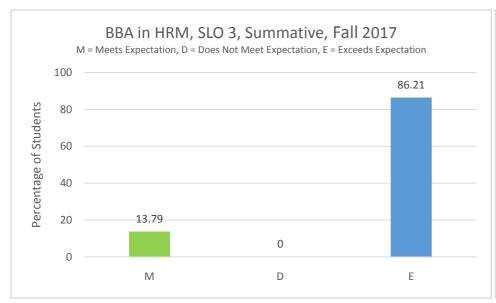


Figure HRM 7 Figure HRM 8

Student Learning Outcomes	Measure	Measurement Criteria	Results	Observation	Closing the Loop
3. Understand and are able to integrate Strategic Human Resource Management ("SHRM") concepts in the context of management of organizations.	Summative: Exit Assessment Test, and Course Embedded Assessment (HRM480 group term projects) Formative: Course Embedded Assessment (MGT351 group term projects)	Exit Assessment Test: Meets Expectation: 60% to 80% Does Not Meet Expectation: <60% Exceeds Expectation: >80% Course Embedded Assessment: Rubric # HRM.3.R.1	See Figures HRM 9 – 12.	Target: 65% students should meet or exceed expectation. Students met the target. Trend: Student performance is showing a positive trend. In summative assessment the percentage of students exceeding expectation has increased showing a very positive trend.	Courses have been standardized in terms of content, sequence of coverage, grading, use of text book and other learning resources to ensure students learning outcomes are achieved.



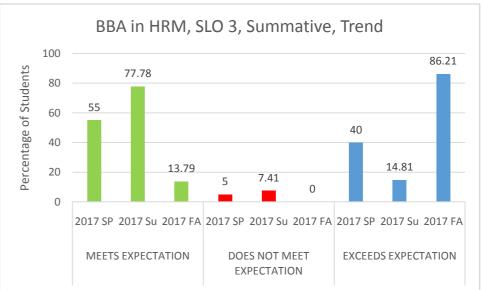
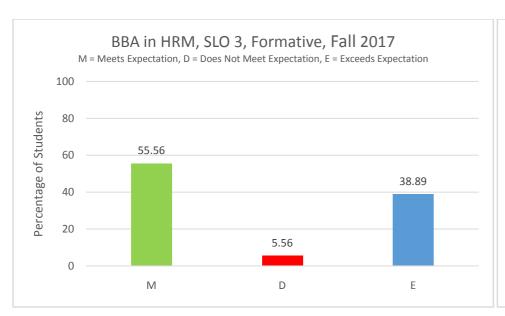


Figure HRM 9 Figure HRM 10



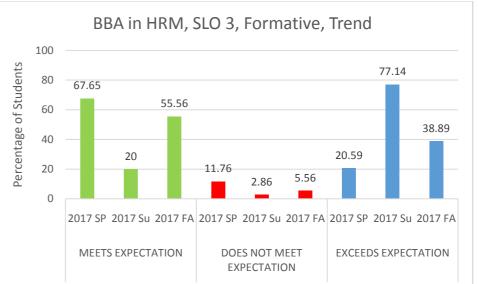
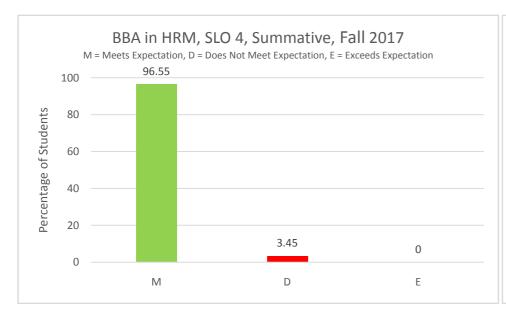


Figure HRM 11 Figure HRM 12

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation	Closing the Loop
4. Be familiar with the	Summative:	Exit Assessment Test:	See Figures HRM 13	Target: 70% students should meet	In Fall 2017 NSU Human Resource Club hosted the
application of HRM	Exit Assessment Test,	Meets Expectation:	−16.	or exceed expectation.	event "HR Speaks Out 2.0". The purpose of this
functional capabilities	and Course	60% to 80%			event was to connect aspiring business students
to select, recruit,	Embedded	Does Not Meet		Students met the target.	with the illustrious industry representatives so that
motivate, and retain	Assessment	Expectation: <60%			the students get familiarized with the contemporary
employees.	(HRM480 group term	Exceeds Expectation:		Trend: Students performance has	HR issues and are able to put the theories into
	projects)	>80%		improved over the period.	practice. The topics for the discussions were
	Formative:				recruitment, selection and leadership.
	Course Embedded	Course-Embedded			
	Assessment (MGT351	Assessment: Rubric #			
	group term projects)	HRM.4.R.1			



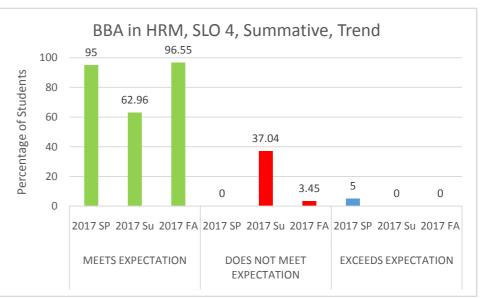
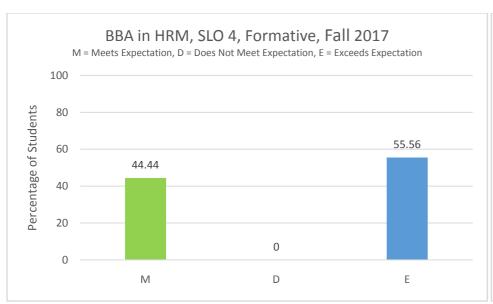


Figure HRM 13 Figure HRM 14



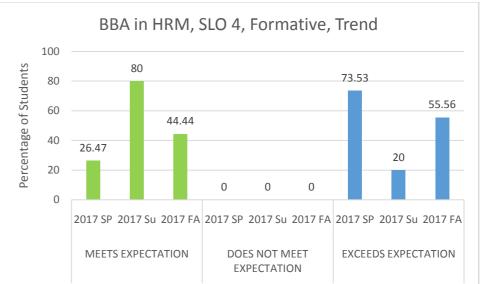
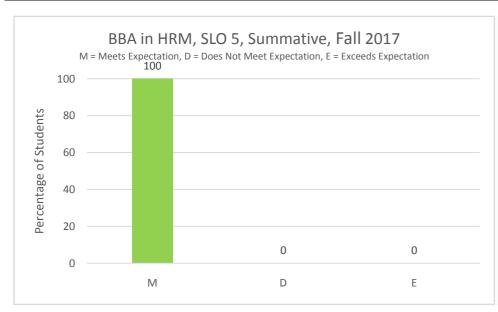


Figure HRM 15 Figure HRM 16

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation	Closing the Loop
5. Demonstrate their	Summative:	Exit Assessment Test:	See Figure HRM 17 –	Target: 60% students should	NSU organizes different business competitions and
understanding of	Exit Assessment Test,	Meets Expectation:	20.	meet or exceed expectation.	also encourages students to take part in external
compensation practices	and Course	60% to 80%			business competitions like Bizmaestros. These
and tools of benefit in	Embedded	Does Not Meet		Students met the target.	competitions provide them a platform to present
the context of	Assessment	Expectation: <60%			their creative minds and apply foundation
Bangladesh, and are	(HRM480 group term	Exceeds Expectation:		Trend: Students performance	knowledge gained in academic courses in real
able to demonstrate	projects)	>80%		has improved over the period.	business scenarios.
application using	Formative:				
quantitative methods.	Course Embedded	Course-Embedded			
	Assessment (MGT351	Assessment: Rubric #			
	group term projects)	HRM.5.R.1			



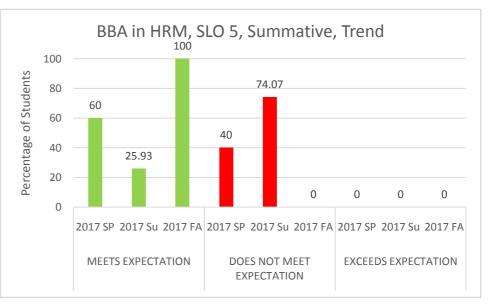
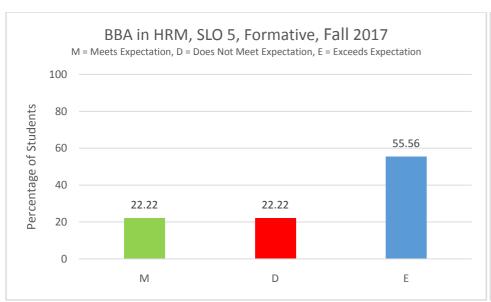


Figure HRM 17 Figure HRM 18



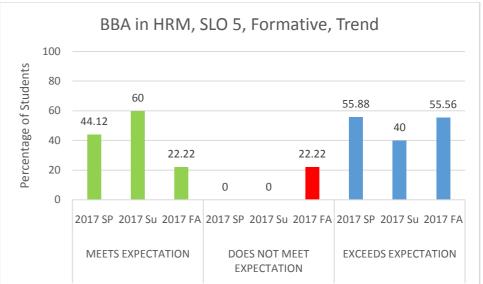
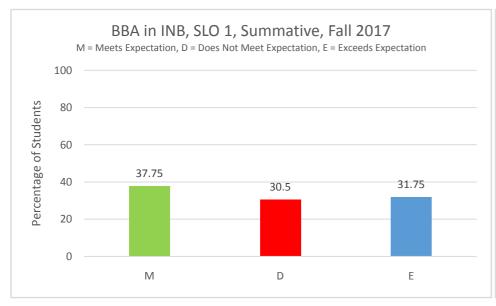


Figure HRM 19 Figure HRM 20

`Fall 2017 Student Learning Assessment Report: BBA in International Business ("INB")

Student Learning Outcomes	Measure	Measurement Criteria	Results	Status	Closing the Loop
1. Demonstrate an understanding of global cultural knowledge through a) the identification of major components of international business and b) explanation of how cultural and national differences affect the conduct of business.	Summative- Exit Assessment Test, and Course-Embedded Assessment (INB 480 group term projects) Formative: Course- Embedded Assessment (INB 372 case studies)	Exit Assessment Test: Meets expectations- 60% to 80%, Does Not Meet expectations- < 60%, Meets expectations-> 80%. Course-Embedded Assessment: Rubric # INB.1.R.1 (formative), and rubric # INB.1.R.2 (summative)	See Figures INB 1 – 4.	Target: 80% of the students should meet and exceed the expectations of SLO1. Students met the target in formative assessment but failed to meet the target in summative assessment. Trend: Students performance has deteriorated over the periods in summative assessment with an increase in percentage of students not meeting expectation. This is an area of concern.	The department uses interactive and up to date classroom activities that enhance students' participation in the class.



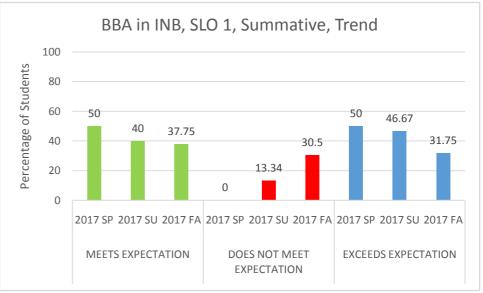
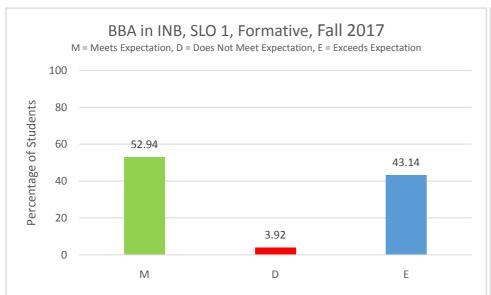


Figure INB- 1 Figure INB- 2



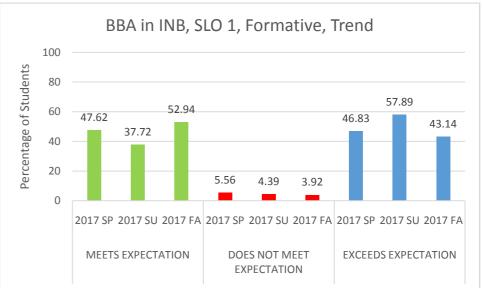
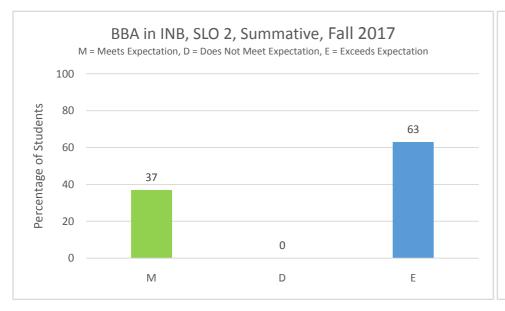


Figure INB- 3 Figure INB- 4

Student Learning Outcomes	Measure	Measurement Criteria	Results	Status	Closing the Loop
2. Demonstrate	Summative: - Exit	Exit Assessment Test:	See Figures	Target: 80% of the students should meet and	Interactive assignments and student
working knowledge	Assessment Test, and	Meets expectations-	INB $5 - 8$.	exceed the expectations of SLO2.	presentations on relevant topics, introduction of
in the area of	Course-Embedded	60% to 80%, Does		_	new case based assignments have a positive
marketing, finance	Assessment (INB 480	Not Meet		Students met the target.	impact on students' performance.
and management	group term projects)	expectations-< 60/%,		_	
from a business		Meets expectations->		Trend: Students performance has improved	
perspective in an	Formative: Course-	80%		over the period in summative assessment.	
international	Embedded Assessment			_	
context.	(INB 372 case studies)	Course-Embedded			
		Assessment: Rubric			
		# INB.2.R.1			



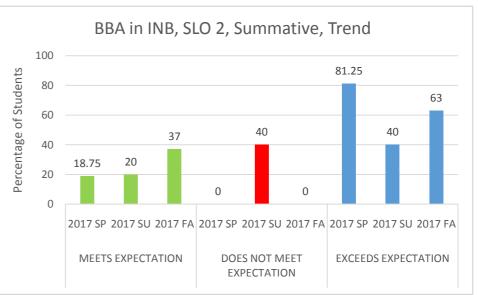
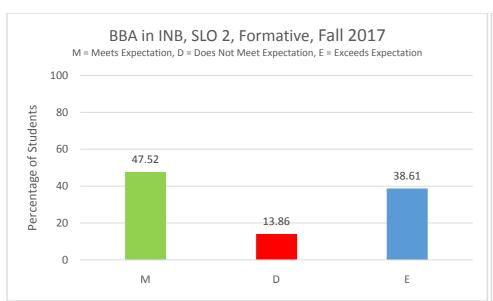


Figure INB- 5 Figure INB- 6



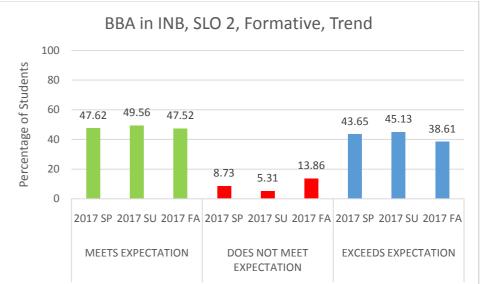
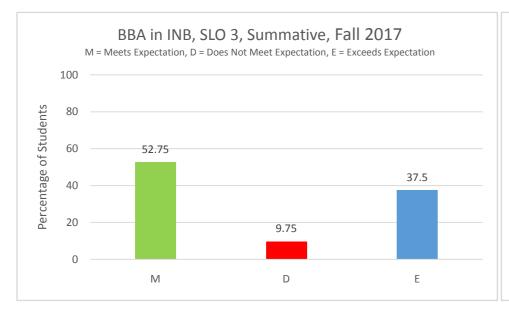


Figure INB- 7 Figure INB- 8

Student Learning Outcomes	Measure	Measurement Criteria	Results	Status	Closing the Loop
3. Assess factors	Summative- Exit	Exit Assessment Test:	See Figures	Target: 80% of the students should	Courses have been standardized in terms of
that determine	Assessment Test, and	Meets expectations- 60%	INB $9 - 12$.	meet and exceed the expectations of	content, sequence of coverage, grading, use of
international trade	Course-Embedded	to 80%, Does Not Meet		SLO3.	text book and other learning resources.
patterns & capital	Assessment (INB 480	expectations-< 60%, Meets			
flows and the impact	group term projects)	expectations-> 80%.		Students met the target.	
of international					
institutions on	Formative: Course-	Course-Embedded		Trend: Students performance is	
global business	Embedded Assessment	Assessment: Rubric #		positive and consistent over the	
operations.	(INB 372 case studies)	INB.3.R.1		periods.	
	, ,				



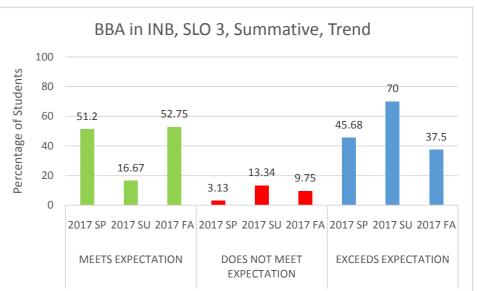
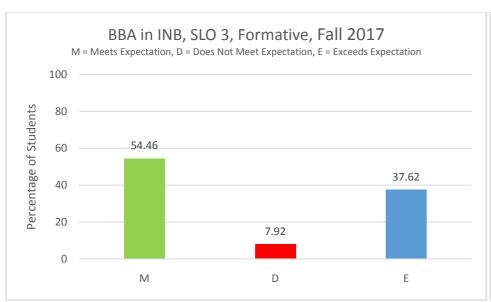


Figure INB- 9 Figure INB- 10



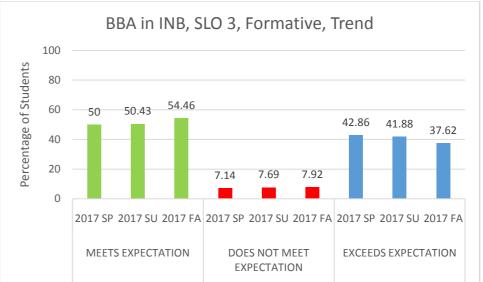
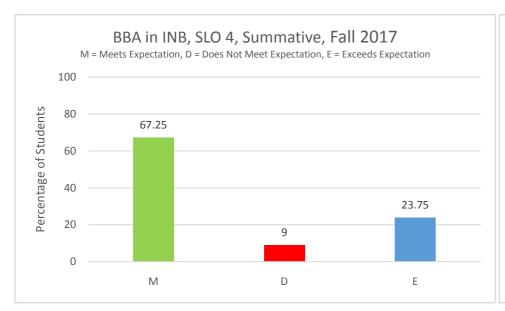


Figure INB- 11 Figure INB- 12

Student Learning Outcomes	Measure	Measurement Criteria	Results	Status	Closing the Loop
4. Identify the	Summative- Exit	Exit Assessment Test:	See Figures 13	Target: 80% of the students should meet	The Marketing Club of North South
international	Assessment Test, and	Meets expectations- 60%	−16.	and exceed the expectations of SLO3.	University (TMC) hosted six interactive
competitiveness of	Course-Embedded	to 80%, Does Not Meet		_	grooming sessions with six different guest
nations and their	Assessment (INB 480	expectations-< 60%, Meets		Students met the target.	speakers, each being the leader of his/her
attractiveness for	group term projects)	expectations-> 80%.			professional field. The sessions aimed to
international				Trend: Students performance is positive	bridge the gap between corporate leaders and
business.	Formative: Course-	Course-Embedded		and consistent over the periods.	marketing enthusiasts.
	Embedded Assessment	Assessment: Rubric #		_	
	(INB 372 case studies)	INB.4.R.1			



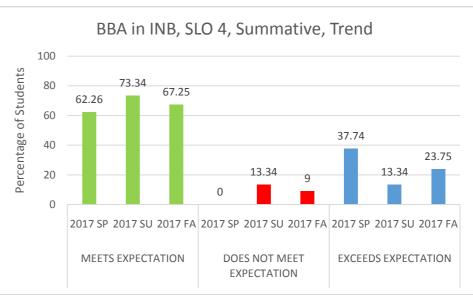
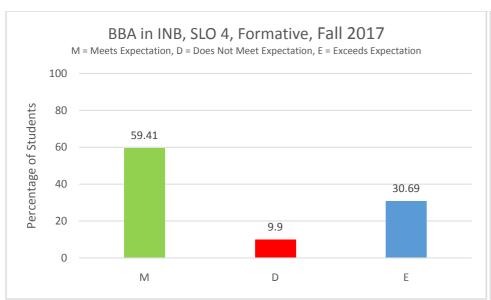


Figure INB- 13 Figure INB- 14



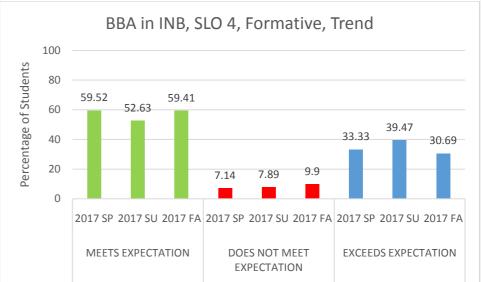
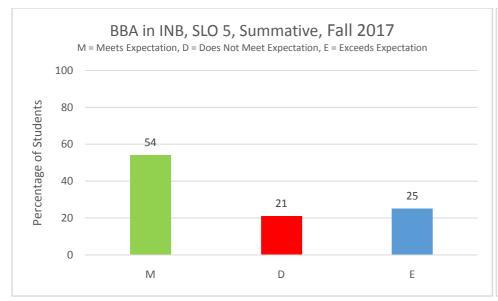


Figure INB- 15 Figure INB- 16

Student Learning Outcomes	Measure	Measurement Criteria	Results	Status	Closing the Loop
5. Exhibit critical	Summative- Exit	Exit Assessment Test:	See Figures	Target: 100% of the students should meet and	Courses have been standardized in
thinking skills to	Assessment Test, and	Meets expectations- 60%	INB 17 – 20.	exceed the expectations of SLO5.	terms of content, sequence of coverage,
ethically address	Course-Embedded	to 80%, Does Not Meet			grading, use of text book and other
complex real-world	Assessment (INB 480	expectations-< 60%, Meets		Students failed to meet the target.	learning resources.
international	group term projects)	expectations-> 80%.			Continuation of the use of the software
business.				Trend: Students performance in summative	"Turn it in" in order to ensure
	Formative: Course-	Course-Embedded		assessment has deteriorated over the period with	credibility of students work. Workshops
	Embedded Assessment	Assessment: Rubric #		an increase in percentage of students not meeting	are held for faculties to give them idea
	(INB 372 case studies)	INB.5.R.1		expectation. This is an area of concern.	about the software and how to use it.



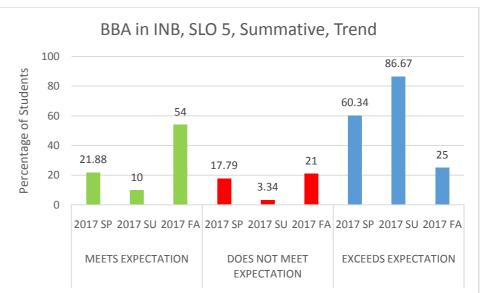
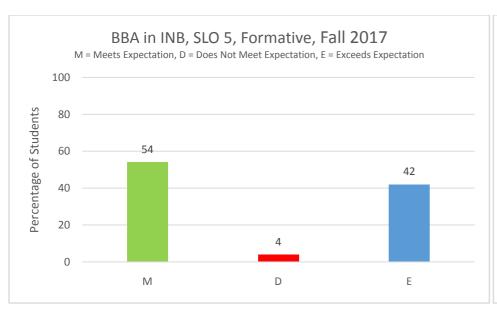


Figure INB- 17 Figure INB- 18



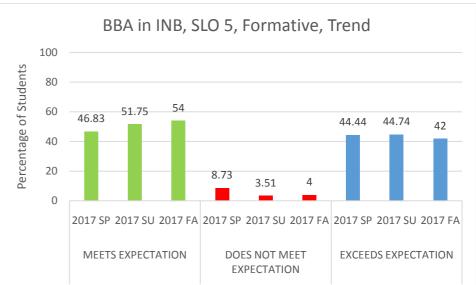
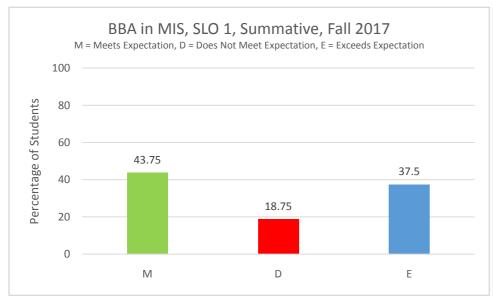


Figure INB- 19 Figure INB- 20xx

Fall 2017 Student Learning Assessment Report: BBA in MIS Program

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation	Closing the Loop
1. Apply managerial	Summative:	Exit Assessment Test:	See Figures MIS 1 –	Target: 80% students should meet or	Up to date business case studies related to
concepts and decision	Exit Assessment Test,	Meets Expectation:	4.	exceed expectation.	enterprise information systems were practiced in
theories to use	and Course	60% to 80%			different MIS courses, so that students are able
enterprise information	Embedded	Does Not Meet		Students met the target.	to apply these concepts in solving complex
systems.	Assessment (MIS470	Expectation: <60%			decision problems.
	group term projects)	Exceeds Expectation:		Trend: Although students met the	
		>80%		target performance in summative	
	Formative:			assessment has deteriorated with	
	Course Embedded	Course-Embedded		increase in percentage of students not	
	Assessment (MIS205	Assessment: Rubric #		meeting expectation.	
	group term projects)	MIS.1.R.1			



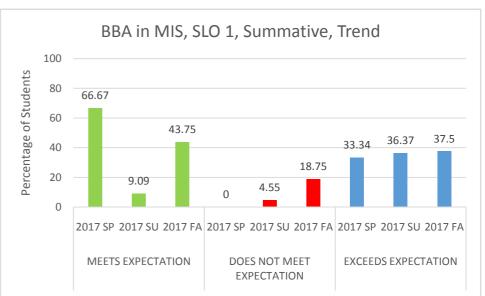


Figure MIS 1 Figure MIS 2

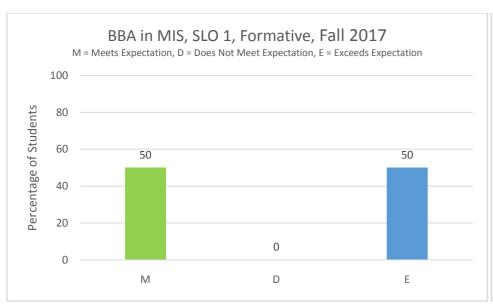
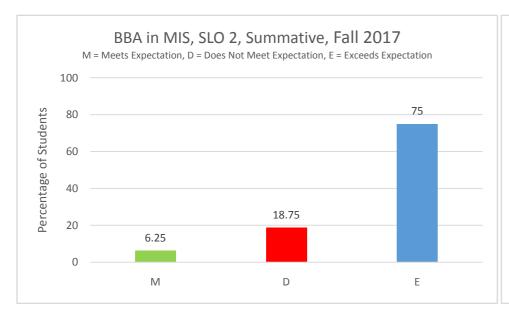




Figure MIS 3 Figure MIS 4

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation	Closing the Loop
2. Demonstrate the	Summative:	Exit Assessment Test	See Figures MIS 5 –	Target: 75% students should meet	Course components are constantly reviewed to
understanding about	Exit Assessment Test,	Meets Expectation:	8.	or exceed expectation.	ensure that students can continue to critically
systems theory,	and Course	60% to 80%			identify problems and solve those using their
systems analysis,	Embedded	Does Not Meet		Student met the target.	knowledge of business studies.
systems design and	Assessment (MIS470	Expectation: <60%			
project management.	group term projects)	Exceeds Expectation:		Trend: Although students met the	
		>80%		target performance in summative	
	Formative:			assessment has deteriorated with	
	Course Embedded	Course-Embedded		increase in percentage of students	
	Assessment (MIS205	Assessment: Rubric #		not meeting expectation	
	group term projects)	MIS.2.R.1			



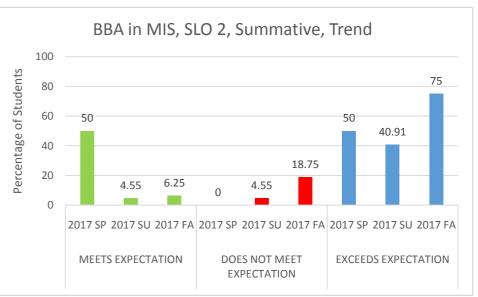
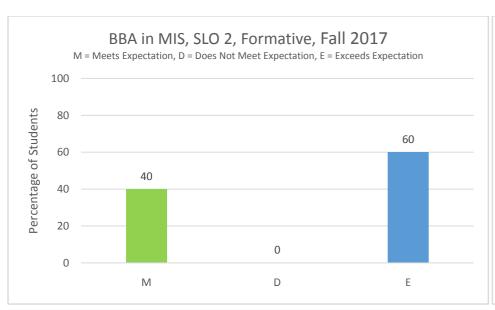


Figure MIS 5 Figure MIS 6



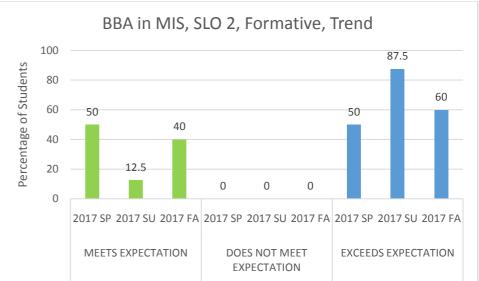
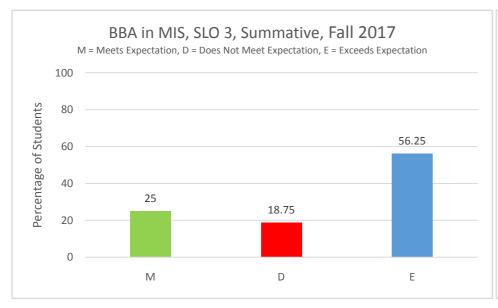


Figure MIS 7 Figure MIS 8

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation	Closing the Loop
3. Exhibit the	Summative:	Exit Assessment Test	See	Target: 80% students should meet or exceed	Cases and Laboratory tasks on web-based
knowledge on web-	Exit Assessment Test,	Meets Expectation:	Figures	expectation.	information systems (e.g., e-business, e-
based information	and Course	60% to 80%	MIS 9 –		commerce) are practiced in the classes of
systems in business	Embedded	Does Not Meet	12.	Student met the target.	relevant MIS courses
context.	Assessment (MIS470	Expectation: <60%			
	group term projects)	Exceeds Expectation:		Trend: Students performance has improved over	
		>80%		time	
	Formative:				
	Course Embedded	Course-Embedded			
	Assessment (MIS205	Assessment: Rubric #			
	group term projects)	MIS.3.R.1			



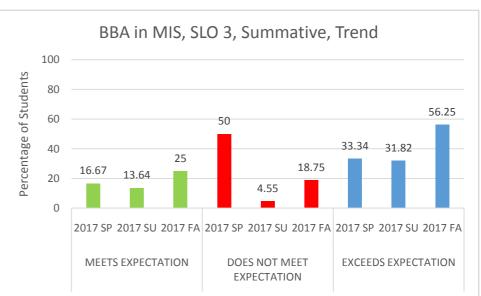
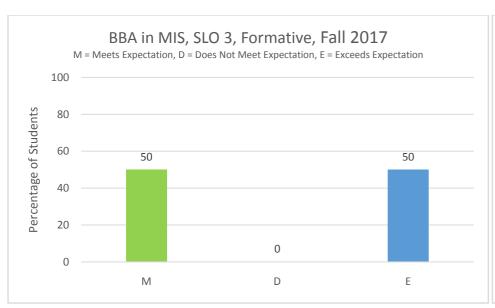


Figure MIS 9 Figure MIS 10



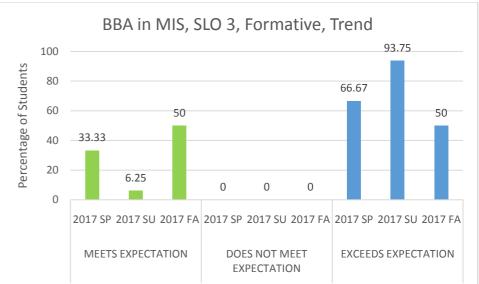
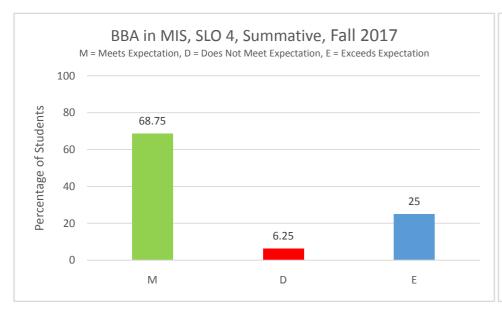


Figure MIS 11 Figure MIS 12

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation	Closing the Loop
4. Develop and	Summative:	Exit Assessment Test	See	Target: 80% students should meet or exceed	Pre-selected business application tools are used in
implement	Exit Assessment Test,	Meets Expectation:	Figures	expectation.	building or assessing different Information Systems
information systems	and Course	60% to 80%	MIS 13		in different MIS course-projects.
with the help of latest	Embedded	Does Not Meet	– 16.	Student met the target.	
business tools.	Assessment (MIS470	Expectation: <60%			
	group term projects)	Exceeds Expectation:		Trend: Students performance has improved	
		>80%		over time	
	Formative:				
	Course Embedded	Course-Embedded			
	Assessment (MIS205	Assessment: Rubric #			
	group term projects)	MIS.4.R.1			



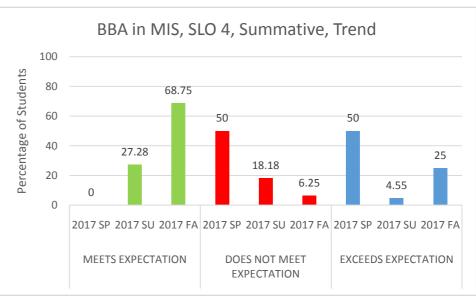
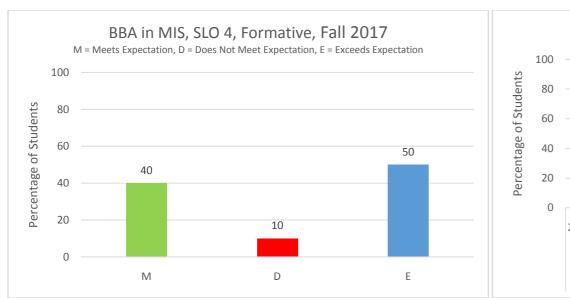


Figure MIS 13 Figure MIS 14



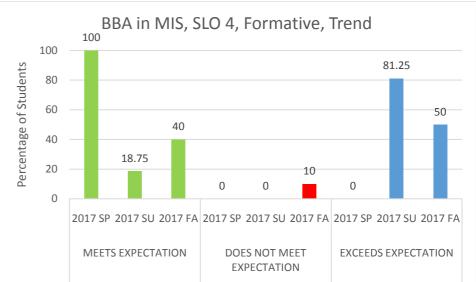
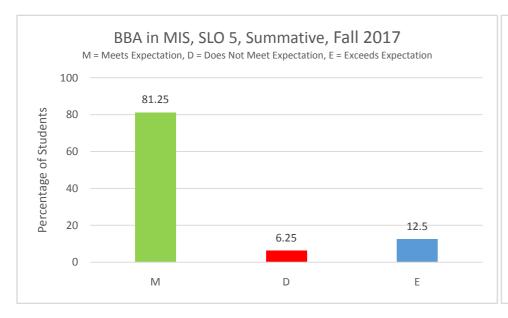


Figure MIS 15 Figure MIS 16

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation	Closing the Loop
5. Illustrate the	Summative:	Exit Assessment Test	See	Target: 80% students should meet or exceed	Along with real world Cases, team activities
familiarity about	Exit Assessment Test,	Meets Expectation:	Figures	expectation.	and problem solving exercises on 'IS privacy,
computer networks	and Course	60% to 80%	MIS 17		security, and protective measures' were done in
and security concepts.	Embedded	Does Not Meet	-20.	Student met the target.	the classes in related MIS courses, so that there
	Assessment (MIS470	Expectation: <60%			was sufficient coverage on these topics, and
	group term projects)	Exceeds Expectation:		Trend: Students performance has improved over	students can identify and solve different
		>80%		time	security issues and network threats.
	Formative:				
	Course Embedded	Course-Embedded			
	Assessment (MIS205	Assessment: Rubric #			
	group term projects)	MIS.5.R.1			



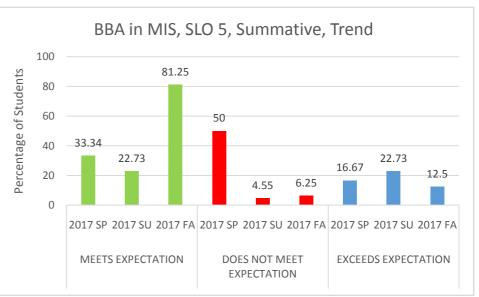
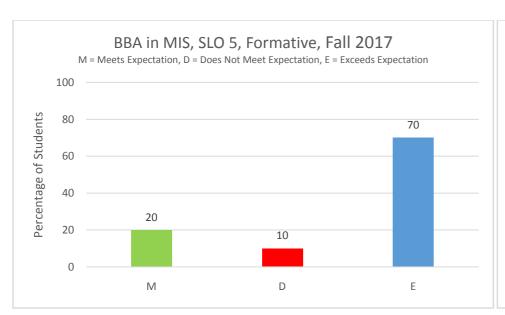


Figure MIS 17 Figure MIS 18



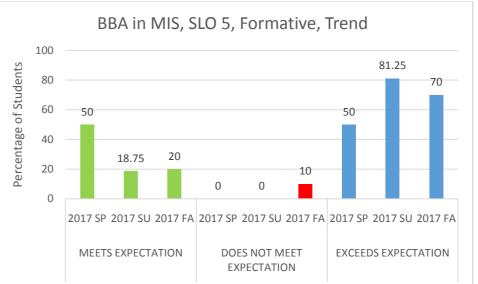
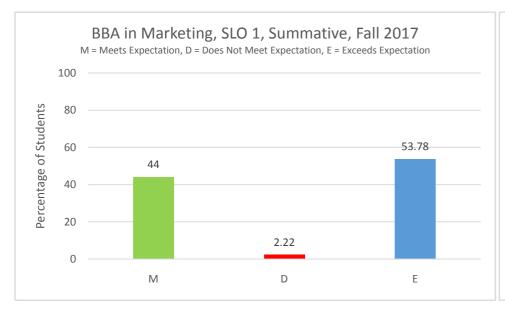


Figure MIS 19 Figure MIS 20

Fall 2017 Student Learning Assessment Report: BBA in Marketing ("MKT")

Student Learning Outcomes	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
1. Demonstrate a thorough understanding of the marketing management process including marketing strategy formulation and marketing plan implementation	Summative- Exit Assessment Test, and Course-Embedded Assessment (MKT 460 group term projects.) Formative- Course- Embedded Assessment (MKT 337 group term projects)	Exit Assessment Test: Meets Expectations- 60% to 80%, Does Not Meet Expectations-< 60%, Exceeds Expectations-> 80% Course-Embedded Assessment: Rubric # MKT.1.R.1 (formative), and rubric # MKT.1.R.2 (summative)	See Figures MKT 1 – 4.	Target: 75% of the students should meet and exceed the expectations of SLO1. Student met the target. Trend: Students performance has improved over time.	The regular lecture-based classes were augmented via several interactive seminars and workshops which improved student understanding of the marketing management process.



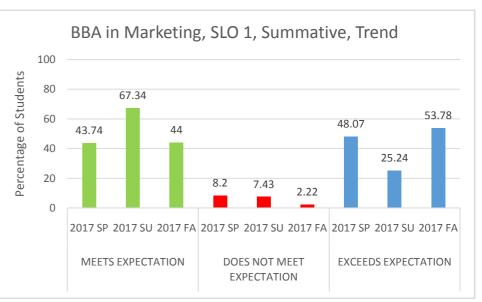
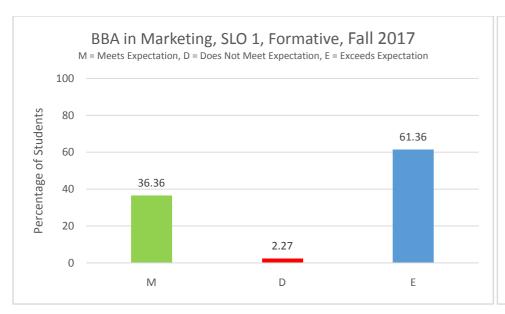


Figure MKT- 1 Figure MKT- 2



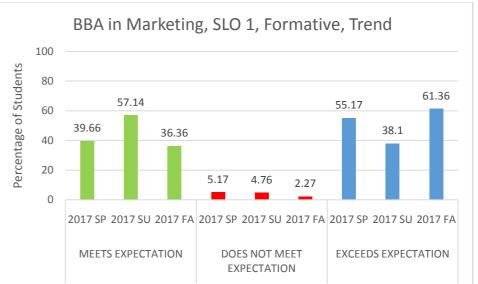
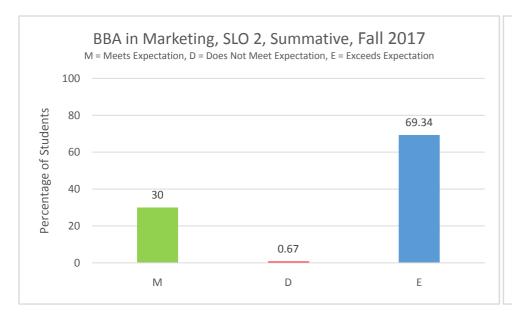


Figure MKT- 3 Figure MKT- 4

Student Learning Outcomes	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
2. Understand the roles of different areas of Marketing Communications.	Summative- Exit Assessment Test, and Course-Embedded Assessment (MKT 460 group term projects) Formative: Course- Embedded Assessment	Exit Assessment Test: Meets Expectations- 60% to 80%, Does Not Meet Expectations-< 60%, Exceeds expectations-> 80% Course-Embedded Assessment: Rubric #	See Figures MKT 5 – 8.	Target: 80% of the students should meet and exceed the expectations of SLO2 Students met the target. Trend: Student performance has significantly improved over time.	The Marketing Club of North South University has always tried to build good communication between corporate leaders and marketing enthusiasts. With this goal in mind, they hosted six interactive grooming sessions, collectively named
	(MKT 337 group term projects)	MKT.2.R.1			"Elemental," with six different guest speakers, each being the leader of his/her professional field.



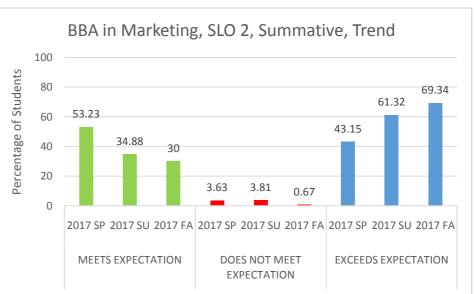
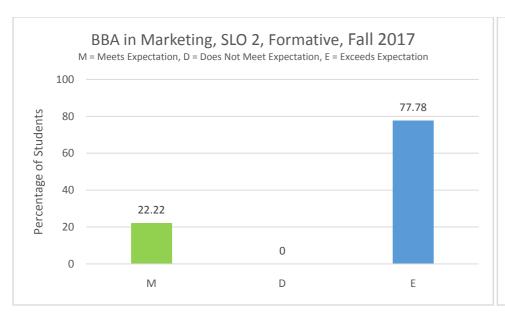


Figure MKT- 5 Figure MKT- 6



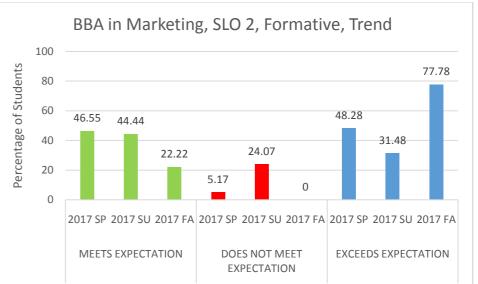
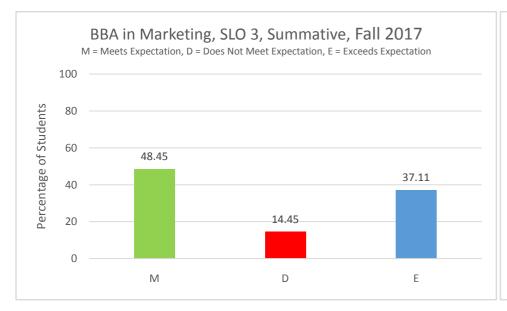


Figure MKT- 7 Figure MKT- 8

Student Learning Outcomes	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
3. Apply concepts of	Summative: - Exit	Exit Assessment Test: Meets	See Figures	Target- 75% of the students	Three marketing specialists were invited
consumer behavior to	Assessment Test, and	Expectations- 60% to 80%,	9 – 12.	should be able to meet and exceed	this semester to equip the participants
develop marketing strategy.	Course-Embedded	Does Not Meet		the expectation of SLO3.	with knowledge related to the topic of
	Assessment (MKT 460	Expectations-< 60%,			"Customer Loyalty & Customer Value
	group term projects)	Exceeds Expectations->		Students met the target.	Management".
	Formative: Course-	80%.			
	Embedded Assessment	Course-Embedded		Trend: Although students met the	
	(MKT 337 group term	Assessment: Rubric #		target performance in summative	
	projects)	MKT.3.R.1		assessment is showing a negative	
				trend with an increase in	
				percentage of students not	
				meeting expectation.	



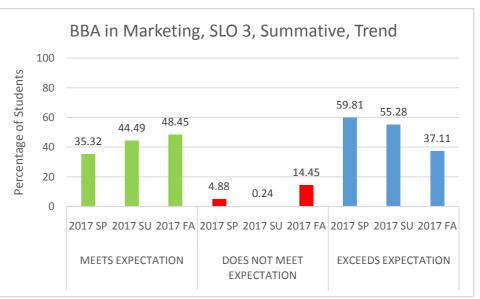


Figure MKT- 9 Figure MKT- 10

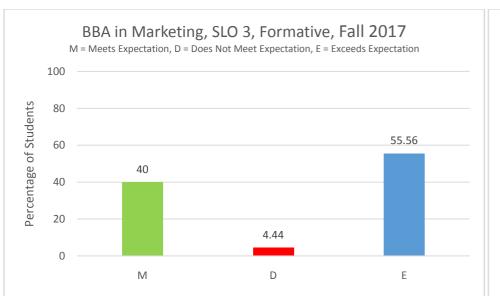




Figure MKT- 11 Figure MKT- 12

Student Learning Outcomes	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
4. Demonstrate skills to	Summative: - Exit	Exit Assessment Test: Meets	See	Target- 80% of the	Final year students of MKT 460, Strategic
critically analyze a problem,	Assessment Test, and	Expectations- 60% to 80%,	Figures 13	students should be able	Marketing, were immersed in an hour-long lecture
design and implement	Course-Embedded	Does Not Meet	− 16.	to meet and exceed the	on Innovation, conducted by Mr. Subhajit Mandol,
appropriate solutions.	Assessment (MKT 460	Expectations-< 60%,		expectation of SLO4.	Director, LumenLab of MetLife Innovation
	group term projects)	Exceeds Expectations-> 80%			Centre, Singapore. The students benefitted
	Formative: - Course-	Course-Embedded		Students met the target.	immensely from the experience of connecting with
	Embedded Assessment	Assessment: Rubric #			an industry expert.
	(MKT 337 group term	MKT.4.R.1 (formative), and		Trend: Student	
	projects)	rubric # MKT.4.R.2		performance is	
		(summative)		improving over time.	

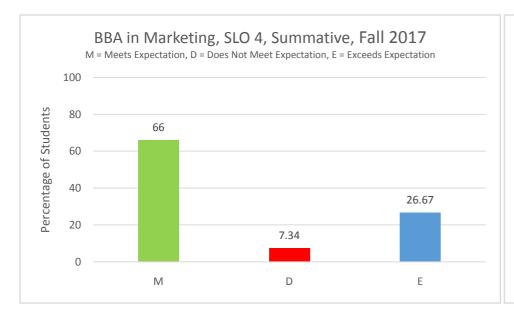
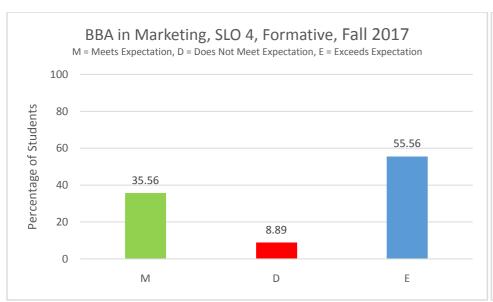




Figure MKT- 13 Figure MKT- 14



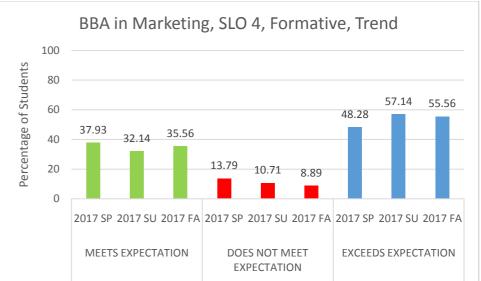
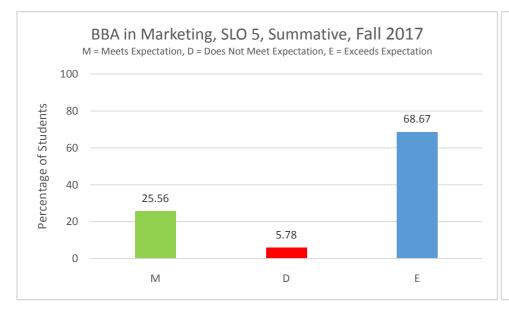


Figure MKT- 15 Figure MKT- 16

Student Learning Outcomes	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
5. Practice and set examples	Summative: Exit Assessment	Exit Assessment Test: Meets	See Figure 17	Target- 100% of the students	Marketing and International Business
on responsible and ethical	Test, and Course-Embedded	Expectations- 60% to 80%,	<i>−</i> 20.	should be able to meet and	Department conducted a workshop titled
marketing.	Assessment (MKT 460	Does Not Meet expectations-		exceed the expectation of	"Measuring Performance Management &
	group term projects)	< 60%, Exceeds		SLO5.	Marketing in Business Environment" as
	Formative: Course-	Expectations-> 80%			part of the Awareness Building Workshop
	Embedded Assessment	Course-Embedded		Students met the target	in Fall 2017. The workshop was
	(MKT 337 group term	Assessment: Rubric #			facilitated by Mr. Md. Arif Uddin,
	projects)	MKT.5.R.1		Trend: Although students	Director, Head of Business Performance
				could not meet the target there	Management, Grameenphone Ltd. and
				is an improving trend in the	Mr. Golam Mortuza Chowdhury, Deputy
				student performance.	Director, Head of Revenue Assurance &
					Fraud Management, Grameenphone Ltd.



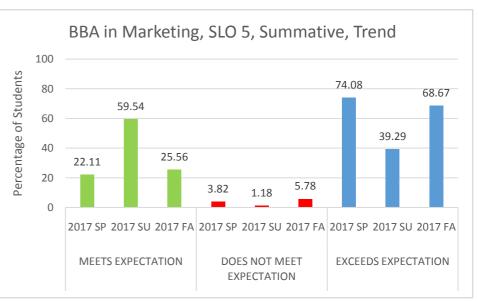
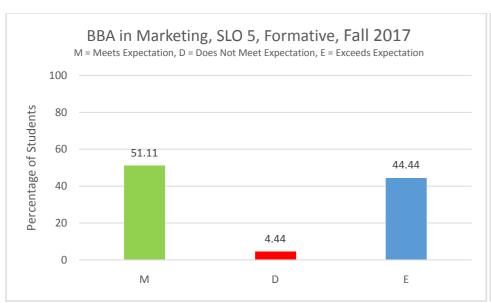


Figure MKT- 17 Figure MKT- 18



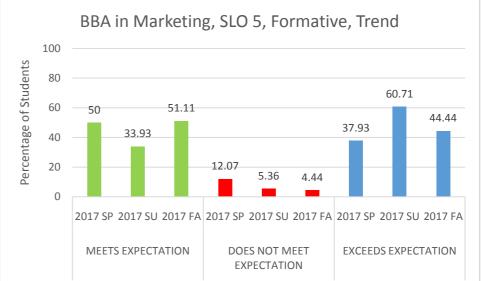
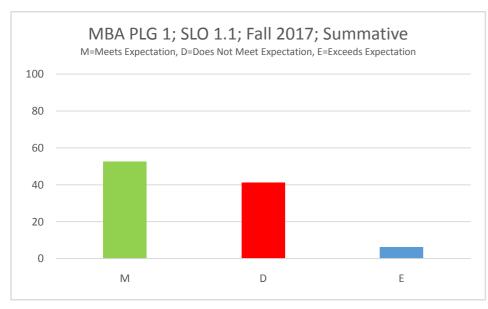


Figure MKT- 19 Figure MKT- 20

Fall 2017 Student Learning Assessment Report: Master of Business Administration

Program Learning Goal	Student Learning Outcome	Measure	Measurement Criteria	Result	Observation(s)	Closing the Loop
1. Managerial Communications	1.1 Communicate effectively toward achieving managerial objectives.	Summative: Exit Assessment Test, and Course- Embedded Assessment (BUS 690 final term projects) Formative: Course- Embedded Assessment (BUS 650 final term projects)	Assessment Tests: Meets Expectation: 60% -80%; Does Not Meet Expectation < 60%; Exceeds Expectation > 80% Course-Embedded Assessment: Rubric # MB.1.1.1.1	See Figures MBA- 1 through MBA-4	Target: 80% students should meet or, exceed expectation. Students failed to meet the target in the summative assessment. Trend: Students performance in summative assessment is a major area of concern. There is an increase in percentage of students not meeting the expectation.	Department of English and Modern Languages arranged a Colloquium series for the students. Well-known Bangladeshi authors were invited to talk about writing process and the craft of writing.



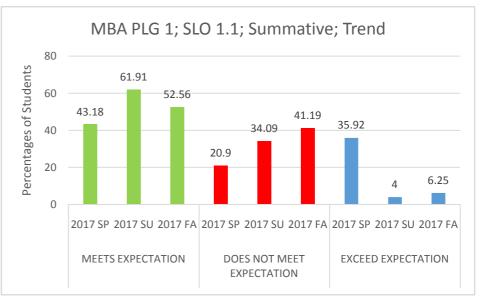
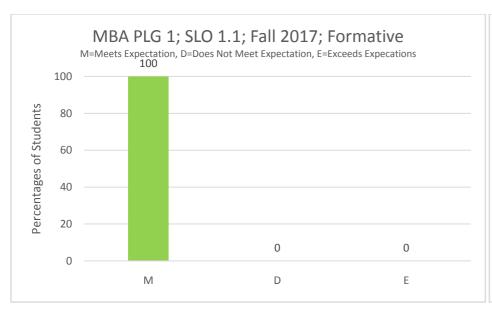


Figure MBA - 1 Figure MBA - 2



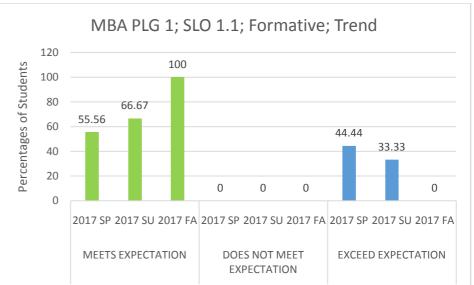
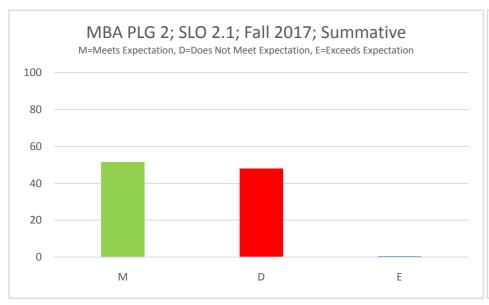


Figure MBA - 3 Figure MBA - 4

Program Learning Goal	Student Learning Outcome	Measure	Measurement Criteria	Result	Observation(s)	Closing the Loop
2. Critical Thinking and Decision Making	2.1 Apply appropriate analytic framework to solving management problems, and developing of integrative managerial solutions.	Summative: Exit Assessment Test, and Course-Embedded Assessment (BUS 690 final term projects) Formative: Course- Embedded Assessment (BUS 650 final term projects)	Assessment Tests: Meets Expectation: 60% -80%; Does Not Meet Expectation < 60%; Exceeds Expectation> 80% Course-Embedded Assessment: Rubric # MB.2.1.1.1	See Figures MBA-5 through MBA-8	Target: 80% students should meet or, exceed expectation. Students failed to meet the target in the summative assessment. Trend: Student performance in summative assessment is very poor. This is a major area of concern as the students are consistently failing to meet the target.	NSU has taken significant steps towards improving students learning experience. These include establishing a Business Advisory Board, arranging MoU with the Foreign Ministry, updating its curriculum to an international standard, equipping the CPC office, engaging with the EHS+ Center, and creating other offices of excellence for closer engagement with different industries.



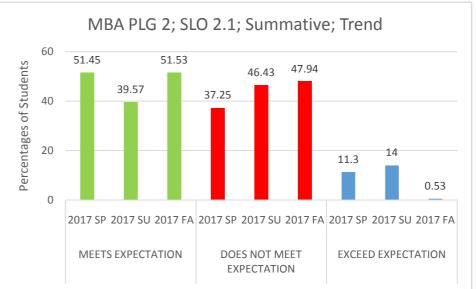
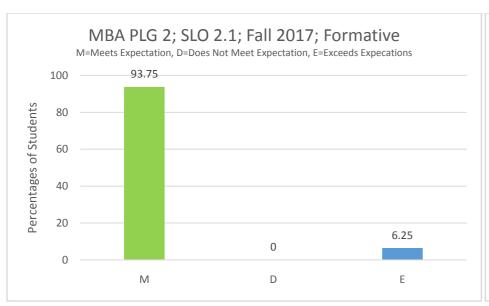


Figure MBA - 5 Figure MBA - 6



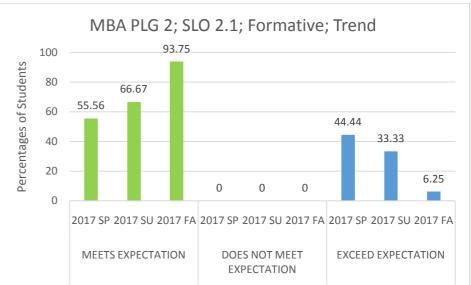
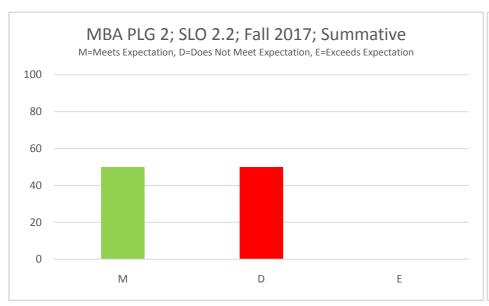


Figure MBA - 7 Figure MBA - 8

Program Learning Goal	Student Learning Outcome	Measure	Measurement Criteria	Result	Observation(s)	Closing the Loop
2. Critical Thinking and Decision Making	2.2 Determine relevant decision criteria and alternatives, and identify the optimal solution	Summative: Exit Assessment Test, and Course-Embedded Assessment (BUS 690 final term projects) Formative: Course- Embedded Assessment (BUS 650 final term projects)	Assessment Tests: Meets Expectation: 60% -80%; Does Not Meet Expectation < 60%; Exceeds Expectation> 80% Course-Embedded Assessment: Rubric # MB.2.1.1.1	See Figures MBA-9 through MBA-12	Target: 80% students should meet or, exceed expectation. Students failed to meet the target in the summative assessment. Trend: Students failed to meet the target in summative assessment. The percentage of students not meeting target is increasing. This is an area of significant concern	NSU has taken significant steps towards improving students learning experience. This include establishing a Business Advisory Board, arranging MoU with the Foreign Ministry, updating its curriculum to an international standard, equipping the CPC office, engaging with the EHS+ Center, and creating other offices of excellence for closer engagement with different industries.



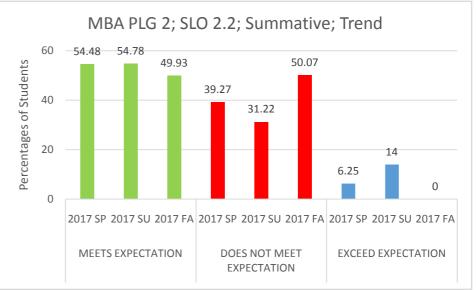
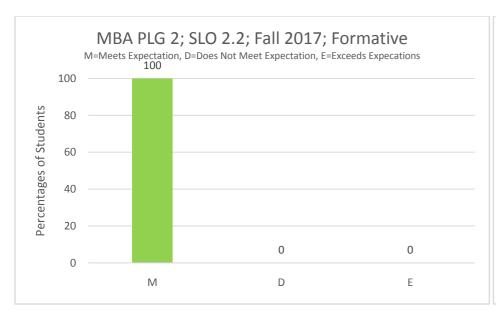


Figure MBA - 9 Figure MBA - 10



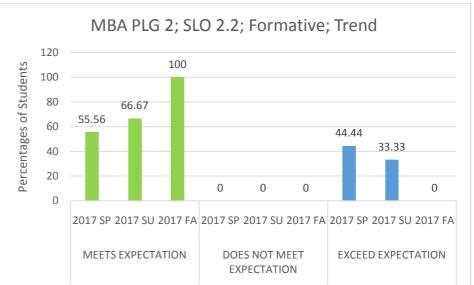
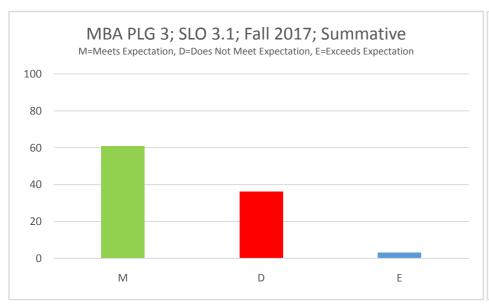


Figure MBA - 11 Figure MBA - 12

Program Learning Goal	Student Learning Outcome	Measure	Measurement Criteria	Result	Observation(s)	Closing the Loop
3. Integration of management tools and techniques	3.1 Integrate and apply the tools and techniques of management, drawing on a broad-based knowledge of the major functions (accounting, economics, finance, information systems, marketing, operations management, and strategy) to solve complex management problems and render sound business decisions.	Summative: Exit Assessment Test, and Course-Embedded Assessment (BUS 690 final term projects) Formative: Course- Embedded Assessment (BUS 650 final term projects)	Assessment Tests: Meets Expectation: 60% -80%; Does Not Meet Expectation < 60%; Exceeds Expectation> 80% Course-Embedded Assessment: Rubric # MB.3.1.1.1	See Figures MBA-13 through MBA-16	Target: 80% students should meet or, exceed expectation. Students failed to meet the target in the summative assessment. Trend: Student performance in summative assessment is very poor. This is a major area of concern as the students are consistently failing to meet the target	North South University held "Career Fair 2017" to welcome notable organizations from all over the country and give its students an opportunity to understand what the job market is looking for.



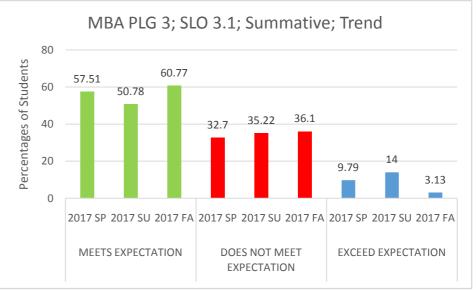
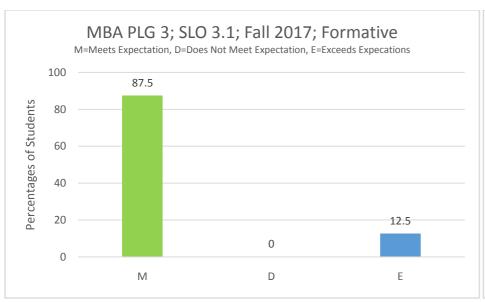


Figure MBA - 13 Figure MBA - 14



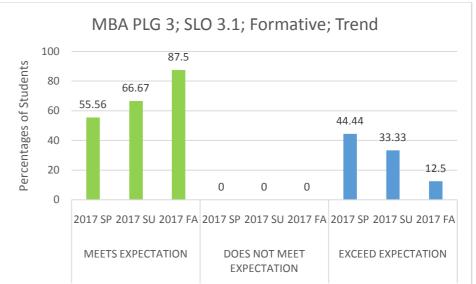
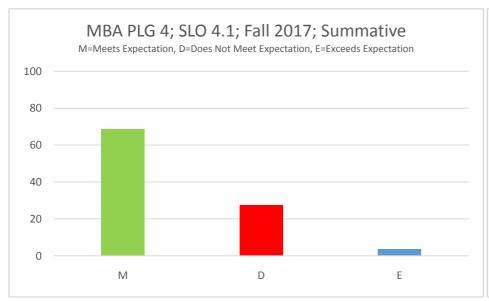


Figure MBA - 15 Figure MBA - 16

Program Learning Goal	Student Learning Outcome	Measure	Measurement Criteria	Result	Observation(s)	Closing the Loop
4. Global Perspectives	4.1 Augment business decisions with global considerations.	Summative: Exit Assessment Test, and Course-Embedded Assessment (BUS 690 final term projects) Formative: Course- Embedded Assessment (BUS 685 final term projects)	Assessment Tests: Meets Expectation: 60% -80%; Does Not Meet Expectation < 60%; Exceeds Expectation> 80% Course-Embedded Assessment: Rubric # MB.4.1.1.1	See Figures MBA-17 through MBA-20	Target: 80% students should meet or, exceed expectation. Students failed to meet the target in the summative assessment. Trend: Performance in summative assessment is very poor.	Career and Placement Center (CPC) in collaboration with Unilever Bangladesh arranged a session called "Learn to Lead" In where the HR Director (Kunal Sharma) spoke about the Unilever Future Leaders Program. This event was very informative for both faculty and students.



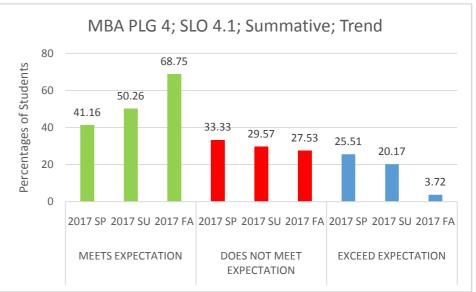
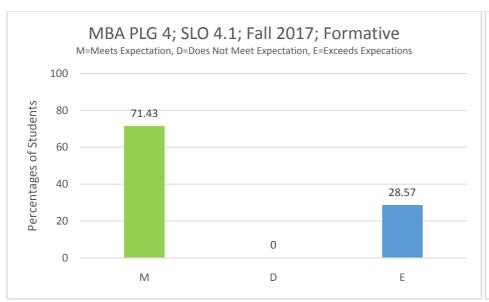


Figure MBA - 17 Figure MBA - 18



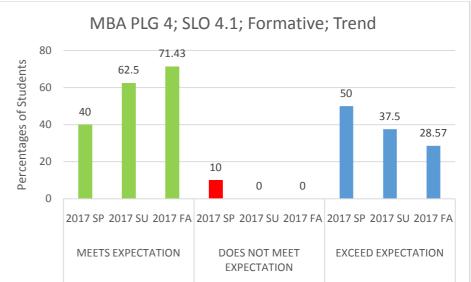
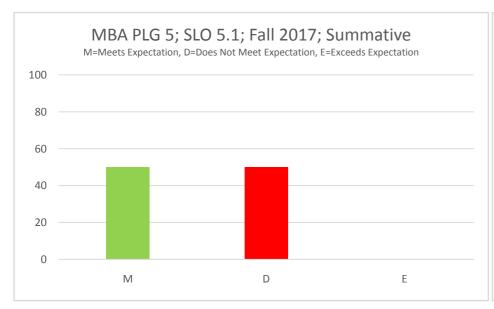


Figure MBA - 19 Figure MBA - 20

Program Learning Goal	Student Learning Outcome	Measure	Measurement Criteria	Result	Observation(s)	Closing the Loop
5. Ethical Considerations	5.1 Evaluate and articulate ethical considerations in managerial decision making and in enterprise management.	Summative: Exit Assessment Test, and Course-Embedded Assessment (BUS 690 final term projects)	Assessment Tests: Meets Expectation: 60% -80%; Does Not Meet Expectation < 60%; Exceeds Expectation> 80% Course-Embedded Assessment: Rubric # MB.5.1.1.1	See Figures MBA-21 and MBA-22	Target: 80% students should meet or, exceed expectation. Students failed to meet the target. Trend: Student performance is extremely poor in this area. It is a matter of great concern	NSU Ethics club organizes different seminars to make students aware about ethical standards. Courses are also designed to include ethical standards in managerial decision making and in enterprise management



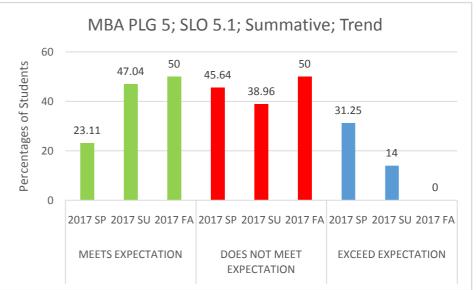
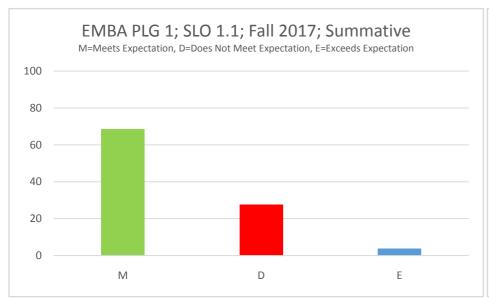


Figure MBA - 21 Figure MBA - 22

Fall 2017 Student Learning Assessment Report: Executive Master of Business Administration

	Student					
Program	Learning		Measurement			
Learning Goal	Outcome	Measure	Criteria	Result	Observation(s)	Closing the Loop
1. Managerial	1.1 Communicate	Summative: Exit	Assessment Tests Meets	See	Target: 80% students should	NSU organizes different events and
Communications	effectively	Assessment Test and	Expectation: 60% -80%;	Figures	meet or, exceed expectation.	encourages students to participate in
	toward	Course-Embedded	Does Not Meet	EMBA –		different business competitions so that
	achieving	Assessment (EMB	Expectation < 60%;	1 through	Students met the target in	they learn how to communicate
	managerial	690 final term project)	Exceeds Expectation>	EMBA -	formative assessment but	effectively to achieve a business goal.
	objectives.		80%	4	failed to meet it in summative	
		Formative: Course-			assessment.	
		Embedded	Course-Embedded			
		Assessment (EMB	Assessment: Rubric #		Trend: Student performance	
		650 final term project)	EM.1.1.1.1		in summative assessment has	
					deteriorated over the period.	
					This is an area of concern.	



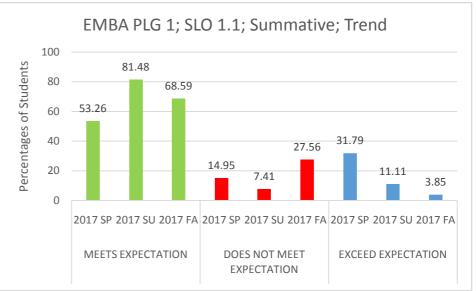
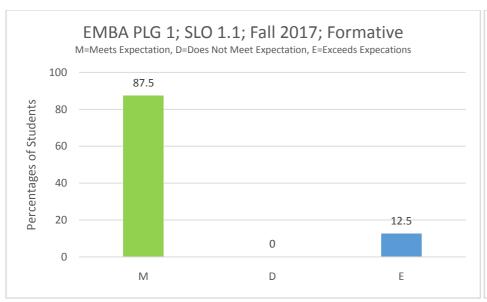


Figure EMBA - 1 Figure EMBA - 2



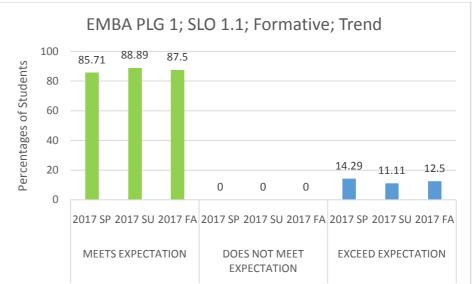
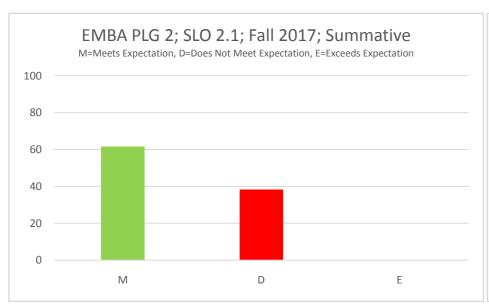


Figure EMBA - 3 Figure EMBA - 4

Program Learning Goal	Student Learning Outcome	Measure	Measurement Criteria	Result	Observation(s)	Closing the Loop
2. Critical Thinking and Decision Making	2.1 Apply appropriate analytic framework to solving management problems, and developing of integrative managerial solutions.	Summative: Exit Assessment Test and Course-Embedded Assessment (EMB 690 final term project) Formative: Course- Embedded Assessment (EMB 650 final term project)	Assessment Tests Meets Expectation: 60% -80%; Does Not Meet Expectation < 60%; Exceeds Expectation> 80% Course-Embedded Assessment: Rubric # EM.2.1.1.1	See Figures EMBA – 5 through EMBA - 8	Target: 80% students should meet or, exceed expectation. Students failed to meet the target in the summative assessment. Trend: Performance in summative assessment is very poor with a high percentage of students not meeting expectation.	Students are encouraged to take part in different business competitions that provide them the opportunities to present their creative minds and apply foundation knowledge gained in academic courses.



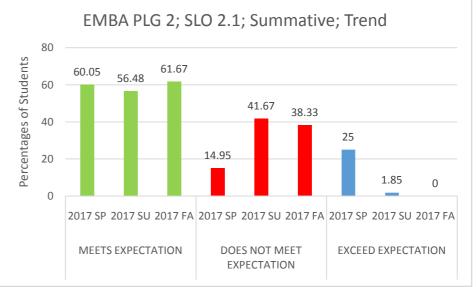
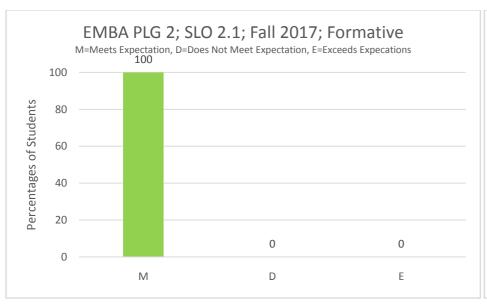


Figure EMBA - 5 Figure EMBA - 6



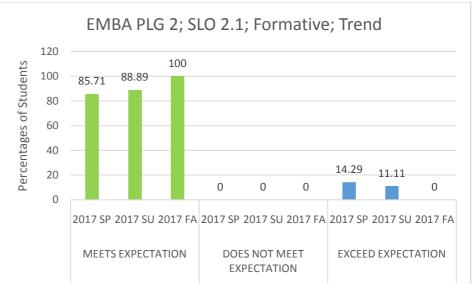
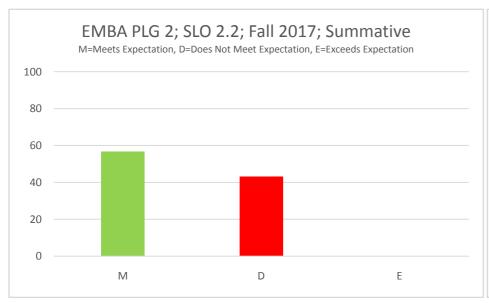


Figure EMBA - 7 Figure EMBA - 8

Program Learning Goal	Student Learning Outcome	Measure	Measurement Criteria	Result	Observation(s)	Closing the Loop
2. Critical Thinking and Decision Making	2.2 Determine relevant decision criteria and alternatives, and identify the optimal solution.	Summative: Exit Assessment Test and Course-Embedded Assessment (EMB 690 final term project) Formative: Course- Embedded Assessment (EMB 650 final term project)	Assessment Tests Meets Expectation: 60% -80%; Does Not Meet Expectation < 60%; Exceeds Expectation> 80% Course-Embedded Assessment: Rubric # EM.2.1.1.1	See Figures EMBA – 9 through EMBA - 12	Target: 80% students should meet or, exceed expectation. Students failed to meet the target in the summative assessment. Trend: Performance in summative assessment is very poor with an increase in percentage of students not meeting expectation.	Students are encouraged to take part in different business competitions that provide them the opportunities to present their creative minds and apply foundation knowledge gained in academic courses.



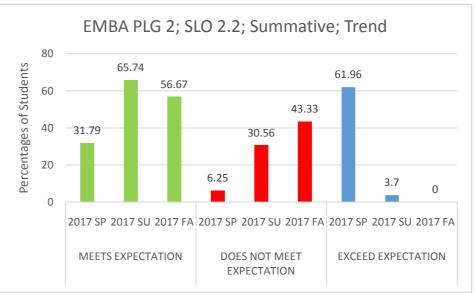
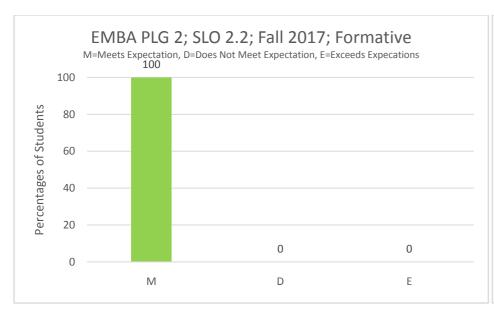


Figure EMBA - 9 Figure EMBA - 10



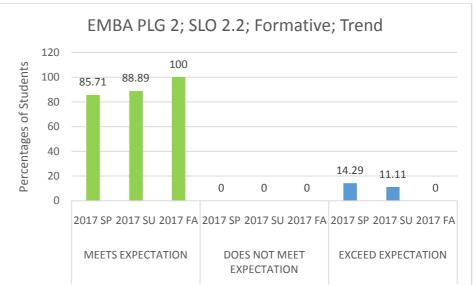
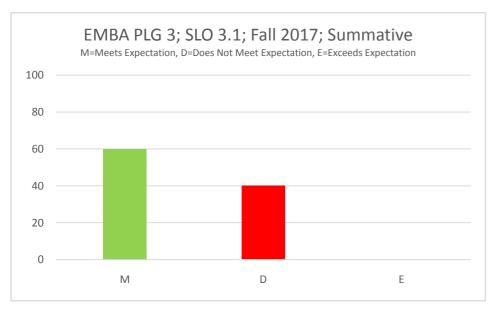


Figure EMBA - 11 Figure EMBA - 12

Program	Student Learning		Measurement			
Learning Goal	Outcome	Measure	Criteria	Result	Observation(s)	Closing the Loop
3. Integration of management tools and techniques	3.1 Integrate and apply the tools and techniques of management, drawing on a broad-based knowledge of the major functions (accounting, economics, finance, information systems, marketing, operations management, and strategy) to solve complex management problems and render sound business decisions.	Summative: Exit Assessment Test and Course- Embedded Assessment (EMB 690 final term project) Formative: Course- Embedded Assessment (EMB 650 final term project)	Assessment Tests Meets Expectation: 60% -80%; Does Not Meet Expectation < 60%; Exceeds Expectation> 80% Course-Embedded Assessment: Rubric # EM.3.1.1.1	See Figures EMBA – 13 through EMBA - 16	Target: 80% students should meet or, exceed expectation. Students failed to meet the target in the summative assessment. Trend: Performance in summative assessment is very poor with high percentage of students not meeting expectation. However, performance has improved over the period. This is still an area of major concern.	Courses have been standardized in terms of content, sequence of coverage, grading, use of text book and other learning resources.



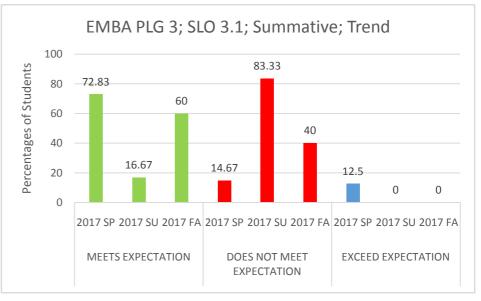
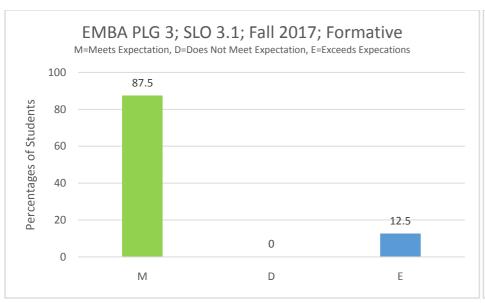


Figure EMBA - 13 Figure EMBA - 14



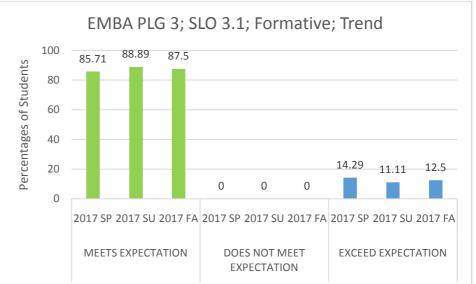
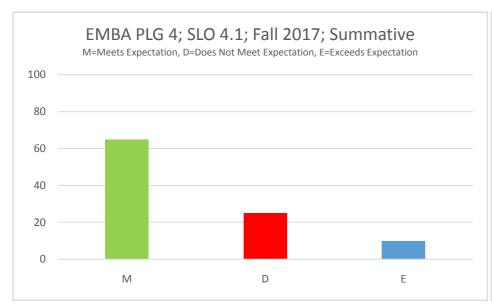


Figure EMBA - 15 Figure EMBA - 16

Program	Student Learning		Measurement			
Learning Goal	Outcome	Measure	Criteria	Result	Observation(s)	Closing the Loop
4. Global Perspective	4.1 Augment business decisions with global considerations.	Summative: Exit Assessment Test and Course-Embedded Assessment (EMB 690 final term project) Formative: Course- Embedded Assessment (EMB 670 final term project)	Assessment Tests Meets Expectation: 60% -80%; Does Not Meet Expectation < 60%; Exceeds Expectation> 80% Course-Embedded Assessment: Rubric # EM.4.1.1.1	See Figures EMBA – 17 through EMBA - 20	Target: 80% students should meet or, exceed expectation. Students failed to meet the target in the summative assessment. Trend: Student performance in summative	Career and Placement Center (CPC) in collaboration with Unilever Bangladesh arranged a session called "Learn to Lead" In where the HR Director (Kunal Sharma) spoke about the Unilever Future Leaders Program. This event was very informative for both faculty and students.
					assessment is very poor and is an area of high concern.	



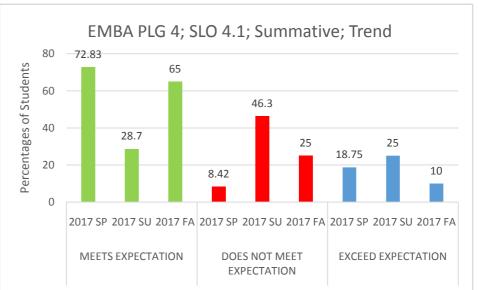
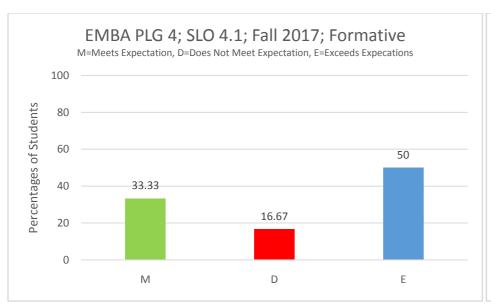


Figure EMBA - 17 Figure EMBA - 18



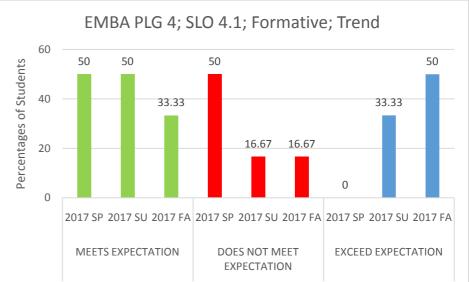
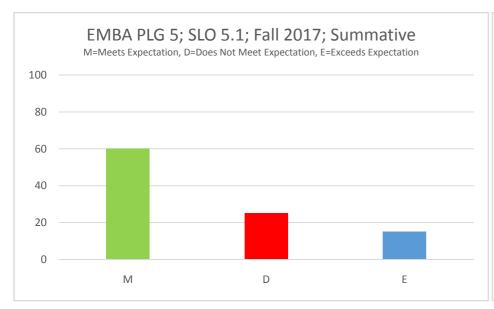


Figure EMBA - 19 Figure EMBA - 20

Duaguam	Student		Maagunamant			
Program	Learning	M	Measurement	D14	Ob	Clasina Ala I ara
Learning Goal	Outcome	Measure	Criteria	Result	Observation(s)	Closing the Loop
5. Ethical	5.1 Evaluate and	Summative: Exit	Assessment Tests Meets	See	Target: 80% students should	NSU Ethics club organizes different
considerations	articulate ethical	Assessment Test and	Expectation: 60% -80%;	Figures	meet or, exceed expectation	seminars to make students aware about
	considerations in	Course-Embedded	Does Not Meet	EMBA -	Ctordonto foiled to meet the	ethical standards.
	managerial	Assessment (EMB 690	Expectation < 60%;	21 and	Students failed to meet the	
	decision making	final term project)	Exceeds Expectation>	EMBA -	target	
	and in enterprise		80%	22	Trend: Student's performance	
	management.				is poor in this area with a high	
			Course-Embedded		percentage of students not	
			Assessment: Rubric #		meeting expectation.	
			EM.5.1.1.1		2 1	



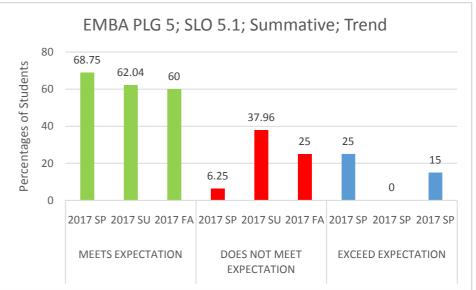


Figure EMBA - 21 Figure EMBA - 22

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