



Student Learning
Assessment
Report:
Spring 2017

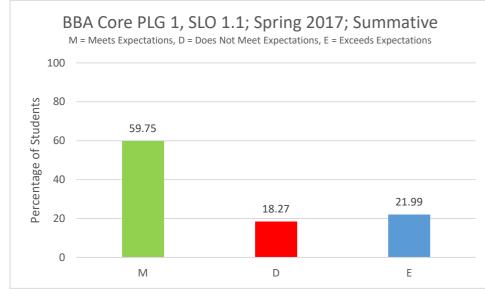
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Spring 2017 Student Learning Assessment Report: BBA Program

(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 ideas and	Summative: Exit Assessment Test, and	Exit Assessment Test: Meets Expectation: 60%	See Figures	Target: 80% of students should meet or exceed expectation.	Department of English and Modern Languages arranged a discourse
	arguments effectively	Course Embedded Assessment (MGT 489, integrative capstone course group term projects). Formative: Course Embedded Assessment(MGT 368 group term projects)	to 80%; Does Not Meet Expectation < 60%; Exceeds Expectation > 80% Course-Embedded Assessment: Rubric # B.1.1.1.1	BBA Core 1 – 4.	Students met the target in summative assessment but not in formative assessment. Trend: Students are failing to meet the targeting formative assessment over the reported periods. Although target has been met in summative assessment percentage of students not meeting expectation is showing an increasing trend. Overall this is an area of concern.	series for the students. Speakers like Dr. Garga Chatterjee, PHD from Harvard, were invited to talk about the reality of linguistic discrimination



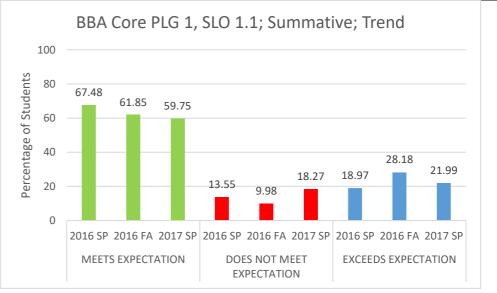


Figure BBA Core- 1 Figure BBA Core- 2

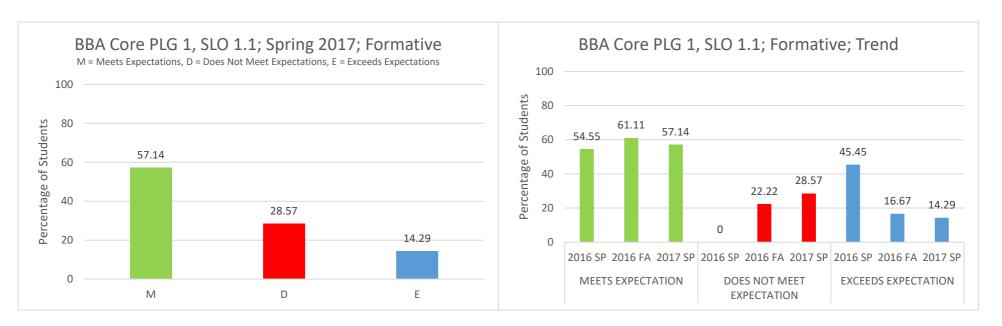
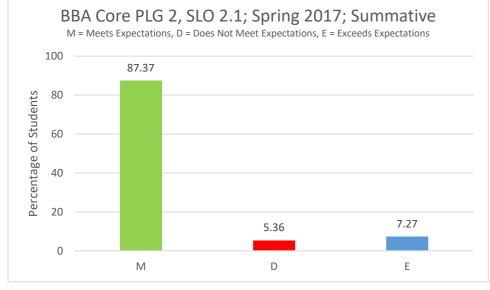


Figure BBA Core- 3 Figure BBA Core- 4

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	NSU Young Entrepreneur Society (NSU
Thinking	Correctly	and Course Embedded Assessment	Expectation: 60% to 80%; Does	BBA Core 5	should meet or exceed	YES!) organized a business case
	apply	(MGT 489, integrative capstone	Not Meet Expectation < 60%;	− 6 .	expectations.	competition, Masters of Ideation 2017. The
	foundation	course group term projects).	Exceeds Expectation > 80%	Please see	Students have met the	participants worked on a real life business
	knowledge	Formative: Course Embedded	Course-Embedded Assessment:	the		problem. They learned how to apply their
	gained in	Assessment from the Disciplines:	Rubric # 2.1.1.1 (summative);	following	target.	knowledge of business studies and develop
	BBA core	FIN 435 group term projects for	A&F.4.R.2 for A&F students,	figures for	Trend: The percentage	problem solving and team building skills
	courses	A&F students; HRM 480 group	rubric # HRM.3.R.1 for HRM	the	of students meeting and	required addressing real life business
	for	terms projects for HRM students;	students, rubric # INB.2.R.1 for	formative	exceeding expectation	challenges.
	analysis	INB 480 group term projects for	INB students, rubric #	results:	is exhibiting a positive	
	and	INB students; MIS 470 group term	MIS.2.R.1 for MIS students,	A&F-13,	trend.	
	decision	projects for MIS students; and	rubric # MKT.1.R.2 for MKT	HRM-9,		
	making	MKT 460 group term projects for	students (formative)	INB-5, MIS-		
	-	MKT students		5, MKT-1		



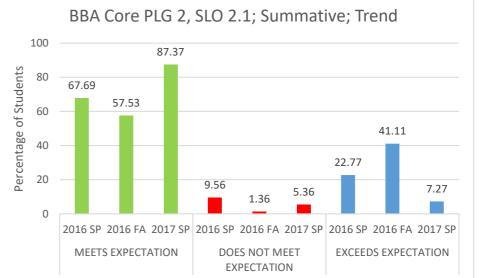


Figure BBA Core- 5 Figure BBA Core- 6

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 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	Result See Figures BBA Core 7 – 10.	Observation(s) Target: 60% students should meet or exceed expectation. Students have met the target. Trend: Although overall student performance has improved in this area, but the increasing trend of student not meeting expectation in the formative assessment is a concern.	NSU Young Entrepreneur Society (NSU YES!) organized a business case competition, Masters of Ideation 2017. The participants worked on a real life business problem. They learned how to apply their knowledge of business studies and develop problem solving and team building skills required addressing real life business challenges.
					concern.	

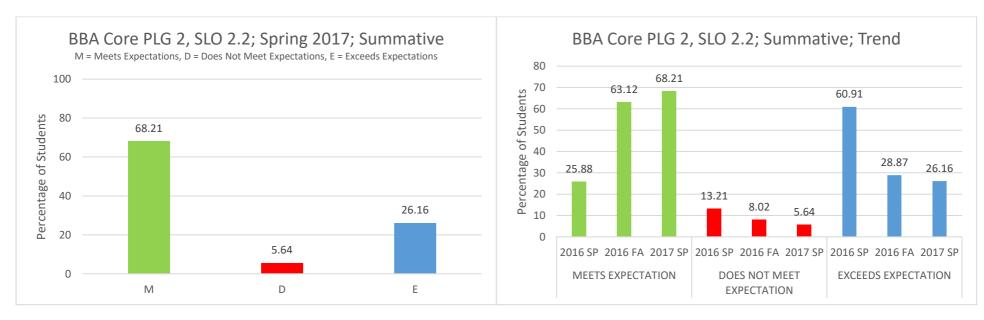


Figure BBA Core- 7 Figure BBA Core- 8

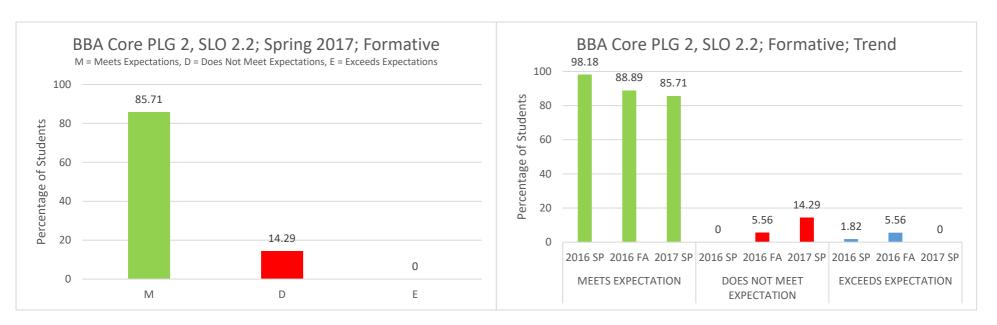


Figure BBA Core- 9 Figure BBA Core- 10

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	Mr. Manas Paul, Associate Director at
	in the areas of	Assessment Test, and	Test: Meets	Figures	should meet or exceed	Asiatic EXP, was invited to speak to
	accounting,	Course-Embedded	Expectation 60% to	BBA	expectation.	NSU SBE students. He spoke from his
	management, finance,	Assessment (MGT	80%; Does Not Meet	Core 11		decade of experience spanning
	and marketing as	489, integrative	Expectation < 60%,	<i>−</i> 14.	Students have met the	organizations such as Banglalink,
	business	capstone course,	Exceeds Expectation		target.	Spellbound and Interspeed, and helped
	professionals.	group term projects)	> 80%			students understand how theories learnt in
		Formative: Course-	Course-Embedded		Trend: Student	class are applied in real life.
		Embedded	Assessment: Rubric		performance is showing a	
		Assessment(MGT	# 3.1.1.1		positive trend with increase	
		368 group term			in percentage of students	
		projects)			meeting and exceeding	
					expectation.	

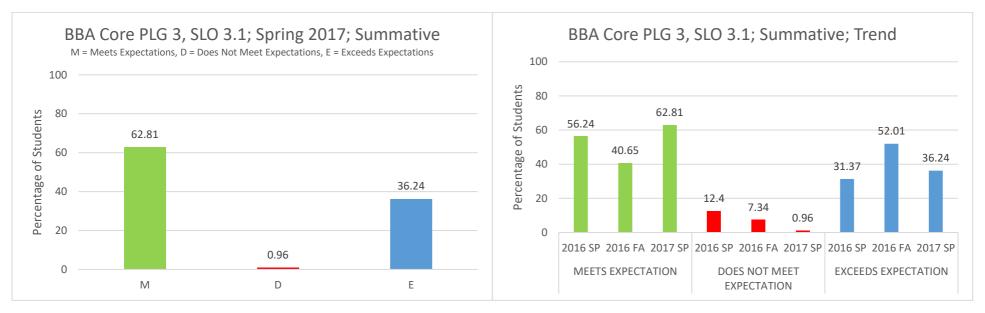


Figure BBA Core- 12 Figure BBA Core- 12

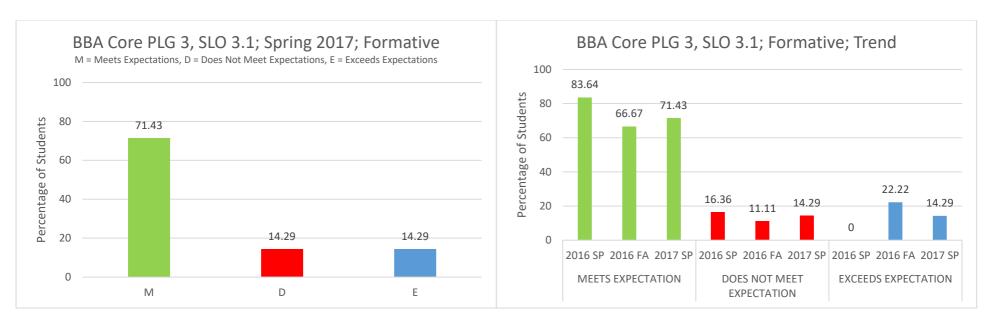
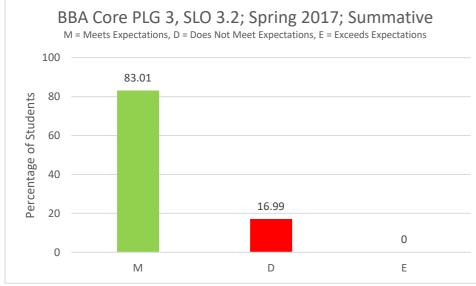


Figure BBA Core- 13 Figure BBA Core- 14

Program Learning Goal	Student Learning Outcome	Measure	Measurement Criteria	Result	Observation(s)	Closing the Loop
	3.2 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 target. Trend: Student performance has improved over this period. However, the percentage of students not meeting expectation is still a significant number and should be looked at.	Mr. Manas Paul, Associate Director at Asiatic EXP, was invited to speak to NSU SBE students. He spoke from his decade of experience spanning organizations such as Banglalink, Spellbound and Interspeed, and helped students understand how theories learnt in class are applied in real life.



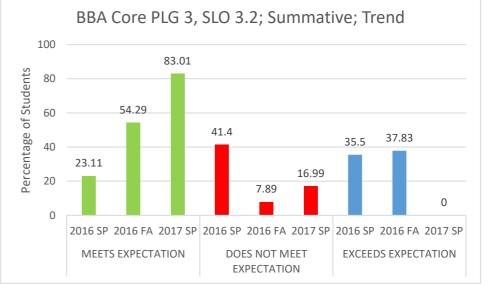


Figure BBA Core- 15 Figure BBA Core- 16

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 met the target Trend: The percentage of student meeting expectation has increased over the period showing a positive trend.	NSU Ethics club organizes different seminars to make students aware about ethical standards.

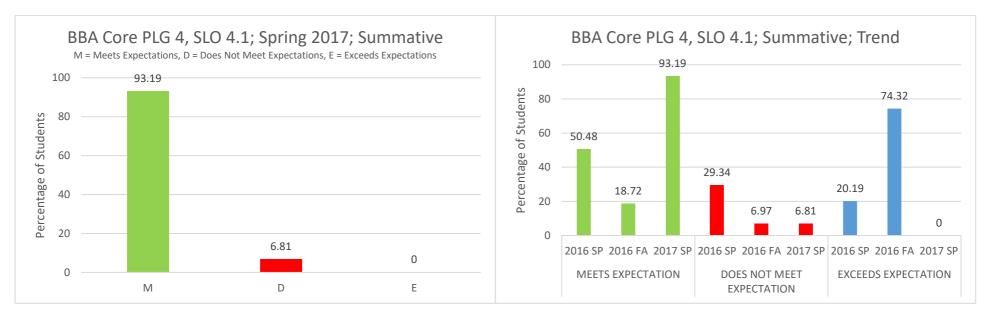


Figure BBA Core- 17 Figure BBA Core- 18

Spring 2017 Student Learning Assessment Report: Major 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	Courses have been standardized in terms of
classify financial	Assessment Test, and	Meets Expectation:	A&F 1 − 4.	expectation.	content, sequence of coverage, grading, use
information; present	Course Embedded	60% -80%			of text book and other learning resources.
and interpret financial	Assessment (FIN 440,	Does Not Meet		Students met the target.	
statements	Capstone Course	Expectation < 60%			
	group term projects)	Exceeds Expectation>		Trend: Although the percentage of students	
		80%		meeting and exceeding expectation is	
	Formative: Course			increasing, the percentage of students not	
	Embedded-	Course-Embedded		meeting expectation in summative assessment	
	Assessment (FIN 254	Assessment: Rubric #		is still matter for concern.	
	group term projects)	A&F.1.R.1			

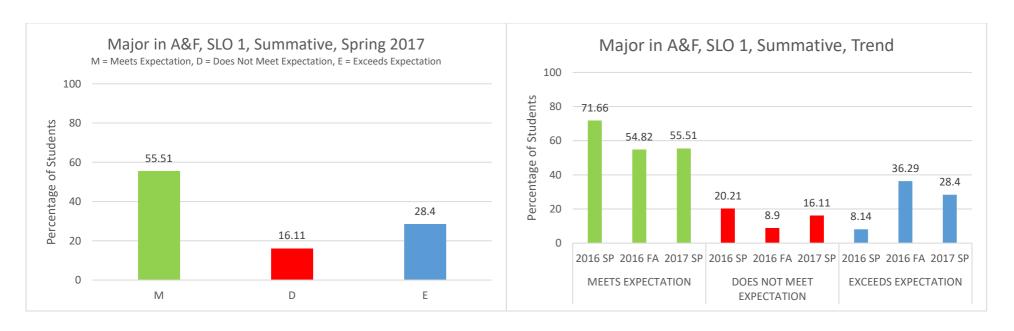


Figure A&F 1 Figure A&F 2

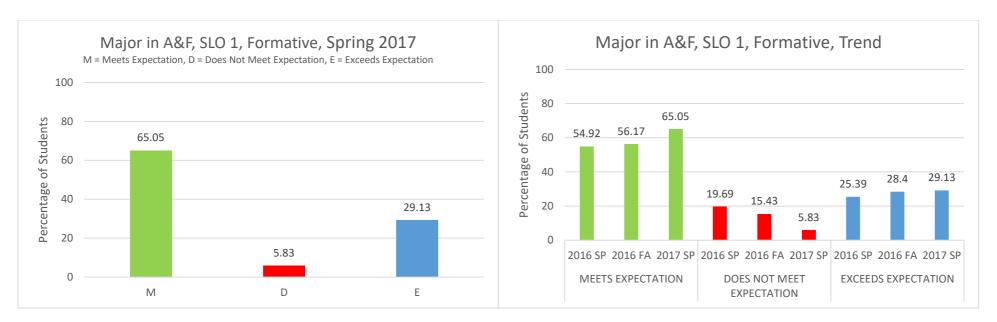


Figure A&F 3 Figure A&F 4

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	NSU Young Entrepreneur Society (NSU
concepts and its	Assessment Test	Meets Expectation:	A&F 5 - 8.	expectation.	YES!) organized a business case
classification and		60% -80%			competition, Masters of Ideation 2017. The
apply this in	Formative: Course-	Does Not Meet		Students met the target in summative	participants worked on a real life business
budgeting for specific	Embedded	Expectation < 60%		assessment but not in formative assessment.	scenario. Based on that scenario they had to
business situations.	Assessment (ACT	Exceeds Expectation>			make a perfect business plan with an
	202 examinations)	80%		Trend: Although student performance has	estimated budget which was given by the
				improved in summative assessment	company. This helped them apply their cost
		Course-Embedded		performance in formative assessment is	concepts and budgeting knowledge in real
		Assessment: Rubric #		showing a negative picture with increase in	life business situations.
		A&F.2.R.1		percentage of students not meeting	
		(formative),		expectation. This is an area of concern and	
		A&F.2.R.2		more focused should be given in this area.	
		(summative)			

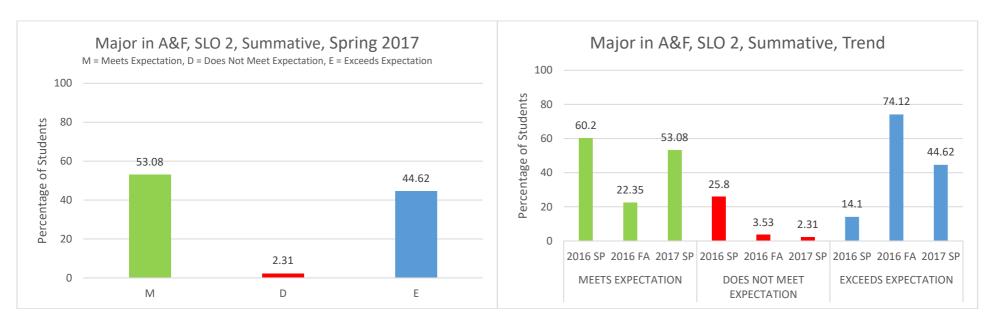


Figure A&F 5 Figure A&F 6

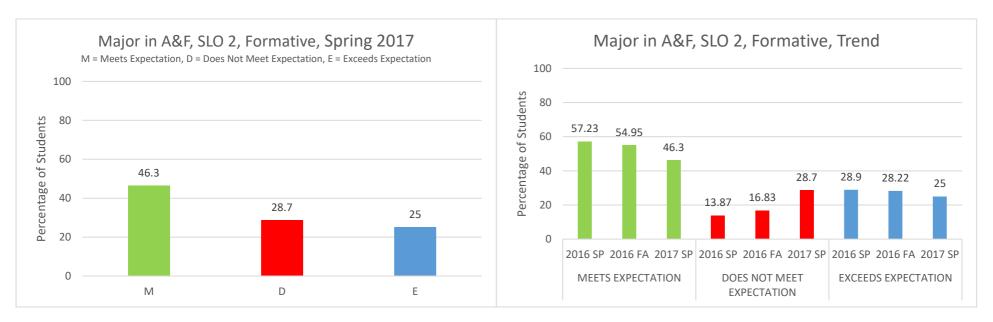


Figure A&F 7 Figure A&F 8

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,	Dr. Mohammad Riaz Uddin, a Ph.D. from
apply best investment	Assessment Test, and	Meets Expectation:	A&F 9 - 12.	exceed expectation.	University of Texas at Arlington, USA, joined the
strategy by analyzing	Course-Embedded	60% -80%			department as an Associate Professor. He is an
various investment	Assessment	Does Not Meet		Student met the target.	expert in Investments, Asset Management, Asset
options.	(FIN 440, Capstone	Expectation < 60%			pricing, Insider trading, and Behavioral finance.
	Course, group term	Exceeds Expectation>		Trend: Students performance has	
	projects)	80%		improved 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)			

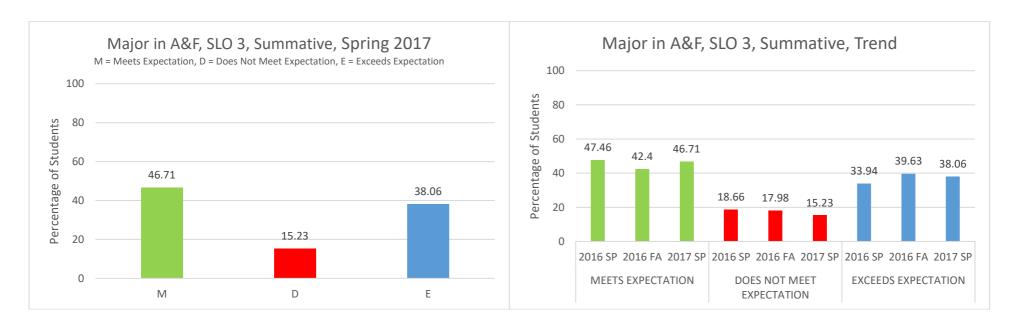
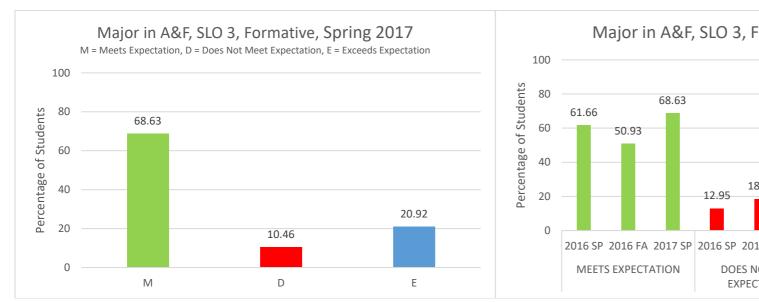


Figure A&F 9 Figure A&F 10



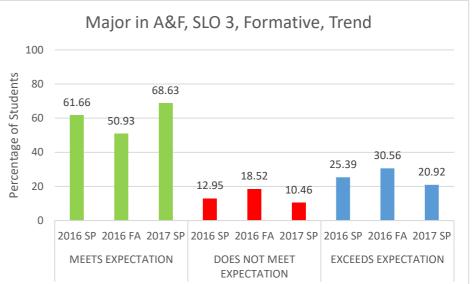


Figure A&F 11 Figure A&F 12

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,	NSU Career & Placement Center, Department of
calculate and measure	Assessment Test, and	Meets Expectation:	A&F 13 – 16.	exceed expectation.	Accounting & Finance and Finance Club of NSU
risks and its	Course-Embedded	60% -80%		_	jointly organized a seminar entitled Industry
application in	Assessment	Does Not Meet		Students met the target.	Experience Sharing on "Capital Market &
portfolio	(FIN 435, Capstone	Expectation < 60%		_	Portfolio Management" by IDLC Investment
management.	Course, group term	Exceeds Expectation>		Trend: Although students met the target,	Limited. Managing Director and Head of
	projects)	80%		the increase in percentage of students not	Discretionary Portfolio Management of IDLC
				meeting expectation in formative	Investments Limited were invited to speak on
	Formative: Course	Course-Embedded		assessment is a matter for concern.	Capital Market & Portfolio Management.
	Embedded-	Assessment: Rubric #			
	Assessment (FIN 254	A&F.4.R.1			
	group term projects)	(formative),			
		A&F.4.R.2			
		(summative)			



Figure A&F 13 Figure A&F 14

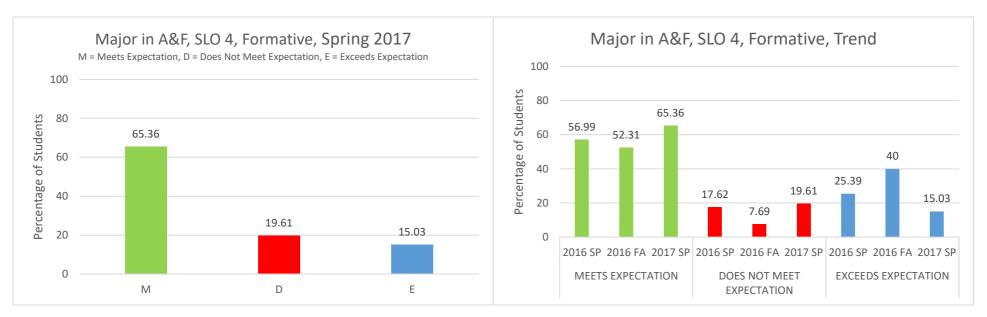


Figure A&F 15 Figure A&F 16

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,	Course components are constantly reviewed
technology to analyze	Assessment Test, and	Meets Expectation:	-20.	exceed expectation.	to ensure that students can continue to
financial information	Course-Embedded	60% -80%		_	critically identify problems and solve those
and to facilitate	Assessment	Does Not Meet		Students met the target.	using their knowledge of business studies.
accounting and	(FIN 440, Capstone	Expectation < 60%			
financial reporting	Course, group term	Exceeds Expectation>		Trend: We are pleased with increasing	
process.	projects)	80%		trends in the percentage of students	
				meeting and exceeding expectation.	
	Formative: Course-	Course-Embedded			
	Embedded	Assessment: Rubric #			
	Assessment (FIN 254	A&F.5.R.1			
	group term projects)				

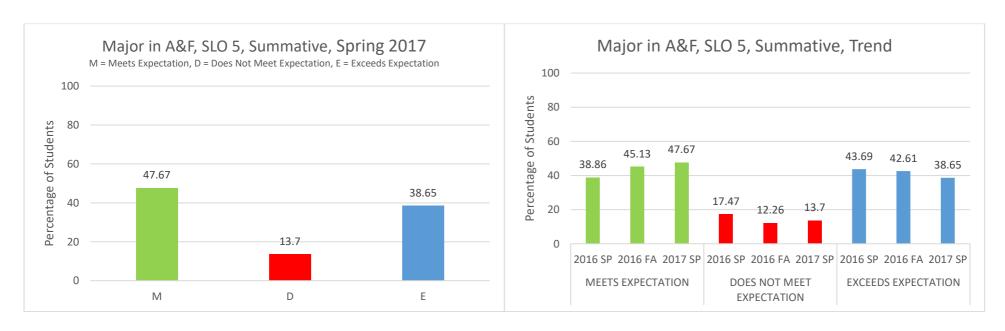


Figure A&F 17 Figure A&F 18

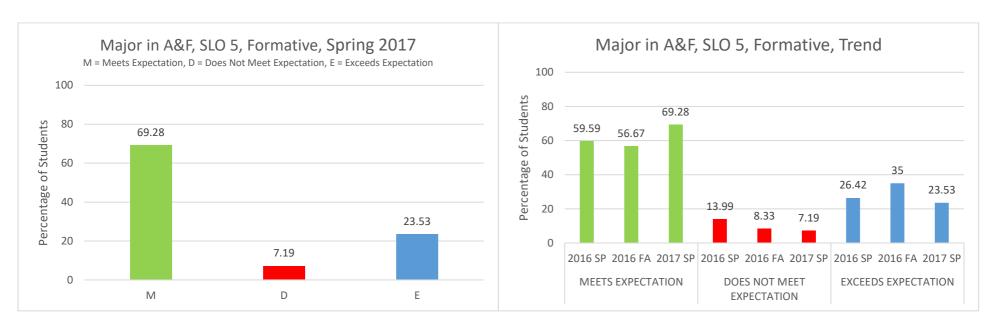


Figure A&F 19 Figure A&F 20

Spring 2017 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	Course components are constantly reviewed to
Human Resource	Exit Assessment Test,	Meets Expectation:	HRM $1 - 4$.	expectation.	ensure that students can continue to critically
Management concepts	and Course	60% to 80%			identify problems and solve those using their
and theories, and is	Embedded	Does Not Meet		Students met the target.	knowledge of business studies.
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 the formative	
	Course Embedded	Course-Embedded		assessment. Although summative	
	Assessment	Assessment:		assessment shows an overall improvement,	
	(MGT351 group term	Rubric # HRM.1.R.1		the percentage of students exceeding	
	projects)			expectation is showing a decreasing trend.	

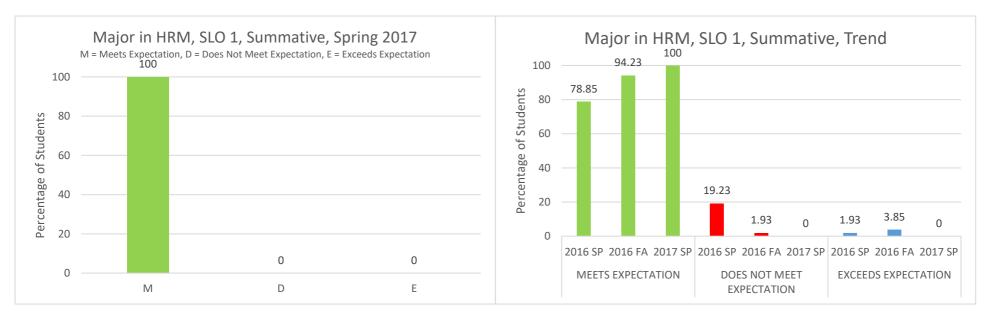


Figure HRM 1 Figure HRM 2

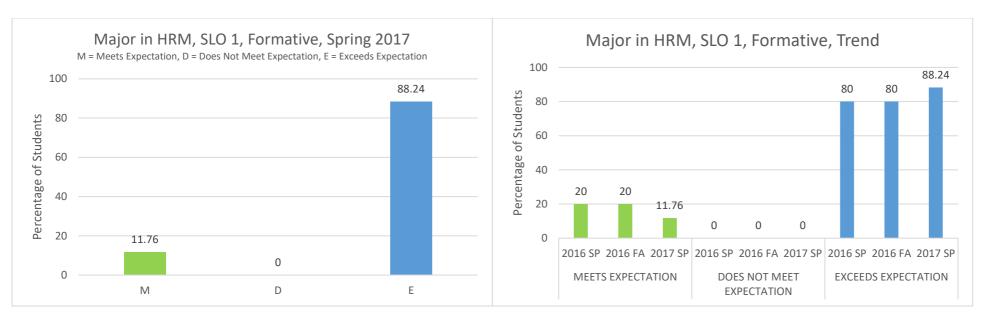


Figure HRM 3 Figure HRM 4

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	NSU HR club supported BSHRM in organizing an
concepts underlying	Exit Assessment Test,	Meets Expectation:	8.	or exceed expectation.	Inter University HR Debate Competition for the
effective interpersonal	and Course	60% to 80%			students. Students were able to apply their HR
relations and	Embedded	Does Not Meet		Student failed to meet the target	knowledge and demonstrate effective team work.
group/team leadership	Assessment	Expectation: <60%		in formative assessment.	
skills.	(HRM480 group term	Exceeds Expectation:			
	projects)	>80%		Trend: Student performance is	
	Formative:			very poor in formative	
	Course Embedded	Course-Embedded		assessment. Inconsistent student	
	Assessment	Assessment: Rubric #		performance over time is a matter	
	(MGT351 group term	HRM.2.R.1		of concern.	
	projects)				

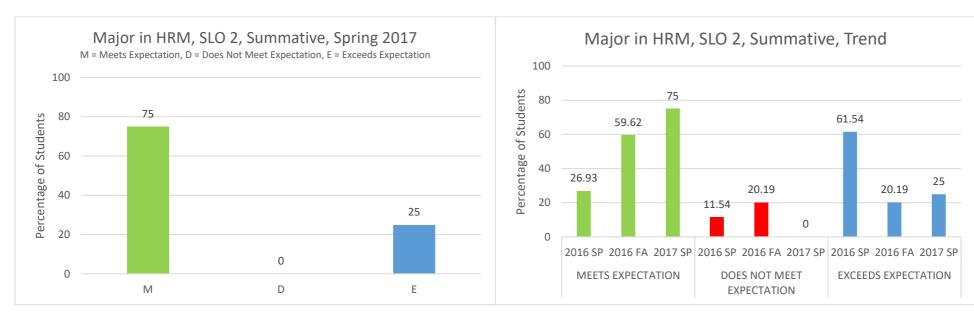


Figure HRM 5 Figure HRM 6



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	Courses have been standardized in terms of
able to integrate	Exit Assessment Test,	Meets Expectation:	12.	meet or exceed expectation.	content, sequence of coverage, grading, use of text
Strategic Human	and Course	60% to 80%			book and other learning resources.
Resource Management	Embedded	Does Not Meet		Students met the target.	g
("SHRM") concepts in	Assessment	Expectation: <60%		_	
the context of	(HRM480 group term	Exceeds Expectation:		Trend: Student performance is	
management of	projects)	>80%		showing a positive trend.	
organizations.	Formative:				
	Course Embedded	Course Embedded			
	Assessment	Assessment: Rubric #			
	(MGT351 group term	HRM.3.R.1			
	projects)				

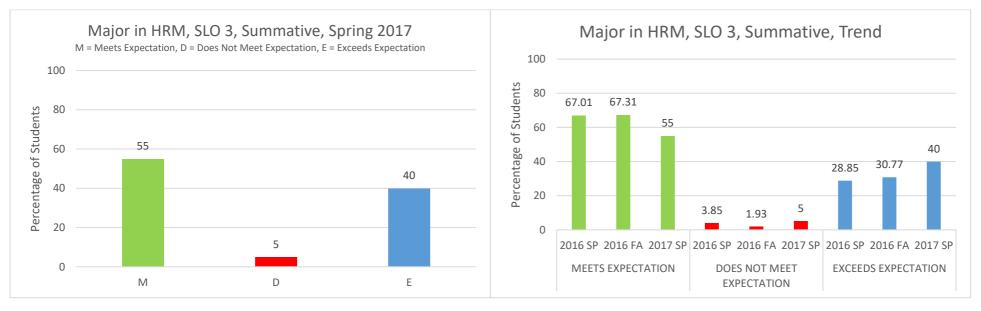


Figure HRM 9 Figure HRM 10

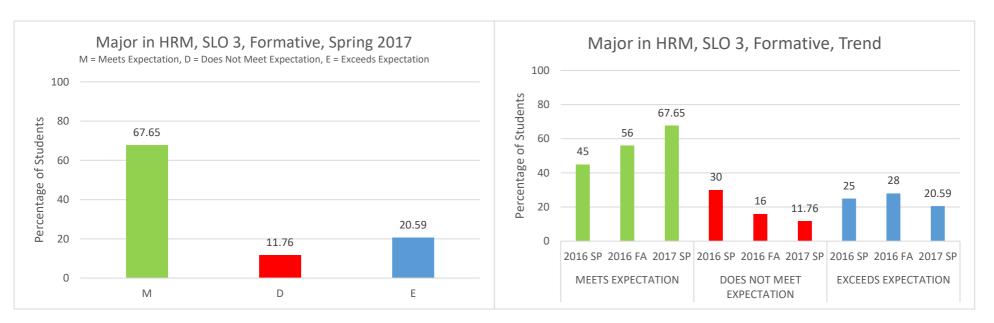


Figure HRM 11 Figure HRM 12

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation	Closing the Loop
4. Be familiar with	Summative:	Exit Assessment Test:	See Figures HRM 13	Target: 70% students should meet	NSU Career & Placement Center organized a
the application of	Exit Assessment Test,	Meets Expectation:	− 16 .	or exceed expectation.	seminar, "Winning & Road Show" for prospective
HRM functional	and Course	60% to 80%		_	future leaders by EBL. Mr. Monjurul Alam, Head
capabilities to select,	Embedded	Does Not Meet		Students met the target.	of HR of EBL, facilitated the session. He shared
recruit, motivate, and	Assessment	Expectation: <60%			valuable insights and real life experiences on the
retain employees.	(HRM480 group term	Exceeds Expectation:		Trend: We are very pleased with	ground to face real corporate. The speaker also
	projects)	>80%		students' performance in this	talked about professional CV writing, interview
	Formative:			area.	techniques and tips with HR and corporate
	Course Embedded	Course-Embedded			culture.
	Assessment	Assessment: Rubric #			
	(MGT351 group term	HRM.4.R.1			
	projects)				

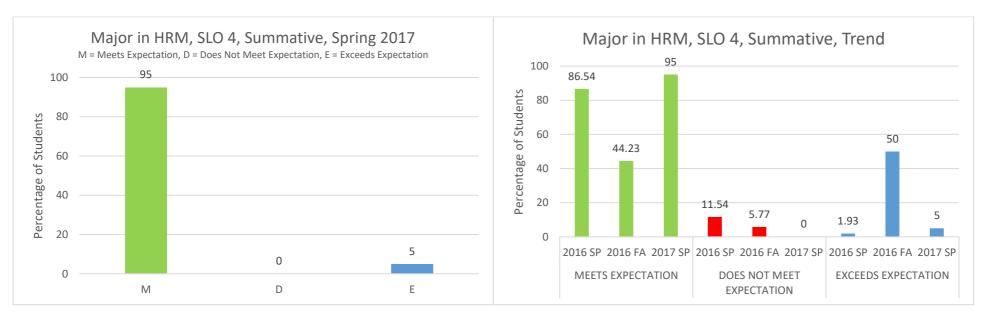


Figure HRM 13 Figure HRM 14

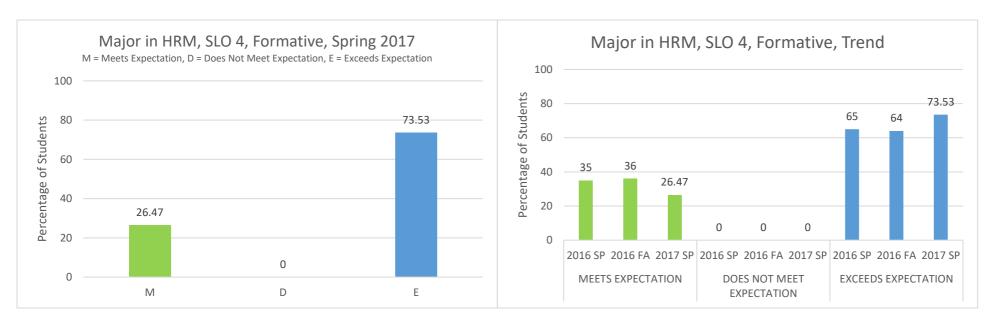


Figure HRM 15 Figure HRM 16

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	Courses have been standardized in terms of
understanding of	Exit Assessment Test,	Meets Expectation:	20.	meet or exceed expectation.	content, sequence of coverage, grading, use of text
compensation practices	and Course	60% to 80%			book and other learning resources.
and tools of benefit in	Embedded	Does Not Meet		Students met the target.	C
the context of	Assessment	Expectation: <60%			
Bangladesh, and are	(HRM480 group term	Exceeds Expectation:		Trend: Although students'	
able to demonstrate	projects)	>80%		performance is tremendous in	
application using	Formative:			the formative assessment with	
quantitative methods.	Course Embedded	Course-Embedded		increase in percentage of	
	Assessment	Assessment: Rubric #		students exceeding expectation,	
	(MGT351 group term	HRM.5.R.1		performance in summative	
	projects)			assessment is very alarming.	

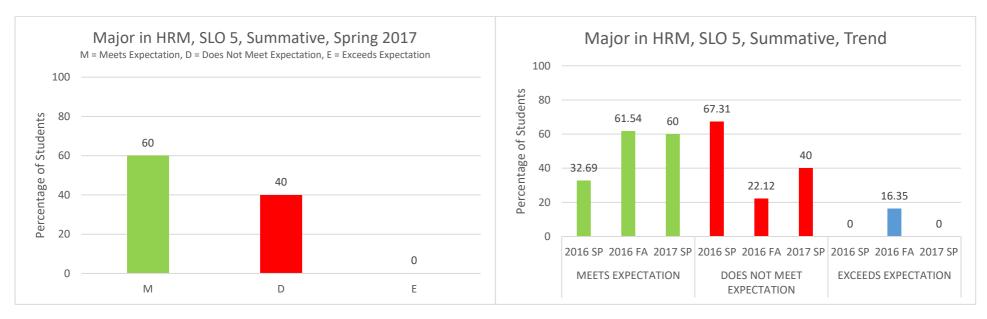


Figure HRM 17 Figure HRM 18

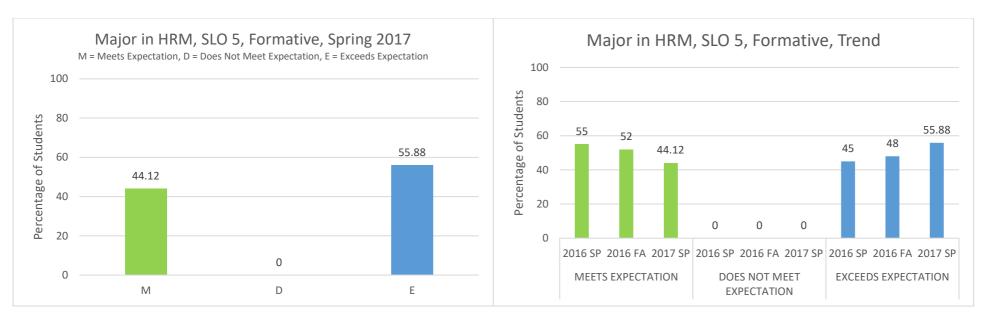


Figure HRM 19 Figure HRM 20

`Spring 2017 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 International Business Club
understanding of global	Assessment Test, and	expectations- 60% to 80%,	INB $1 - 4$.	meet and exceed the expectations	(NSUIBC) of North South
cultural knowledge through	Course-Embedded	Does Not Meet expectations-		of SLO1.	University organized an event called
a) the identification of major	Assessment (INB 480 group	< 60%, Meets expectations->			Globescope 2.0 "Breakthrough to
components of international	term projects)	80%.		Students met the target.	Excellence". The seminar was
business and b) explanation					organized with the objective to instill
of how cultural and national	Formative: Course-	Course-Embedded		Trend: Students performance has	an insight on the topic
differences affect the	Embedded Assessment (INB	Assessment: Rubric #		improved over the years	"INTERNATIONAL BUSINESS' to
conduct of business.	372 case studies)	INB.1.R.1 (formative), and			all the attendees. Speakers from
		rubric # INB.1.R.2			different multinational companies
		(summative)			such as MGH Group, Telenor Health
					and British American Tobacco took to
					the stage to discuss issues related to
					international business and share their
					own success stories.

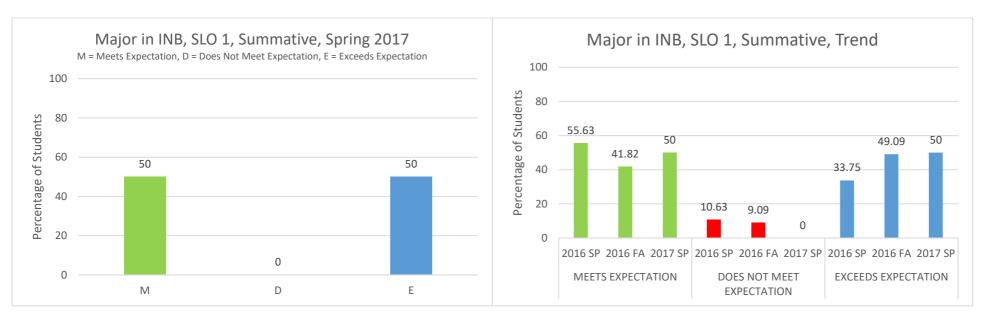


Figure INB- 1 Figure INB- 2

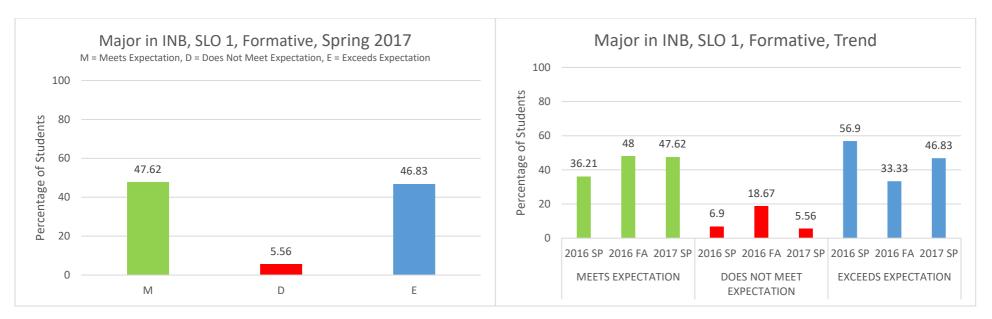


Figure INB- 3 Figure INB- 4

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	NSU organized DigiSkill Expo 2017, a two-
working knowledge	Assessment Test, and	Meets expectations-	INB $5 - 8$.	exceed the expectations of SLO2.	day digital innovation and entrepreneurship
in the area of	Course-Embedded	60% to 80%, Does		_	fest, to inspire the young minds into the world
marketing, finance	Assessment (INB 480	Not Meet		Students met the target.	of digitization. The event focused on Digital
and management	group term projects)	expectations-< 60/%,			Marketing, Information Systems, SME online
from a business		Meets expectations->		Trend: Student performance is improving over	startup and a detail ICT industry insight.
perspective in an	Formative: Course-	80%		time with an increase in percentage of students	
international	Embedded Assessment			exceeding expectations.	
context.	(INB 372 case studies)	Course-Embedded			
		Assessment: Rubric			
		# INB.2.R.1			

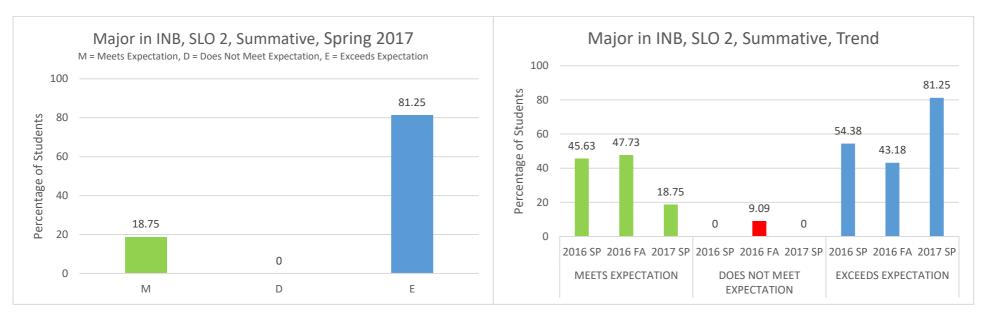


Figure INB- 5 Figure INB- 6

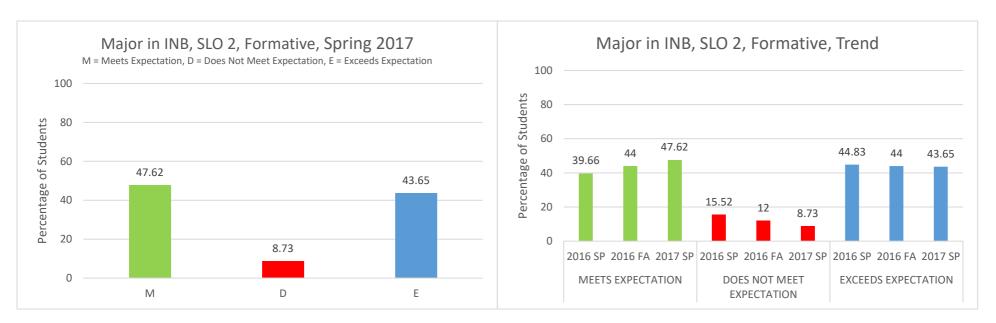


Figure INB- 7 Figure INB- 8

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 #		showing a positive trend with increase	
operations.	(INB 372 case studies)	INB.3.R.1		in percentage of students meeting and	
	·			exceeding expectations.	

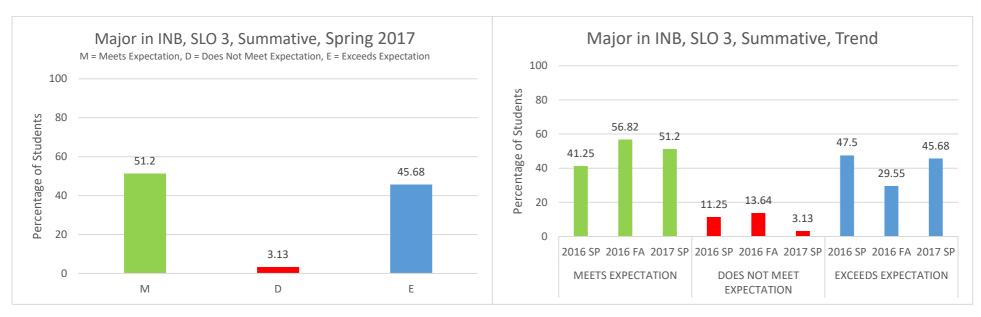


Figure INB- 9 Figure INB- 10

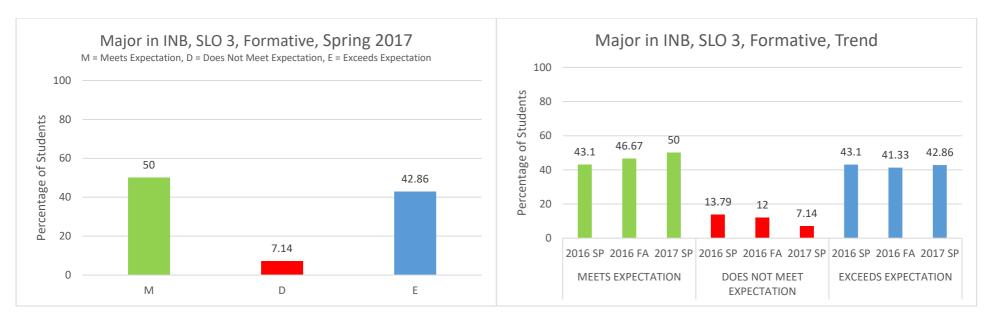


Figure INB- 11 Figure INB- 12

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	Course components are constantly reviewed
international	Assessment Test, and	Meets expectations- 60%	<i>−</i> 16.	and exceed the expectations of SLO3.	to ensure that students can continue to
competitiveness of	Course-Embedded	to 80%, Does Not Meet			critically identify problems and solve those
nations and their	Assessment (INB 480	expectations-< 60%, Meets		Students met the target.	using their knowledge of business studies
attractiveness for	group term projects)	expectations-> 80%.			
international				Trend: Students performance has	
business.	Formative: Course-	Course-Embedded		improved over the period.	
	Embedded Assessment	Assessment: Rubric #			
	(INB 372 case studies)	INB.4.R.1			

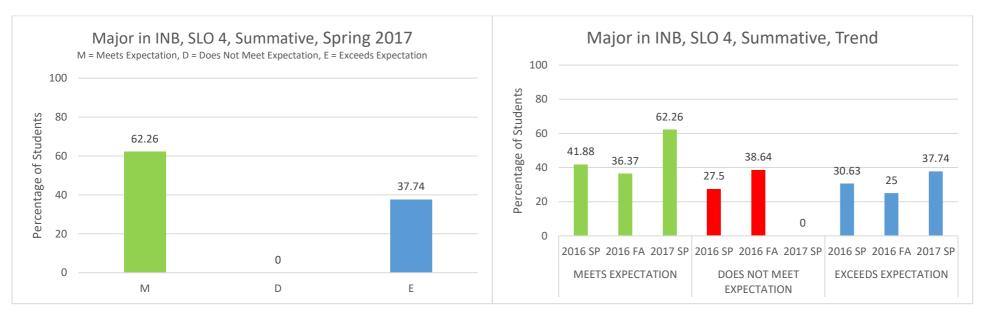


Figure INB- 13 Figure INB- 14

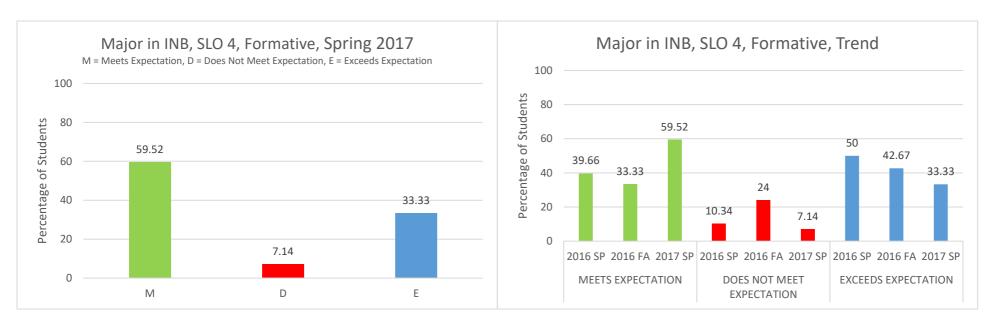


Figure INB- 15 Figure INB- 16

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	NSU organized an event, "The Art of
thinking skills to	Assessment Test, and	Meets expectations- 60%	INB $17 - 20$.	exceed the expectations of SLO5.	Compliance—Business in the 21st
ethically address	Course-Embedded	to 80%, Does Not Meet			Century" where the Managing Director
complex real-world	Assessment (INB 480	expectations-< 60%, Meets		Students failed to meet the target.	of British American Tobacco
international	group term projects)	expectations-> 80%.			Bangladesh was invited as the key
business.				Trend: Student performance is poor in this area.	speaker. He engaged with students in
	Formative: Course-	Course-Embedded		Although this year there is a decrease in	discussions on the importance of
	Embedded Assessment	Assessment: Rubric #		percentage of students not meeting expectation,	compliance.
	(INB 372 case studies)	INB.5.R.1		the area is still a matter of concern.	

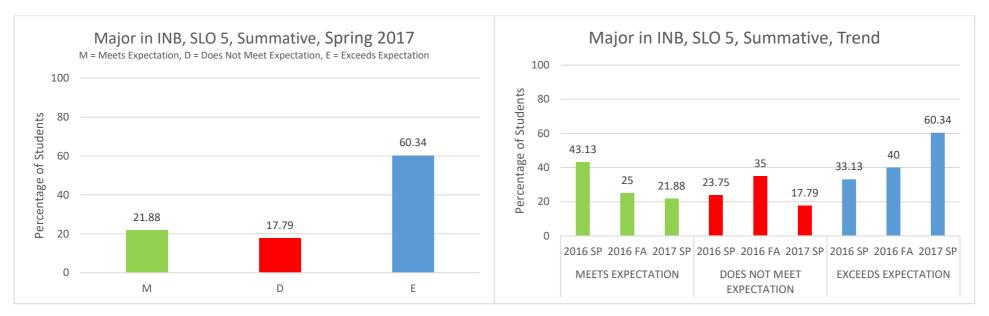


Figure INB- 17 Figure INB- 18

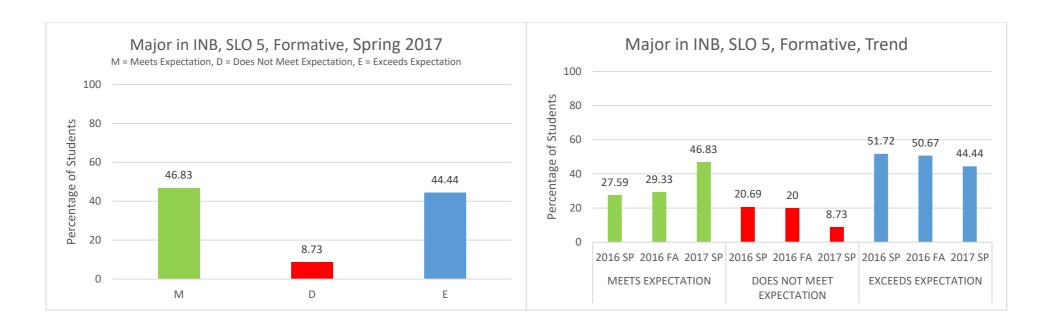


Figure INB- 19 Figure INB- 20xx

Spring 2017 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 components are constantly reviewed to
concepts and decision	Exit Assessment Test,	Meets Expectation:	4.	exceed expectation.	ensure that students can continue to critically
theories to use	and Course	60% to 80%			identify problems and solve those using their
enterprise information	Embedded	Does Not Meet		Students met the target.	knowledge of business studies
systems.	Assessment (MIS470	Expectation: <60%			
	group term projects)	Exceeds Expectation:		Trend: We are pleased with the	
		>80%		improving trend in the student	
	Formative:			performance.	
	Course Embedded	Course-Embedded			
	Assessment (MIS205	Assessment: Rubric #			
	group term projects)	MIS.1.R.1			

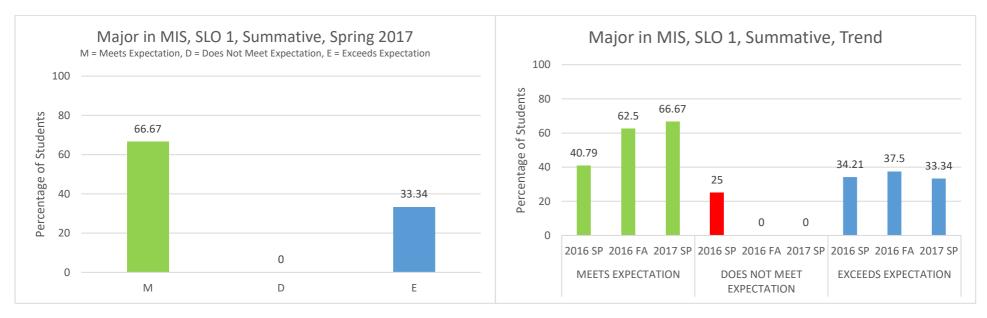


Figure MIS 1 Figure MIS 2

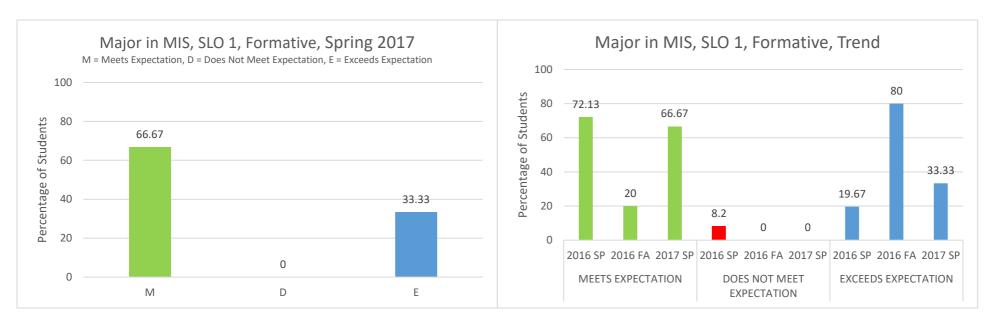


Figure MIS 3 Figure MIS 4

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	The practice to demonstrate the understanding
understanding about	Exit Assessment Test,	Meets Expectation:	8.	or exceed expectation.	on different application software and practically
systems theory,	and Course	60% to 80%			use them in solving specific problems was
systems analysis,	Embedded	Does Not Meet		Student met the target.	continued in the semester.
systems design and	Assessment (MIS470	Expectation: <60%			
project management.	group term projects)	Exceeds Expectation:		Trend: Students performance has	
		>80%		improved over time	
	Formative:				
	Course Embedded	Course-Embedded			
	Assessment (MIS205	Assessment: Rubric #			
	group term projects)	MIS.2.R.1			

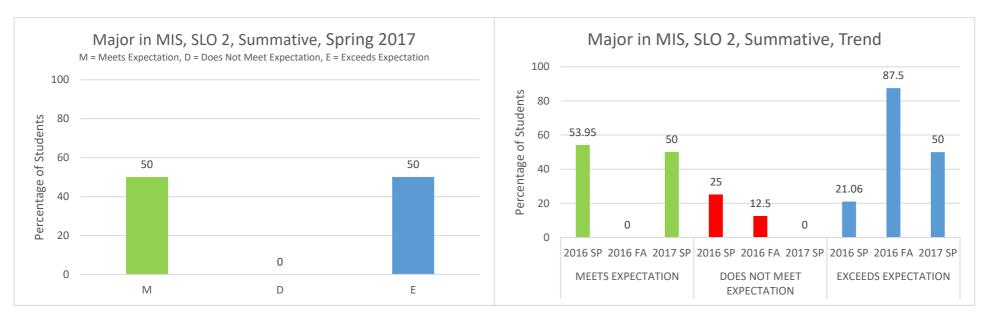


Figure MIS 5 Figure MIS 6

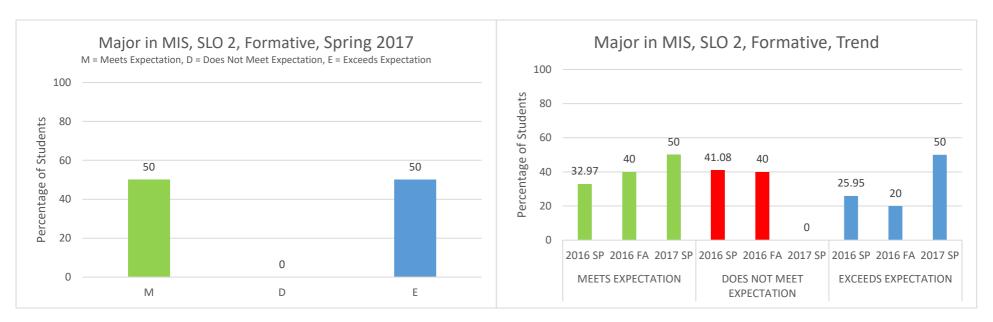


Figure MIS 7 Figure MIS 8

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	Courses have been standardized in terms of
knowledge on web-	Exit Assessment Test,	Meets Expectation:	Figures	expectation.	content, sequence of coverage, grading, use of
based information	and Course	60% to 80%	MIS 9 –		text book and other learning resources.
systems in business	Embedded	Does Not Meet	12.	Students did not meet the target in summative	Č
context.	Assessment (MIS470	Expectation: <60%		assessment.	
	group term projects)	Exceeds Expectation:			
		>80%		Trend: The high percentage of students not	
	Formative:			meeting expectation in the summative	
	Course Embedded	Course-Embedded		assessment is a matter of concern.	
	Assessment (MIS205	Assessment: Rubric #			
	group term projects)	MIS.3.R.1			

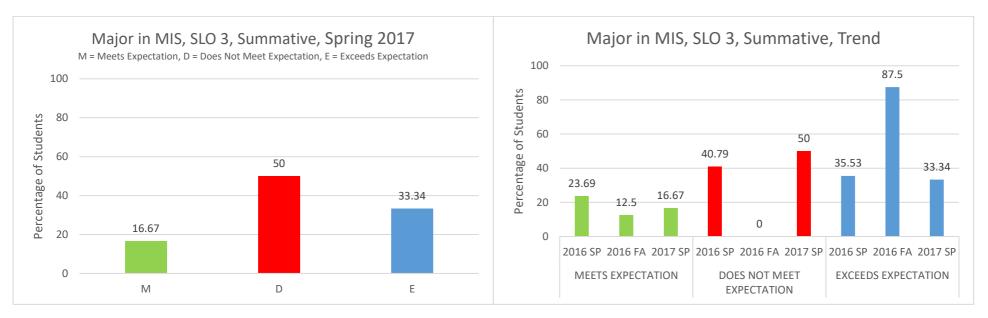


Figure MIS 9 Figure MIS 10

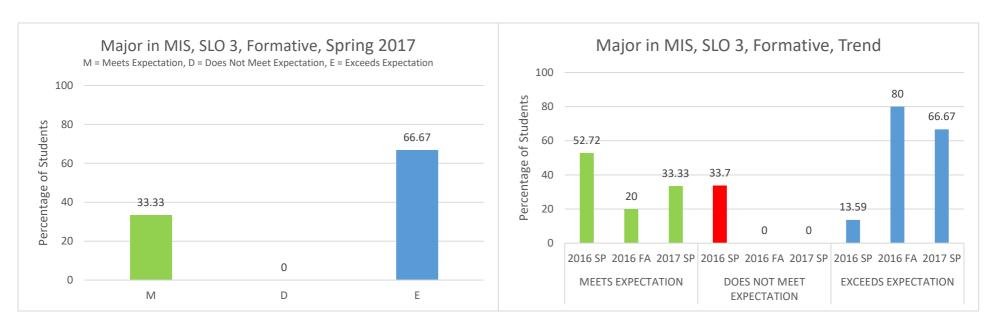


Figure MIS 11 Figure MIS 12

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation	Closing the Loop
4. Develop and implement information systems with the help of latest business tools.	Summative: Exit Assessment Test, and Course Embedded Assessment (MIS470 group term projects) Formative: Course Embedded Assessment (MIS205 group term projects)	Exit Assessment Test Meets Expectation: 60% to 80% Does Not Meet Expectation: <60% Exceeds Expectation: >80% Course-Embedded Assessment: Rubric # MIS.4.R.1	See Figures MIS 13 – 16.	Target: 80% students should meet or exceed expectation. Students failed to meet the target in the summative assessment. Trend: The high percentage of students not meeting expectation in the summative assessment is a matter of concern.	NSU organized DigiSkill Expo, a two-day digital innovation and entrepreneurship fest, to inspire the young minds into the world of digitization. The seminar was conducted by Honorable State Minister of Power, Energy and Mineral Resources, Member of Parliament; Mr. Nasrul Hamid followed by panel discussions with IT experts and youth inspirational speakers. The event focused on Digital Marketing, Information Systems, SME online startup and a detail ICT industry insight.
	group term projects)	MIS.4.R.1			

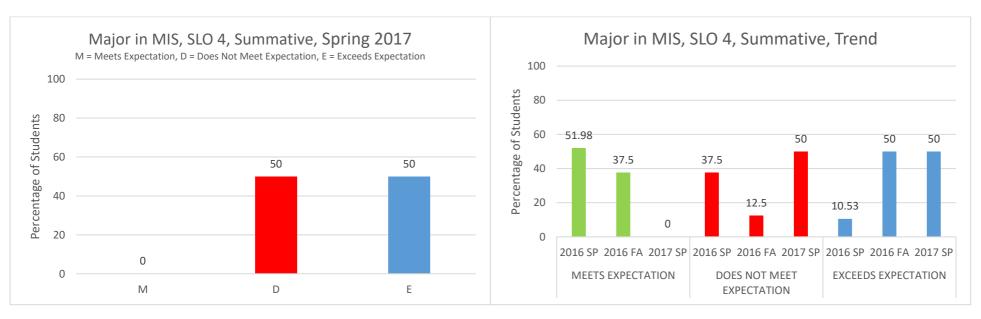


Figure MIS 13 Figure MIS 14

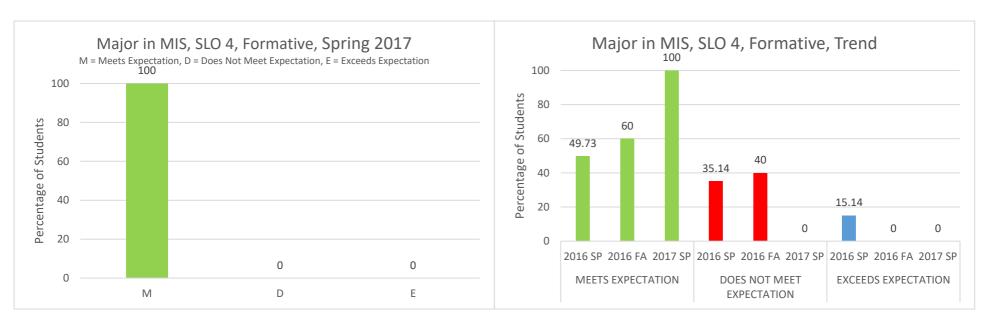


Figure MIS 15 Figure MIS 16

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	Courses have been standardized in terms of
familiarity about	Exit Assessment Test,	Meets Expectation:	Figures	expectation.	content, sequence of coverage, grading, use of
computer networks	and Course	60% to 80%	MIS 17		text book and other learning resources.
and security concepts.	Embedded	Does Not Meet	-20.	Students did not meet the target in summative	Č
	Assessment (MIS470	Expectation: <60%		assessment.	
	group term projects)	Exceeds Expectation:			
		>80%		Trend: The high percentage of students not	
	Formative:			meeting expectation in the summative assessment	
	Course Embedded	Course-Embedded		is a matter of concern.	
	Assessment (MIS205	Assessment: Rubric #			
	group term projects)	MIS.5.R.1			

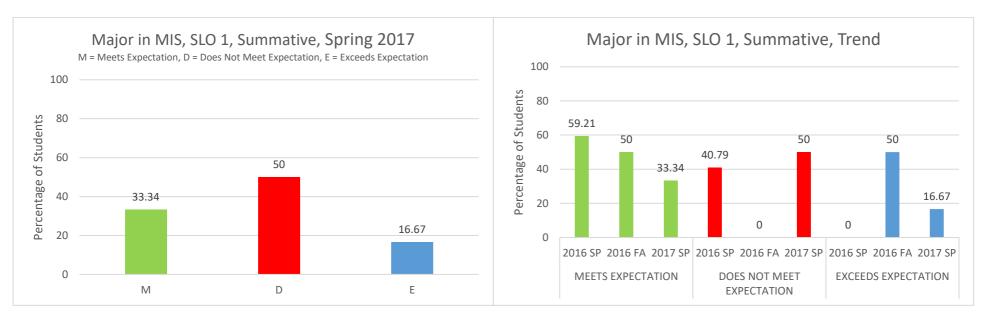


Figure MIS 17 Figure MIS 18

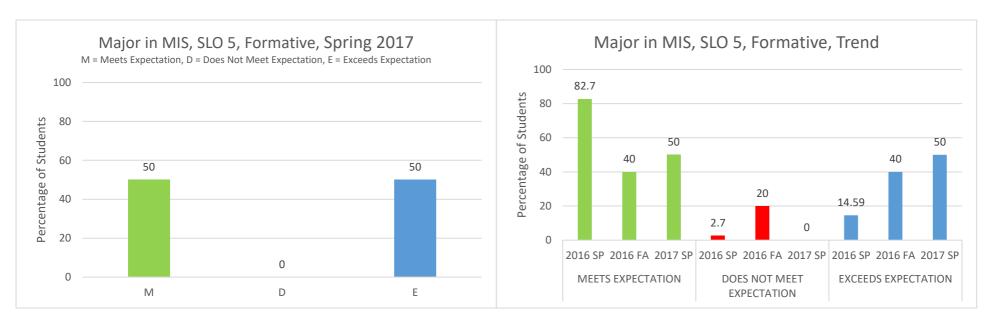


Figure MIS 19 Figure MIS 20

Spring 2017 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 has improved over time.	The Marketing Club of North South University (TMC) launched its event "#marketing V.2" with the aim of inviting creative digital marketing campaigns to solve business problems effectively.

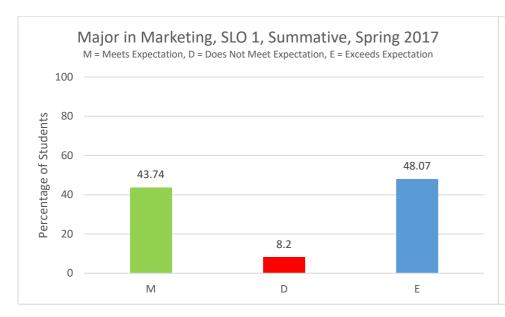




Figure MKT- 1 Figure MKT- 2

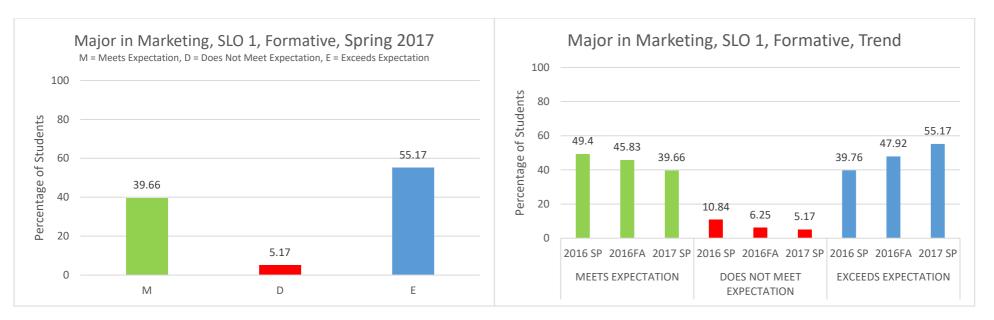


Figure MKT- 3 Figure MKT- 4

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	Ms. Khadija Rahman, Design
different areas of Marketing	Assessment Test, and	Expectations- 60% to 80%,	MKT $5 - 8$.	meet and exceed the expectations of	Consultant for Aarong, visited a
Communications.	Course-Embedded	Does Not Meet		SLO2	section of Brand Management course
	Assessment (MKT 460	Expectations-< 60%,		Students met the target.	to share her experience on branding.
	group term projects)	Exceeds expectations-> 80%		Students met tile target.	
	Formative: Course-	Course-Embedded		Trend: Student performance is	
	Embedded Assessment	Assessment: Rubric #		improving over time.	
	(MKT 337 group term	MKT.2.R.1			
	projects)				

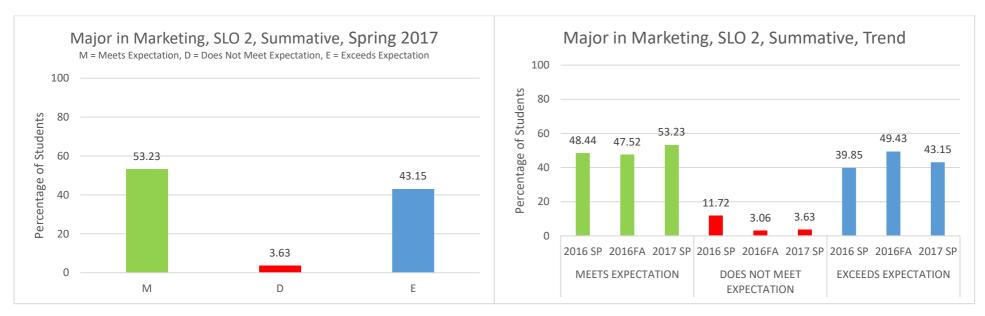


Figure MKT- 5 Figure MKT- 6

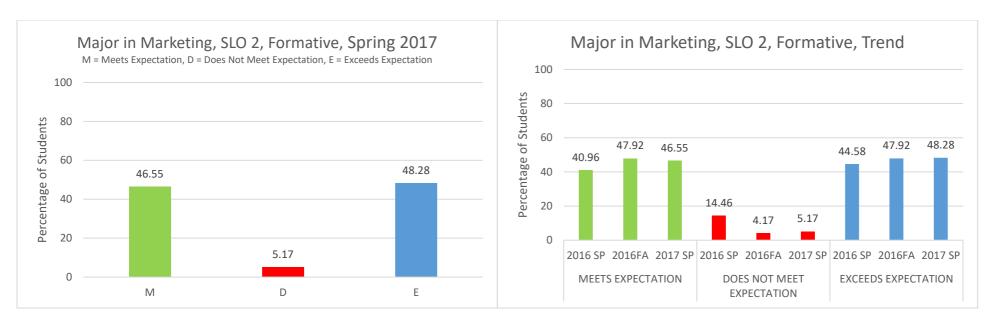


Figure MKT- 7 Figure MKT- 8

Student Learning Outcomes	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
3. Apply concepts of	<u>Summative</u> : - Exit	Exit Assessment Test: Meets	See Figures	Target- 75% of the students	Mr. Manas Paul, Associate Director at
consumer behavior to	Assessment Test, and	Expectations- 60% to 80%,	9 - 12.	should be able to meet and exceed	Asiatic EXP, was invited to speak to
develop marketing strategy.	Course-Embedded	Does Not Meet		the expectation of SLO3.	NSU SBE students. He spoke from his
	Assessment (MKT 460	Expectations-< 60%,			decade of experience spanning
	group term projects)	Exceeds Expectations->		Students met the target.	organizations such as Banglalink,
	Formative: Course-	80%.		_	Spellbound and Interspeed, and helped
	Embedded Assessment	Course-Embedded		Trend: Student has improved	students understand how theories learnt
	(MKT 337 group term	Assessment: Rubric #		over the period.	in class are applied in real life. His take
	projects)	MKT.3.R.1			on topics of STP and ATL/BTL
					promotions drew a lively participation
					from the students of Strategic Marketing
					(MKT 460).

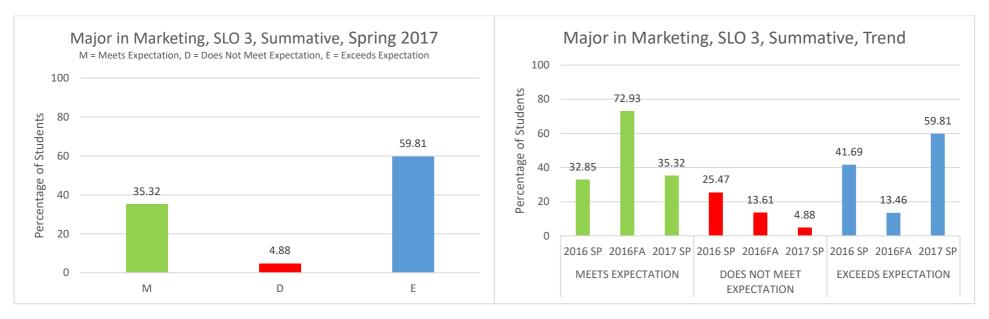


Figure MKT- 9 Figure MKT- 10

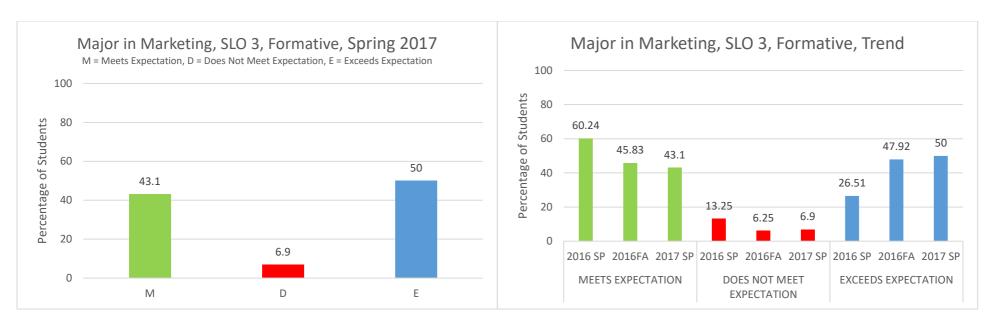


Figure MKT- 11 Figure MKT- 12

Student Learning Outcomes	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
4. Demonstrate skills to critically analyze a problem, design and implement appropriate solutions.	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.4.R.1 (formative), and rubric # MKT.4.R.2 (summative)	See Figures 13 – 16.	Target- 80% of the students should be able to meet and exceed the expectation of SLO4. Students met the target. Trend: Student performance is	Mr. Syed Ibrahim Sajeed, a specialist in pricing strategy from Grameenphone Limited, conducted a workshop on the topics of pricing and forecasting for students of MKT 460. The workshop focused heavily on practical applications and students learnt how to set the right price for products in a practical context and were shown how to come up with correct sales projections.
				improving over time.	

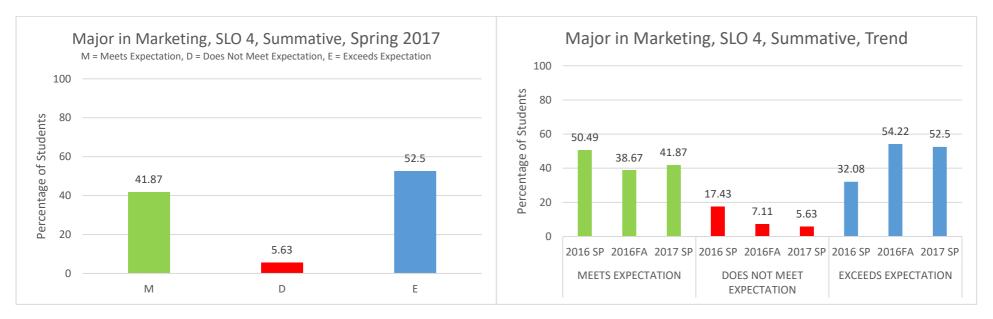


Figure MKT- 13 Figure MKT- 14

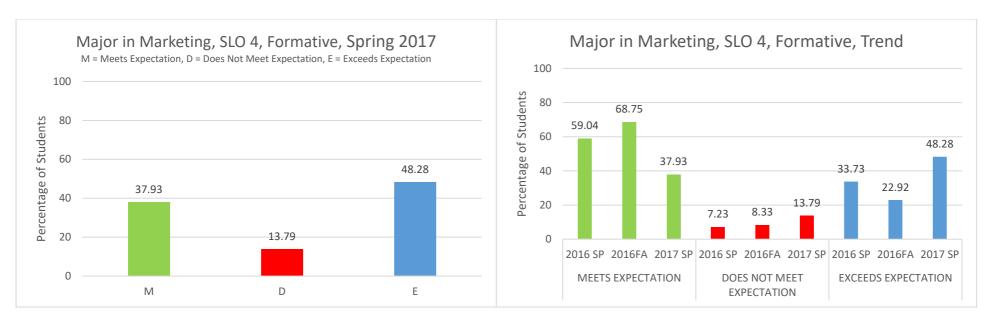


Figure MKT- 15 Figure MKT- 16

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	Mr. Shehzad Munim, Managing Director
on responsible and ethical	Test, and Course-Embedded	Expectations- 60% to 80%,	-20.	should be able to meet and	of British American Tobacco Bangladesh
marketing.	Assessment (MKT 460	Does Not Meet expectations-		exceed the expectation of	was invited to an event named "The Art
	group term projects)	< 60%, Exceeds		SLO5.	of Compliance—Business in the 21st
	Formative: Course-	Expectations-> 80%			Century" to talk about the importance of
	Embedded Assessment	Course-Embedded		Students did not meet the	compliance.
	(MKT 337 group term	Assessment: Rubric #		target.	
	projects)	MKT.5.R.1			
				Trend: Although students	
				could not meet the target there	
				is an improving trend in the	
				student performance in the	
				summative assessment.	
				Students' performance in	
				formative assessment is still	
				an area of concern.	

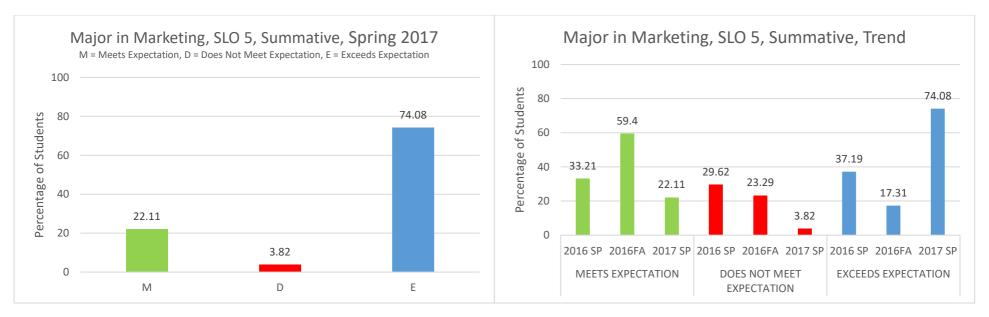


Figure MKT- 17 Figure MKT- 18

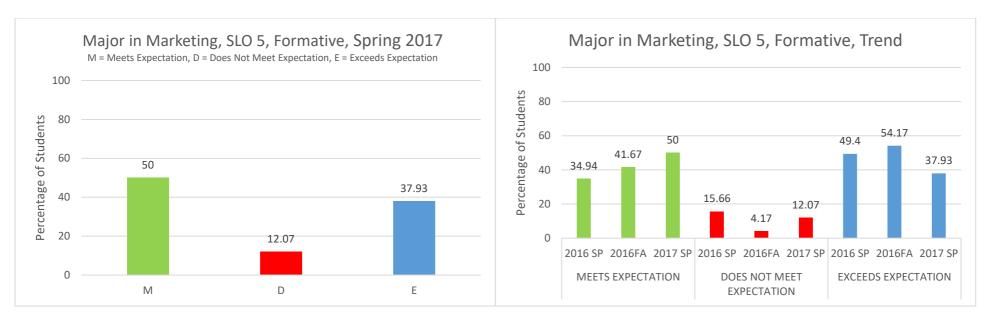
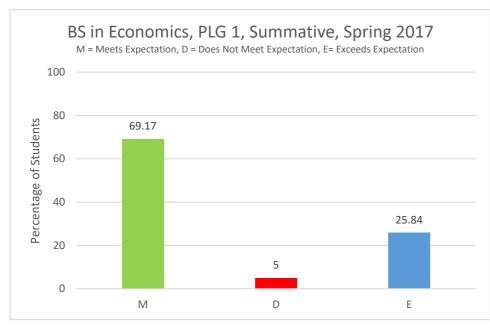


Figure MKT- 19 Figure MKT- 20

Spring 2017 Student Learning Assessment Report: BS in Economics

Program Learning Goal	Measure	Measurement Criteria	Result	Observation(s)	Closing the Loop
1. Knowledge of General	Summative: Exit	Exit Assessment Test:	Please see	Target: 65% students should	Course components are
Economic Theories and	Assessment Test, and	Meets Expectation 60% to	figures BSE	meet or exceed expectations.	constantly reviewed to ensure
Policies	Course-Embedded	80%, Does Not Meet	- 1 through		that students can continue to
	Assessment ECO 495	Expectation < 60%,	BSE-4.	Students met target.	critically identify problems and
	(Supervised Research	Exceeds Expectation >			solve those using their
	Paper) or ECO 499	80%.		Trend: Percentage of students	knowledge of business studies.
	(Thesis)			exceeding expectations has	
		Course-Embedded		increased over the years	
	Formative: ECO 303 and	Assessment: Rubric #		showing a good progress.	
	ECO 304 selected	BS.1.1.1.1			
	questions from final				
	exam.				



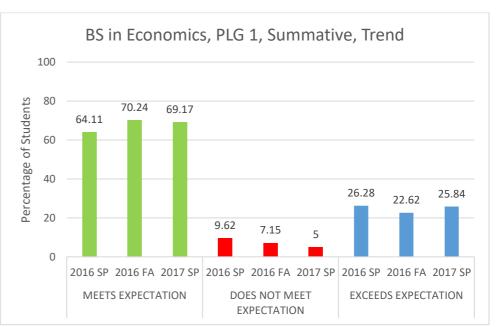


Figure BSE - 1 Figure BSE - 2

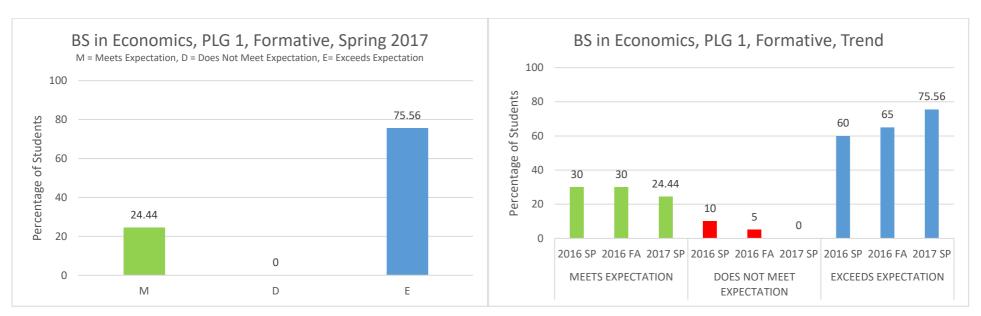


Figure BSE - 3 Figure BSE - 4

Program Learning						
Goal	Goal Measure		Result	Observation(s)	Closing the Loop	
2. Relevant Quantitative	Summative: Exit	Exit Assessment Test:	Please see	Target: 60% students should	Courses have been standardized in	
Skill Development for	Assessment Test, and	Meets Expectation 60% to	figures BSE	meet or exceed expectations.	terms of content, sequence of	
theoretical and empirical	Course-Embedded	80%, Does Not Meet	-5 through		coverage, grading, use of text book	
analyses.	Assessment ECO 495	Expectation < 60%,	BSE - 8.	Students met the target.	and other learning resources.	
	(Supervised Research	Exceeds Expectation >				
	Paper) or ECO 499 (Thesis)	80%.		Trend: The percentages of		
				students meeting and		
	Formative: ECO 303	Course-Embedded		exceeding expectations have		
	selected question from final	Assessment: Rubric #		increased over the years		
	exam, ECO 372 term	BS.2.1.1.1		showing a positive trend.		
	projects					

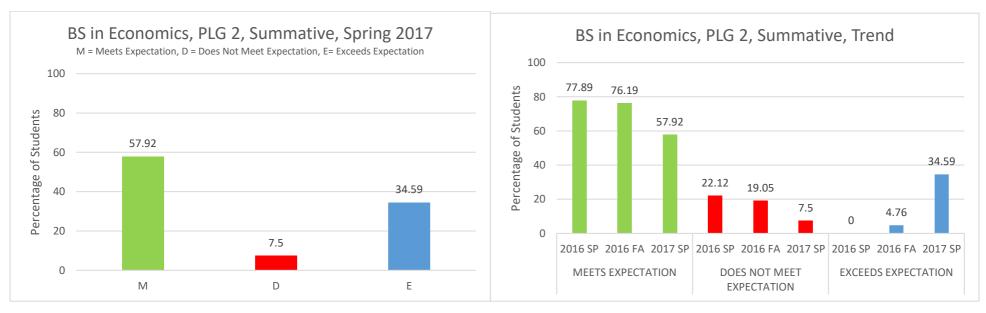


Figure BSE - 5 Figure BSE - 6

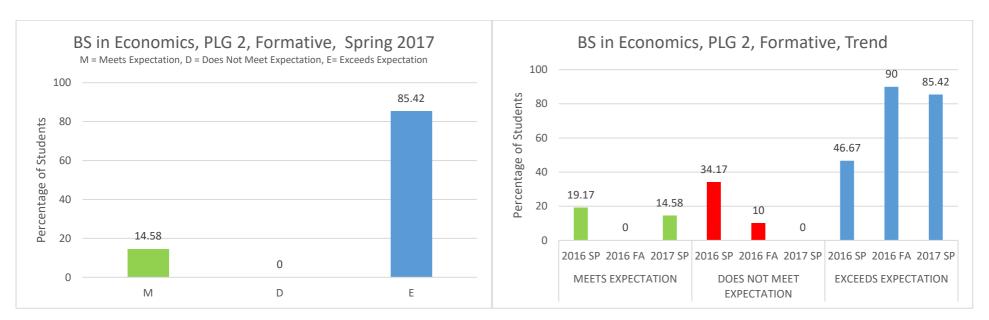


Figure BSE - 7 Figure BSE - 8

Program Learning Goal	Measure	Measurement Criteria	Result	Observation(s)	Closing the Loop
3. Research Skill	Summative: Exit	Exit Assessment Test:	Please see	Target: 60% students should	The Department of Economics is
Development	Assessment Test, and	Meets Expectation 60% to	figures BSE	meet or exceed expectations.	organizing a two-day long
	Course-Embedded	80%, Does Not Meet	– 9 through	_	Economics Conference on the
	Assessment ECO 495	Expectation < 60%,	BSE – 12.	Students met the target in	theme "Bangladesh toward Upper
	(Supervised Research	Exceeds Expectation >		formative assessment but not in	Middle Income Country Status:
	Paper) or ECO 499	80%.		summative assessment.	Challenges and Opportunities".
	(Thesis)				More than 40 papers were
		Course-Embedded		Trend: Students performance is	presented from different institutions
	Formative: ECO 372	Assessment: Rubric #		very poor in summative	at home as well as abroad. This
	term project.	BS.3.1.1.1		assessment. This is a major	gave students an opportunity to
				area of concern. However, the	know about different research
				performance in formative	papers and learn different research
				assessment has improved over	techniques.
				the year.	_
				-	

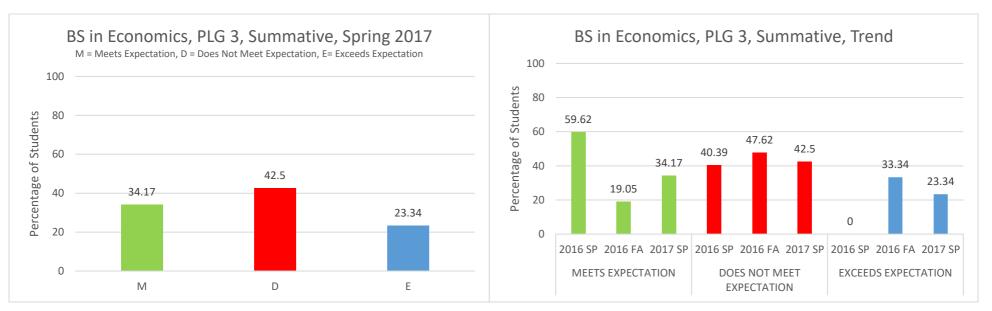


Figure BSE - 9 Figure BSE - 10

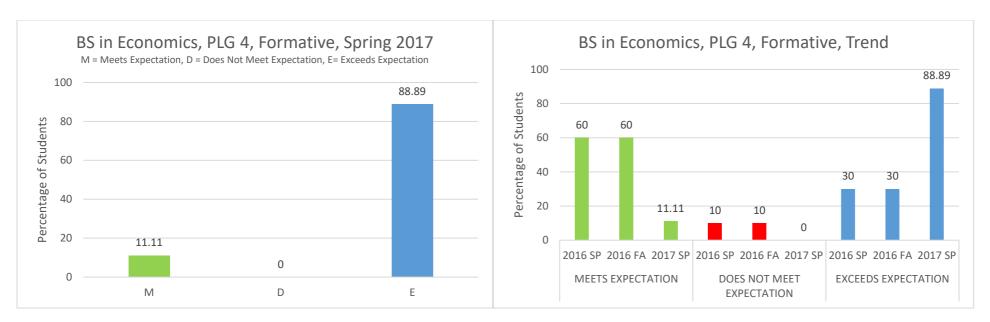


Figure BSE - 11 Figure BSE - 12

Program Learning Goal	Measure	Measurement Criteria	Result	Observation(s)	Closing the Loop
4. Communication Skill	Summative: Exit	Exit Assessment Test:	Please see	Target: 70% students should	NSU Career & Placement Center
Development	Assessment Test, and	Meets Expectation 60% to	figures BSE	meet or exceed target.	organized a seminar, "Winning" &
	Course-Embedded	80%, Does Not Meet	-13		Road Show for prospective future
	Assessment ECO 495	Expectation < 60%,	through	Students met target in	leaders by EBL. Mr. Monjurul
	(Supervised Research	Exceeds Expectation >	BSE – 16.	formative assessment but not	Alam, Head of HR of EBL,
	Paper) or ECO 499	80%.		in summative assessment.	facilitated the session. The speaker
	(Thesis)				talked about professional CV
		Course-Embedded		Trend: The percentage of	writing, interview techniques and
	Formative: ECO 304	Assessment: Rubric #		students not meeting	tips with HR and corporate culture.
	selected question from	BS.4.1.1.1		expectation in summative	
	final exam.			assessment has increased over	
				the years marking an area of	
				concern.	

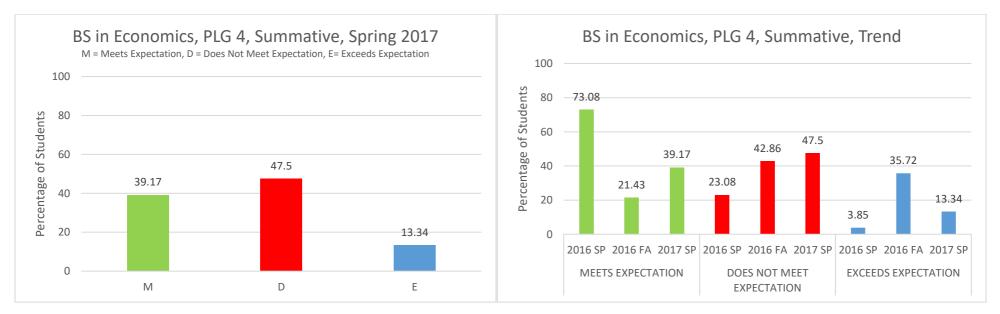


Figure BSE - 13 Figure BSE - 14

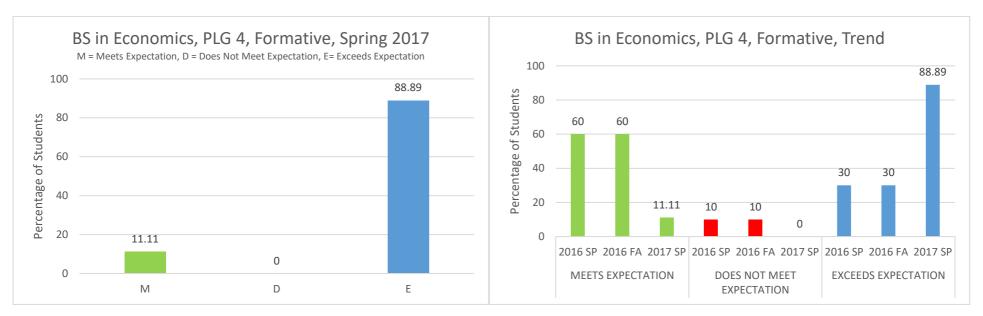


Figure BSE - 15 Figure BSE - 16

Program Learning Goal	Measure	Measurement Criteria	Result	Observation(s)	Closing the Loop
5. Critical Thinking and	Summative: Exit	Exit Assessment Test:	Please see	Target: 60% students should	Young Economists' Forum of
Analysis	Assessment Test, and	Meets Expectation 60%	figures	meet or exceed expectations.	Economics Department arranged
	Course-Embedded	to 80%, Does Not Meet	BSE – 17		EconFest 3.0 for the economics
	Assessment ECO 495	Expectation < 60%,	through	Students met the target.	students. This event provided a
	(Supervised Research Paper)	Exceeds Expectation >	BSE-20.		platform for aspiring economists to
or ECO 499 (Thesis)		80%.		Trend: Performance shows	share their thoughts and interact
				an improving trend. The	with some of country's finest
	Formative: ECO 303	Course-Embedded		percentages of students	economists.
	selected question from final	Assessment: Rubric #		meeting expectation and	
	exam.	BS.5.1.1.1		exceeding expectation in	
				formative assessment have	
				increased over the years.	

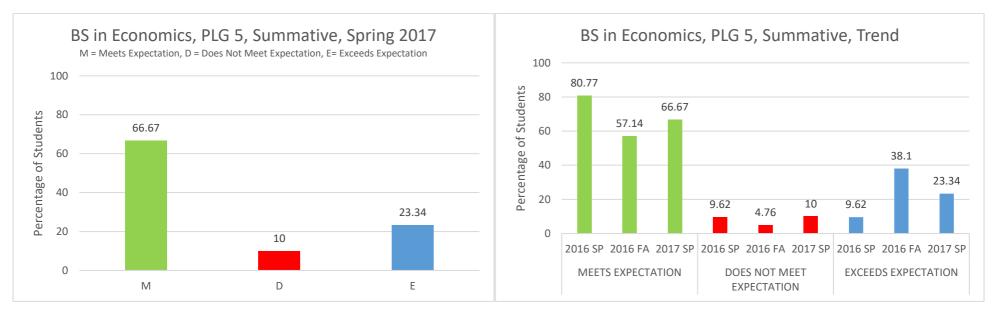


Figure BSE - 17 Figure BSE - 18

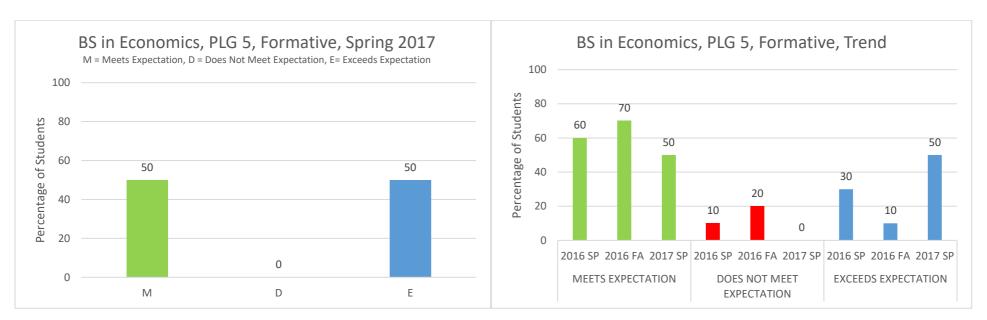
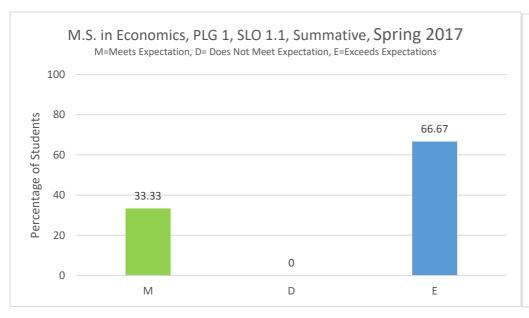


Figure BSE - 19 Figure BSE - 20

Spring 2017 Student Learning Assessment Report: MS in Economics

	Student					
Program	Learning		Measurement			
Learning Goal	Outcome	Measure	Criteria	Result	Observation(s)	Closing the Loop
1. Critical	1.1 Interpret and	Summative:	Rubric # MS.1.1.1.1	Please	Target: 60% students	Courses have been standardized in terms
thinking skills in	critically review	Course-Embedded		see	should meet or exceed	of content, sequence of coverage, grading,
relation to	articles in the	Assessment: ECO		figures	expectations.	use of text book and other learning
microeconomics,	economics	695 or ECO 699		MSE-1		resources.
macroeconomics	research	Literature Review		through	Students met the target.	
and econometrics	literature.	Section of Thesis or		MSE –		
		Research Papers		4.	Trend: Students	
					performance is very	
		Formative: ECO 502			good in this area.	
		final term paper			However the percentage	
					of students exceeding	
					expectation has	
					decreased over the year	
					and this should be	
					looked at.	



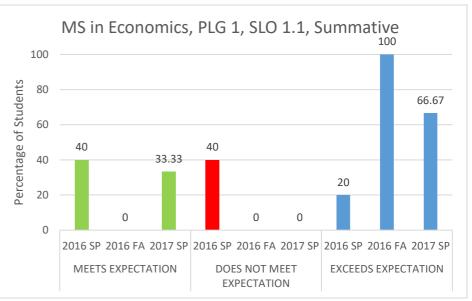


Figure MSE - 1 Figure MSE - 2

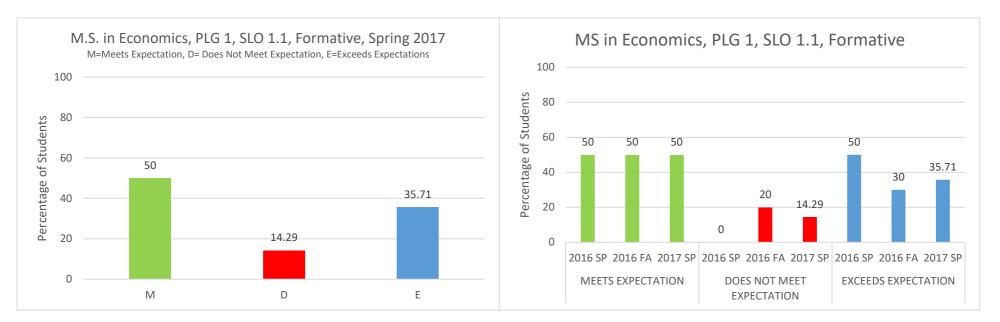
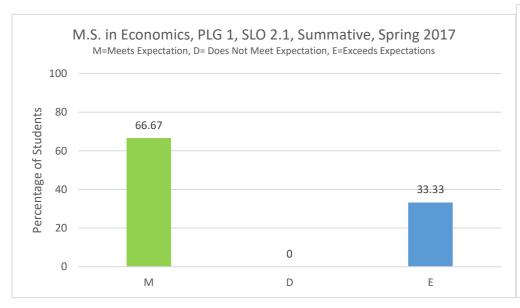


Figure MSE - 3 Figure MSE - 4

	Student					
Program	Learning		Measurement			
Learning Goal	Outcome	Measure	Criteria	Result	Observation(s)	Closing the Loop
2. Quantitative	2.1 Take a	Summative:	MS2.1.1.1	Please	Target: 60% students should	Young Economists' Forum of
analytical skills	rigorous,	Course-Embedded		see	meet or exceed expectations.	Economics Department arranged
in application of	quantitative	Assessment: ECO		figures		EconFest 3.0 for the economics students.
economics	approach to	695 or ECO 699		MSE-5	Students met the target.	This event provided a platform for
	economic	Literature Review		through		aspiring economists to share their
	problems.	Section of Thesis or		MSE - 8.	Trend: Performance shows an	thoughts and interact with some of
		Research Papers			improving trend. The	country's finest economists
					percentages of students meeting	
		Formative: ECO 502			expectation and exceeding	
		final examination.			expectation have increased over	
					the years.	



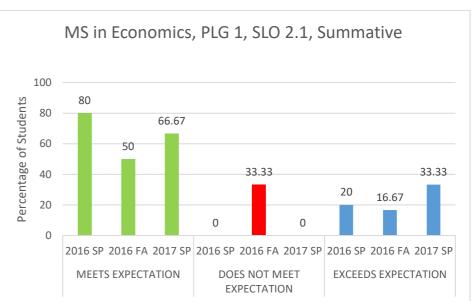


Figure MSE - 5 Figure MSE - 6

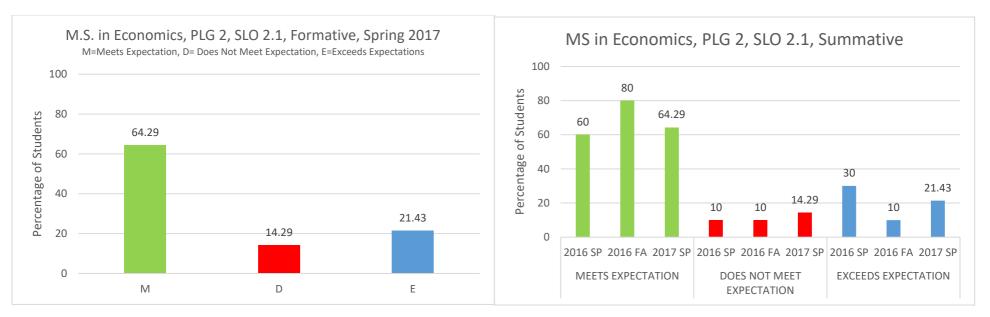


Figure MSE - 7 Figure MSE - 8

	Student					
Program	Learning		Measurement			
Learning Goal	Outcome	Measure	Criteria	Result	Observation(s)	Closing the Loop
2. Quantitative	2.2 Develop basic	Summative: ECO	MS.2.2.1.1	Please	Target: 60% students	Young Economists' Forum of Economics
analytical skills	research skills in	695 or ECO 699:		see	should meet or	Department arranged EconFest 3.0 for the
in application of	order to conduct	Economic modeling		figures	exceed expectations.	economics students. This event provided a
economics	research with	section of research		MSE-9	_	platform for aspiring economists to share
	minimal	papers or thesis.		and	Students met the	their thoughts and interact with some of
	supervision			MSE -	target.	country's finest economists
	_			10		
					Trend: Percentage of	
					students exceeding	
					expectation has	
					increased over the	
					years showing an	
					improving trend.	

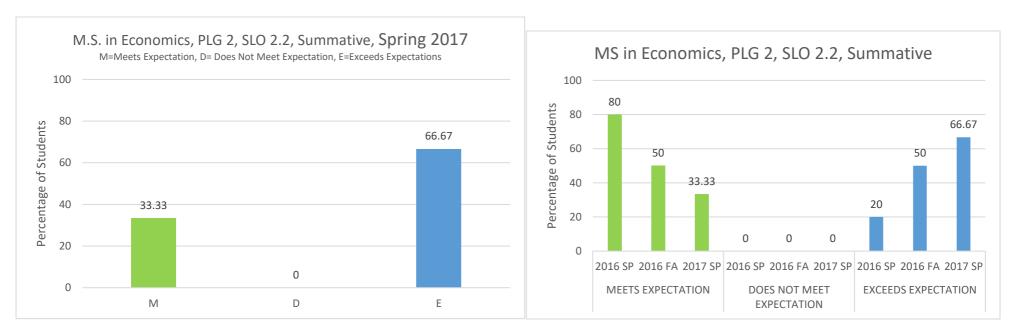
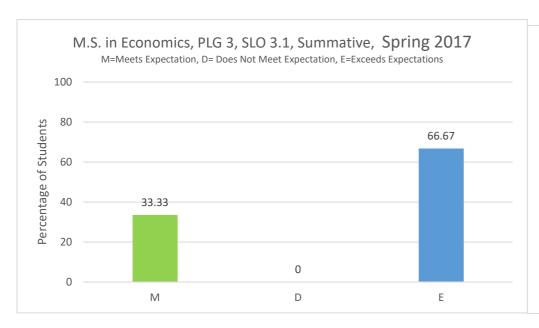


Figure MSE - 9 Figure MSE - 10

_	Student					
Program	Learning	3.6	Measurement	D 14		
Learning Goal	Outcome	Measure	Criteria	Result	Observation(s)	Closing the Loop
3. Problem	3.1 Use economic	Summative: ECO	MS.3.1.1.1	Please	Target: 60% students should	Economics Department organized a
solving skills for	principles,	695 or ECO 699:		see	meet or exceed expectations.	seminar where a Professor from
economic and	theories and	Economic modeling		figures		Rutgerts Business School, USA
business decision	models to	section of research		MSE –	Students met the target.	presented a paper titled "Bangladesh
making in public	analyze and	papers or thesis		11		Pharmaceutical Industry: Challenges
and private	explain how			through	Trend: Percentage of	for Sustainable Growth".
sectors	decisions are	Formative: ECO 503		MSE -	students exceeding	
	made by	final Exam or ECO		14	expectation has increased	
	individuals,	504 final exam.			over the years showing a	
	organizations and				positive trend in students'	
	societies.				performance. However, in	
					formative assessment there	
					is also an increasing trend in	
					the percentage of students	
					not meeting expectations and	
					this should be looked at.	



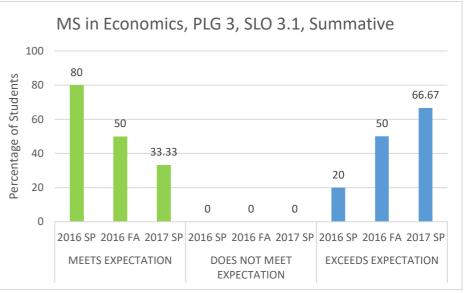


Figure MSE - 11 Figure MSE - 5

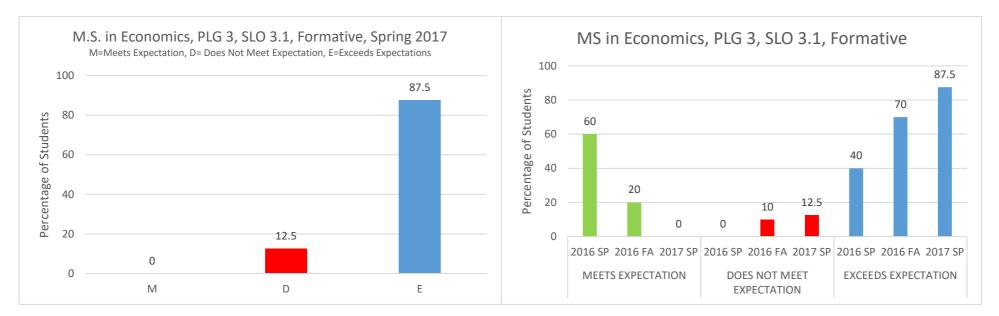
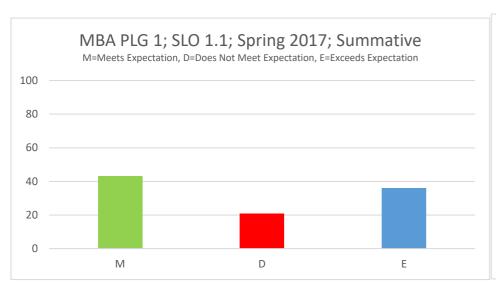


Figure MSE - 6 Figure MSE - 14

Spring 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: Although students did not meet target in summative assessment it is showing a positive trend. The percentages of students meeting expectation in both summative and formative assessment are increasing; This shows student performance is improving over time.	NSU Career & Placement Center organized a seminar, "Winning & Road Show" for prospective future leaders by EBL. Mr. Monjurul Alam, Head of HR of EBL, facilitated the session. The speaker talked about professional CV writing, interview techniques and tips with HR and corporate culture.



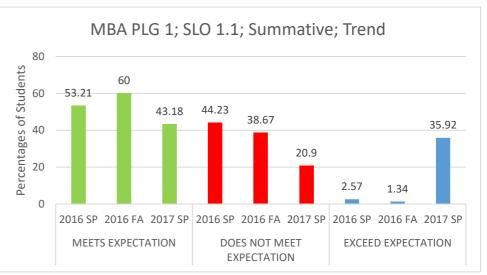


Figure MBA - 1 Figure MBA - 2

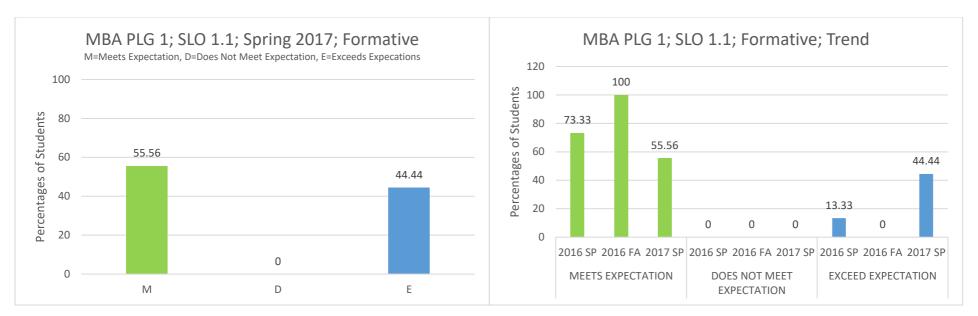
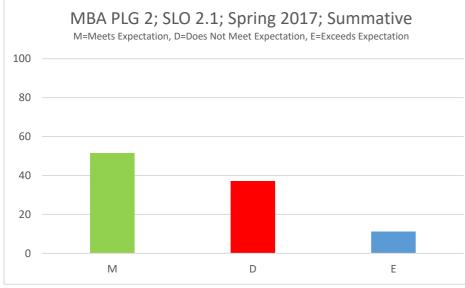


Figure MBA - 3 Figure MBA - 4

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. However performance in formative assessment has improved over time with an increase in percentage of students exceeding expectations.	NSU MBA Club organized seminar on "Leadership Insights: Entrepreneurs' Secrets' for students.



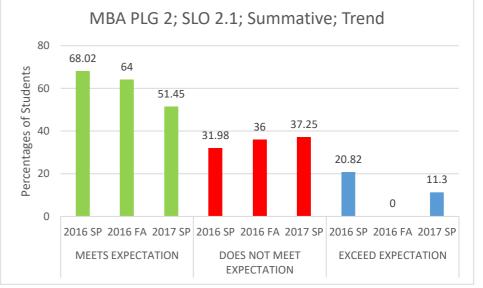


Figure MBA - 5 Figure MBA - 6

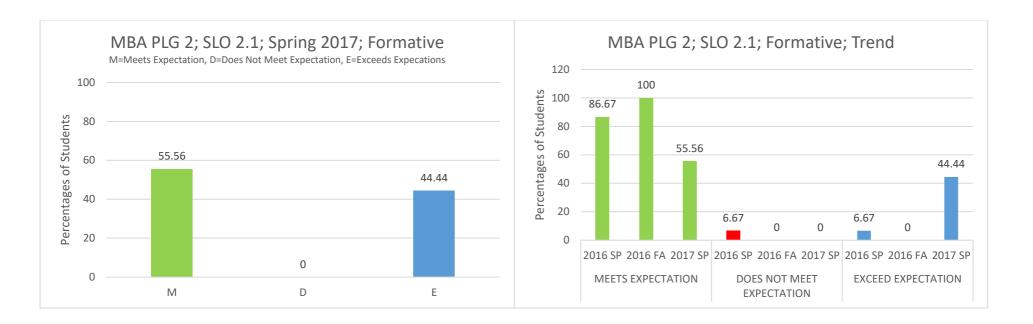


Figure MBA - 7 Figure MBA - 8

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: Student performance in summative assessment is very poor. However performance in formative assessment has improved over time with an increase in percentage of students exceeding expectations.	NSU MBA Club organized a seminar on "Leadership Insights: Entrepreneurs' Secrets' for students.

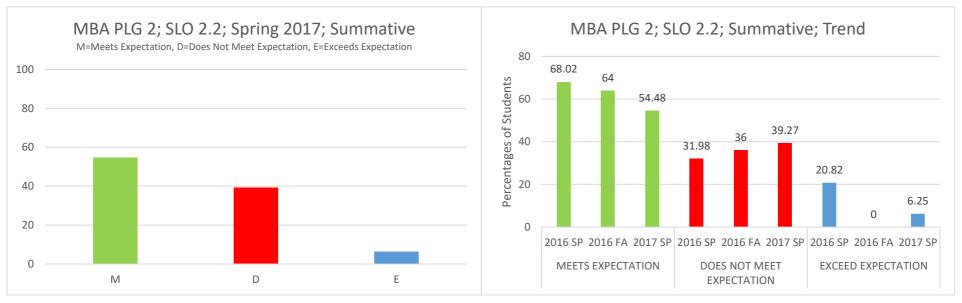


Figure MBA - 9 Figure MBA - 10

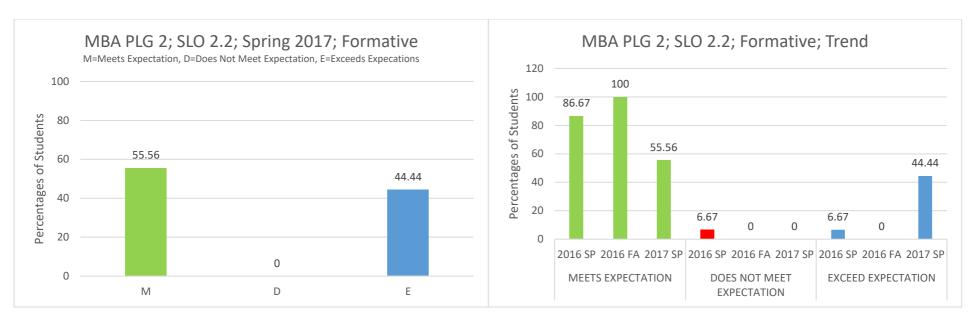


Figure MBA - 11 Figure MBA - 12

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. However performance in formative assessment has improved over time with an increase in percentage of students exceeding expectations.	Courses have been standardized in terms of content, sequence of coverage, grading, use of text book and other learning resources.

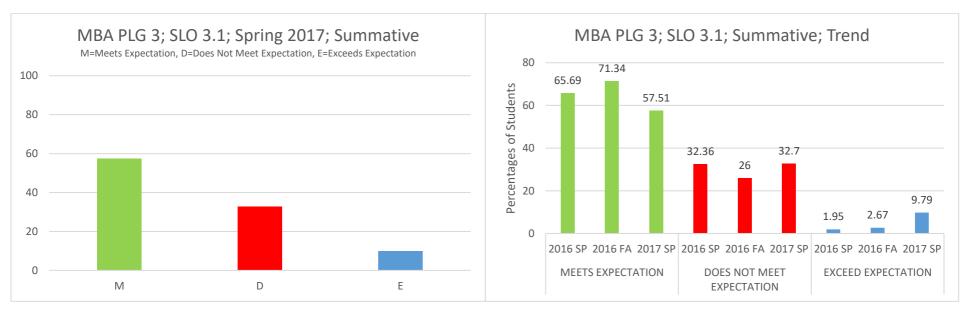


Figure MBA - 13 Figure MBA - 14

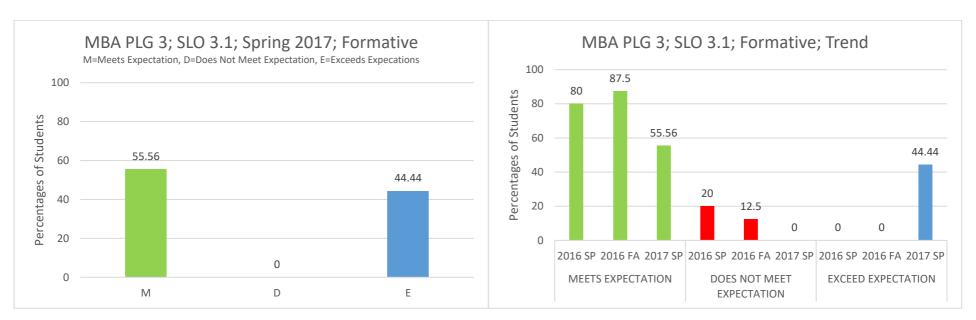


Figure MBA - 15 Figure MBA - 16

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 is inconsistent.	Courses have been standardized in terms of content, sequence of coverage, grading, use of text book and other learning resources.

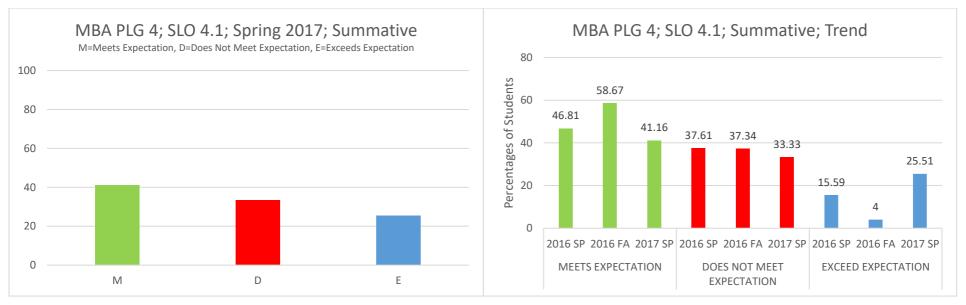


Figure MBA - 17 Figure MBA - 18

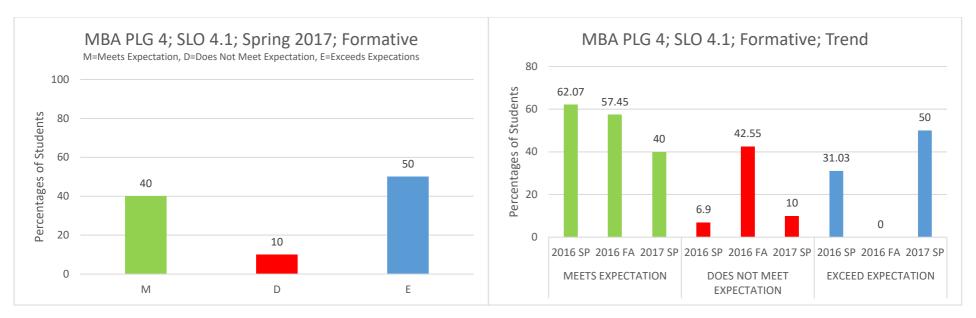


Figure MBA - 19 Figure MBA - 20

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 deteriorating over time and is an area of high concern.	NSU Ethics club organizes different seminars to make students aware about ethical standards.

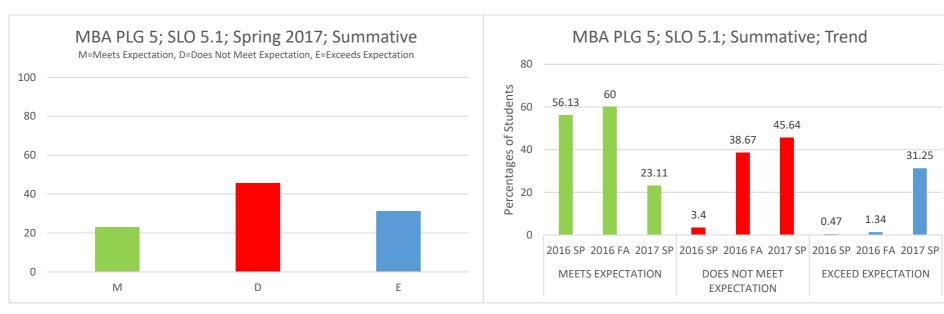


Figure MBA - 21

Figure MBA - 22

Spring 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	See	Target: 80% students	NSU Career & Placement Center
Communications	effectively	Assessment Test	Meets Expectation:	Figures	should meet or, exceed	organized a seminar, "Winning" &
	toward	and Course-	60% -80%; Does Not	EMBA –	expectation.	Road Show for prospective future
	achieving	Embedded	Meet Expectation <	1		leaders by EBL. Mr. Monjurul Alam,
	managerial	Assessment (EMB	60%; Exceeds	through	Students met the target.	Head of HR of EBL, facilitated the
	objectives.	690 final term	Expectation> 80%	EMBA -		session. The speaker talked about
		project)		4	Trend: Student	professional CV writing, interview
			Course-Embedded		performance has improved	techniques and tips with HR and
		Formative: Course-	Assessment: Rubric #		over time.	corporate culture.
		Embedded	EM.1.1.1.1			
		Assessment (EMB				
		650 final term				
		project)				

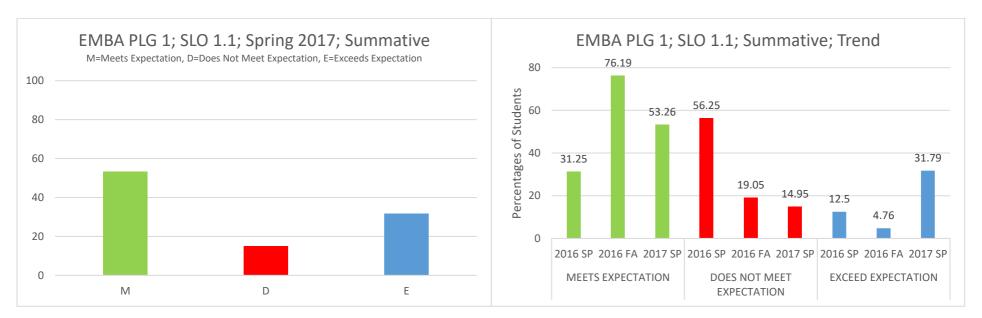


Figure EMBA - 1 Figure EMBA - 2

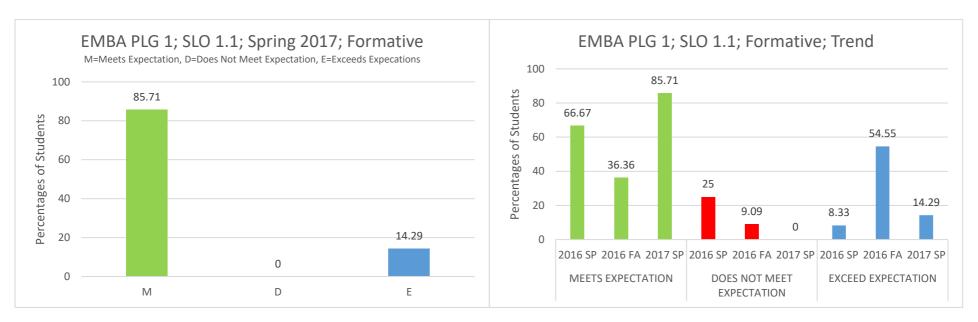


Figure EMBA - 3 Figure EMBA - 4

	Student					
Program	Learning		Measurement			
Learning Goal	Outcome	Measure	Criteria	Result	Observation(s)	Closing the Loop
2. Critical	2.1 Apply	Summative: Exit	Assessment Tests	See	Target: 80% students	NSU MBA Club organized a seminar on
Thinking and	appropriate	Assessment Test and	Meets Expectation:	Figures	should meet or, exceed	"Leadership Insights: Entrepreneurs'
Decision	analytic	Course-Embedded	60% -80%; Does Not	EMBA –	expectation.	Secrets' for students.
Making	framework to	Assessment (EMB	Meet Expectation <	5		
	solving	690 final term	60%; Exceeds	through	Students met the target.	
	management	project)	Expectation> 80%	EMBA -		
	problems, and			8	Trend: Student	
	developing of	Formative: Course-	Course-Embedded		performance has	
	integrative	Embedded	Assessment: Rubric #		improved over time.	
	managerial	Assessment (EMB	EM.2.1.1.1			
	solutions.	650 final term				
		project)				

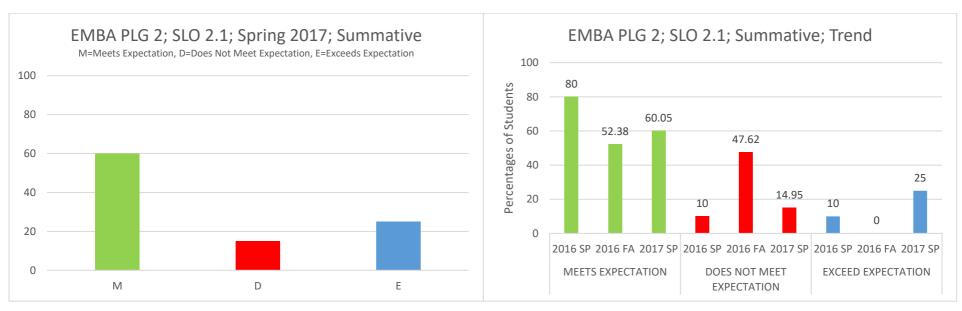


Figure EMBA - 5 Figure EMBA - 6

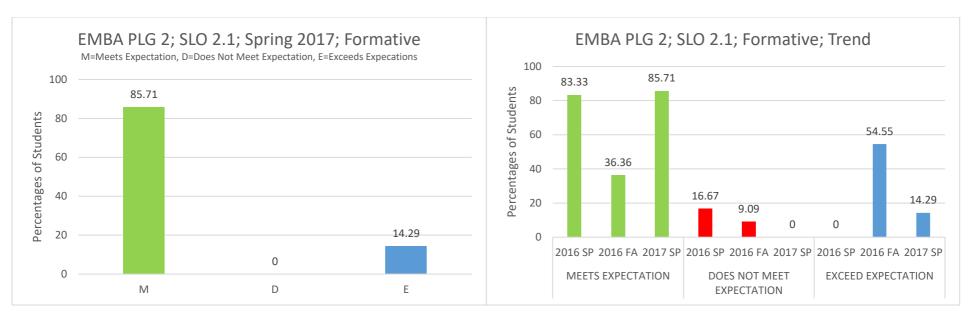


Figure EMBA - 7 Figure EMBA - 8

	Student					
Program	Learning		Measurement			
Learning Goal	Outcome	Measure	Criteria	Result	Observation(s)	Closing the Loop
2. Critical	2.2 Determine	Summative: Exit	Assessment Tests	See	Target: 80% students	NSU MBA Club organized a seminar
Thinking and	relevant	Assessment Test and	Meets Expectation:	Figures	should meet or, exceed	on "Leadership Insights: Entrepreneurs'
Decision	decision	Course-Embedded	60% -80%; Does Not	EMBA –	expectation.	Secrets' for students.
Making	criteria and	Assessment (EMB	Meet Expectation <	9		
	alternatives,	690 final term	60%; Exceeds	through	Students met the target.	
	and identify	project)	Expectation> 80%	EMBA -		
	the optimal			12	Trend: Student	
	solution.	Formative: Course-	Course-Embedded		performance has improved	
		Embedded	Assessment: Rubric #		over the period.	
		Assessment (EMB	EM.2.1.1.1			
		650 final term				
		project)				

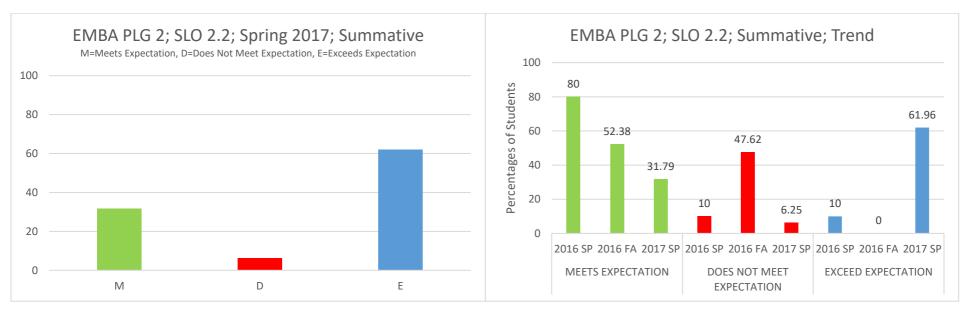


Figure EMBA - 9 Figure EMBA - 10

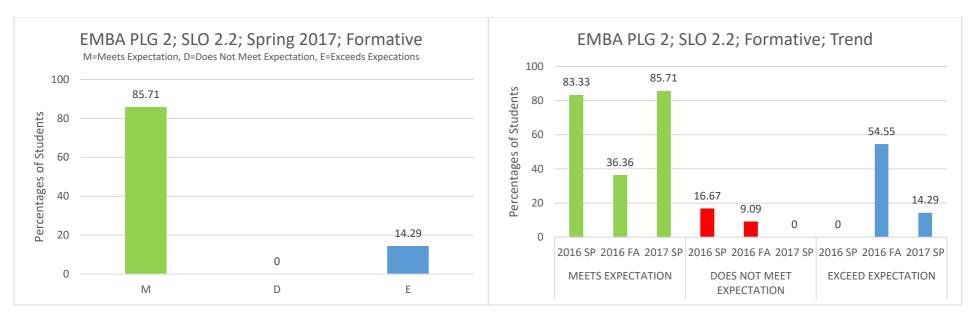


Figure EMBA - 11 Figure EMBA - 12

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

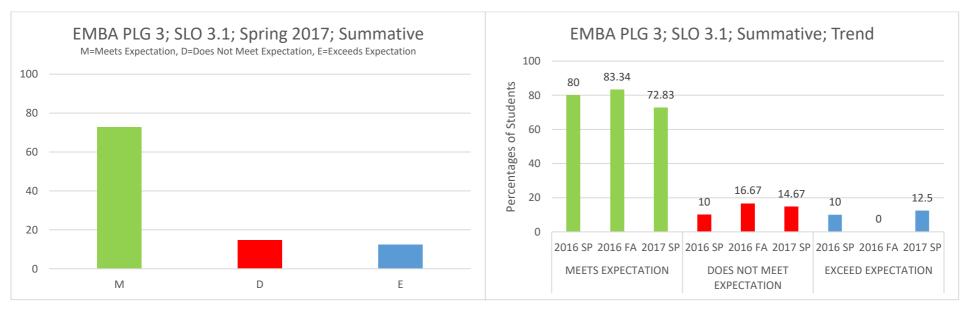


Figure EMBA - 13 Figure EMBA - 14

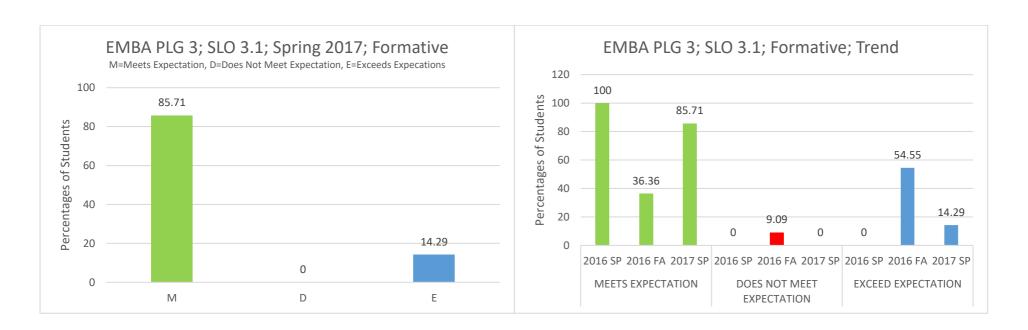


Figure EMBA - 15 Figure EMBA - 16

	Student					
Program	Learning		Measurement			
Learning Goal	Outcome	Measure	Criteria	Result	Observation(s)	Closing the Loop
4. Global	4.1 Augment	Summative: Exit	Assessment Tests	See	Target: 80% students	Courses have been standardized in terms of
Perspective	business	Assessment Test and	Meets Expectation:	Figures	should meet or,	content, sequence of coverage, grading, use
	decisions with	Course-Embedded	60% -80%; Does Not	EMBA –	exceed expectation.	of text book and other learning resources.
	global considerations.	Assessment (EMB 690 final term project)	Meet Expectation < 60%; Exceeds Expectation> 80%	17 through EMBA - 20	Students failed to meet the target in the formative assessment.	
		Formative: Course- Embedded Assessment (EMB 670 final term project)	Course-Embedded Assessment: Rubric # EM.4.1.1.1		Trend: Student performance in formative assessment is deteriorating over time and is an area of high concern.	

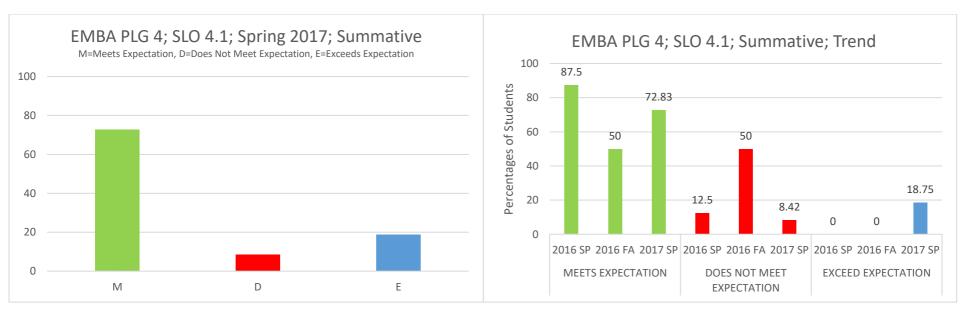


Figure EMBA - 17 Figure EMBA - 18

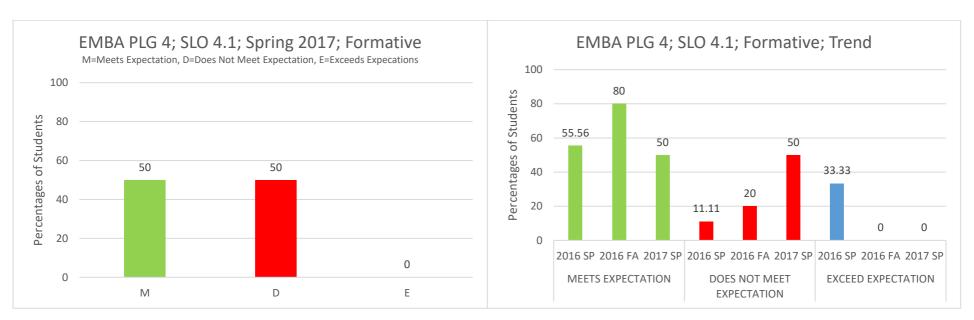


Figure EMBA - 19 Figure EMBA - 20

	Student					
Program	Learning		Measurement			
Learning Goal	Outcome	Measure	Criteria	Result	Observation(s)	Closing the Loop
5. Ethical	5.1 Evaluate and	Summative: Exit	Assessment Tests	See	Target: 80% students	NSU Ethics club organizes different
considerations	articulate ethical	Assessment Test and	Meets Expectation:	Figures	should meet or, exceed	seminars to make students aware
	considerations in	Course-Embedded	60% -80%; Does Not	EMBA -	expectation	about ethical standards.
	managerial	Assessment (EMB	Meet Expectation <	21 and	Charles much the toward	
	decision making	690 final term	60%; Exceeds	EMBA -	Students met the target	
	and in enterprise	project)	Expectation> 80%	22	Trend: Student's	
	management.				performance has improved	
			Course-Embedded		over the last period.	
			Assessment: Rubric #			
			EM.5.1.1.1			

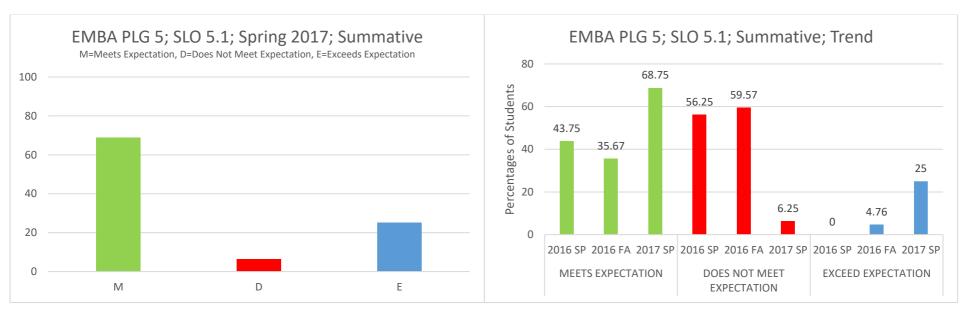


Figure EMBA - 21 Figure EMBA - 22

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