



Student Learning
Assessment
Report:
Spring 2022

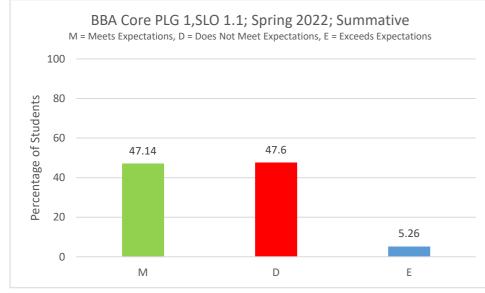
Contents

Spring2022 Student Learning Assessment Report: BBA Program	З
Spring2022 Student Learning Assessment Report: Major in Accounting	
Spring2022 Student Learning Assessment Report: Major in Finance	
Spring2022 Student Learning Assessment Report: Major in HRM Program	
Spring2022 Student Learning Assessment Report: Major in International Business ("INB")	
Spring2022 Student Learning Assessment Report: Major in MIS Program	. 52
Spring2022 Student Learning Assessment Report: Major in Marketing ("MKT")	
Spring2022 Student Learning Assessment Report: Major in SCM Program	

Spring 2022 Student Learning Assessment Report: BBA Program

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

Program Learning Goal	Student Learning Outcome	Measure	Measurement Criteria	Result	Observation(s)	Closing the Loop
1. Communications	1.1 Communicate ideas and arguments effectively	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.1.1.1.1	See Figures BBA Core 1 – 4.	Target: 80% of students should meet or exceed expectation. Students did not meet expectation in summative assessment, but students met expectation in formative assessment Trend: Students performance in summative assessment has deteriorated over the period. High number of students did not meet expectation in this area. This is an area of high concern. However, students exhibit good performance in formative assessment	This was also an online semester. However, by this semester the school has mastered the use of online medium to teach students during pandemic. Students were asked to present their reports and projects online so that they can continue to learn how to present and communicate ideas effectively.



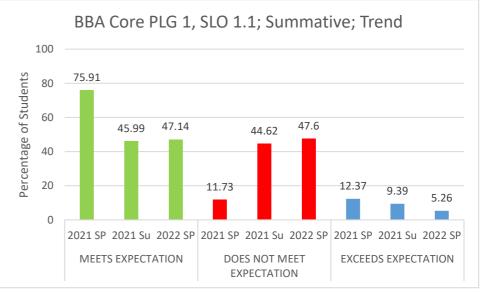


Figure BBA Core- 1 Figure BBA Core- 2

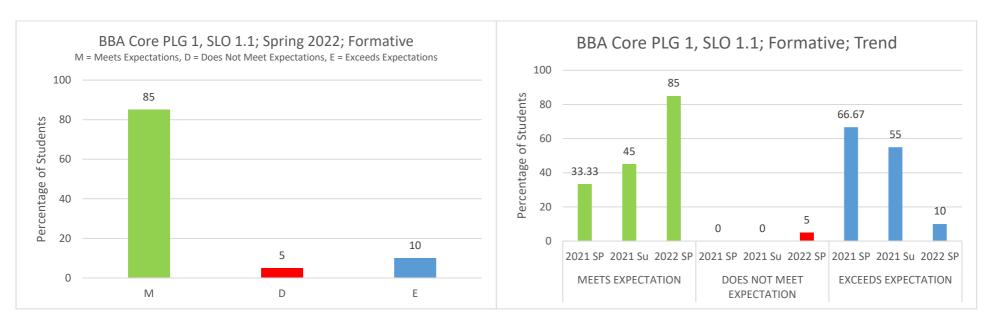


Figure BBA Core- 3 Figure BBA Core- 4

Program	Student					
Learning Goal	Learning 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	Case studies are constantly updated and
Thinking	Correctly	and Course Embedded Assessment	Expectation: 60% to 80%; Does	BBA Core 5	should meet or exceed	used in classrooms to help student
	apply	(MGT 489, integrative capstone	Not Meet Expectation < 60%;	- 6 .	expectations.	understand practical scenarios.
	foundation	course group term projects).	Exceeds Expectation > 80%	Please see	Students mat the torget	
	knowledge	Formative: Course Embedded	Course-Embedded Assessment:	the	Students met the target.	
	gained in	Assessment from the Disciplines:	Rubric # 2.1.1.1 (summative);	following	Trend: Students	
	BBA core	FIN 435 group term projects for	A&F.4.R.2 for A&F students,	figures for	performance in this area	
	courses	A&F students; HRM 480 group	rubric # HRM.3.R.1 for HRM	the	has increased compare	
	for	terms projects for HRM students;	students, rubric # INB.2.R.1 for	formative	to previous semester.	
	analysis	INB 480 group term projects for	INB students, rubric #	results:	Moreover, "does not	
	and	INB students; MIS 470 group term	MIS.2.R.1 for MIS students,	A&F-13,	meet expectation" has	
	decision	projects for MIS students; and	rubric # MKT.1.R.2 for MKT	HRM-9,	been reduced compare	
	making	MKT 460 group term projects for	students (formative)	INB-5, MIS-	to previous semester.	
		MKT students		5, MKT-1		

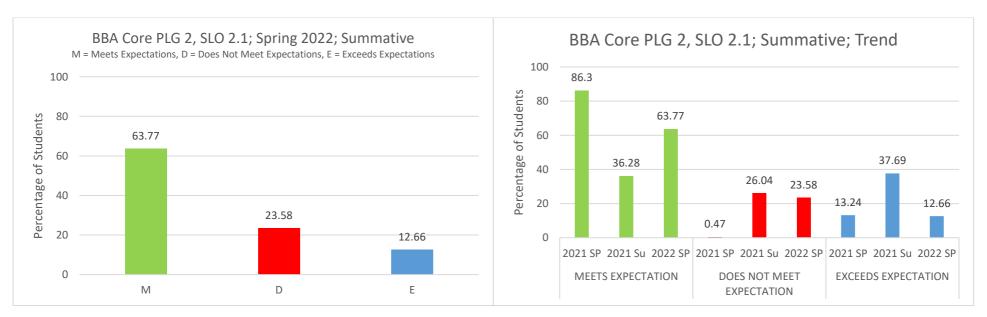


Figure BBA Core- 5 Figure BBA Core- 6

Program Learning	Student Learning		Measurement			
Goal	Outcome	Measure	Criteria	Result	Observation(s)	Closing the Loop
Goal 2. Critical Thinking	Outcome 2.2. Engage in critical thinking and analysis of business phenomena to realize opportunities for performance improvement at all levels	Measure Summative: Exit Assessment Test, and Course Embedded Assessment (MGT 489, integrative capstone course group term projects). Formative: Course Embedded	Criteria Exit Assessment Test: Meets Expectation: 60% to 80%; Does Not Meet Expectation < 60%; Exceeds Expectation > 80% Course-Embedded Assessment: Rubric	Result See Figures BBA Core 7 – 10.	Target: 60% students should meet or exceed expectation. Students met the target. Trend: Although students met the target in this area, performance seemed to decline over the period	Closing the Loop Case studies are constantly updated and used in classrooms to help student understand practical scenarios.
		Assessment(MGT 368 group term projects)	# B.2.2.1.1		with increasing number of students not meeting the expectation.	

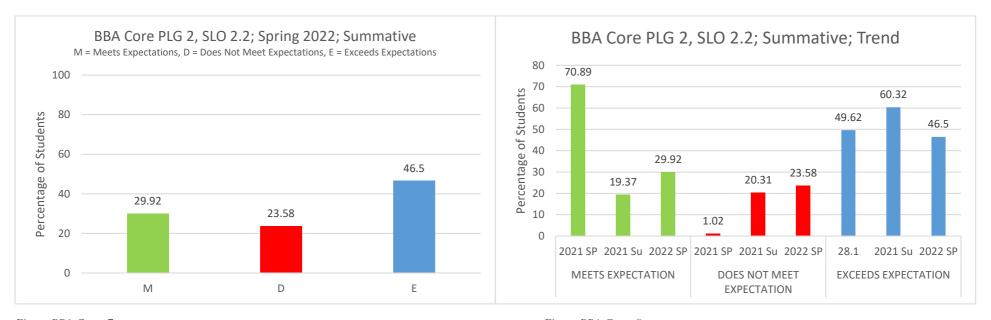


Figure BBA Core- 7 Figure BBA Core- 8

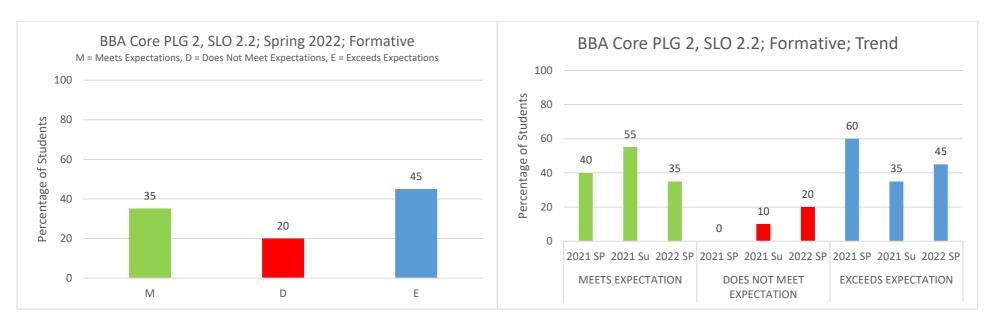


Figure BBA Core- 9 Figure BBA Core- 10

Program Learning	Student Learning		Measurement			
Goal	Outcome	Measure	Criteria	Result	Observation(s)	Closing the Loop
3. Integration	3.1 Utilize knowledge	Summative: Exit	Exit Assessment	See	Target: 80% students should	This semester several webinars were held to
	in the areas of	Assessment Test, and	Test: Meets	Figures	meet or exceed expectation.	give students the idea about business and
	accounting,	Course-Embedded	Expectation 60% to	BBA		financial situations during the pandemic.
	management, finance,	Assessment (MGT	80%; Does Not Meet	Core 11	Students did not meet the	
	and marketing as	489, integrative	Expectation < 60%,	– 14.	target in summative	
	business	capstone course,	Exceeds Expectation		assessment but met the target	
	professionals.	group term projects)	> 80%		in formative assessment.	
		Formative: Course-	Course-Embedded			
		Embedded	Assessment: Rubric		Trend: Students performance	
		Assessment (MGT	# 3.1.1.1		has increased over the period	
		368 group term			in summative assessment.	
		projects)			However, students exhibit	
					poor performance in	
					formative assessment. Does	
					not meet expectation has	
					increased from 5% to 20%.	
					This is high area of concern.	



Figure BBA Core- 11 Figure BBA Core- 12

59.44

33.75

18.37

EXCEEDS EXPECTATION

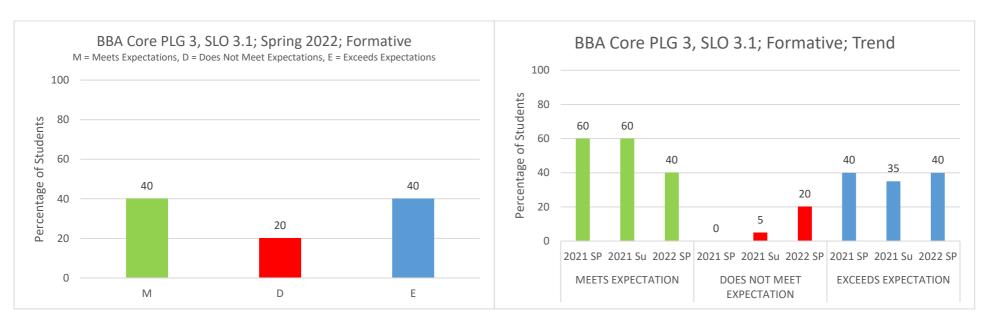


Figure BBA Core- 13 Figure BBA Core- 14

Program Learning Goal	Student Learning Outcome	Measure	Measurement Criteria	Result	Observation(s)	Closing the Loop
	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: Percentage of students not meeting expectation has increased over the period showing a negative trend.	The University introduced Canvas, a Learning Management System (LMS), for students. This is a software application for the administration, documentation, tracking, reporting, automation and delivery of educational courses, training programs, or learning and development programs.

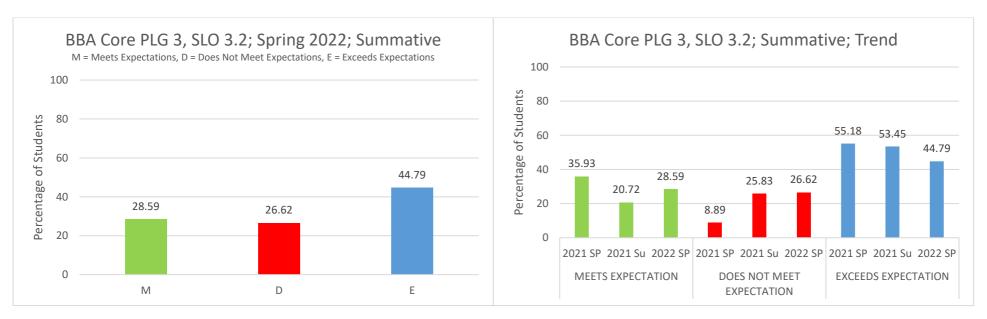


Figure BBA Core- 15 Figure BBA Core- 16

Program Learning Goal	Student Learning Outcome	Measure	Measurement Criteria	Result	Observation(s)	Closing the Loop
4. Ethics	4.1 Uphold ethical standards in every professional practice	Summative: Exit Assessment Test, and Course-Embedded Assessment (MGT 489, integrative capstone course, group term projects)	Exit Assessment Test: Meets Expectation 60% to 80%; Does Not Meet Expectation < 60%, Exceeds Expectation > 80% Course-Embedded Assessment: Rubric # 4.1.1.1	See Figures BBA Core 17 - 18	Target: 80% students should meet or exceed expectation. Students did not meet the target Trend: Overall student's performance has declined over the period with increasing number of students not meeting the expectations. However, number of students meeting expectations has increased over the period.	Importance of ethics is embedded in all courses curriculums and the school enforces different rules for students to exhibit ethical behavior.

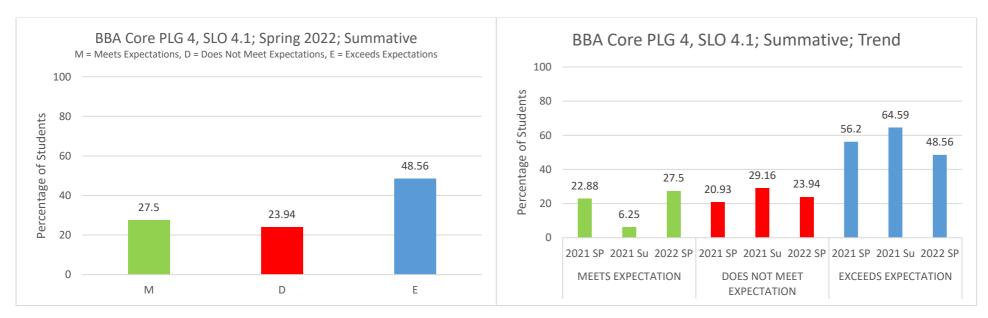
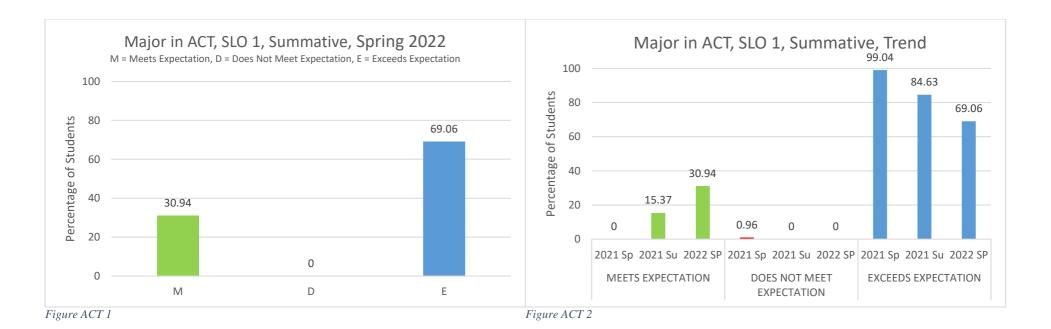


Figure BBA Core- 17 Figure BBA Core- 18

Spring 2022 Student Learning Assessment Report: Major in Accounting

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
ACT.1. Identify and	Summative: - Exit	Exit Assessment Test	See Figures	Target: 80% students should meet or, exceed	Class projects include understanding and
classify financial	Assessment Test, and	Meets Expectation:	ACT 1 – 4.	expectation.	analyzing company's annual report under
information; prepare	Course Embedded	60% -80%			both IFRS and GAAP.
financial statements in	Assessment (ACT	Does Not Meet		Students met the target.	
accordance with	320 group term	Expectation < 60%			
appropriate standards	projects)	Exceeds Expectation>		Trend: Students exhibit very good	
		80%		performance in this area with high percentage	
	Formative: Course			of students exceeding expectations in	
	Embedded-	Course-Embedded		summative assessment.	
	Assessment (ACT201	Assessment: Rubric #			
	group term projects)	ACT.1.R.1			



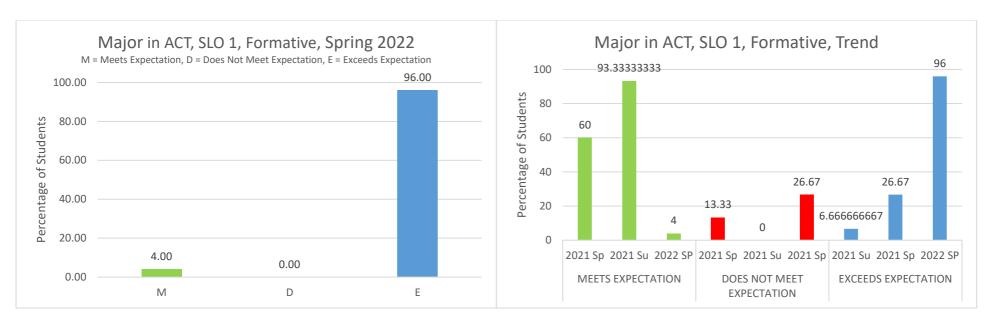
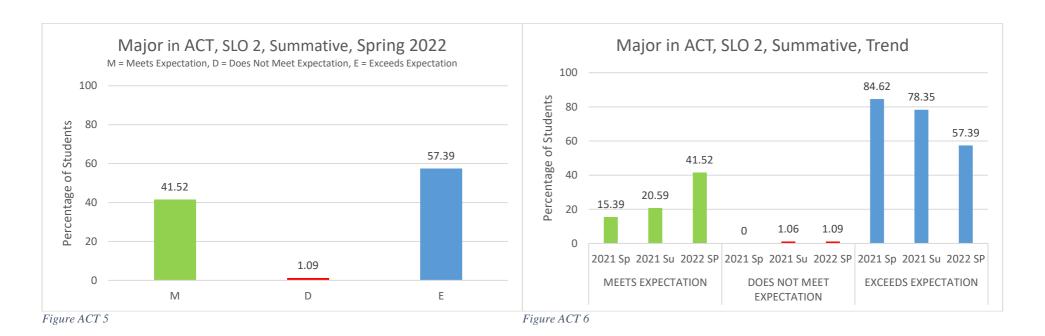


Figure ACT 3 Figure ACT 4

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
ACT.2. Demonstrate	Summative: - Exit	Exit Assessment Test	See Figures	Target: 80% students should meet or, exceed	Course curriculum is constantly updated to
critical thinking and	Assessment Test, and	Meets Expectation:	ACT $5 - 8$.	expectation.	incorporate updated accounting standards
problem solving when	Course Embedded	60% -80%			requirement.
applying accounting	Assessment (ACT	Does Not Meet		Students met the target.	_
principles and	320 group term	Expectation < 60%			
procedures.	projects)	Exceeds Expectation>		Trend: Overall students have demonstrated	
		80%		good performance in this area though students	
	Formative: Course			exceeding expectation has been declined.	
	Embedded-	Course-Embedded			
	Assessment (ACT201	Assessment: Rubric #			
	group term projects)	ACT.2.R.1			



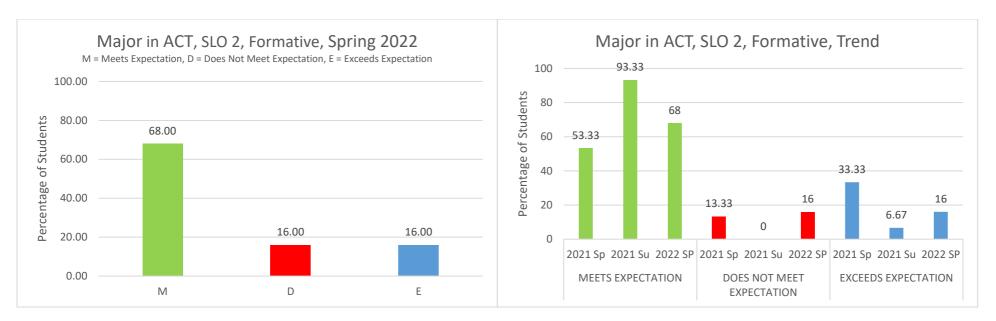


Figure ACT17 Figure ACT 8

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
ACT.3. Explain cost	Summative: - Exit	Exit Assessment Test	See Figures	Target: 80% students should meet or,	The South Asian Institute of Policy and Governance
concepts and its	Assessment Test, and	Meets Expectation:	ACT $9 - 12$.	exceed expectation.	(SIPG) and School of Business and Economics
classification and	Course-Embedded	60% -80%			(SBE) of NSU jointly organized a Webinar on the
apply this in	Assessment	Does Not Meet		Students failed to meet the target in	role of the budget on Economic growth during
budgeting for specific	(ACT 360 group term	Expectation < 60%		summative assessment but met the target in	Covid-19. Hon'ble Minister, Mr. Muhammad
business situations.	projects)	Exceeds Expectation>		formative assessment	Abdul Mannan, Ministry of Planning, Government
		80%			of Bangladesh was present in the webinar as the
	Formative: Course-			Trend: The percentage of students not	Chief Guest.
	Embedded	Course-Embedded		meeting expectations shows an increasing	
	Assessment (ACT	Assessment: Rubric #		trend in summative assessment. However,	
	202 group term	ACT.3.R.1		performance in formative assessment has	
	projects)	&ACT.3.R.2		improved over the period with an increase	
				in the percentage of students exceeding	
				expectations.	

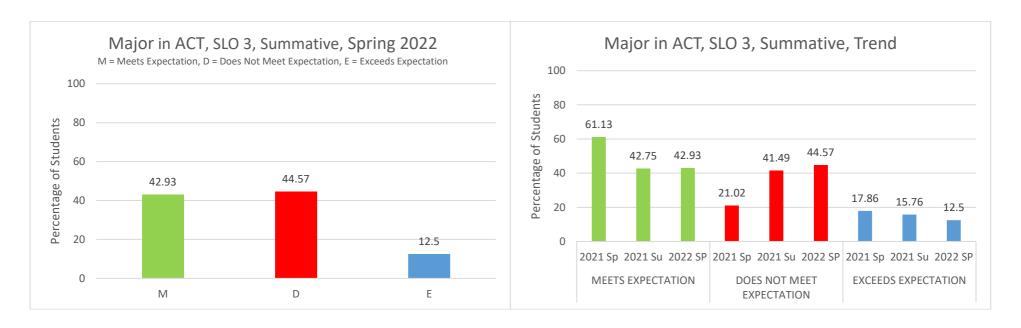


Figure ACT 9 Figure ACT 10

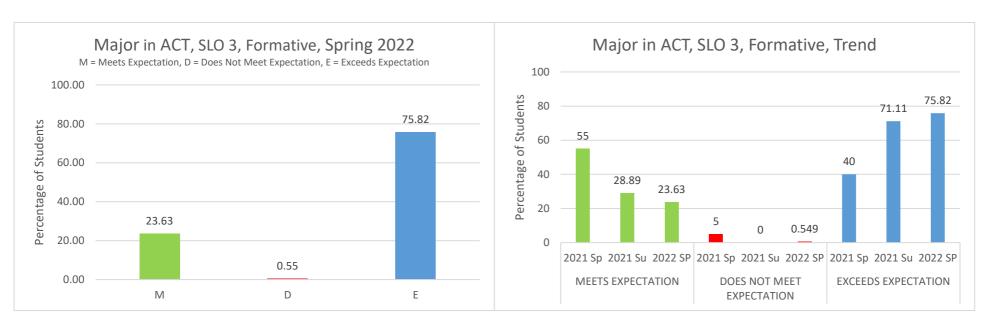


Figure ACT 11 Figure ACT 12

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
ACT.4. Demonstrate	Summative: - Exit	Exit Assessment Test:	See Figures	Target: 80% students should meet or,	Course curriculum is constantly updated to
an understanding of	Assessment Test, and	Meets Expectation:	ACT 13 – 16.	exceed expectation.	incorporate updated tax laws and requirements.
tax concepts and	Course-Embedded	60% -80%			
rules.	Assessment	Does Not Meet		Students failed to meet the target in	
	(ACT 370 group term	Expectation < 60%		summative assessment but met the target in	
	projects)	Exceeds Expectation>		formative assessment.	
		80%			
	Formative: Course			Trend: There is a high percentage of	
	Embedded-	Course-Embedded		students not meeting expectations in	
	Assessment (ACT	Assessment: Rubric #		summative assessment. However,	
	320 group term	ACT.4.R.1		performance in formative assessment is	
	projects)			showing a positive trend.	

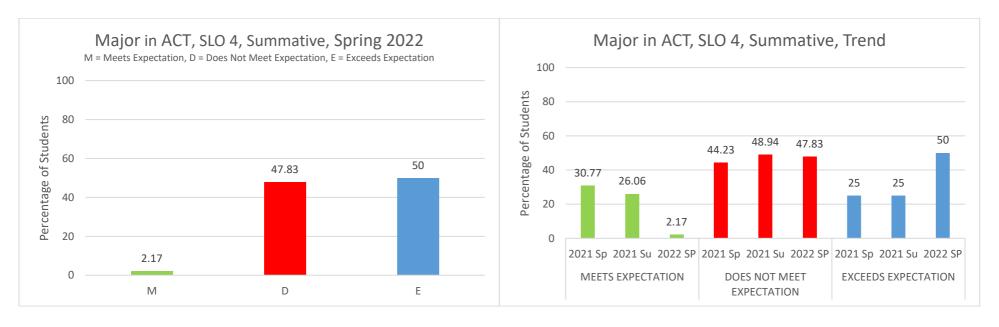


Figure ACT 13 Figure ACT 14

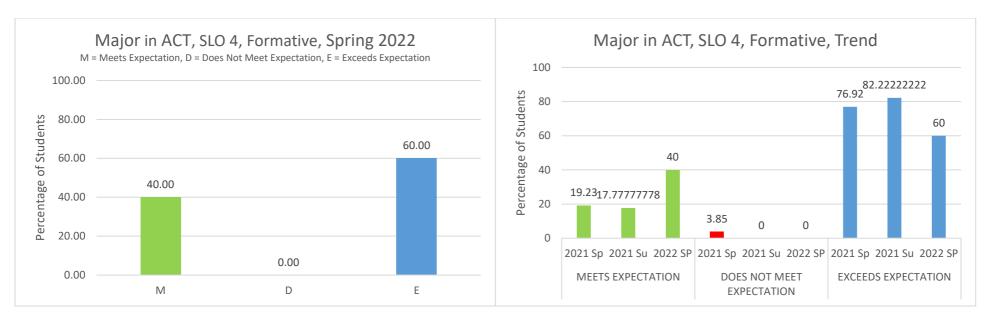


Figure ACT 15 Figure ACT 16

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
ACT.5. Be able to	Summative: - Exit	Exit Assessment Test:	See Figures ACT 17 –	Target: 80% students should meet or,	Class work and projects include
analyze and interpret	Assessment Test, and	Meets Expectation:	20.	exceed expectation.	understanding company's annual report and
financial statements	Course-Embedded	60% -80%			analyze the liquidity, profitability and
and relate the	Assessment	Does Not Meet		Students met the target both in formative	solvency position of companies.
information found	(ACT 320 group term	Expectation < 60%		and summative assessment	
within.	projects)	Exceeds Expectation>			
		80%		Trend: Students show good performance	
	Formative: Course-			in this area. However there is a decline	
	Embedded	Course-Embedded		in percentage of students exceeding	
	Assessment (ACT	Assessment: Rubric #		expectations in summative assessment.	
	201 group term	ACT.5.R.1			
	projects)				

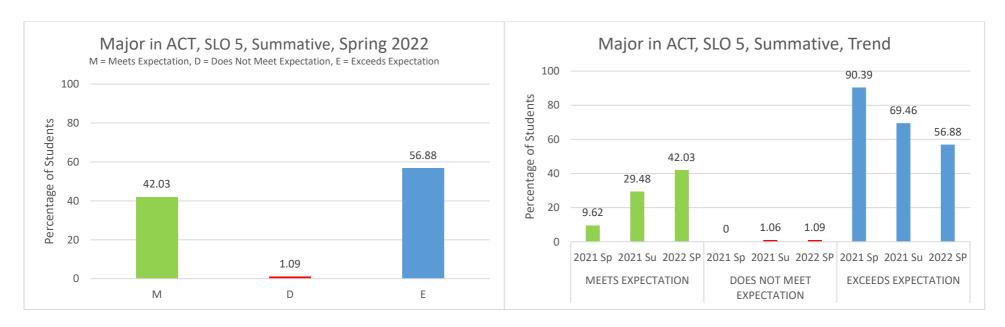


Figure ACT 17 Figure ACT 18



Figure ACT 19 Figure ACT 20

Spring 2022 Student Learning Assessment Report: Major in Finance

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
FIN 1. Demonstrate	Summative: - Exit	Exit Assessment Test	See Figures FIN	Target: 80% students should meet or, exceed	Few webinars were held during the semester
knowledge of services	Assessment Test, and	Meets Expectation:	1 - 4.	expectation.	where high officials from reputed financial
provided by local and	Course Embedded	60% -80%			institutions were invited to share their
global financial	Assessment (FIN 444	Does Not Meet		Students meet the target in summative and	experience with students.
institutions,	group term projects)	Expectation < 60%		formative assessment.	
instrument markets,		Exceeds Expectation>			
and their regulatory	Formative: Course	80%		Trend: Students performance has greatly	
environment.	Embedded-			increased this semester showing a declining	
	Assessment (FIN 433	Course-Embedded		trend in not meeting expectations in	
	group term projects)	Assessment: Rubric #		summative assessment and has an increasing	
		FIN.1.R.1		pattern in exceeding expectations in formative	
				assessment.	

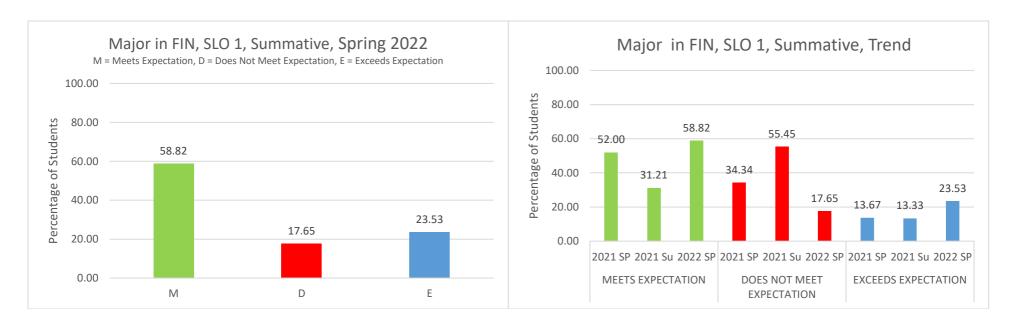


Figure FIN 1 Figure FIN 2

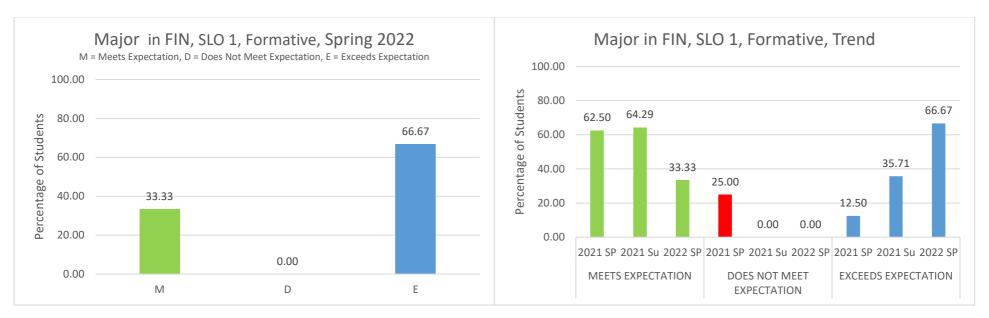


Figure FIN 3 Figure FIN 4

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
FIN.2. Acquire	Summative: - Exit	Exit Assessment Test	See Figures FIN	Target: 80% students should meet or, exceed	Although during pandemic no business
knowledge of and	Assessment Test	Meets Expectation:	5 - 8.	expectation.	competitions were held, students were
develop essential	Course-Embedded	60% -80%			continued to be groomed to take part in
skills for personal,	Assessment	Does Not Meet		Students met the target in summative	business competitions were they work on
corporate, and public	(FIN 440, Capstone	Expectation < 60%		assessment but not in formative assessment.	practical scenarios and give
financial decision	Course, group term	Exceeds Expectation>			recommendations based on their analysis.
making.	projects)	80%		Trend: Students performance has improved in summative assessment over the period.	
		Course-Embedded		However, there is a declining in percentage of	
	Formative: Course-	Assessment: Rubric #		students exceeding expectations with an	
	Embedded	FIN.2.R.1		increasing pattern in not meeting expectations	
	Assessment (FIN 254			in formative assessment.	
	group projects)				

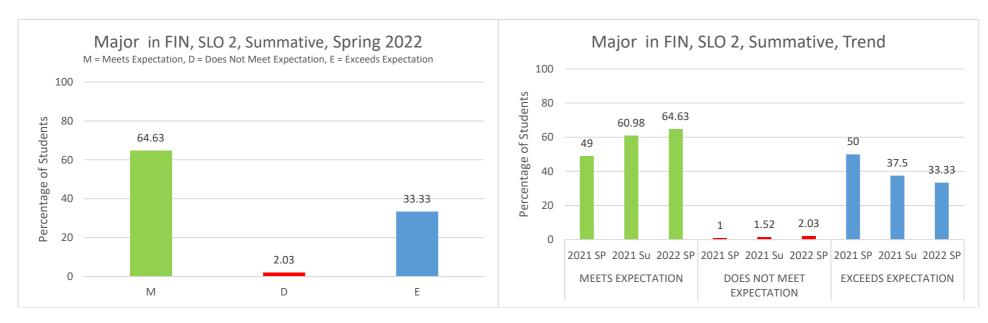


Figure FIN 5 Figure FIN 6

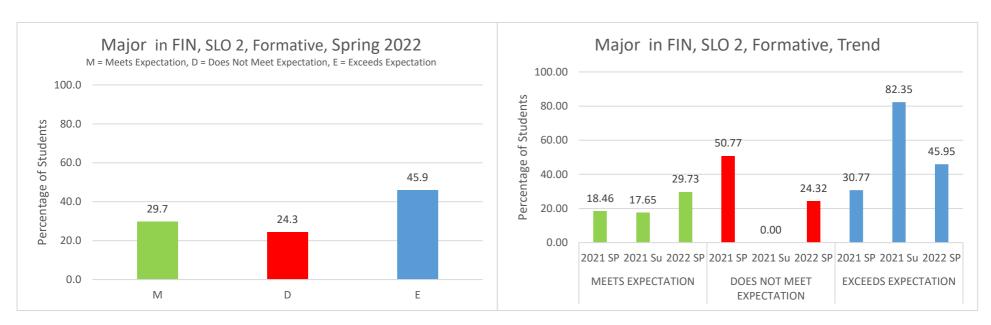


Figure FIN 7 Figure FIN 8

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
FIN.3. Demonstrate an	Summative: - Exit	Exit Assessment Test	See Figures	Target: 80% students should meet or, exceed	Along with written exam oral exams were
understanding of the	Assessment Test,	Meets Expectation:	FIN 9 – 12.	expectation.	included as student assessment tool during the
risk-return tradeoff and	and Course-	60% -80%			pandemic.
be able to analyze	Embedded	Does Not Meet		Students met the target in summative	
investment alternatives	Assessment	Expectation < 60%		assessment but not in formative assessment.	
and make portfolio	(FIN 435, Capstone	Exceeds Expectation>			
decisions in the face of	Course, group term	80%		Trend: Students performance has improved	
uncertainty.	projects)			the period with a high increase in percentage	
-		Course-Embedded		of students meeting expectations over the	
	Formative: Course-	Assessment: Rubric #		period in summative assessment. On the other	
	Embedded	FIN.3.R.1		hand, over the half of the students showing	
	Assessment (FIN	andFIN.3.R.2		not meeting expectations in formative	
	254 group term			assessment, which is a big area of concern.	
	projects)				

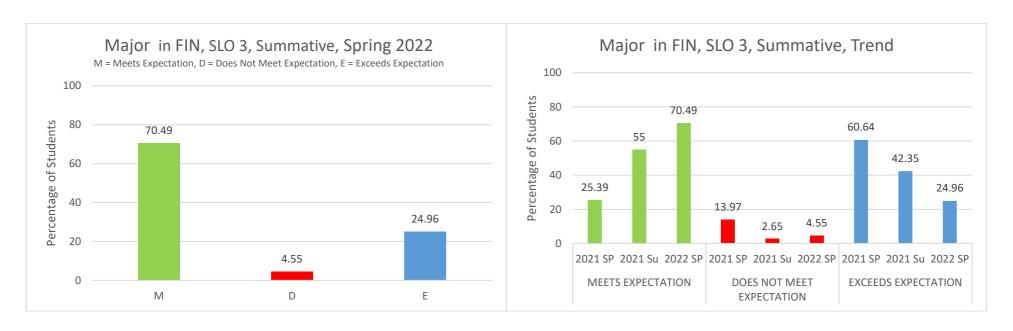


Figure FIN 9 Figure FIN 10

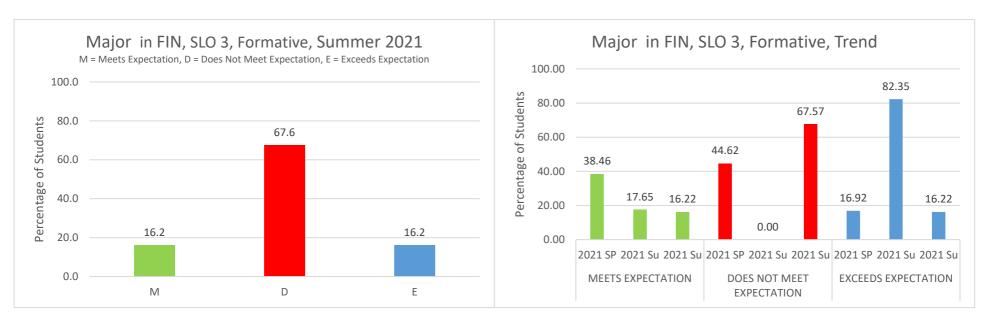


Figure FIN 11 Figure FIN 12

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
FIN.4. Be able to	Summative: - Exit	Exit Assessment Test:	See Figures	Target: 80% students should meet or,	Group projects include understanding and
analyze accounting	Assessment Test, and	Meets Expectation:	FIN 13 – 16.	exceed expectation.	analyzing companies' financial positions using
information to support	Course-Embedded	60% -80%		_	accounting ratios.
financial decision.	Assessment	Does Not Meet		Students greatly meet the target for both in	
	(FIN 440, Capstone	Expectation < 60%		summative and formative assessment.	
	Course, group term	Exceeds Expectation>			
	projects)	80%		Trend: Students exhibit extremely good	
				performance in summative assessment with	
	Formative: Course	Course-Embedded		80% of the students exceeding	
	Embedded-	Assessment: Rubric #		expectations.	
	Assessment (FIN 254	FIN.4.R.1			
	group term projects)				

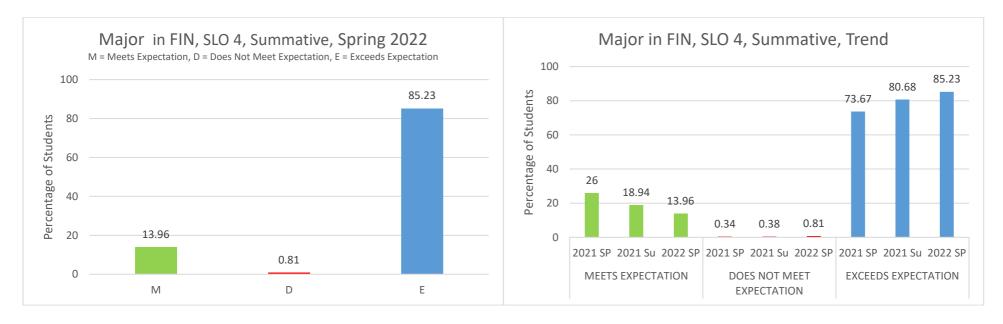


Figure FIN 13 Figure FIN 14

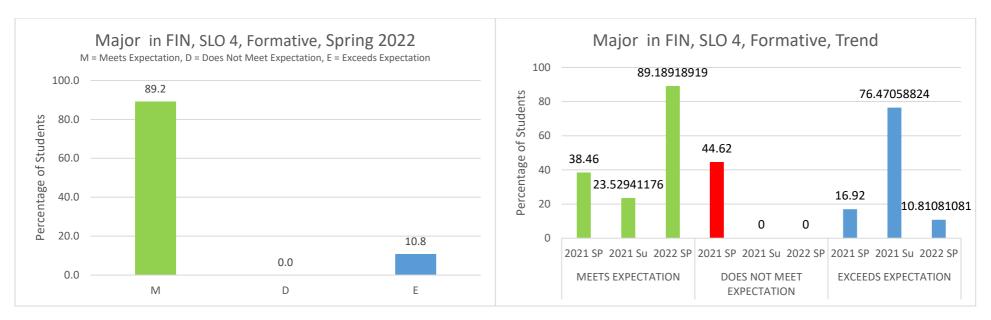


Figure FIN 15 Figure FIN 16

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
FIN.5. Use standard	Summative: - Exit	Exit Assessment Test:	See Figures FIN 17 –	Target: 80% students should meet or,	The Department holds excel boot camp for
software tools and	Assessment Test,	Meets Expectation:	20.	exceed expectation.	students so that they know how to analyze
demonstrate data	and Course-	60% -80%			data using excel. Courses also include excel
organization and	Embedded	Does Not Meet		Students met the target.	lab classes.
analytical skills while	Assessment	Expectation < 60%			
solving practical	(FIN 440, Capstone	Exceeds Expectation>		Trend: Students exhibit satisfactory	
finance problems.	Course, group term	80%		performance in this area. However, there	
	projects)			is a decline in number of students	
		Course-Embedded		exceeding expectations over the period	
	Formative: Course-	Assessment: Rubric #		in formative assessment.	
	Embedded	FIN.5.R.1			
	Assessment (FIN				
	435 group term				
	projects)				

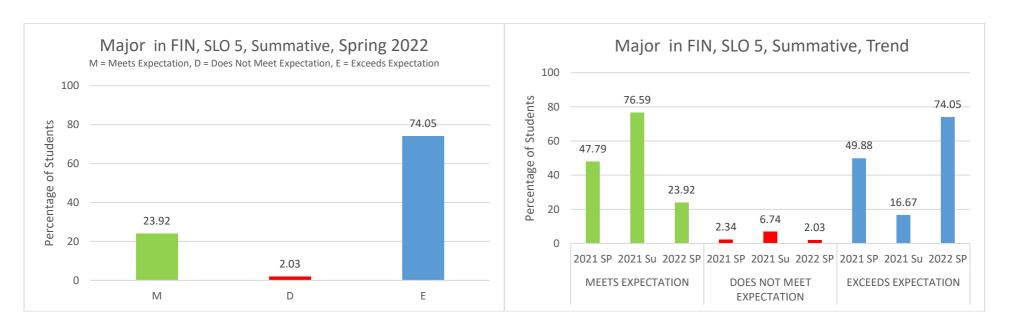


Figure FIN 17 Figure FIN 18



Figure FIN 19 Figure FIN 20

Spring 2022 Student Learning Assessment Report: Major 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	Different webinars were held where HR
Human Resource	Exit Assessment Test,	Meets Expectation:	HRM $1 - 4$.	expectation.	professionals were invited to educate the
Management concepts	and Course	60% to 80%			students about HR practice in Bangladesh.
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: Students performed extremely well	
managing	projects)	>80%		in summative assessment with high	
organizations.	Formative:			percentage of students exceeding	
	Course Embedded	Course-Embedded		expectations. A positive trend is observed	
	Assessment	Assessment:		over the period.	
	(MGT351 group term	Rubric # HRM.1.R.1			
	projects)				

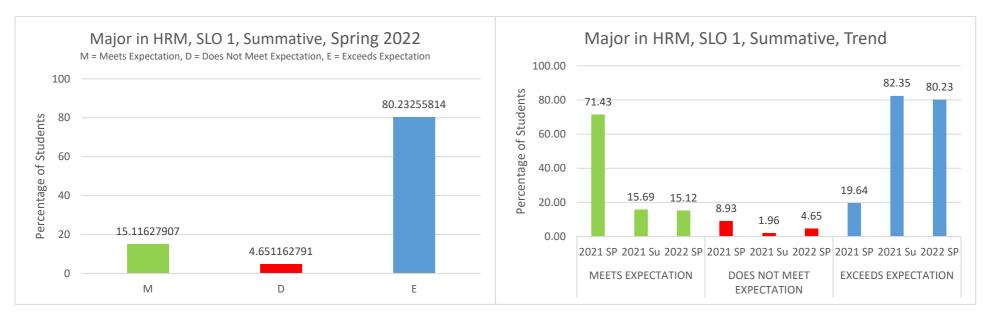


Figure HRM 1 Figure HRM 2



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	Class projects are given in groups even during
concepts underlying	Exit Assessment Test,	Meets Expectation:	8.	or exceed expectation.	pandemic so that students learn how to work in
effective interpersonal	and Course	60% to 80%			groups and maintain interpersonal relations through
relations and	Embedded	Does Not Meet		Students met the target in both	online medium.
group/team leadership	Assessment	Expectation: <60%		summative and formative	
skills.	(HRM480 group term	Exceeds Expectation:		assessment.	
	projects)	>80%			
	Formative:			Trend: There is significant	
	Course Embedded	Course-Embedded		increase in percentage of students	
	Assessment (MGT351	Assessment: Rubric #		exceeding expectations in	
	group term projects)	HRM.2.R.1		summative assessment. Students	
				also exhibit satisfactory	
				performance in formative	
				assessment.	

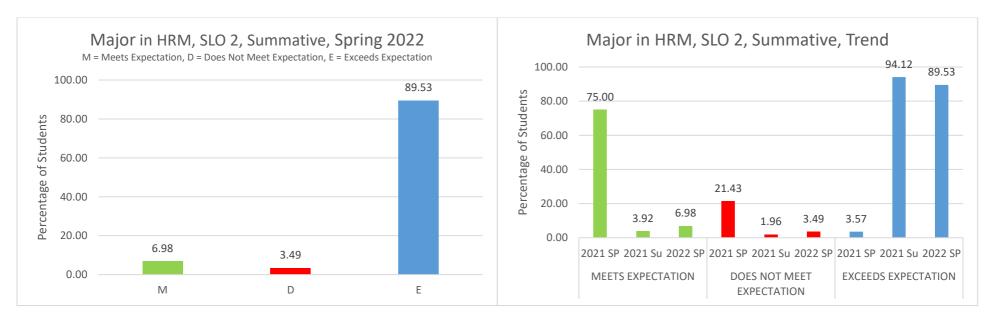


Figure HRM 5 Figure HRM 6

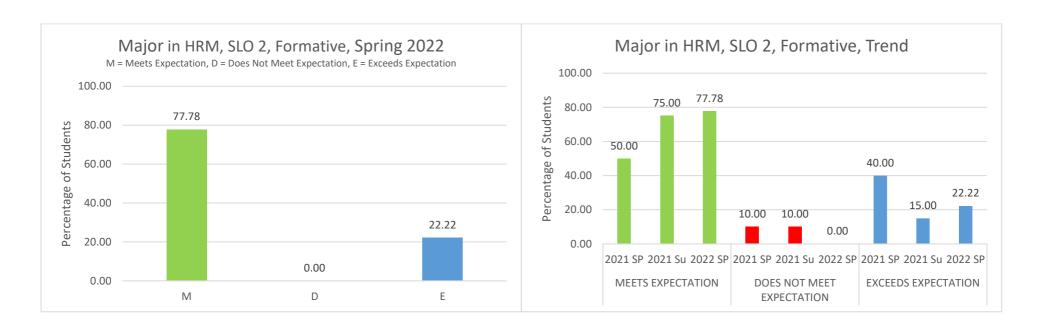


Figure HRM 7 Figure HRM 8

Student Learning Outcomes	Measure	Measurement Criteria	Results	Observation	Closing the Loop
3. Understand and are	Summative:	Exit Assessment Test:	See Figures HRM 9 –	Target: 65% students should	Deployment of standardized assessment tools was
able to integrate	Exit Assessment Test,	Meets Expectation:	12.	meet or exceed expectation.	continued to make the class learning more effective.
Strategic Human	and Course	60% to 80%			
Resource Management	Embedded	Does Not Meet		Students met the target.	
("SHRM") concepts in	Assessment	Expectation: <60%		_	
the context of	(HRM480 group term	Exceeds Expectation:		Trend: Students exhibit very	
management of	projects)	>80%		good performance in this area	
organizations.	Formative:			with high percentage of students	
	Course Embedded	Course Embedded		exceeding expectations in	
	Assessment (MGT351	Assessment: Rubric #		summative assessment.	
	group term projects)	HRM.3.R.1			

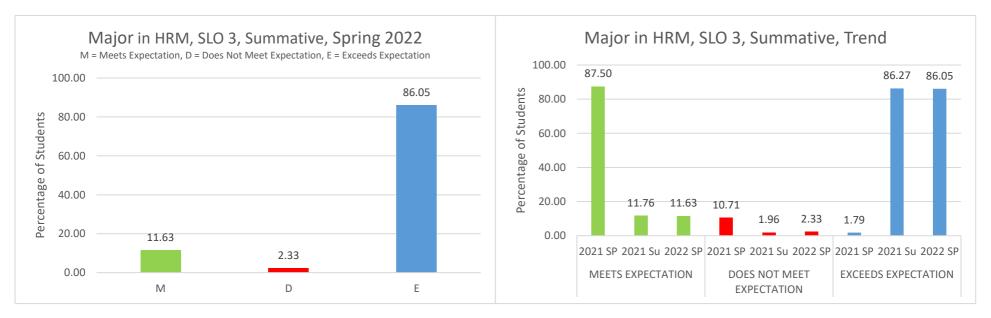


Figure HRM 9 Figure HRM 10

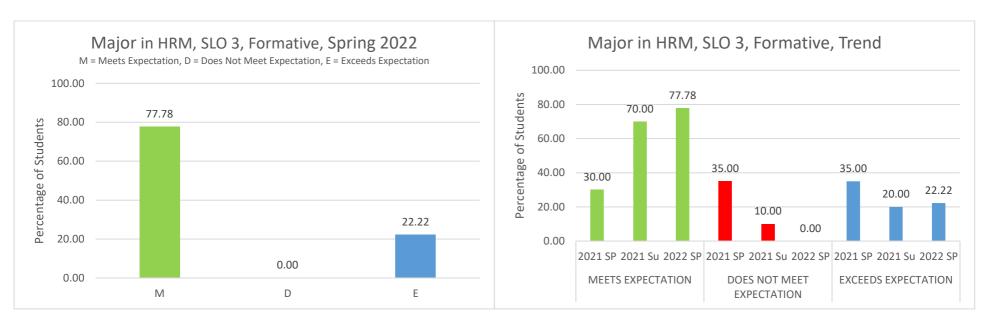


Figure HRM 11 Figure HRM 12

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	Case studies continued to be a part of the course
application of HRM	Exit Assessment Test,	Meets Expectation:	<i>−</i> 16.	or exceed expectation.	curriculum which gives students the idea about real
functional capabilities	and Course	60% to 80%			life scenarios.
to select, recruit,	Embedded	Does Not Meet		Students met the target.	
motivate, and retain	Assessment	Expectation: <60%		_	
employees.	(HRM480 group term	Exceeds Expectation:		Trend: Students exhibit very	
	projects)	>80%		good performance in this area	
	Formative:			with high percentage of students	
	Course Embedded	Course-Embedded		exceeding expectations in	
	Assessment (MGT351	Assessment: Rubric #		summative assessment. However,	
	group term projects)	HRM.4.R.1		a declining percentage is found in	
				exceeding expectations in	
				formative assessment.	

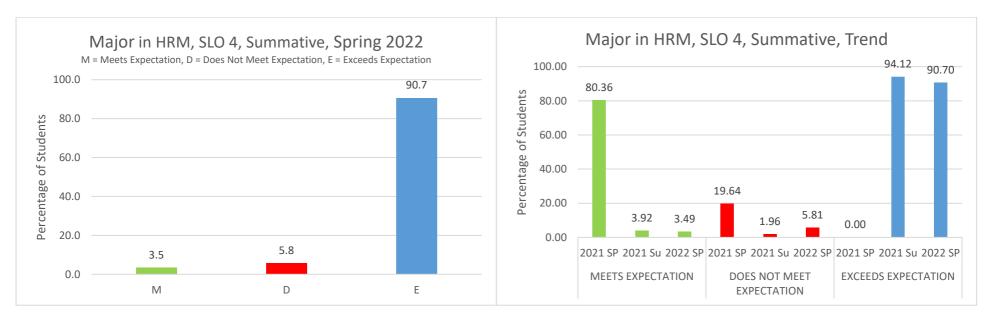


Figure HRM 13 Figure HRM 14

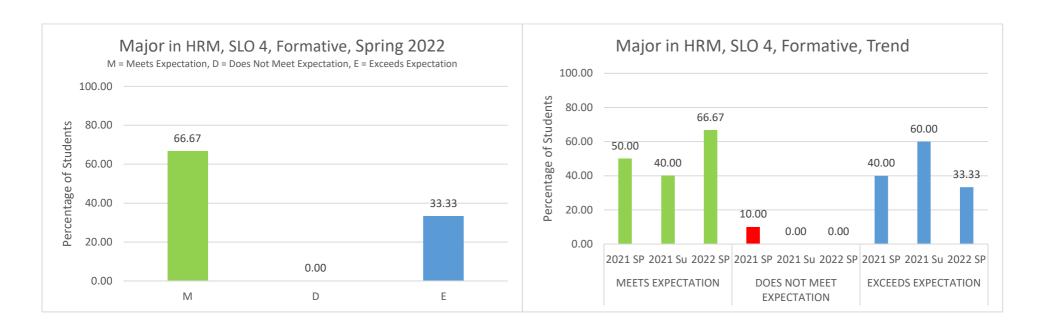


Figure HRM 15 Figure HRM 16

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	Different webinars were held where HR
understanding of	Exit Assessment Test,	Meets Expectation:	20.	meet or exceed expectation.	professionals were invited to educate the students
compensation practices	and Course	60% to 80%			about HR practice in Bangladesh.
and tools of benefit in	Embedded	Does Not Meet		Students met the target.	
the context of	Assessment	Expectation: <60%			
Bangladesh, and are	(HRM480 group term	Exceeds Expectation:		Trend: Students exhibit	
able to demonstrate	projects)	>80%		satisfactory performance in this	
application using	Formative:			area.	
quantitative methods.	Course Embedded	Course-Embedded			
	Assessment (MGT351	Assessment: Rubric #			
	group term projects)	HRM.5.R.1			

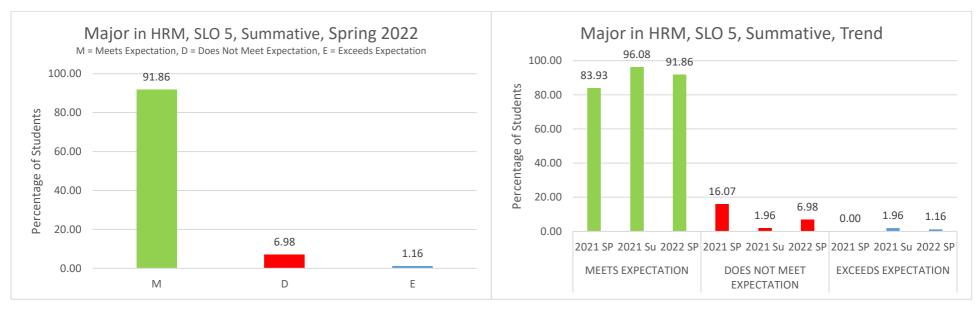


Figure HRM 17 Figure HRM 18

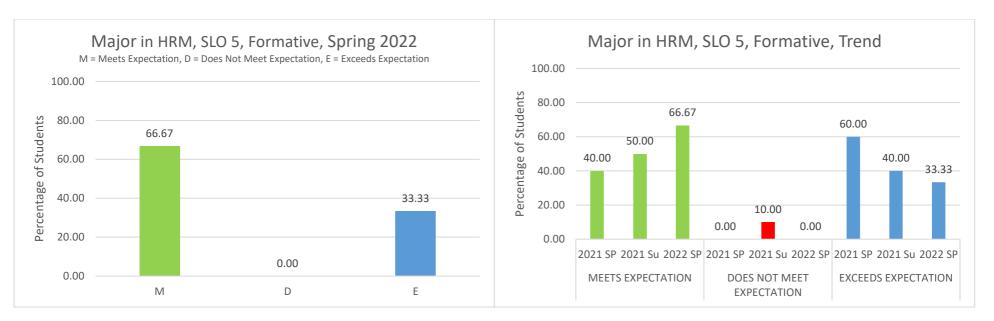


Figure HRM 19 Figure HRM 20

Spring 2022 Student Learning Assessment Report: Major in International Business ("INB")

Student Learning Outcomes	Measure	Measurement Criteria	Results	Status	Closing the Loop
1. Demonstrate an	Summative- Exit	Exit Assessment Test: Meets	See Figures	Target: 80% of the students should	The University introduced Canvas, a
understanding of global	Assessment Test, and	expectations- 60% to 80%,	INB $1 - 4$.	meet and exceed the expectations	Learning Management System (LMS),
cultural knowledge through	Course-Embedded	Does Not Meet expectations-		of SLO1.	for students. This is a software
a) the identification of major	Assessment (INB 480 group	< 60%, Meets expectations->			application for the administration,
components of international	term projects)	80%.		Students met the target in	documentation, tracking, reporting,
business and b) explanation				formative assessment but not in	automation and delivery of
of how cultural and national	Formative: Course-	Course-Embedded		summative assessment.	educational courses, training
differences affect the	Embedded Assessment (INB	Assessment: Rubric #			programs, or learning and
conduct of business.	372 case studies)	INB.1.R.1 (formative), and		Trend: Students exhibit	development programs.
		rubric # INB.1.R.2		satisfactory performance in this	
		(summative)		area.	

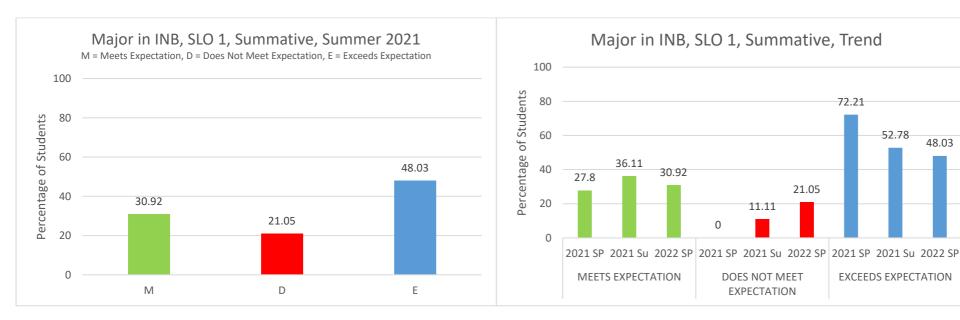


Figure INB- 1 Figure INB- 2

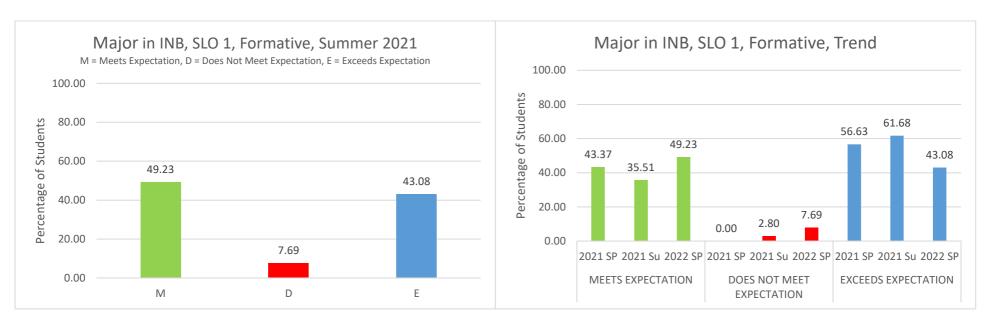


Figure INB- 3 Figure INB- 4

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	Course components are reviewed continuously
working knowledge	Assessment Test, and	Meets expectations-	INB $5 - 8$.	exceed the expectations of SLO2.	to ensure that students can continue to critically
in the area of	Course-Embedded	60% to 80%, Does		-	identify problems and solve those using their
marketing, finance	Assessment (INB 480	Not Meet		Students met the target.	knowledge of business studies.
and management	group term projects)	expectations-< 60/%,		_	
from a business		Meets expectations->		Trend: Students' performance has significantly	
perspective in an	Formative: Course-	80%		improved in both summative and formative	
international	Embedded Assessment			assessment with a significant increase in the	
context.	(INB 372 case studies)	Course-Embedded		percentage of students meeting expectations	
		Assessment: Rubric		whereas a declining pattern is observed in	
		# INB.2.R.1		students exceeding expectations.	

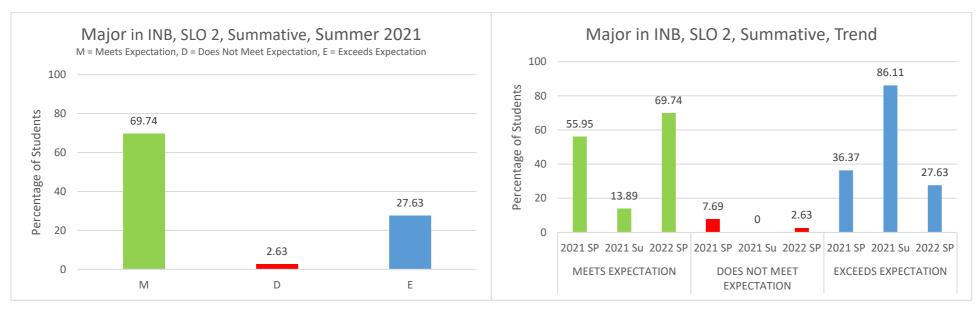


Figure INB- 5 Figure INB- 6

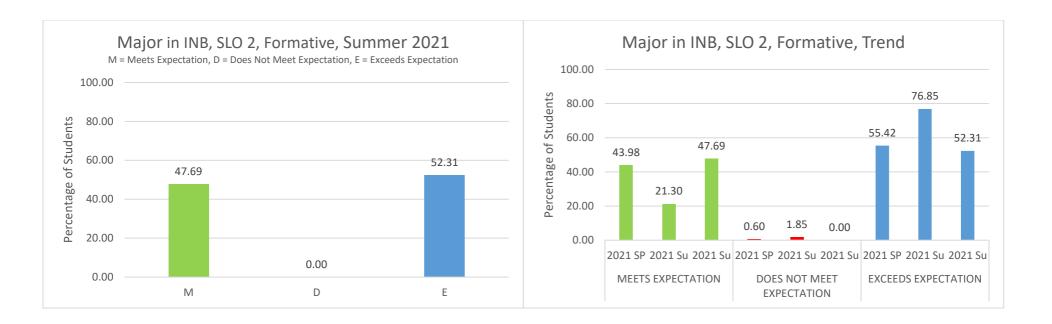


Figure INB- 7 Figure INB- 8

Student Learning Outcomes	Measure	Measurement Criteria	Results	Status	Closing the Loop
3. Assess factors that determine international trade patterns & capital flows and the impact of international institutions on global business operations.	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.3.R.1	See Figures INB 9 – 12.	Target: 80% of the students should meet and exceed the expectations of SLO3. Students met the target. Trend: Students performance in this area has improved over the period with an increase in the percentage of students exceeding expectations in summative assessment.	The Department of Marketing and International Business (MIB) under the School of Business and Economics (SBE), had a day long Regional Conference RCMIB 2022, in collaboration with BML Munjal University, India and Jagdish Sheth School of Management, India, which was sponsored by Social Islami Bank Limited. The theme of the conference was 'Rethinking the contemporary complexities in the world of Marketing and International Business'.
				students exceeding expectations in summative assessment.	Marketing and International Business'.

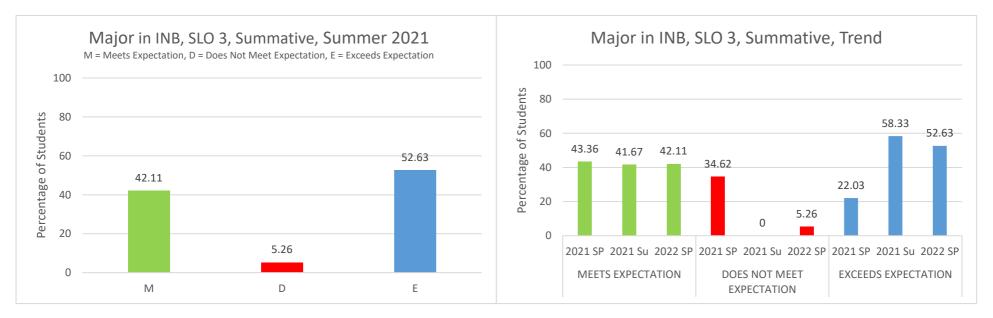


Figure INB- 9 Figure INB- 10

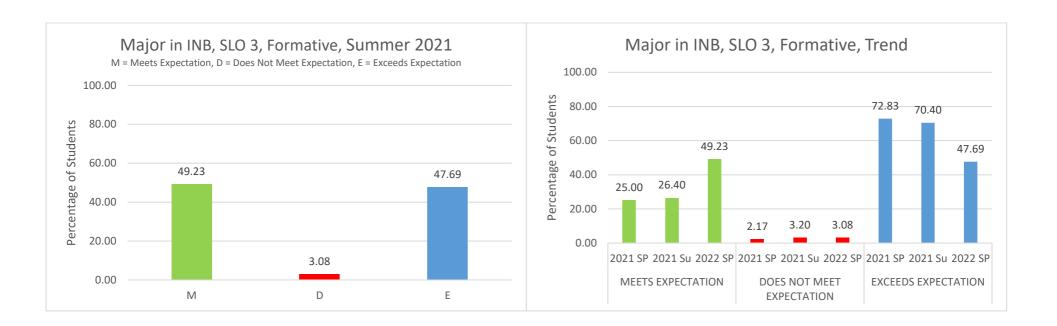


Figure INB- 11 Figure INB- 12

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	Interactive classroom assignments and cases
international	Assessment Test, and	Meets expectations- 60%	<i>−</i> 16.	and exceed the expectations of SLO3.	are used in online classes to enhance students
competitiveness of	Course-Embedded	to 80%, Does Not Meet			learning.
nations and their	Assessment (INB 480	expectations-< 60%, Meets		Students met the target	
attractiveness for	group term projects)	expectations-> 80%.			
international				Trend: There is an improvement in	
business.	Formative: Course-	Course-Embedded		performance in summative assessment	
	Embedded Assessment	Assessment: Rubric #		over the period. Performance in formative	
	(INB 372 case studies)	INB.4.R.1		assessment has been consistently well over	
				the last three period.	

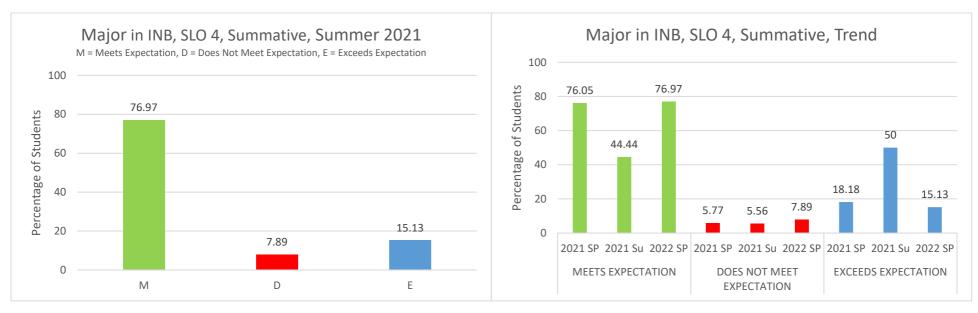


Figure INB- 13 Figure INB- 14

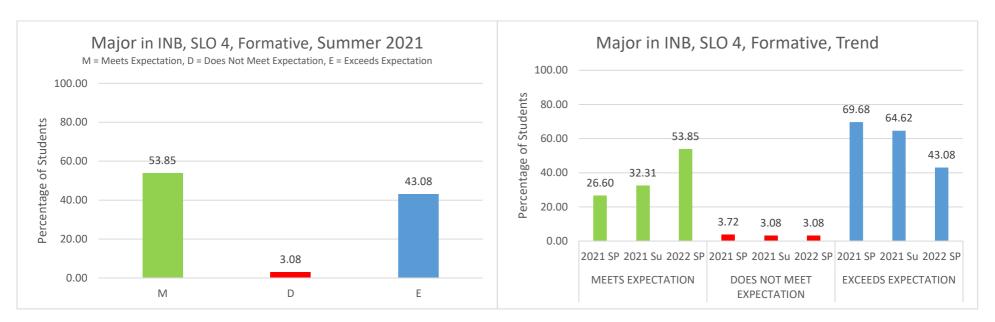


Figure INB- 15 Figure INB- 16

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	Importance of ethics is embedded in all
thinking skills to	Assessment Test, and	Meets expectations- 60%	INB 17 – 20.	exceed the expectations of SLO5.	course curriculums and the school
ethically address	Course-Embedded	to 80%, Does Not Meet			enforces different rules for students to
complex real-world	Assessment (INB 480	expectations-< 60%, Meets		Students failed to meet the target.	exhibit ethical behavior.
international	group term projects)	expectations-> 80%.			
business.				Trend: Students show satisfactory performance	
	Formative: Course-	Course-Embedded		in this area. However, percentage of students' not	
	Embedded Assessment	Assessment: Rubric #		meeting expectations has decreased over the	
	(INB 372 case studies)	INB.5.R.1		periods in summative assessment.	

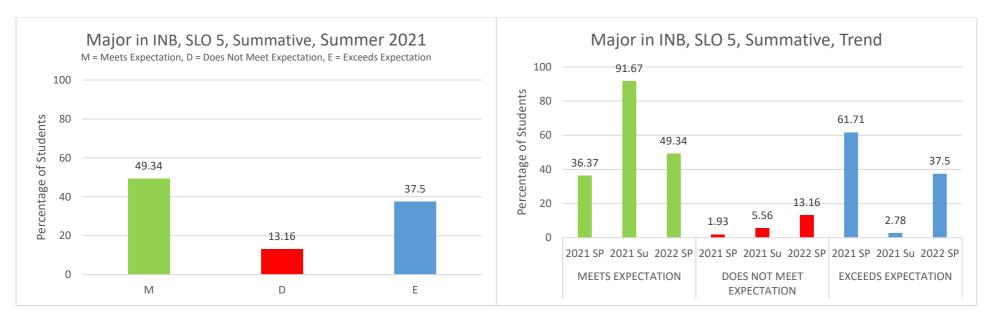


Figure INB- 17 Figure INB- 18



Figure INB- 19 Figure INB- 20

Spring 2022 Student Learning Assessment Report: Major 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	Course contents are constantly updated to
concepts and decision	Exit Assessment Test,	Meets Expectation:	4.	exceed expectation.	include current practices and software tools.
theories to use	and Course	60% to 80%			
enterprise information	Embedded	Does Not Meet		Students failed to meet the target in	
systems.	Assessment (MIS470	Expectation: <60%		both formative and summative	
	group term projects)	Exceeds Expectation:		assessment.	
		>80%			
	Formative:			Trend: Students exhibit extremely	
	Course Embedded	Course-Embedded		poor performance in this area. There	
	Assessment (MIS205	Assessment: Rubric #		is a significant increase in percentage	
	group term projects)	MIS.1.R.1		of students not meeting expectations	
				over the period that is a great area of	
				concern.	



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 understanding about systems theory, systems analysis, systems design and	Summative: Exit Assessment Test, and Course Embedded Assessment (MIS470	Exit Assessment Test Meets Expectation: 60% to 80% Does Not Meet Expectation: <60%	See Figures MIS 5 – 8.	Target: 75% students should meet or exceed expectation. Students achieved the target in formative assessment but failed to	Students are taught to understand the Framework for system analysis & design, and Managing Systems Projects.
project management.	group term projects) Formative: Course Embedded Assessment (MIS205 group term projects)	Exceeds Expectation: >80% Course-Embedded Assessment: Rubric # MIS.2.R.1		meet the target in summative assessment. Trend: Students' performance in summative assessment has deteriorated over the period with an increasing trend in the percentage of students not meeting expectations.	

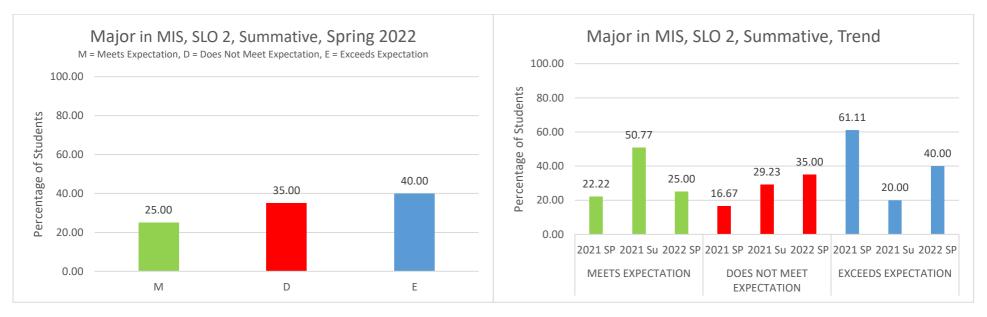


Figure MIS 5 Figure MIS 6

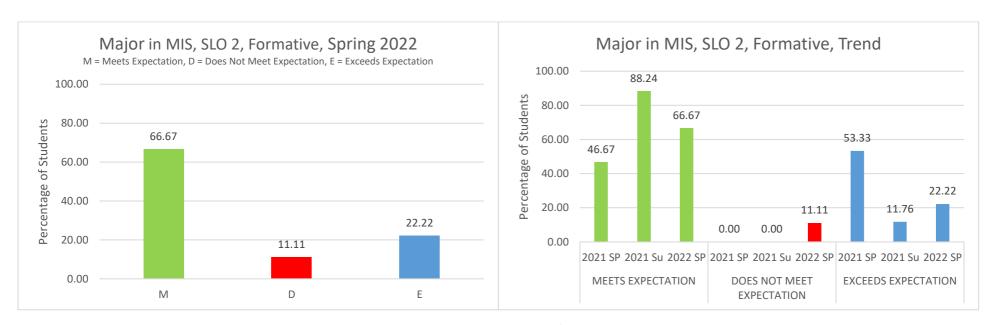


Figure MIS 7 Figure MIS 8

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	Students were encouraged to explore different
knowledge on web-	Exit Assessment Test,	Meets Expectation:	Figures	expectation.	web based tools like Google platform, LMS
based information	and Course	60% to 80%	MIS 9 –		system and learn their usefulness.
systems in business	Embedded	Does Not Meet	12.	Students met the target both in summative and	
context.	Assessment (MIS470	Expectation: <60%		formative assessment.	
	group term projects)	Exceeds Expectation:			
		>80%		Trend: Students' performance in this area has	
	Formative:			improved. There is a significant percentage of	
	Course Embedded	Course-Embedded		students' improvement particularly on not	
	Assessment (MIS205	Assessment: Rubric #		meeting expectations area with an increasing	
	group term projects)	MIS.3.R.1		trend in meeting expectations.	

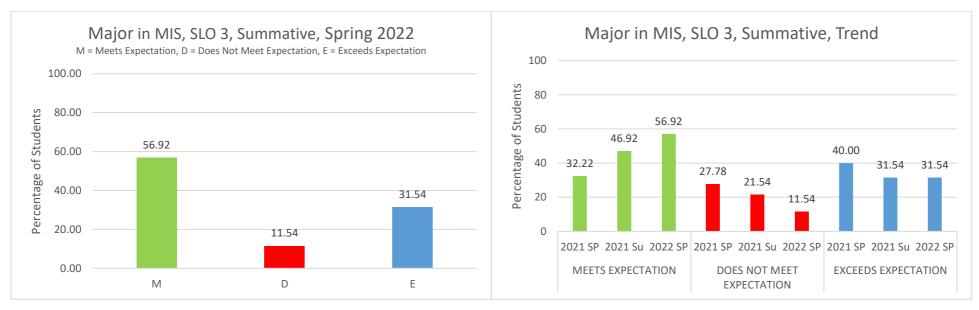


Figure MIS 9 Figure MIS 10

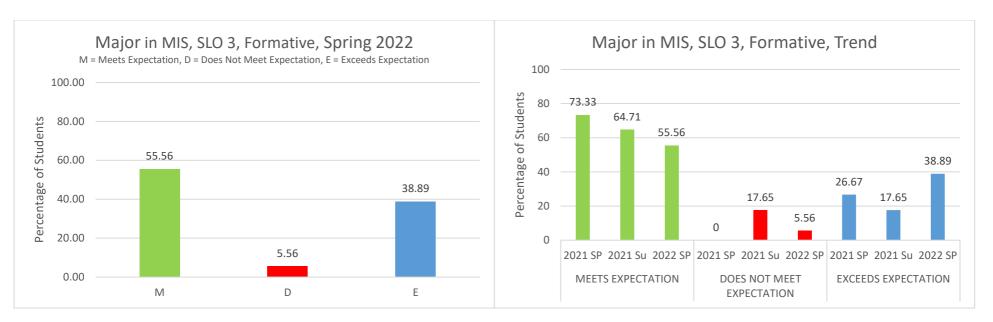


Figure MIS 11 Figure MIS 12

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	The University introduced Canvas, a Learning
implement	Exit Assessment Test,	Meets Expectation:	Figures	expectation.	Management System (LMS), for students. This is a
information systems	and Course	60% to 80%	MIS 13		software application for the administration,
with the help of latest	Embedded	Does Not Meet	− 16.	Students met the target in summative	documentation, tracking, reporting, automation and
business tools.	Assessment (MIS470	Expectation: <60%		assessment but failed to meet the target in	delivery of educational courses, training programs, or
	group term projects)	Exceeds Expectation:		formative assessment.	learning and development programs.
		>80%			
	Formative:			Trend: Students' performance in formative	
	Course Embedded	Course-Embedded		assessment is very alarming. 100% of the	
	Assessment (MIS205	Assessment: Rubric #		students did not meet expectations in	
	group term projects)	MIS.4.R.1		formative assessment. Focus should be given	
				in this area.	

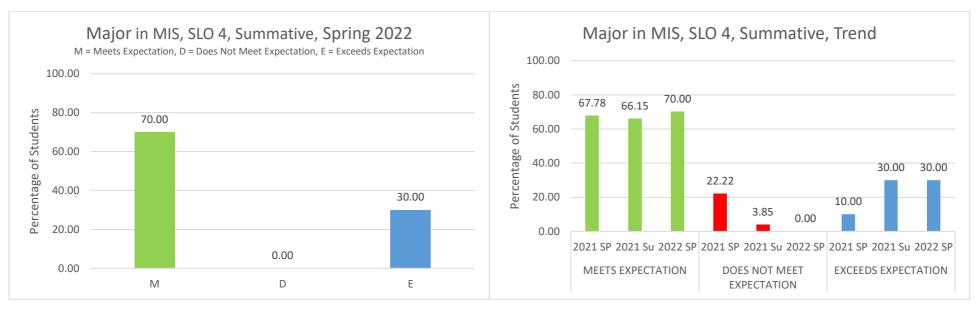


Figure MIS 13 Figure MIS 14

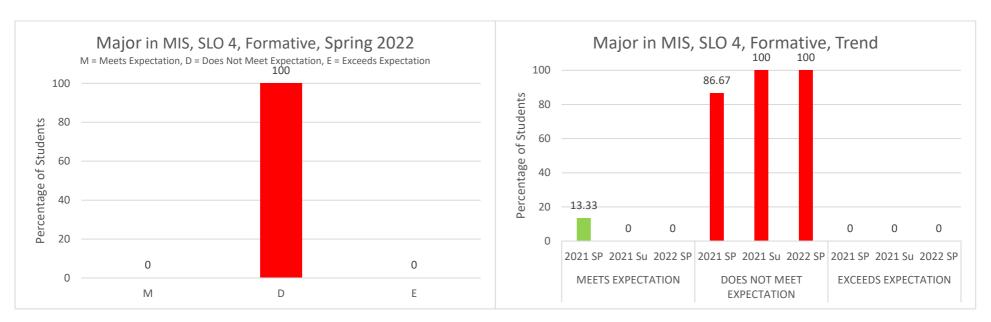


Figure MIS 15 Figure MIS 16

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	There is sufficient coverage on Information
familiarity about	Exit Assessment Test,	Meets Expectation:	Figures	expectation.	Systems privacy, security, and protective
computer networks	and Course	60% to 80%	MIS 17		measures so that students can identify and solve
and security concepts.	Embedded	Does Not Meet	-20.	Students failed to meet the target in both	different security issues and network threats.
	Assessment (MIS470	Expectation: <60%		summative and formative assessment.	-
	group term projects)	Exceeds Expectation:			
		>80%			
	Formative:			Trend: Students' performance in summative	
	Course Embedded	Course-Embedded		assessment is extremely poor. Large percentage of	
	Assessment (MIS205	Assessment: Rubric #		students failed to meet expectations in this area,	
	group term projects)	MIS.5.R.1		and this is an increasing trend. This is an area of	
				high concern	



Figure MIS 17 Figure MIS 18

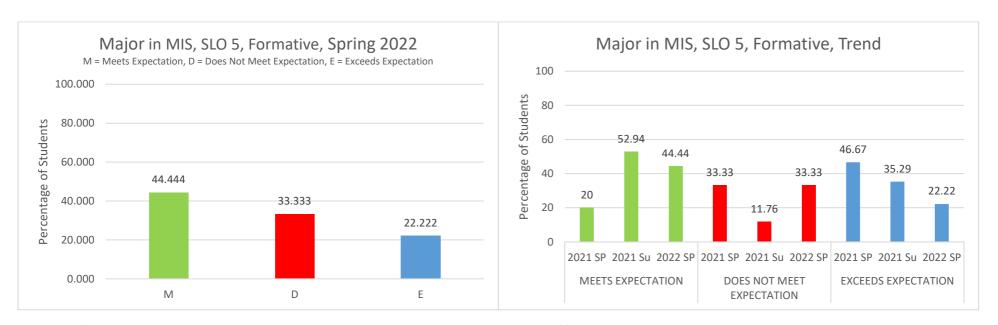


Figure MIS 19 Figure MIS 20

Spring 2022 Student Learning Assessment Report: Major 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 in summative and formative assessments shows a positive trend with a satisfactory percentage of students exceeding expectations.	The University introduced Canvas, a Learning Management System (LMS), for students. This is a software application for the administration, documentation, tracking, reporting, automation and delivery of educational courses, training programs, or learning and development programs.

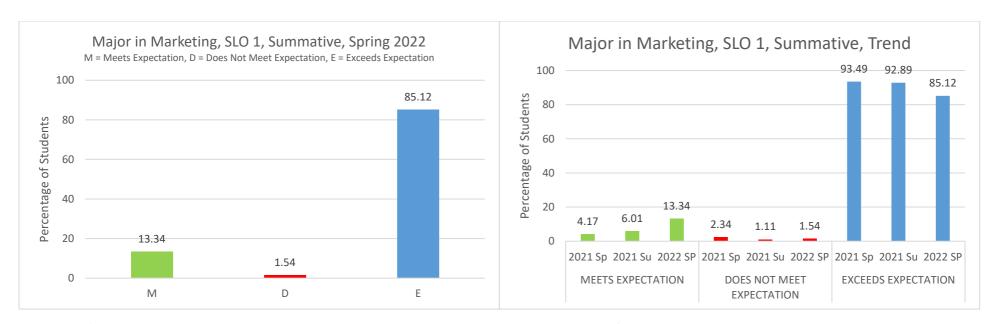


Figure MKT- 1 Figure MKT- 2

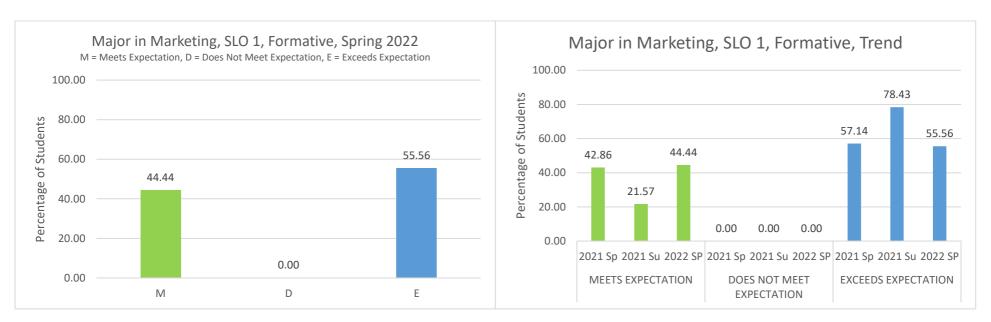


Figure MKT- 3 Figure MKT- 4

Student Learning Outcomes	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
2. Understand the roles of	Summative- Exit	Exit Assessment Test: Meets	See Figures	Target: 80% of the students should	During the interactive classroom
different areas of Marketing	Assessment Test, and	Expectations- 60% to 80%,	MKT $5 - 8$.	meet and exceed the expectations of	platform students use different
Communications.	Course-Embedded	Does Not Meet		SLO2	medium to present and communicate
	Assessment (MKT 460	Expectations-< 60%,		Students met the torget	their marketing ideas in several
	group term projects)	Exceeds expectations-> 80%		Students met the target.	marketing courses.
	Formative: Course-	Course-Embedded		Trend: Overall, students exhibit good	_
	Embedded Assessment	Assessment: Rubric #		performance in this area.	
	(MKT 337 group term	MKT.2.R.1			
	projects)				

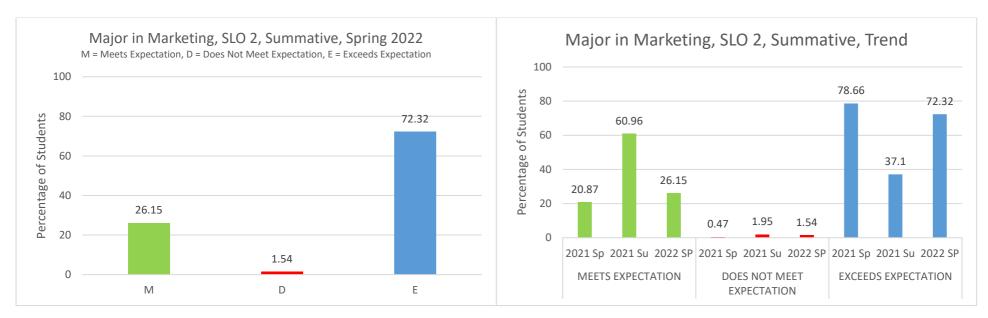


Figure MKT- 5 Figure MKT- 6

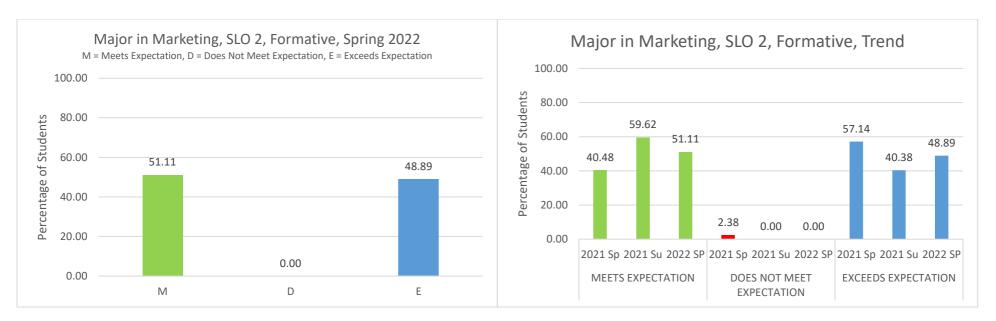


Figure MKT- 7 Figure MKT- 8

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	The Department of Marketing and
consumer behavior to	Assessment Test, and	Expectations- 60% to 80%,	9 - 12.	should be able to meet and exceed	International Business (MIB) under the
develop marketing strategy.	Course-Embedded	Does Not Meet		the expectation of SLO3.	School of Business and Economics
	Assessment (MKT 460	Expectations-< 60%,			(SBE), had a day long Regional
	group term projects)	Exceeds Expectations->		Students met the target.	Conference RCMIB 2022, in
	Formative: Course-	80%.			collaboration with BML Munjal
	Embedded Assessment	Course-Embedded		Trend: Students' performance in	University, India and Jagdish Sheth
	(MKT 337 group term	Assessment: Rubric #		formative assessment has	School of Management, India, which
	projects)	MKT.3.R.1		increased over the period with an	was sponsored by Social Islami Bank
				increase in the percentage of	Limited. The theme of the conference
				students exceeding expectations.	was 'Rethinking the contemporary
					complexities in the world of Marketing
					and International Business'.

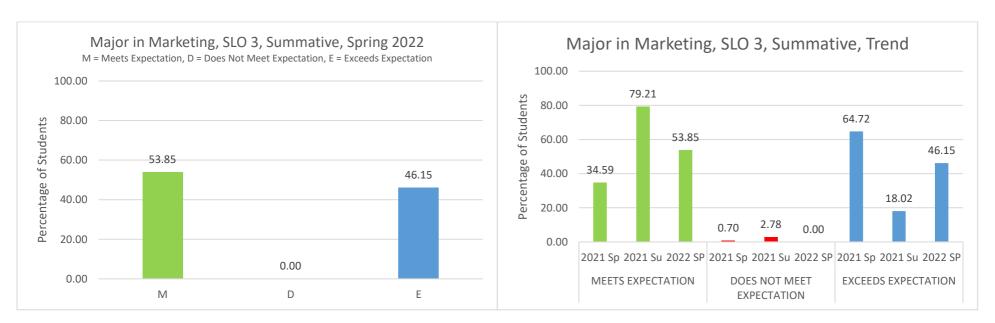


Figure MKT- 9 Figure MKT- 10

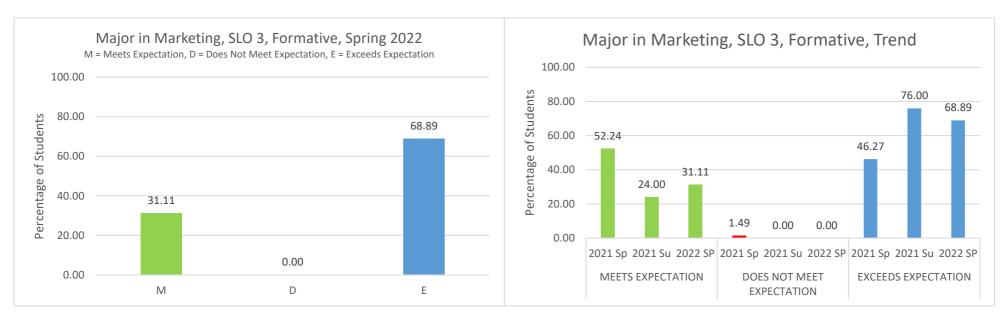


Figure MKT-11 Figure MKT-12

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 students	Students were continued to be groomed for
critically analyze a problem,	Assessment Test, and	Expectations- 60% to 80%,	Figures 13	should be able to meet and	business competition where they learn how to
design and implement	Course-Embedded	Does Not Meet	− 16 .	exceed the expectation of	analyze practical scenarios and give feasible
appropriate solutions.	Assessment (MKT 460	Expectations-< 60%,		SLO4.	recommendations.
	group term projects)	Exceeds Expectations-> 80%			
	Formative: - Course-	Course-Embedded		Students met the target.	
	Embedded Assessment	Assessment: Rubric #			
	(MKT 337 group term	MKT.4.R.1 (formative), and		Trend: Students exhibit	
	projects)	rubric # MKT.4.R.2		good performance in this	
		(summative)		area. In formative	
				assessment, there is an	
				increasing trend in the	
				percentage of students	
				meeting expectations.	

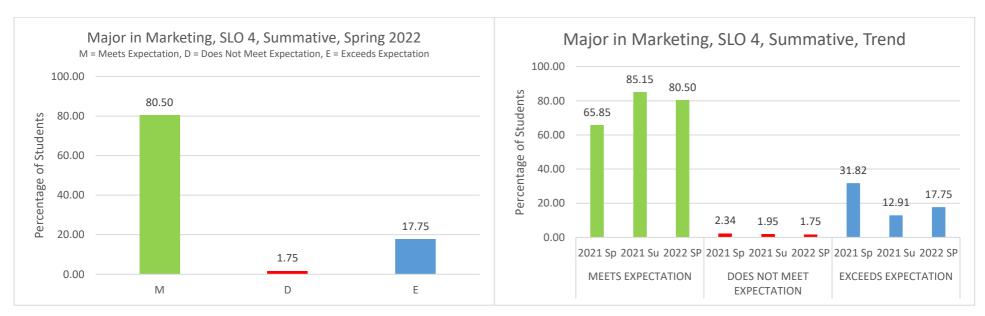


Figure MKT- 13 Figure MKT- 14

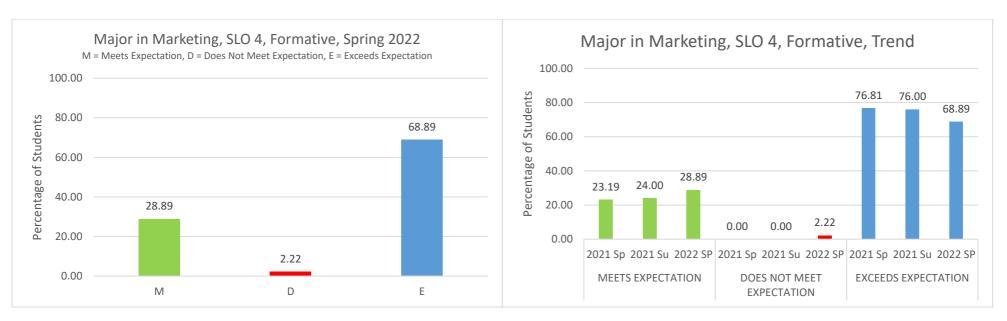


Figure MKT- 15 Figure MKT- 16

Student Learning Outcomes	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
5. Practice and set examples on responsible and ethical marketing.	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.5.R.1	See Figure 17 – 20.	Target- 100% of the students should be able to meet and exceed the expectation of SLO5. Students failed to meet the target. Trend: Although students failed to meet the 100% target, performance has significantly improved in this area, with a high percentage of students exceeding expectations.	Importance of ethics is embedded in all course curriculums and the school enforces different rules for students to exhibit ethical behavior.

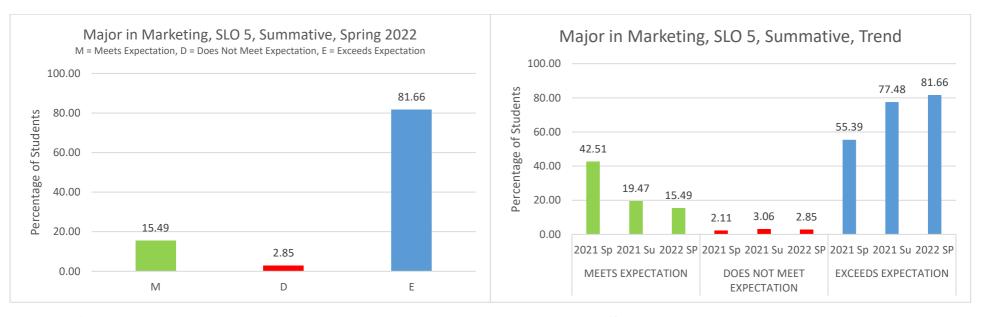


Figure MKT- 17 Figure MKT- 18

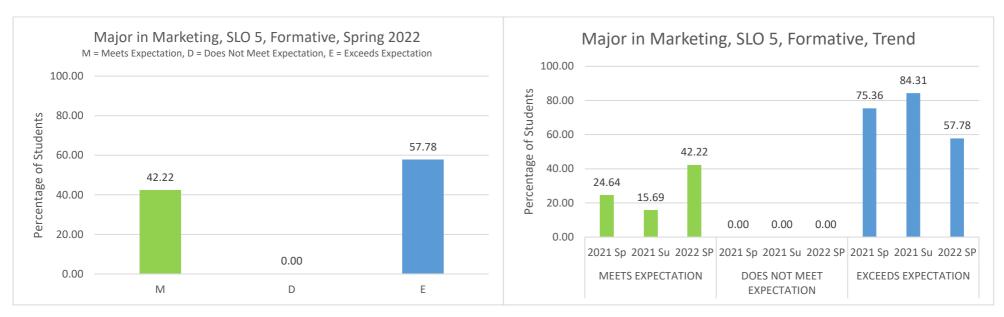


Figure MKT- 19 Figure MKT- 20

Spring 2022 Student Learning Assessment Report: Major in SCM Program

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation	Closing the Loop
1. Demonstrate the	Summative:	Exit Assessment Test:	See Figures	Target: 80% students should meet or exceed	Since this is recently developed major
working knowledge of	Exit Assessment Test,	Meets Expectation:	SCM 1 − 4.	expectation.	courses, standardized assessment tools are still
mode and quality of	and Course	60% to 80%			continued to create uniformity in learning.
transportations, and	Embedded	Does Not Meet		Students failed to meet the target in	, .
operational and	Assessment (SCM	Expectation: <60%		summative assessment but met the target in	
economics of	450 group term	Exceeds Expectation:		formative assessment.	
transportation and	projects)	>80%			
logistics in local and	Formative:			Trend: Students performance is extremely	
global contexts.	Course Embedded	Course-Embedded		poor in summative assessment. High	
	Assessment (SCM	Assessment:		percentage of students are failing to meet	
	310 group term	Rubric # SCM.1.R.1		the expectations. This is an area of high	
	projects)			concern.	



Figure SCM21 Figure SCM22

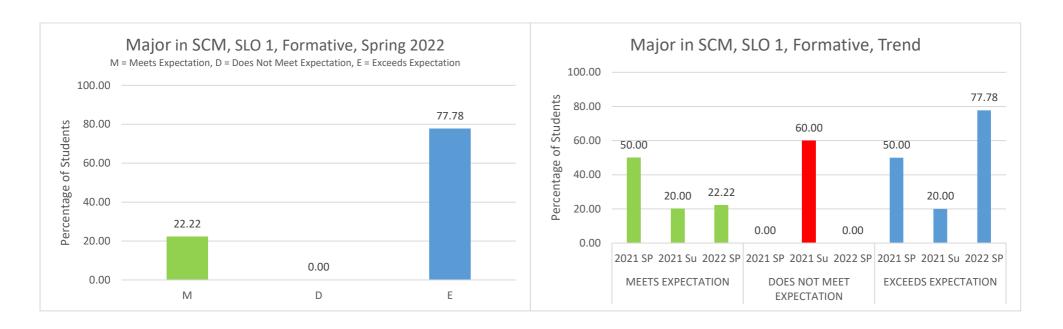
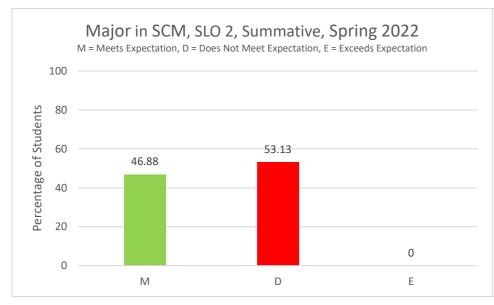


Figure SCM23 Figure SCM24

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation	Closing the Loop
2. Apply and integrate	Summative:	Exit Assessment Test:	See Figures SCM 5 –	Target: 80% students should meet	Introducing more interactive and up to date
the models of	Exit Assessment Test,	Meets Expectation:	8.	or exceed expectation.	classroom activities has enhanced students'
inventory	and Course	60% to 80%		_	participation in the class.
management with	Embedded	Does Not Meet		Students failed to meet the target.	
forecasting,	Assessment (SCM	Expectation: <60%		_	
distribution,	450 group term	Exceeds Expectation:		Trend: Though students exhibit	
marketing,	projects)	>80%		poor performance in this area, an	
manufacturing, and	Formative:			increasing trend is found in	
schedule and	Course Embedded	Course-Embedded		students meeting the expectations.	
planning.	Assessment (SCM	Assessment: Rubric #			
	310 group term	SCM.2.R.1			
	projects)				



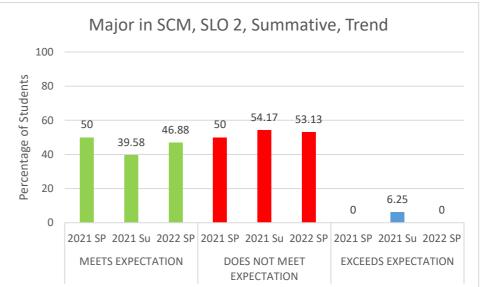


Figure SCM25 Figure SCM26

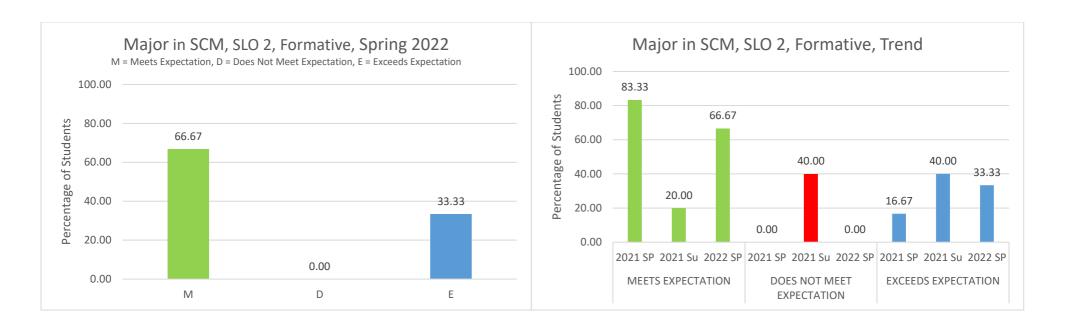


Figure SCM27 Figure SCM28

Student Learning Outcomes	Measure	Measurement Criteria	Results	Observation	Closing the Loop
3. Apply the concepts	Summative:	Exit Assessment Test:	See Figures SCM 9 –	Target: 80% students should	Up to date business case studies related to ESG
of environmental	Exit Assessment Test,	Meets Expectation:	12.	meet or exceed expectation.	were included and practiced in different courses.
sustainability in	and Course	60% to 80%			
designing a supply	Embedded	Does Not Meet		Students failed to meet the target	
chain.	Assessment (SCM	Expectation: <60%		in formative assessment.	
	450 group term	Exceeds Expectation:			
	projects)	>80%		Trend: Students have a very	
	Formative:			poor performance in formative	
	Course Embedded	Course Embedded		assessment with an increasing	
	Assessment (SCM	Assessment: Rubric #		percentage of students not	
	310 group term	SCM.3.R.1		meeting expectations. Students	
	projects)			exhibit good performance in	
				summative assessment.	



Figure SCM29 Figure SCM30



Figure SCM31 Figure SCM32

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation	Closing the Loop
4. Effectively utilize	Summative:	Exit Assessment Test:	See Figures SCM 13	Target: 80% students should meet	Teaching materials have been augmented with
the integrating	Exit Assessment Test,	Meets Expectation:	<i>−</i> 16.	or exceed expectation.	updated contents and interesting examples. This has
capabilities of	and Course	60% to 80%			led to better understanding and better performance.
information	Embedded	Does Not Meet		Students failed to meet the target	
technology in	Assessment (SCM	Expectation: <60%		in formative assessment but met	
strategic supply chain	450 group term	Exceeds Expectation:		the target in summative	
management.	projects)	>80%		assessment.	
	Formative:				
	Course Embedded	Course-Embedded		Trend: This is an area of high	
	Assessment (SCM	Assessment: Rubric #		concern as significant percentage	
	310 group term	SCM.4.R.1		of students are constantly failing	
	projects)			to meet the expectations over the	
				periods specifically in formative	
				assessment.	

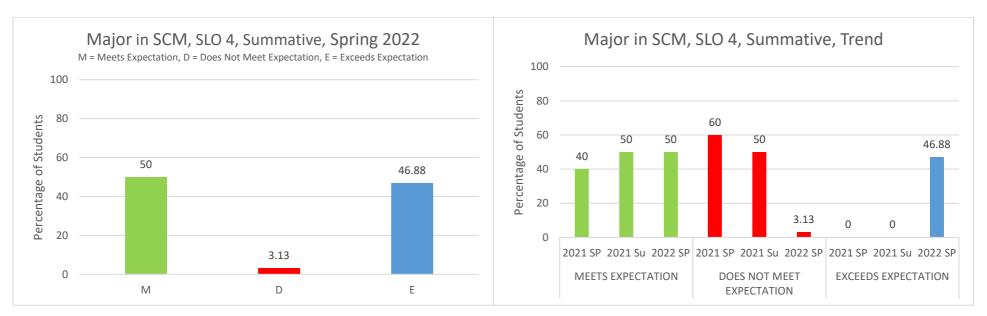


Figure SCM34 Figure SCM34

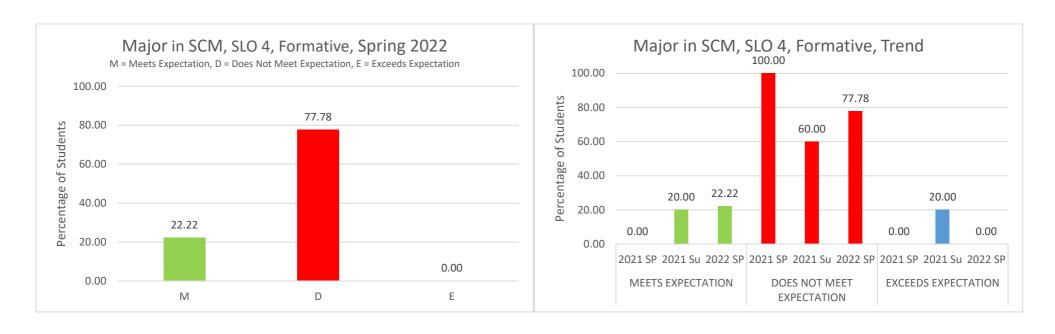


Figure SCM35 Figure SCM36

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation	Closing the Loop
5. Understand the	Summative:	Exit Assessment Test:	See Figure SCM 17 –	Target: 80% students should	Faculties developed different strategies to deliver
effects of global	Exit Assessment Test,	Meets Expectation:	20.	meet or exceed expectation.	lecture content in the online environment in ways
market and apply that	and Course	60% to 80%			that engage students and meet the courses' learning
knowledge in creating	Embedded	Does Not Meet		Students met the target in	objectives.
competitive advantage	Assessment (SCM	Expectation: <60%		summative assessment but failed	
through supply chain	450 group term	Exceeds Expectation:		to meet the target in formative	
activities.	projects)	>80%		assessment.	
	<u>Formative</u> :				
	Course Embedded	Course-Embedded		Trend: There is an increase in	
	Assessment (SCM	Assessment: Rubric #		percentage of students meeting	
	310 group term	SCM.5.R.1		expectations in formative	
	projects)			assessment. However, the	
				percentage for not meeting	
				expectation is still high. This is	
				also an area of concern.	

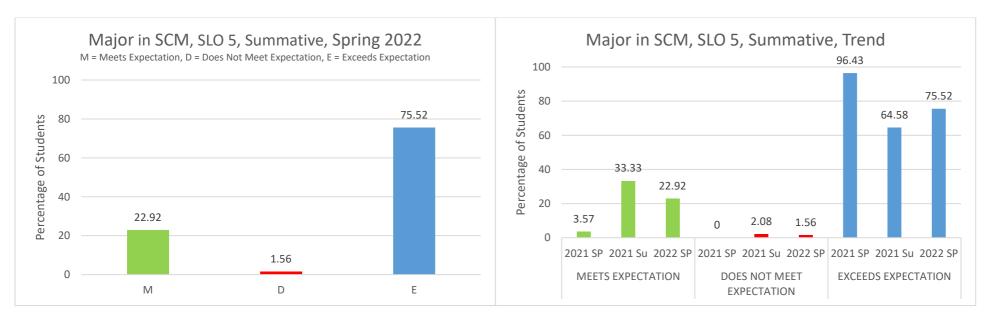
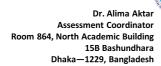


Figure SCM37 Figure SCM38



Figure SCM 40

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