



AMITY UNIVERSITY

UTTAR PRADESH

Summary of Achievement of Intended Student Learning Outcomes

Institution	AMITY UNIVERSITY UTTAR PRADESH
Academic Business Unit	FACULTY OF MANAGEMENT STUDIES (DUBAI)
Academic Year	2020-21

Table of Contents		
Section	TITLE	Page no.
	Section I: Mission and Broad-Based Goals	
	Mission Statement	5-6
	Broad-Based Goals	
	Section II: Student Learning Assessment	
	Bachelor of Business Administration – 3 Continent (BBA-3C)	
	Student Learning Assessment for (BBA 3C)	7-15
	Program Intended Student Learning Outcomes.	
	Summary of Results from Implementing Direct Measures of Student Learning	
	Summary of Results from Implementing Indirect Measures of Student Learning	
	Summary of Achievement of Intended Student Learning Outcomes	
	Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met	
	Bachelor of Business Administration Entrepreneurship (BBA Ent)	
	Student Learning Assessment for (BBA Ent)	16-24
	Program Intended Student Learning Outcomes.	
	Summary of Results from Implementing Direct Measures of Student Learning	
	Summary of Results from Implementing Indirect Measures of Student Learning	
	Summary of Achievement of Intended Student Learning Outcomes	
	Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met	
	Bachelor of Business Administration (BBA)	
	Student Learning Assessment for (BBA)	25-33
	Program Intended Student Learning Outcomes.	
	Summary of Results from Implementing Direct Measures of Student Learning	
	Summary of Results from Implementing Indirect Measures of Student Learning	
	Summary of Achievement of Intended Student Learning Outcomes	

	Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met	
	Bachelor of Business Administration Insurance and Banking (BBA I&B)	34-38
	Student Learning Assessment for (BBA I&B)	
	Program Intended Student Learning Outcomes.	
	Summary of Results from Implementing Direct Measures of Student Learning	
	Summary of Results from Implementing Indirect Measures of Student Learning	
	Summary of Achievement of Intended Student Learning Outcomes	
	Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met	
	Master of Business Administration – 3 Continent (MBA 3C)	39-46
	Student Learning Assessment for (MBA 3C)	
	Program Intended Student Learning Outcomes.	
	Summary of Results from Implementing Direct Measures of Student Learning	
	Summary of Results from Implementing Indirect Measures of Student Learning	
	Summary of Achievement of Intended Student Learning Outcomes	
	Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met	
	Master of Business Administration – Entrepreneurship (MBA-Ent)	47-49
	Student Learning Assessment for (MBA Ent)	
	Program Intended Student Learning Outcomes.	
	Summary of Results from Implementing Direct Measures of Student Learning	
	Summary of Results from Implementing Indirect Measures of Student Learning	
	Summary of Achievement of Intended Student Learning Outcomes	
	Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met	
	Master of Business Administration (MBA)	50-57
	Student Learning Assessment for (MBA)	
	Program Intended Student Learning Outcomes.	
	Summary of Results from Implementing Direct Measures of Student Learning	
	Summary of Results from Implementing Indirect Measures of Student Learning	

	Summary of Achievement of Intended Student Learning Outcomes	
	Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met	
	Master of Business Administration for Working Professionals	
	Student Learning Assessment for (MBA for Working Professionals)	
	Program Intended Student Learning Outcomes.	
	Summary of Results from Implementing Direct Measures of Student Learning	58-59
	Summary of Results from Implementing Indirect Measures of Student Learning	
	Summary of Achievement of Intended Student Learning Outcomes	
	Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met	
	Master of Business Administration - Hospitality Management	
	Student Learning Assessment for (MBA Hospitality Management)	
	Program Intended Student Learning Outcomes.	
	Summary of Results from Implementing Direct Measures of Student Learning	60-62
	Summary of Results from Implementing Indirect Measures of Student Learning	
	Summary of Achievement of Intended Student Learning Outcomes	
	Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met	
	Master of Business Administration - Insurance and Banking (MBA I&B)	
	Student Learning Assessment for (MBA Insurance and Banking)	
	Program Intended Student Learning Outcomes.	
	Summary of Results from Implementing Direct Measures of Student Learning	63-65
	Summary of Results from Implementing Indirect Measures of Student Learning	
	Summary of Achievement of Intended Student Learning Outcomes	
	Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met	
	Master of Business Administration - Public Relations and Event management	
	Student Learning Assessment for (MBA Public Relations and Event management)	
	Program Intended Student Learning Outcomes.	66-68
	Summary of Results from Implementing Direct Measures of Student Learning	

	Summary of Results from Implementing Indirect Measures of Student Learning	
	Summary of Achievement of Intended Student Learning Outcomes	
	Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met	
	Master of Business Administration - Real Estate and Urban Infrastructure	
	Student Learning Assessment for (MBA Real Estate and Urban Infrastructure)	
	Program Intended Student Learning Outcomes.	
	Summary of Results from Implementing Direct Measures of Student Learning	69-71
	Summary of Results from Implementing Indirect Measures of Student Learning	
	Summary of Achievement of Intended Student Learning Outcomes	
	Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met	
	Master of Business Administration - Transport and Logistic	
	Student Learning Assessment for (MBA Public Relations and Event management)	
	Program Intended Student Learning Outcomes.	
	Summary of Results from Implementing Direct Measures of Student Learning	72-74
	Summary of Results from Implementing Indirect Measures of Student Learning	
	Summary of Achievement of Intended Student Learning Outcomes	
	Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met	
	Master of Business Administration- Tourism Administration	
	Student Learning Assessment for (MBA Tourism Administration)	
	Program Intended Student Learning Outcomes.	
	Summary of Results from Implementing Direct Measures of Student Learning	75-77
	Summary of Results from Implementing Indirect Measures of Student Learning	
	Summary of Achievement of Intended Student Learning Outcomes	
	Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met	

OUTCOMES ASSESSMENT RESULT REPORT

Faculty of Management Studies

Section I: Mission and Broad-Based Goals

Mission Statement

Mission of the Faculty of Management Studies :

To provide education at all levels in management discipline of modern times and in the futuristic and emerging frontier areas of management knowledge, learning and research and to develop the overall personality of management students by making them not only excellent management professionals but also good individuals, with understanding and regards for human values, pride in their heritage and culture, a sense of right and wrong and yearning for perfection and imbibe attributes of courage of conviction and action.

Broad-Based Goals

Broad-Based Student Learning Goals:

1. Students will acquire experiential knowledge of the application of management principles in a professional work setting.
2. Students will integrate theory and practice, as well as expertise across functional areas in making effective decisions by understanding the relationship of business to global environment.
3. Students will develop and sustain effective individual and organizational performance by leveraging Research skills, Information and Technological competencies in the given management framework.
4. Students will acquire when and how to use assertiveness and influential skills.

Broad-Based Student Learning Goals:
5. Students will acquire effective communication skills that support and enhance managerial effectiveness.
6. Students will acquire positive perspectives and skills that create productive managerial leaders and business networks.
7. Students will act ethically and responsibly.
8. Students will critically evaluate and reflect learning and development throughout their career.

Broad-Based Operational Goals:
1. FMS intends to provide educational excellence in Teaching/Academic Delivery and research.
2. FMS will facilitate an academically conducive environment for holistic development of students.
3. FMS will facilitate environment for innovation and research excellence for the intellectual growth of faculty.
4. FMS will facilitate cultivation of core values of the university and ethical conduct amongst students, faculty and staff.
5. FMS will encourage cultural diversity and a sense of social and environmental responsibility.
6. FMS will provide ample opportunities for international exposure to faculty and students.
7. FMS will be involved in continual improvement of processes and systems and aim to attain national and international accreditations and university rankings.
8. FMS will build a strong industry interaction by way of alumni networks and empanelment of expertise from industry.
9. FMS will facilitate employment opportunities and also support students to start their own ventures.
10. FMS will facilitate good governance in discharge of responsibilities and execution of policies and programs.

Section II: Student Learning Assessment

BBA 3C

PROGRAM NAME: BBA 3C	
a. Program Intended Student Learning Outcomes (Program ISLOs)	
1.	<i>Students shall be able to develop comprehension of various functional areas of business management and will be able to apply the same in the organizational context.</i>
2.	<i>Student shall be able to use appropriate research methods, tools, and techniques for seizing available opportunities for business growth and managing change in the organization.</i>
3.	<i>Students shall be able to demonstrate knowledge of information management tools, and use IT to manage, synthesize, and analyze information and collaborate with the stakeholders in industry 4.0.</i>
4.	<i>Students shall be able to use information and knowledge to analyze the facts, apply critical-thinking skills, design a solution, think rationally and strategically, and define the relevant course of action.</i>
5.	<i>Students shall be able to develop and demonstrate effective communication skills required in a professional context and will have the ability to build better interpersonal camaraderie at workplace.</i>
6.	<i>Students shall be able to work effectively in a team, demonstrate excellent interpersonal and collaborative skills, and network effectively with various stake holders.</i>
7.	<i>Student shall be able to identify diversity in culture, understand ethnic background, show sensitivity to various cultural and environmental issues and demonstrate traits of global business practitioner.</i>
8.	<i>Student shall be able to define and apply ethical business practices, develop ethical standards, and develop strong ethical culture in a professional context.</i>
9.	<i>Student shall be able to acquire leadership qualities, apply and demonstrate entrepreneurial skills, strategize, mobilize people and resources, create</i>

	<i>value and convert innovative ideas into business ventures.</i>		
10.	<i>Student shall develop and illustrate interest and competency for knowledge acquisition through primary and secondary sources for lifelong learning and its application on personal and professional front.</i>		
11.	<i>Student shall be able to apply independent thinking to analyse and evaluate business problems and develop optimum solutions for efficiency, effectiveness and sustainability</i>		
12.	<i>Students shall be able to maintain lifelong alumni network and keep the curriculum responsive to industry needs by maintaining strong relationship with the corporate</i>		
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; padding: 5px;"> b. Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning: </td> <td style="width: 50%; padding: 5px;"> c. Performance Objectives (Targets/Criteria) for Direct Measures: </td> </tr> </table>		b. Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	c. Performance Objectives (Targets/Criteria) for Direct Measures:
b. Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	c. Performance Objectives (Targets/Criteria) for Direct Measures:		
1. Comprehensive Exam <i>ISLO 1(Management Knowledge)</i> <i>ISLO 2(Research competency)</i> <i>ISLO 3(IT Skills)</i> <i>ISLO 4(Problem-Solving and Critical Thinking Skills)</i> <i>ISLO 7(Global Outlook)</i> <i>ISLO 8(Ethical Behavior)</i> <i>ISLO 9(Entrepreneurship & Employability)</i> <i>ISLO 10(Life-Long Learning)</i> <i>ISLO 11 (Independent thinking)</i>	<i>In comprehensive examination at least 80% of students will attain 50% and above score in each section which is directly mapped to specific ISLOs to achieve the competency.</i>		

	<i>ISLO 12 (Corporate connection)</i>	
2.	<p>Scoring Rubrics</p> <ul style="list-style-type: none"> • <i>ISLO 2 (Research competency)</i> • <i>ISLO 5 (Business Communication)</i> • <i>ISLO 6 (Behavioral Skill)</i> • <i>ISLO 7 (Global Outlook)</i> 	<i>Utilizing a scoring rubric at least 80% of students shall achieve the competency with 50% score in each section mapped with the specific Intended Student Learning Outcomes.</i>
<p>d. Assessment Instruments for Intended Student Learning Outcomes—</p> <p>Indirect Measures of Student Learning:</p>		<p>e. Performance Objectives (Targets/Criteria) for Indirect Measures:</p>
1.	<p>Student Exit Survey</p> <p><i>ISLO 1 (Management Knowledge)</i></p> <p><i>ISLO 2 (Research competency)</i></p> <p><i>ISLO 3 (IT Skills)</i></p> <p><i>ISLO 4 (Problem-Solving and Critical Thinking Skills)</i></p> <p><i>ISLO 5 (Business Communication)</i></p> <p><i>ISLO 6 (Behavioral Skill)</i></p> <p><i>ISLO 7 (Global Outlook)</i></p>	<i>On the exit survey instrument, at least 80% of graduating class will indicate that they agree or strongly agree on various items linked with the intended students learning outcomes.</i>

	<p><i>ISLO 8 (Ethical Behaviour)</i></p> <p><i>ISLO 9 (Entrepreneurship & Employability)</i></p> <p><i>ISLO 10 (Life-Long Learning)</i></p> <p><i>ISLO 11 (Independent thinking)</i></p> <p><i>ISLO 12 (Corporate connection)</i></p>	
2.	<p>Alumni Survey</p> <p><i>ISLO 9 (Entrepreneurship & Employability)</i></p>	<p><i>On the alumni survey instrument, at least 80% of alumni will indicate “Yes” to the question #5: “Are you employed in an area related to your BBA 3c specialization?”</i></p>

f. Summary of Results from Implementing Direct Measures of Student Learning:

1.	<p><i>Comprehensive Exam (Percentage of students score 50% and above in each section which is directly mapped to specific ISLOs to achieve the competency).</i></p> <p><i>ISLO 1 (Management Knowledge): NA</i></p> <p><i>ISLO 2 (Research competency) : NA</i></p> <p><i>ISLO 3 (IT Skills): NA</i></p> <p><i>ISLO 4 (Problem-Solving and Critical Thinking Skills): NA</i></p> <p><i>ISLO 7 (Global Outlook): NA</i></p> <p><i>ISLO 8 (Ethical Behaviour): NA</i></p> <p><i>ISLO 9 (Entrepreneurship & Employability): NA</i></p> <p><i>ISLO 10 (Life-Long Learning): NA</i></p> <p><i>ISLO 11 (Independent thinking): NA</i></p> <p><i>ISLO 12 (Corporate connection): NA</i></p>
----	---

2.	<p>Scoring Rubrics</p> <p><i>ISLO 2 (Research competency): NA</i></p> <p><i>ISLO 5 (Business Communication): NA</i></p> <p><i>SLO 6 (Behavioural Skill): NA</i></p> <p><i>ISLO 7 (Global Outlook): NA</i></p>
g. Summary of Results from Implementing Indirect Measures of Student Learning:	
1.	<p><i>Exit Survey: Percentage of students indicating that they agree or strongly agree on various items linked with the intended students learning outcomes.</i></p> <p><i>ISLO 1 (Management Knowledge): 67%</i></p> <p><i>ISLO 2 (Research competency): 100%</i></p> <p><i>ISLO 3 (IT Skills): 50%</i></p> <p><i>ISLO 4 (Problem-Solving and Critical Thinking Skills): 83%</i></p> <p><i>ISLO 5 (Business Communication): 100%</i></p> <p><i>ISLO 6 (Behavioral Skill): 100%</i></p> <p><i>ISLO 7 (Global Outlook): 100%</i></p> <p><i>ISLO 8 (Ethical Behaviour): 100%</i></p> <p><i>ISLO 9 (Entrepreneurship & Employability:) 100%</i></p> <p><i>ISLO 10 (Life-Long Learning): 100%</i></p> <p><i>ISLO 11 (Independent thinking): 83%</i></p> <p><i>ISLO 12 (Corporate connection): 83%</i></p>
2.	<p><i>Alumni Survey: Percentage of alumni responding “Yes” to question #5: “Are you employed in an area related to your BBA specialization?”</i></p> <p><i>ISLO 9 (Entrepreneurship & Employability): 77%</i></p>

h. Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes (ISLOs)		Learning Assessment Measures							
		Direct Measures of Student Learning				Indirect Measures of Student Learning			
Program ISLOs		<i>Comprehensive Examination</i>	<i>Scoring Rubric</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Exit Survey</i>	<i>Alumni Survey</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
		Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...
1.	<i>Students shall be able to develop comprehension of various functional areas of business management and will be able to apply the same in the organizational context.</i>	NA	NA			Not Met*	NA		
2.	<i>Student shall be able to use appropriate research methods, tools, and techniques for seizing available opportunities for business growth and managing change in the organization.</i>	NA	NA			Met	NA		
3.	<i>Students shall be able to demonstrate knowledge of information management tools, and use IT to manage, synthesize, and analyze information and collaborate</i>	NA	NA			Not Met*	NA		

	<i>with the stakeholders in industry 4.0.</i>								
4.	<i>Students shall be able to use information and knowledge to analyze the facts, apply critical-thinking skills, design a solution, think rationally and strategically, and define the relevant course of action.</i>	NA	NA			Met	NA		
5.	<i>Students shall be able to develop and demonstrate effective communication skills required in a professional context and will have the ability to build better interpersonal camaraderie at workplace.</i>	NA	NA			Met	NA		
6.	<i>Students shall be able to work effectively in a team, demonstrate excellent interpersonal and collaborative skills, and network effectively with various stake holders.</i>	NA	NA			Met	NA		
7.	<i>Student shall be able to identify diversity in culture, understand ethnic background, show sensitivity to various cultural and environmental issues and demonstrate traits</i>	NA	NA			Met	NA		

	<i>of global business practitioner.</i>								
8.	<i>Student shall be able to define and apply ethical business practices, develop ethical standards, and develop strong ethical culture in a professional context.</i>	NA	NA			Met	NA		
9	<i>Student shall be able to acquire leadership qualities, apply and demonstrate entrepreneurial skills, strategize, mobilize people and resources, create value and convert innovative ideas into business ventures.</i>	NA	NA			Met	Not Met*		
10	<i>Student shall develop and illustrate interest and competency for knowledge acquisition through primary and secondary sources for lifelong learning and its application on personal and professional front.</i>	NA	NA			Met	NA		
11	<i>Student shall be able to apply independent thinking to analyse and evaluate business problems and develop optimum solutions for efficiency, effectiveness and sustainability</i>	NA	NA			Met	NA		

12	Students shall be able to maintain lifelong alumni network and keep the curriculum responsive to industry needs by maintaining strong relationship with the corporate	NA	NA			Met	NA		
----	---	----	----	--	--	-----	----	--	--

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:

**With respect to indirect measures employed (Exit Survey & Alumni Survey), the performance targets for Management knowledge and IT skills (ISLO 1 & ISLO 3 – Exit Survey) as well as Entrepreneurship and Employability (ISLO 9 – Alumni Survey) are below expectations. Nevertheless, these scores are to be considered in light of the number of responses received from BBA 3C students – Amity University Dubai (only 6 responses representing 6.8% of total responses); thus conclusions in this respect are not warranted. There is a need to revise the kind of questions included in the indirect measures tools to have them clearly represent their corresponding ISLOs, a task that we will embark upon in the very near future. As for the Alumni Survey score for ISLO 9, no particular issue is observed. The score is only short of 3 percentage point due to the fact that many students who answered no to questions #5 were not actually unemployed but rather pursuing higher education.*

Course and activities related to underperforming measures will be examined. More emphasis will be accorded to them. A continuous control of variances plan will be put in place to ensure improvement.

- **COVID-19 had significant impact on the way exams were conducted online. In this respect, direct measures for all programmes (comprehensive exams and scoring rubrics) were not performed due to software and technical difficulties (students, in particular those who were living overseas in rural areas and were not able to return to Dubai, were not able to efficiently use the Mettl software; this resulted in major uploading and delivery glitches). The new action calendar has these two components planned for the next report.**

BBA Entrepreneurship

PROGRAM NAME : BBA Entrepreneurship

a. Program Intended Student Learning Outcomes (Program ISLOs)

1.	<i>Student shall demonstrate a strong base of general management and build strong pillars specializing in the domain of family business management and develop an ability to integrate knowledge in the area of management.</i>
2.	<i>Student shall be able to apply effective analytical and critical-thinking skills in problem solving in the area of family business management to identify and define the relevant course of action.</i>
3.	<i>Student shall be able to use appropriate research tools and techniques to classify and process information, to analyze, interpret and conclude research findings and provide relevant recommendations for managerial decision making</i>
4.	<i>Student shall be able to demonstrate knowledge of appropriate management information technology tools to analyze, evaluate and synthesize information for taking business decisions and develop skills to use business intelligence and analytics for understanding business environment and drivers of growth.</i>
5.	<i>Students shall be able to work effectively in a team ,demonstrate excellent interpersonal skills and leadership</i>
6.	<i>Student shall be able to develop and demonstrate effective communication skills required in a professional context and demonstrate business etiquette</i>
7.	<i>Student shall be able to identify diversity in culture, show sensitivity to various cultural and environmental issues and demonstrate traits of a global business practitioner.</i>
8.	<i>Student shall be able to apply ethical business practices in the management of family business.</i>
9.	<i>Student shall be able to apply and demonstrate basic entrepreneurial skills to convert innovative ideas into business ventures.</i>
10.	<i>Student shall develop and illustrate interest and competency for knowledge acquisition through use of Newspapers / Business Magazines / Library /digital databases/ Internet for life-long learning</i>
11.	<i>Student shall be able to apply independent thinking to analyze and evaluate business problems and develop optimum solutions for efficiency, effectiveness and sustainability</i>

12.	<i>Students shall be able to maintain lifelong alumni network and make effective use of social media to reach out to stakeholders for growth of family business.</i>	
b. Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:		c. Performance Objectives (Targets/Criteria) for Direct Measures:
1.	Comprehensive Exam <i>ISLO 1 (Management Knowledge)</i> <i>ISLO 2 (Research competency)</i> <i>ISLO 3 (IT Skills)</i> <i>ISLO 4 (Problem-Solving and Critical Thinking Skills)</i> <i>ISLO 7 (Global Outlook)</i> <i>ISLO 8 (Ethical Behaviour)</i> <i>ISLO 9 (Entrepreneurship & Employability)</i> <i>ISLO 10 (Life-Long Learning)</i> <i>ISLO 11 (Independent thinking)</i> <i>ISLO 12 (Corporate connection)</i>	<i>In comprehensive examination at least 80% of students will attain 50% and above score in each section which is directly mapped to specific ISLOs to achieve the competency.</i>
2.	Scoring Rubrics <ul style="list-style-type: none"> • <i>ISLO 2 (Research competency)</i> • <i>ISLO 5 (Business Communication)</i> 	<i>Utilizing a scoring rubric at least 80% of students shall achieve the competency with 50% score in each section mapped with the specific Intended Student Learning Outcomes.</i>

<ul style="list-style-type: none"> • ISLO 6 (Behavioural Skill) • ISLO 7 (Global Outlook) 	
<p>d. Assessment Instruments for Intended Student Learning Outcomes—</p> <p>Indirect Measures of Student Learning:</p>	<p>e. Performance Objectives (Targets/Criteria) for Indirect Measures:</p>
<p>1. Student Exit Survey</p> <p><i>ISLO 1 (Management Knowledge)</i></p> <p><i>ISLO 2 (Research competency)</i></p> <p><i>ISLO 3 (IT Skills)</i></p> <p><i>ISLO 4 (Problem-Solving and Critical Thinking Skills)</i></p> <p><i>ISLO 5 (Business Communication)</i></p> <p><i>ISLO 6 (Behavioural Skill)</i></p> <p><i>ISLO 7 (Global Outlook)</i></p> <p><i>ISLO 8 (Ethical Behaviour)</i></p> <p><i>ISLO 9 (Entrepreneurship & Employability)</i></p> <p><i>ISLO 10 (Life-Long Learning)</i></p> <p><i>ISLO 11 (Independent thinking)</i></p> <p><i>ISLO 12 (Corporate connection)</i></p>	<p><i>On the exit survey instrument, at least 80% of graduating class will indicate that they agree or strongly agree on various items linked with the intended students learning outcomes.</i></p>

2.	<p>Alumni Survey</p> <p><i>ISLO 9 (Entrepreneurship & Employability)</i></p>	<p><i>On the alumni survey instrument, at least 80% of alumni will indicate “Yes” to the question #5: “Are you employed in an area related to your BBA FBE specialization?”</i></p>
----	---	---

f. Summary of Results from Implementing Direct Measures of Student Learning:		
1.	<p>Comprehensive Exam (Percentage of students score 50% and above in each section which is directly mapped to specific ISLOs to achieve the competency.)</p> <p><i>ISLO 1 (Management Knowledge): NA</i></p> <p><i>ISLO 2 (Research competency): NA</i></p> <p><i>ISLO 3 (IT Skills): NA</i></p> <p><i>ISLO 4 (Problem-Solving and Critical Thinking Skills): NA</i></p> <p><i>ISLO 7 (Global Outlook): NA</i></p> <p><i>ISLO 8 (Ethical Behaviour): NA</i></p> <p><i>ISLO 9 (Entrepreneurship & Employability): NA</i></p> <p><i>ISLO 10 (Life-Long Learning): NA</i></p> <p><i>ISLO 11 (Independent thinking): NA</i></p> <p><i>ISLO 12 (Corporate connection): NA</i></p>	
2.	<p>Scoring Rubrics</p> <p><i>ISLO 2 (Research competency): NA</i></p> <p><i>ISLO 5 (Business Communication): NA</i></p> <p><i>ISLO 6 (Behavioural Skill): NA</i></p> <p><i>ISLO 7 (Global Outlook): NA</i></p>	
g. Summary of Results from Implementing Indirect Measures of Student Learning:		
1.	<p>Exit Survey: Percentage of students indicated that they agree or strongly agree on various items linked with the intended students learning</p>	

	<p>outcomes.</p> <p>ISLO 1 (Management Knowledge): 100%</p> <p>ISLO 2 (Research competency): 100%</p> <p>ISLO 3 (IT Skills): 100%</p> <p>ISLO 4 (Problem-Solving and Critical Thinking Skills): 92%</p> <p>ISLO 5 (Business Communication): 100%</p> <p>ISLO 6 (Behavioural Skill): 100%</p> <p>ISLO 7 (Global Outlook): 100%</p> <p>ISLO 8 (Ethical Behaviour): 100%</p> <p>ISLO 9 (Entrepreneurship & Employability): 100%</p> <p>ISLO 10 (Life-Long Learning): 100%</p> <p>ISLO 11 (Independent thinking): 100%</p> <p>ISLO 12 (Corporate connection): 83%</p>
2.	<p>Alumni Survey: Percentage of alumni responding “Yes” to question #5: “Are you employed in an area related to your BBA specialization?”</p> <p>ISLO 9 (Entrepreneurship & Employability): 77%</p>

h. Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes (ISLOs)	Learning Assessment Measures							
	Direct Measures of Student Learning				Indirect Measures of Student Learning			
Program ISLOs	Comprehensive Examination	Scoring Rubric	Direct Measure 3	Direct Measure 4	Exit Survey	Alumni Survey	Indirect Measure 3	Indirect Measure 4
	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...
1. Student shall demonstrate a strong base of general	NA	NA			Met	NA		

	<i>management and build strong pillars specializing in the domain of family business management and develop an ability to integrate knowledge in the area of management.</i>								
2.	<i>Student shall be able to apply effective analytical and critical-thinking skills in problem solving in the area of family business management to identify and define the relevant course of action.</i>	NA	NA			Met	NA		
3.	<i>Student shall be able to use appropriate research tools and techniques to classify and process information, to analyze, interpret and conclude research findings and provide relevant recommendations for managerial decision making</i>	NA	NA			Met	NA		
4.	<i>Student shall be able to demonstrate knowledge of appropriate management information technology tools to analyze, evaluate and synthesize information for taking business decisions and develop skills to use business intelligence and analytics for understanding business</i>	NA	NA			Met	NA		

	<i>environment and drivers of growth.</i>								
5.	<i>Students shall be able to work effectively in a team ,demonstrate excellent interpersonal skills and leadership</i>	NA	NA			Met	NA		
6.	<i>Student shall be able to develop and demonstrate effective communication skills required in a professional context and demonstrate business etiquette</i>	NA	NA			Met	NA		
7.	<i>Student shall be able to identify diversity in culture, show sensitivity to various cultural and environmental issues and demonstrate traits of a global business practitioner.</i>	NA	NA			Met	NA		
8.	<i>Student shall be able to apply ethical business practices in the management of family business.</i>	NA	NA			Met	NA		
9.	<i>Student shall be able to apply and demonstrate basic entrepreneurial skills to convert innovative ideas into</i>	NA	NA			Met	Not Met*		

	<i>business ventures.</i>								
10.	<i>Student shall develop and illustrate interest and competency for knowledge acquisition through use of Newspapers / Business Magazines / Library /digital databases/ Internet for life-long learning</i>	NA	NA			Met	NA		
11.	<i>Student shall be able to apply independent thinking to analyze and evaluate business problems and develop optimum solutions for efficiency, effectiveness and sustainability</i>	NA	NA			Met	NA		
12.	<i>Students shall be able to maintain lifelong alumni network and make effective use of social media to reach out to stakeholders for growth of family business.</i>	NA	NA			Met	NA		

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:

**As for the Alumni Survey score for ISLO 9, no particular issue is observed. The score is only short of 3 percentage point due to the fact that many students who answered no to questions #5 were not actually unemployed but rather pursuing higher education.*

- **COVID-19 had significant impact on the way exams were conducted online. In this respect, direct measures for all programmes (comprehensive**

exams and scoring rubrics) were not performed due to software and technical difficulties (students, in particular those who were living overseas in rural areas and were not able to return to Dubai, were not able to efficiently use the Mettl software; this resulted in major uploading and delivery glitches). The new action calendar has these two components planned for the next report.

BBA**PROGRAM NAME : BBA****a. Program Intended Student Learning Outcomes (Program ISLOs)**

1.	<i>Students shall be able to develop comprehension of various functional areas of business management and will be able to apply the same in the organizational context.</i>
2.	<i>Student shall be able to use appropriate research methods, tools, and techniques for seizing available opportunities for business growth and managing change in the organization.</i>
3.	<i>Students shall be able to demonstrate knowledge of information management tools, and use IT to manage, synthesize, and analyze information and collaborate with the stakeholders in industry 4.0.</i>
4.	<i>Students shall be able to use information and knowledge to analyze the facts, apply critical-thinking skills, design a solution, think rationally and strategically, and define the relevant course of action.</i>
5.	<i>Students shall be able to develop and demonstrate effective communication skills required in a professional context, will have the ability to build better interpersonal camaraderie at a workplace.</i>
6.	<i>Students shall be able to work effectively in a team, demonstrate excellent interpersonal and collaborative skills, and network effectively with various stake holders.</i>
7.	<i>Student shall be able to identify diversity in culture, understand ethnic background, show sensitivity to various cultural and environmental issues, and demonstrate traits of global business practitioner.</i>
8.	<i>Student shall be able to define and apply ethical business practices, develop ethical standards, and develop strong ethical culture in a professional context.</i>
9.	<i>Student shall be able to acquire leadership qualities, apply and demonstrate entrepreneurial skills, strategize, mobilize people and resources, create value and convert innovative ideas into business ventures.</i>
10.	<i>Student shall develop and illustrate interest and competency for knowledge acquisition through primary and secondary sources for lifelong learning and its application on personal and professional front.</i>

11.	<i>Student shall be able to apply independent thinking to analyse and evaluate business problems and develop optimum solutions for efficiency, effectiveness and sustainability</i>	
12.	<i>Students shall be able to maintain lifelong alumni network and keep the curriculum responsive to industry needs by maintaining strong relationship with the corporate</i>	
b. Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:		c. Performance Objectives (Targets/Criteria) for Direct Measures:
1.	Comprehensive Exam <i>ISLO 1 (Management Knowledge)</i> <i>ISLO 2 (Research competency)</i> <i>ISLO 3 (IT Skills)</i> <i>ISLO 4 (Problem-Solving and Critical Thinking Skills)</i> <i>ISLO 7 (Global Outlook)</i> <i>ISLO 8 (Ethical Behaviour)</i> <i>ISLO 9 (Entrepreneurship & employability)</i> <i>ISLO 10 (Life-Long Learning)</i> <i>ISLO 11 (Independent thinking)</i> <i>ISLO 12 (Corporate connection)</i>	<i>In comprehensive examination at least 80% of students will attain 50% and above score in each section which is directly mapped to specific ISLOs to achieve the competency.</i>
2.	Scoring Rubrics	<i>Utilizing a scoring rubric at least 80% of students shall achieve the competency with 50% score in each section mapped with the specific Intended Student</i>

<ul style="list-style-type: none"> • <i>ISLO 2 (Research competency)</i> • <i>ISLO 5 (Business Communication)</i> • <i>ISLO 6 (Behavioural Skill)</i> • <i>ISLO 7 (Global Outlook)</i> 	<p><i>Learning Outcomes.</i></p>
<p>d. Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</p>	<p>e. Performance Objectives (Targets/Criteria) for Indirect Measures:</p>
<p>1. <i>Student Exit Survey</i></p> <p><i>ISLO 1 (Management Knowledge)</i></p> <p><i>ISLO 2 (Research competency)</i></p> <p><i>ISLO 3 (IT Skills)</i></p> <p><i>ISLO 4 (Problem-Solving and Critical Thinking Skills)</i></p> <p><i>ISLO 5 (Business Communication)</i></p> <p><i>ISLO 6 (Behavioural Skill)</i></p> <p><i>ISLO 7 (Global Outlook)</i></p> <p><i>ISLO 8 (Ethical Behaviour)</i></p> <p><i>ISLO 9 (Entrepreneurship & employability)</i></p> <p><i>ISLO 10 (Life-Long Learning)</i></p> <p><i>ISLO 11 (Independent thinking)</i></p>	<p><i>On the exit survey instrument, at least 80% of graduating class will indicate that they agree or strongly agree on various items linked with the intended students learning outcomes.</i></p>

	<i>ISLO 12 (Corporate connection)</i>	
2.	Alumni Survey <i>ISLO 9 (Entrepreneurship & Employability)</i>	<i>On the alumni survey instrument, at least 80% of alumni will indicate “Yes” to the question #5: “Are you employed in an area related to your BBA specialization?”</i>

f. Summary of Results from Implementing Direct Measures of Student Learning:

1.	<p>Comprehensive Exam (Percentage of students score 50% and above in each section which is directly mapped to specific ISLOs to achieve the competency.)</p> <p><i>ISLO 1 (Management Knowledge): NA</i></p> <p><i>ISLO 2 (Research competency): NA</i></p> <p><i>ISLO 3 (IT Skills): NA</i></p> <p><i>ISLO 4 (Problem-Solving and Critical Thinking Skills): NA</i></p> <p><i>ISLO 7 (Global Outlook): NA</i></p> <p><i>ISLO 8 (Ethical Behaviour): NA</i></p> <p><i>ISLO 9 (Entrepreneurship & employability): NA</i></p> <p><i>ISLO 10 (Life-Long Learning): NA</i></p> <p><i>ISLO 11 (Independent thinking): NA</i></p> <p><i>ISLO 12 (Corporate connection): NA</i></p>
2.	<p>Scoring Rubrics</p> <p><i>ISLO 2 (Research competency): NA</i></p> <p><i>ISLO 5 (Business Communication): NA</i></p> <p><i>ISLO 6 (Behavioural Skill): NA</i></p> <p><i>ISLO 7 (Global Outlook): NA</i></p>

g. Summary of Results from Implementing Indirect Measures of Student Learning:

1. **Exit Survey: Percentage of students indicated that they agree or strongly agree on various items linked with the intended students learning outcomes.**
ISLO 1 (Management Knowledge): 97%
ISLO 2 (Research competency): 95%
ISLO 3 (IT Skills): 63%
ISLO 4 (Problem-Solving and Critical Thinking Skills): 92%
ISLO 5 (Business Communication): 92%
ISLO 6 (Behavioural Skill): 97%
ISLO 7 (Global Outlook): 100%
ISLO 8 (Ethical Behaviour): 100%
ISLO 9 (Entrepreneurship & employability): 97%
ISLO 10 (Life-Long Learning): 95%
ISLO 11 (Independent thinking): 92%
ISLO 12 (Corporate connection): 95%
2. **Alumni Survey: Percentage of alumni responding “Yes” to question #5: “Are you employed in an area related to your BBA specialization?”**
ISLO 9 (Entrepreneurship & Employability): 77%

h. Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes (ISLOs)	Learning Assessment Measures							
	Direct Measures of Student Learning				Indirect Measures of Student Learning			
Program ISLOs	<i>Comprehensive Examination</i>	<i>Scoring Rubric</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Exit Survey</i>	<i>Alumni Survey</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	Performance Objective	Performance Objective	Performance Objective	Performance Objective	Performance Objective	Performance Objective	Performance Objective	Performance Objective

		Was...	Was...	Was...	Was...	Was...	Was...	Was...	Was...
1.	<i>Students shall be able to develop comprehension of various functional areas of business management and will be able to apply the same in the organizational context.</i>	NA	NA			Met	NA		
2.	<i>Student shall be able to use appropriate research methods, tools, and techniques for seizing available opportunities for business growth and managing change in the organization.</i>	NA	NA			Met	NA		
3.	<i>Students shall be able to demonstrate knowledge of information management tools, and use IT to manage, synthesize, and analyze information and collaborate with the stakeholders in industry 4.0.</i>	NA	NA			Not Met*	NA		
4.	<i>Students shall be able to use information and knowledge to analyze the facts, apply critical-thinking skills, design a solution, think rationally and strategically, and define the relevant course of action.</i>	NA	NA			Met	NA		

5.	<i>Students shall be able to develop and demonstrate effective communication skills required in a professional context, will have the ability to build better interpersonal camaraderie at a workplace.</i>	NA	NA			Met	NA		
6.	<i>Students shall be able to work effectively in a team, demonstrate excellent interpersonal and collaborative skills, and network effectively with various stake holders.</i>	NA	NA			Met	NA		
7.	<i>Student shall be able to identify diversity in culture, understand ethnic background, show sensitivity to various cultural and environmental issues, and demonstrate traits of global business practitioner.</i>	NA	NA			Met	NA		
8.	<i>Student shall be able to define and apply ethical business practices, develop ethical standards, and develop strong ethical culture in a professional context.</i>	NA	NA			Met	NA		
9.	<i>Student shall be able to acquire leadership qualities, apply and demonstrate entrepreneurial skills, strategize, mobilize</i>	NA	NA			Met	Not Met*		

	<i>people and resources, create value and convert innovative ideas into business ventures.</i>								
10.	<i>Student shall develop and illustrate interest and competency for knowledge acquisition through primary and secondary sources for lifelong learning and its application on personal and professional front.</i>		NA			Met	NA		
11.	<i>Student shall be able to apply independent thinking to analyse and evaluate business problems and develop optimum solutions for efficiency, effectiveness and sustainability</i>	NA	NA			Met	NA		
12.	<i>Students shall be able to maintain lifelong alumni network and keep the curriculum responsive to industry needs by maintaining strong relationship with the corporate</i>	NA	NA			Met	NA		

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:

With respect to indirect measures employed (Exit Survey & Alumni Survey), the performance targets for IT skills (ISLO 3 – Exit Survey) as well as

Entrepreneurship and Employability (ISLO 9 – Alumni Survey) are below expectations. ISLO 3 related to IT skills is a genuine concern (as perceived by students) but has to be considered in light of the direct measures scores, in particular, comprehensive exam when available. The applied nature of this outcome dictates more emphasis on the practical part in the curriculum when it comes to technology and related uses. The related Program Leader will be asked to assess the related existing components in view of coming up with modifications that would result in better technology skills. A continuous control of variances plan will be put in place to ensure improvement. As for the Alumni Survey score for ISLO 9, no particular issue is observed. The score is only short of 3 percentage point due to the fact that many students who answered no to questions #5 were not actually unemployed but rather pursuing higher education.

- ***COVID-19 had significant impact on the way exams were conducted online. In this respect, direct measures for all programmes (comprehensive exams and scoring rubrics) were not performed due to software and technical difficulties (students, in particular those who were living overseas in rural areas and were not able to return to Dubai, were not able to efficiently use the Mettl software; this resulted in major uploading and delivery glitches). The new action calendar has these two components planned for the next report.***

BBA- Insurance & Banking

PROGRAM NAME : BBA INSURANCE AND BANKING	
a. Program Intended Student Learning Outcomes (Program ISLOs)	
1.	Demonstrate a strong base of general management and build strong pillars over it in a particular area of specialization in insurance and banking. Develop an ability to integrate knowledge of one area into other and understand management as a comprehensive concept.
2.	Develop skill and expertise in problem solving. Gain experience in dealing with diverse business situations. Apply requisite research tools and techniques to solve business problems.
3.	Develop highest order of behavioral and interpersonal skills. Demonstrate initiative and lead by example. Practice effectively both as an individual and as a team member.
4.	Apply ethical business practices to show case highest level of commitment to professional code of conduct in the arena of business management.
5.	Identify networking opportunities to improve the value chain. Make use of social media to reach out to stakeholders.
b. Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	c. Performance Objectives (Targets/Criteria) for Direct Measures:
1. Comprehensive Exam <i>ISLO 1 (Management Knowledge)</i> <i>ISLO 2 (Research competency)</i> <i>ISLO 4 (Problem-Solving and Critical Thinking Skills)</i> <i>ISLO 5 (Business Communication)</i>	<i>In comprehensive examination at least 80% of students will attain 50% and above score in each section which is directly mapped to specific ISLOs to achieve the competency.</i>

2.	Scoring Rubrics NA	<i>Utilizing a scoring rubric at least 80% of students shall achieve the competency with 50% score in each section mapped with the specific Intended Student Learning Outcomes.</i>
d. Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:		e. Performance Objectives (Targets/Criteria) for Indirect Measures:
1.	Student Exit Survey <i>ISLO 1 (Management Knowledge)</i> <i>ISLO 2 (Research competency)</i> <i>ISLO 3 (Behavioural Skill)</i> <i>ISLO 4 (Global Outlook)</i> <i>ISLO 5 (Ethical Behaviour)</i>	<i>On the exit survey instrument, at least 80% of graduating class will indicate that they agree or strongly agree on various items linked with the intended students learning outcomes.</i>
f. Summary of Results from Implementing Direct Measures of Student Learning:		
1.	Comprehensive Exam (Percentage of students score 50% and above in each section which is directly mapped to specific ISLOs to achieve the competency.) <i>ISLO 1 (Management Knowledge): NA</i> <i>ISLO 2 (Research competency): NA</i> <i>ISLO 4 (Problem-Solving and Critical Thinking Skills): NA</i> <i>ISLO 5 (Business Communication): NA</i>	

2.	Scoring Rubrics NA
----	------------------------------

g. Summary of Results from Implementing Indirect Measures of Student Learning:

1. **Exit Survey: Percentage of students indicated that they agree or strongly agree on various items linked with the intended students learning outcomes.**
ISLO 1 (Management Knowledge): 100%
ISLO 2 (Research competency): 100%
ISLO 3 (Behavioural Skill): 100%
ISLO 4 (Global Outlook): 100%
ISLO 5 (Ethical Behaviour): 100%
2. **Alumni Survey: Percentage of alumni responding “Yes” to question #5: “Are you employed in an area related to your BBA specialization?”**
ISLO 9 (Entrepreneurship & Employability): 77%

h. Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes (ISLOs)	Learning Assessment Measures							
	Direct Measures of Student Learning				Indirect Measures of Student Learning			
Program ISLOs	<i>Comprehensive Examination</i>	<i>Scoring Rubric</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Exit Survey</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...
1. <i>Demonstrate a strong base of general management and build strong pillars over it in a particular area of</i>	NA	NA			Met	NA		

	<i>specialization in insurance and banking. Develop an ability to integrate knowledge of one area into other and understand management as a comprehensive concept.</i>								
2.	<i>Develop skill and expertise in problem solving. Gain experience in dealing with diverse business situations. Apply requisite research tools and techniques to solve business problems.</i>	NA	NA			Met	NA		
3.	<i>Develop highest order of behavioral and interpersonal skills. Demonstrate initiative and lead by example. Practice effectively both as an individual and as a team member.</i>	NA	NA			Met	NA		
4.	<i>Apply ethical business practices to show case highest level of commitment to professional code of conduct in the arena of business management.</i>	NA	NA			Met	NA		
5.	<i>Identify networking opportunities to improve the value chain. Make use of social media to reach out to</i>	NA	NA			Met	NA		

stakeholders.								
---------------	--	--	--	--	--	--	--	--

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:

COVID-19 had significant impact on the way exams were conducted online. In this respect, direct measures for all programmes (comprehensive exams and scoring rubrics) were not performed due to software and technical difficulties (students, in particular those who were living overseas in rural areas and were not able to return to Dubai, were not able to efficiently use the Mettl software; this resulted in major uploading and delivery glitches). The new action calendar has these two components planned for the next report.

MBA-3C

PROGRAM NAME : MBA 3C

a. Program Intended Student Learning Outcomes (Program ISLOs)

1.	<i>Student shall be able to define, summarize concepts in Management and apply it in multi-disciplinary context, and be able to describe & critically analyse management problems in volatile business environment.</i>
2.	<i>Student will think independently, analytically through the process of research and inquiry while making effective decisions in global environment, shall have ability to acquire & evaluate new knowledge through Business research methods, have ability to identify, define, investigate, and solve critical business issues, analyse data/information and interpret results for driving optimum solutions.</i>
3.	<i>Student shall be able to use various IT tools and technologies for data processing and analysis.</i>
4.	<i>Student shall be able to critically think and apply range of strategies for solving a problem and decision making.</i>
5.	<i>Student shall be able to communicate proficiently in oral, written, presentation, information searching and shall have listening skills in the management profession in global/cross cultural environment.</i>
6.	<i>Student shall develop range of Leadership skills and shall demonstrate excellent interpersonal skills, understanding of group dynamics and effective Teamwork, including an awareness of personal strengths and limitations.</i>
7.	<i>Student shall be able to understand global issues from different perspectives, recognize the opportunities that the wider world offers, be able to learn from and respect different cultures, and be able to apply different forms of communication in different cultural settings.</i>
8.	<i>Student shall be able to understand and practice the highest standards of ethical values associated with their management profession.</i>
9.	<i>Student shall be able to find opportunities to improve the business value chain as an entrepreneur and shall develop and display basic business acumen & business skills.</i>
10.	<i>Student shall be competent to acquire knowledge on one's own through Newspapers/ Business Magazines/ Library/ Databases/ Internet for knowledge assimilation, creation, dissemination for life-long learning.</i>

b. Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	c. Performance Objectives (Targets/Criteria) for Direct Measures:
<p>1. Comprehensive Exam</p> <p><i>ISLO 1 (Management Knowledge)</i></p> <p><i>ISLO 2 (Research competency)</i></p> <p><i>ISLO 3 (IT Skills)</i></p> <p><i>ISLO 4 (Problem-Solving and Critical Thinking Skills)</i></p> <p><i>ISLO 7 (Global Outlook)</i></p> <p><i>ISLO 8 (Ethical Behaviour)</i></p> <p><i>ISLO 9 (Entrepreneurship & employability)</i></p> <p><i>ISLO 10 (Life-Long Learning)</i></p>	<p><i>In comprehensive examination at least 80% of students will attain 50% and above score in each section which is directly mapped to specific ISLOs to achieve the competency.</i></p>
<p>2. Scoring Rubrics</p> <p><i>ISLO 2 (Research competency)</i></p> <p><i>ISLO 5 (Business Communication)</i></p> <p><i>ISLO 6 (Behavioural Skill)</i></p> <p><i>ISLO 7 (Global Outlook)</i></p>	<p><i>Utilizing a scoring rubric at least 80% of students shall achieve the competency with 50% score in each section mapped with the specific Intended Student Learning Outcomes.</i></p>

d. Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:		e. Performance Objectives (Targets/Criteria) for Indirect Measures:
1.	Student Exit Survey <i>ISLO 1 (Management Knowledge)</i> <i>ISLO 2 (Research competency)</i> <i>ISLO 3 (IT Skills)</i> <i>ISLO 4 (Problem-Solving and Critical Thinking Skills)</i> <i>ISLO 5 (Business Communication)</i> <i>ISLO 6 (Behavioural Skill)</i> <i>ISLO 7 (Global Outlook)</i> <i>ISLO 8 (Ethical Behaviour)</i> <i>ISLO 9 (Entrepreneurship & Employability)</i> <i>ISLO 10 (Life-Long Learning)</i>	<i>On the exit survey instrument, at least 80% of graduating class will indicate that they agree or strongly agree on various items linked with the intended students learning outcomes.</i>
2.	Alumni Survey <i>ISLO 9 (Entrepreneurship & Employability)</i>	<i>On the alumni survey instrument, at least 80% of alumni will indicate “Yes” to the question #5: “Are you employed in an area related to your MBA specialization?”</i>
f. Summary of Results from Implementing Direct Measures of Student Learning:		
1.	Comprehensive Exam (Percentage of students score 50% and above in each section which is directly mapped to specific ISLOs to achieve the competency).	

	<p><i>ISLO 1 (Management Knowledge): NA</i></p> <p><i>ISLO 2 (Research competency): NA</i></p> <p><i>ISLO 3 (IT Skills): NA</i></p> <p><i>ISLO 4 (Problem-Solving and Critical Thinking Skills): NA</i></p> <p><i>ISLO 7 (Global Outlook): NA</i></p> <p><i>ISLO 8 (Ethical Behaviour): NA</i></p> <p><i>ISLO 9 (Entrepreneurship & Employability): NA</i></p> <p><i>ISLO 10 (Life-Long Learning): NA</i></p>
2.	<p>Scoring Rubrics</p> <p><i>ISLO 2 (Research competency): NA</i></p> <p><i>ISLO 5 (Business Communication): NA</i></p> <p><i>ISLO 6 (Behavioural Skill): NA</i></p> <p><i>ISLO 7 (Global Outlook): NA</i></p>
<p>g. Summary of Results from Implementing Indirect Measures of Student Learning:</p>	
1.	<p>Exit Survey: Percentage of students indicated that they agree or strongly agree on various items linked with the intended students learning outcomes.</p> <p><i>ISLO 1 (Management Knowledge): N/A</i></p> <p><i>ISLO 2 (Research competency): N/A</i></p> <p><i>ISLO 3 (IT Skills): N/A</i></p> <p><i>ISLO 4 (Problem-Solving and Critical Thinking Skills): N/A</i></p> <p><i>ISLO 5 (Business Communication): N/A</i></p> <p><i>ISLO 6 (Behavioural Skill): N/A</i></p> <p><i>ISLO 7 (Global Outlook): N/A</i></p> <p><i>ISLO 8 (Ethical Behaviour): N/A</i></p> <p><i>ISLO 9 (Entrepreneurship & Employability): N/A</i></p> <p><i>ISLO 10 (Life-Long Learning): N/A</i></p>

2.	<i>Alumni Survey: Percentage of alumni responding “Yes” to question #5: “Are you employed in an area related to your MBA specialization?” ISLO 9 (Entrepreneurship & Employability): 80%</i>
----	--

h. Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes (ISLOs)		Learning Assessment Measures							
		Direct Measures of Student Learning				Indirect Measures of Student Learning			
Program ISLOs		<i>Comprehensive Examination</i>	<i>Scoring Rubric</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Exit Survey</i>	<i>Alumni Survey</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
		Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...
1.	<i>Student shall be able to define, summarize concepts in Management and apply it in multi-disciplinary context, and be able to describe & critically analyse management problems in volatile business environment.</i>	NA	NA			N/A*	NA		
2.	<i>Student will think independently, analytically through the process of research and inquiry while making effective decisions in global environment, shall have ability to acquire & evaluate new knowledge through Business research methods,</i>	NA	NA			N/A	NA		

	<i>have ability to identify, define, investigate, and solve critical business issues, analyse data/information and interpret results for driving optimum solutions.</i>								
3.	<i>Student shall be able to use various IT tools and technologies for data processing and analysis.</i>	NA	NA			N/A	NA		
4.	<i>Student shall be able to critically think and apply range of strategies for solving a problem and decision making.</i>	NA	NA			N/A	NA		
5.	<i>Student shall be able to communicate proficiently in oral, written, presentation, information searching and shall have listening skills in the management profession in global/cross cultural environment.</i>	NA	NA			N/A	NA		
6.	<i>Student shall develop range of Leadership skills and shall demonstrate excellent interpersonal skills, understanding of group dynamics and effective Teamwork, including an awareness of personal strengths and limitations.</i>	NA	NA			N/A	NA		

7.	<i>Student shall be able to understand global issues from different perspectives, recognize the opportunities that the wider world offers, be able to learn from and respect different cultures, and be able to apply different forms of communication in different cultural settings.</i>	NA	NA			N/A	NA		
8.	<i>Student shall be able to understand and practice the highest standards of ethical values associated with their management profession.</i>	NA	NA			N/A	NA		
9.	<i>Student shall be able to find opportunities to improve the business value chain as an entrepreneur and shall develop and display basic business acumen & business skills.</i>	NA	NA			N/A	Met		
10.	<i>Student shall be competent to acquire knowledge on one's own through Newspapers/ Business Magazines/ Library/ Databases/ Internet for knowledge assimilation, creation, dissemination for life-long learning.</i>	NA	NA			N/A	NA		

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:

With respect to the Exit Survey, we have not received any response (number of enrolled/graduating students is very low), thus no scores are reported.

- ***COVID-19 had significant impact on the way exams were conducted online. In this respect, direct measures for all programmes (comprehensive exams and scoring rubrics) were not performed due to software and technical difficulties (students, in particular those who were living overseas in rural areas and were not able to return to Dubai, were not able to efficiently use the Mettl software; this resulted in major uploading and delivery glitches). The new action calendar has these two components planned for the next report.***

MBA ENTREPRENEURSHIP

Student Learning Assessment for: MBA ENTREPRENEURSHIP	
Program Intended Student Learning Outcomes (Program ISLOs)	
1.	Student will able to demonstrate enterprising skills identify and discuss the impact of entrepreneurial business context in economy and society. Analyze and appraise business plan and its implementation.
2.	Student will able to effectively conduct primary research to evaluate a potential market for an entrepreneurial opportunity and articulate business propositions
3.	Student will able to retrieve important information from web, to use information in critical and creative thinking for avoiding business threats, Proficiency in the appropriate use of contemporary technologies.
4.	Student will able to identify opportunities from any business context/ problems, develop new ideas and create innovative solutions , critically evaluate situations and generate propositions; Generate and critically analyze a novel idea through a reasoned decision-making process, Present a critical analysis of the benefits and risks of developing an idea or a project
5.	Student will able to effectively communicate orally and written. Ability to present information in a highly coherent manner across different contexts to attract VC-Angel investors
6.	Student will able to maintain level-headedness in behavior in contrast to arrogance, despite achievement of high performance & Success. Capacity to interact and collaborate with others effectively, including in teams, in organizations, and in culturally diverse contexts.
7.	Student will able to understand different cultures and sustainability. Embrace business opportunities offered across globe and accept different ways of working.
8.	Student will able to understand how their actions can enhance the wellbeing of theirs and will be equipped to make a valuable contribution to society by practicing code of ethics in building enterprises.
9.	Student will able to identify business opportunities and create employment. Promote change and innovation, Initiate innovative solutions. Optimize available resources in a constraint environment.
10.	Student will able to apply the innovative and creative skills to shape their future. Act with integrity, set themselves high standards and have skills that are essential to their future lives.
Assessment Instruments for Intended Student Learning Outcomes—	Performance Objectives (Targets/Criteria) for Direct Measures:

Direct Measures of Student Learning:	
<p>Comprehensive Exam</p> <ol style="list-style-type: none"> 1. ISLO 1(Management Knowledge) 2. ISLO 2(Research competency) 3. ISLO 3(IT Skills) 4. ISLO 4(Problem-Solving and Critical Thinking Skills) 5. ISLO 7(Global Outlook) 6. ISLO 8(Ethical Behaviour) 7. ISLO 9(Entrepreneurship&Employablity) 8. ISLO 10(Life-Long Learning) 	<p>In comprehensive examination at least 80% of students will attain 50% and above score in each section which is directly mapped to specific ISLOs to achieve the competency.</p>
<p>Scoring Rubrics</p> <ul style="list-style-type: none"> • ISLO 2(Research competency) • ISLO 5(Business Communication) • ISLO 6(Behavioural Skill) • ISLO 7(Global Outlook) 	<p>Utilizing a scoring rubric at least 80% of students shall achieve the competency with 50% score in each section mapped with the specific Intended Student Learning Outcomes.</p>
<p>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</p>	<p>Performance Objectives (Targets/Criteria) for Indirect Measures:</p>
<p>Student Exit Survey</p> <ol style="list-style-type: none"> 1. ISLO 1(Management Knowledge) 2. ISLO 2(Research competency) 3. ISLO 3(IT Skills) 4. ISLO 4(Problem-Solving and Critical Thinking Skills) 5. ISLO 5(Business Communication) 6. ISLO 6(Behavioural Skill) 7. ISLO 7(Global Outlook) 8. ISLO 8(Ethical Behaviour) 9. ISLO 9(Entrepreneurship&Employablity) 	<p>On the exit survey instrument, at least 80% of graduating class will indicate that they agree or strongly agree on various items linked with the intended students learning outcomes.</p>

10. ISLO 10(Life-Long Learning)	
Alumni Survey <ul style="list-style-type: none"> • ISLO 9(Entrepreneurship&Employability) 	On the alumni survey instrument, at least 80% of alumni will indicate “Yes” to the question #5: “Are you employed in an area related to your MBA specialization?”
Summary of Results from Implementing Direct Measures of Student Learning:	

No student enrollment from this programme for batch of 2019-20

MBA- General

PROGRAM NAME : MBA General

a. Program Intended Student Learning Outcomes (Program ISLOs)

1.	<i>Student shall be able to define, summarize concepts in Management and apply it in multi-disciplinary context, and be able to describe & critically analyse management problems in volatile business environment.</i>
2.	<i>Student shall have ability to acquire & evaluate new knowledge through Business research methods, have ability to identify, define, investigate, and solve critical business issues, analyse data/information and interpret results for driving optimum solutions.</i>
3.	<i>Student shall be able to use various IT tools and technologies for data processing and analysis.</i>
4.	<i>Student shall be able to critically think and apply range of strategies for solving a problem and decision making.</i>
5.	<i>Student shall be able to communicate proficiently in oral, written, presentation, information searching and shall have listening skills in the management profession in global/cross cultural environment.</i>
6.	<i>Student shall develop range of Leadership skills and shall demonstrate excellent interpersonal skills, understanding of group dynamics and effective Teamwork, including an awareness of personal strengths and limitations.</i>
7.	<i>Student shall be able to understand global issues from different perspectives, recognize the opportunities that the wider world offers, be able to learn from and respect different cultures, and be able to apply different forms of communication in different cultural settings.</i>
8.	<i>Student shall be able to understand and practice the highest standards of ethical values associated with their management profession.</i>
9.	<i>Student shall be able to find opportunities to improve the business value chain as an entrepreneur and shall develop and display basic business acumen & business skills.</i>
10.	<i>Student shall be competent to acquire knowledge on one's own through Newspapers/ Business Magazines/ Library/ Databases/ Internet for knowledge assimilation, creation, dissemination for life-long learning.</i>

b. Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	c. Performance Objectives (Targets/Criteria) for Direct Measures:
<p>1. Comprehensive Exam</p> <p><i>ISLO 1 (Management Knowledge)</i></p> <p><i>ISLO 2 (Research competency)</i></p> <p><i>ISLO 3 (IT Skills)</i></p> <p><i>ISLO 4 (Problem-Solving and Critical Thinking Skills)</i></p> <p><i>ISLO 7 (Global Outlook)</i></p> <p><i>ISLO 8 (Ethical Behaviour)</i></p> <p><i>ISLO 9 (Entrepreneurship & employability)</i></p> <p><i>ISLO 10 (Life-Long Learning)</i></p>	<p><i>In comprehensive examination at least 80% of students will attain 50% and above score in each section which is directly mapped to specific ISLOs to achieve the competency.</i></p>
<p>2. Scoring Rubrics</p> <p><i>ISLO 2 (Research competency)</i></p> <p><i>ISLO 5 (Business Communication)</i></p> <p><i>ISLO 6 (Behavioural Skill)</i></p> <p><i>ISLO 7 (Global Outlook)</i></p>	<p><i>Utilizing a scoring rubric at least 80% of students shall achieve the competency with 50% score in each section mapped with the specific Intended Student Learning Outcomes.</i></p>

d. Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	e. Performance Objectives (Targets/Criteria) for Indirect Measures:
<p>1. Student Exit Survey</p> <p><i>ISLO 1 (Management Knowledge)</i></p> <p><i>ISLO 2 (Research competency)</i></p> <p><i>ISLO 3 (IT Skills)</i></p> <p><i>ISLO 4 (Problem-Solving and Critical Thinking Skills)</i></p> <p><i>ISLO 5 (Business Communication)</i></p> <p><i>ISLO 6 (Behavioural Skill)</i></p> <p><i>ISLO 7 (Global Outlook)</i></p> <p><i>ISLO 8 (Ethical Behaviour)</i></p> <p><i>ISLO 9 (Entrepreneurship & Employability)</i></p> <p><i>ISLO 10 (Life-Long Learning)</i></p>	<p><i>On the exit survey instrument, at least 80% of graduating class will indicate that they agree or strongly agree on various items linked with the intended students learning outcomes.</i></p>
<p>2. Alumni Survey</p> <p><i>ISLO 9(Entrepreneurship & Employability)</i></p>	<p><i>On the alumni survey instrument, at least 80% of alumni will indicate “Yes” to the question #5: “Are you employed in an area related to your MBA specialization?”</i></p>

f. Summary of Results from Implementing Direct Measures of Student Learning:

1. **Comprehensive Exam (Percentage of students score 50% and above in each section which is directly mapped to specific ISLOs to achieve the competency.)**

ISLO 1 (Management Knowledge): NA

ISLO 2 (Research competency): NA

ISLO 3 (IT Skills): NA

ISLO 4 (Problem-Solving and Critical Thinking Skills): NA

ISLO 7 (Global Outlook): NA

ISLO 8 (Ethical Behaviour): NA

ISLO 9 (Entrepreneurship & Employability): NA

ISLO 10 (Life-Long Learning): NA

2. **Scoring Rubrics**

ISLO 2 (Research competency): NA

ISLO 5 (Business Communication): NA

ISLO 6 (Behavioural Skill): NA

ISLO 7 (Global Outlook): NA

g. Summary of Results from Implementing Indirect Measures of Student Learning:

1. **Exit Survey: Percentage of students indicated that they agree or strongly agree on various items linked with the intended students learning outcomes.**

ISLO 1 (Management Knowledge): 92%

ISLO 2 (Research competency): 92%

ISLO 3 (IT Skills): 73%

ISLO 4 (Problem-Solving and Critical Thinking Skills): 92%

ISLO 5 (Business Communication): 88%
ISLO 6 (Behavioural Skill): 88%
ISLO 7 (Global Outlook): 96%
ISLO 8 (Ethical Behaviour): 96%
ISLO 9 (Entrepreneurship & Employability): 96%
ISLO 10 (Life-Long Learning): 96%

2.	Alumni Survey: Percentage of alumni responding “Yes” to question #5: “Are you employed in an area related to your MBA specialization?” ISLO 9 (Entrepreneurship & Employability): 80%
----	--

h. Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes (ISLOs)	Learning Assessment Measures							
	Direct Measures of Student Learning				Indirect Measures of Student Learning			
Program ISLOs	Comprehensive Examination	Scoring Rubric	Direct Measure 3	Direct Measure 4	Exit Survey	Alumni Survey	Indirect Measure 3	Indirect Measure 4
	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...
1. Student shall be able to define, summarize concepts in Management and apply it in multi-disciplinary context, and be able to describe & critically analyse management problems in volatile business environment.	NA	NA			Met	NA		

2.	<i>Student shall have ability to acquire & evaluate new knowledge through Business research methods, have ability to identify, define, investigate, and solve critical business issues, analyse data/information and interpret results for driving optimum solutions.</i>	NA	NA			Met	NA		
3.	<i>Student shall be able to use various IT tools and technologies for data processing and analysis.</i>	NA	NA			Not Met*	NA		
4.	<i>Student shall be able to critically think and apply range of strategies for solving a problem and decision making.</i>	NA	NA			Met	NA		
5.	<i>Student shall be able to communicate proficiently in oral, written, presentation, information searching and shall have listening skills in the management profession in global/cross cultural environment.</i>	NA	NA			Met	NA		
6.	<i>Student shall develop range of Leadership skills and shall demonstrate excellent interpersonal skills, understanding of group</i>	NA	NA			Met	NA		

	<i>dynamics and effective Teamwork, including an awareness of personal strengths and limitations.</i>								
7.	<i>Student shall be able to understand global issues from different perspectives, recognize the opportunities that the wider world offers, be able to learn from and respect different cultures, and be able to apply different forms of communication in different cultural settings.</i>	NA	NA			Met	NA		
8.	<i>Student shall be able to understand and practice the highest standards of ethical values associated with their management profession.</i>	NA	NA			Met	NA		
9.	<i>Student shall be able to find opportunities to improve the business value chain as an entrepreneur and shall develop and display basic business acumen & business skills.</i>	NA	NA			Met	Met		
10.	<i>Student shall be competent to acquire knowledge on one's own through Newspapers/ Business Magazines/ Library/ Databases/ Internet for knowledge assimilation,</i>	NA	NA			Met	NA		

creation, dissemination for life-long learning.								
---	--	--	--	--	--	--	--	--

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:

With respect to indirect measures employed (Exit Survey & Alumni Survey), the performance targets for IT skills (ISLO 3 – Exit Survey) is below expectations. ISLO 3 related to IT skills is a genuine concern (as perceived by students) but has to be considered in light of the direct measures scores, in particular, comprehensive exam when available. The applied nature of this outcome dictates more emphasis on the practical part in the curriculum when it comes to technology and related uses. The related Program Leader will be asked to assess the related existing components in view of coming up with modifications that would result in better technology skills. A continuous control of variances plan will be put in place to ensure improvement.

- COVID-19 had significant impact on the way exams were conducted online. In this respect, direct measures for all programmes (comprehensive exams and scoring rubrics) were not performed due to software and technical difficulties (students, in particular those who were living overseas in rural areas and were not able to return to Dubai, were not able to efficiently use the Mettl software; this resulted in major uploading and delivery glitches). The new action calendar has these two components planned for the next report.***

MBA for Working Professionals

Student Learning Assessment for: <i>MBA</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. Student shall be able to define principle management concepts and theories in the functional areas of business.	
2. Student shall able to formulate research strategy and produce results using research skill in multidisciplinary context.	
3. Student shall able to select and apply appropriate IT Tools for data processing and analysis.	
4. Student shall able to examine various business problem in a variety of contexts using problem-solving and critical thinking skills. .	
5. Student shall be able to demonstrate effective communicate skills , including both oral and written.	
6. Student shall be able to demonstrate effective interpersonal skills, including the ability to lead and to work in a team.	
7. Student shall be able to demonstrate the ability to understand cultural diversity and practice managerial skills in global business context.	
8. Student shall be able to judge ethical problems and apply standards of ethical behaviour in management business.	
9. Student shall able to develop and demonstrate entrepreneurial and business acumen skills to support employability in the area of specialization.	
10. Student shall be able to use various information sources to acquire knowledge on one's own for life-long learning.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
Comprehensive Exam 9. ISLO 1(Management Knowledge) 10. ISLO 2(Research competency) 11. ISLO 3(IT Skills) 12. ISLO 4(Problem-Solving and Critical Thinking Skills) 13. ISLO 7(Global Outlook) 14. ISLO 8(Ethical Behaviour) 15. ISLO 9(Entrepreneurship&Employability)	In comprehensive examination at least 80% of students will attain 50% and above score in each section which is directly mapped to specific ISLOs to achieve the competency.

16. ISLO 10(Life-Long Learning)	
Scoring Rubrics <ul style="list-style-type: none"> • ISLO 2(Research competency) • ISLO 5(Business Communication) • ISLO 6(Behavioural Skill) • ISLO 7(Global Outlook) 	Utilizing a scoring rubric at least 80% of students shall achieve the competency with 50% score in each section mapped with the specific Intended Student Learning Outcomes.
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
Student Exit Survey <i>ISLO 1(Management Knowledge)</i> <i>ISLO 2(Research competency)</i> <i>ISLO 3(IT Skills)</i> <i>ISLO 4(Problem-Solving and Critical Thinking Skills)</i> <i>ISLO 5(Business Communication)</i> <i>ISLO 6(Behavioural Skill)</i> <i>ISLO 7(Global Outlook)</i> <i>ISLO 8(Ethical Behaviour)</i> <i>ISLO 9(Entrepreneurship&Employablity)</i> <i>ISLO 10(Life-Long Learning)</i>	On the exit survey instrument, at least 80% of graduating class will indicate that they agree or strongly agree on various items linked with the intended students learning outcomes.
Alumni Survey <ul style="list-style-type: none"> • ISLO 9(Entrepreneurship&Employablity) 	On the alumni survey instrument, at least 80% of alumni will indicate “Yes” to the question #5: “Are you employed in an area related to your MBA specialization?”
Summary of Results from Implementing Direct Measures of Student Learning:	

No student enrollment from this programme for batch of 2020-21

MBA HOSPITALITY MANAGEMENT

Student Learning Assessment for: MBA HOSPITALITY MANAGEMENT	
Program Intended Student Learning Outcomes (Program ISLOs)	
1.	Student shall able to define, summarize concepts in Hospitality Management and apply it in multi-disciplinary context, able to describe and critically analyse management problems in competitive business environment
2.	Student shall be able to acquire and evaluate new knowledge through Hospitality research methods, Ability to identify, define, investigate, and solve critical hospitality business issues, analyse data/information and interpret results.
3.	Student shall able to use various IT tools and technologies in Hospitality industry
4.	Student shall able to critically think and apply range of strategies for situation handling and decision making.
5.	Student shall able to communicate proficiently, in oral, written, presentation, information searching and listening skills in the Hospitality profession in global /cross cultural environment.
6.	Student shall develop range of Leadership skills and shall demonstrate excellent interpersonal skills, understanding of guest behaviour dynamics and effective Teamwork, including an awareness of personal strengths and limitations.
7.	Student shall able to understand global issues from different perspectives in hopsitality, Recognize the opportunities that are available world wide, Learning from and respecting different cultures, Apply different forms of communication in different cultural settings.
8.	Student shall able to understand and practice the highest standards of ethical behaviour associated with their hospitality profession
9.	Student shall able to find opportunities to improve the business value chain as an entrepreneur. Shall develop and display basic business acumen & knowledge of hopsitality sector.
10.	Student shall be competent to acquire knowledge on one's own through Newspapers/ Business Magazines/ Library/ Databases/ Internet for knowledge assimilation, creation, dissemination for life-long learning
Assessment Instruments for Intended Student Learning Outcomes—	Performance Objectives (Targets/Criteria) for Direct Measures:

Direct Measures of Student Learning:	
<p>Comprehensive Exam</p> <ol style="list-style-type: none"> 1. ISLO 1(Management Knowledge) 2. ISLO 2(Research competency) 3. ISLO 3(IT Skills) 4. ISLO 4(Problem-Solving and Critical Thinking Skills) 5. ISLO 7(Global Outlook) 6. ISLO 8(Ethical Behaviour) 7. ISLO 9(Entrepreneurship&Employablity) 8. ISLO 10(Life-Long Learning) 	<p>In comprehensive examination at least 80% of students will attain 50% and above score in each section which is directly mapped to specific ISLOs to achieve the competency.</p>
<p>Scoring Rubrics</p> <ul style="list-style-type: none"> • ISLO 2(Research competency) • ISLO 5(Business Communication) • ISLO 6(Behavioural Skill) • ISLO 7(Global Outlook) 	<p>Utilizing a scoring rubric at least 80% of students shall achieve the competency with 50% score in each section mapped with the specific Intended Student Learning Outcomes.</p>
<p>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</p>	<p>Performance Objectives (Targets/Criteria) for Indirect Measures:</p>
<p>Student Exit Survey</p> <ol style="list-style-type: none"> 9. ISLO 1(Management Knowledge) 10. ISLO 2(Research competency) 11. ISLO 3(IT Skills) 12. ISLO 4(Problem-Solving and Critical Thinking Skills) 13. ISLO 5(Business Communication) 14. ISLO 6(Behavioural Skill) 15. ISLO 7(Global Outlook) 16. ISLO 8(Ethical Behaviour) 17. ISLO 9(Entrepreneurship&Employablity) 	<p>On the exit survey instrument, at least 80% of graduating class will indicate that they agree or strongly agree on various items linked with the intended students learning outcomes.</p>

18. ISLO 10(Life-Long Learning)	
Alumni Survey <ul style="list-style-type: none"> • ISLO 9(Entrepreneurship&Employability) 	On the alumni survey instrument, at least 80% of alumni will indicate “Yes” to the question #5: “Are you employed in an area related to your MBA specialization?”
Summary of Results from Implementing Direct Measures of Student Learning:	

No student enrollment from this programme for batch of 2020-21

MBA INSURANCE AND BANKING

Student Learning Assessment for: <i>MBA INSURANCE AND BANKING</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
<i>Program Learning Outcome 1:</i> Student shall be able to define principles, concepts and theories in the functional areas of Insurance and Banking	
<i>Program Learning Outcome 2:</i> Student shall be able to formulate research strategy and produce results using research skills in the areas of Insurance and Banking.	
<i>Program Learning Outcome 3:</i> Student shall be able to explore and appraise use of digital literacy in capturing information from various sources in Insurance and Banking.	
<i>Program Learning Outcome 4:</i> Student shall be able to examine various business problems using problem solving and critical thinking skills in Insurance and Banking.	
<i>Program Learning Outcome 5:</i> Student shall be able to demonstrate effective communicate skills , including both oral and written	
<i>Program Learning Outcome 6:</i> Student shall be able to demonstrate effective interpersonal skills, including the ability to lead and to work in a team.	
<i>Program Learning Outcome 7:</i> Student shall be able to demonstrate the ability to understand cultural diversity and practice managerial skills in global business context.	
<i>Program Learning Outcome 8:</i> Student shall be able to judge ethical problems and apply standards of ethical behaviour in managerial practices.	
<i>Program Learning Outcome 9:</i> Student shall able to develop and demonstrate entrepreneurial and business acumen skills to support employability in the area of Insurance and Banking.	
<i>Program Learning Outcome 10:</i> Student shall be able to use various information sources to acquire knowledge on one's own for life-long learning.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
Comprehensive Exam 19. ISLO 1(Management Knowledge) 20. ISLO 2(Research competency) 21. ISLO 3(IT Skills)	In comprehensive examination at least 80% of students will attain 50% and above score in each section which is directly mapped to specific ISLOs to achieve the competency.

<p>22. ISLO 4(Problem-Solving and Critical Thinking Skills) 23. ISLO 7(Global Outlook) 24. ISLO 8(Ethical Behaviour) 25. ISLO 9(Entrepreneurship&Employablity) 26. ISLO 10(Life-Long Learning)</p>	
<p>Scoring Rubrics</p> <ul style="list-style-type: none"> • ISLO 2(Research competency) • ISLO 5(Business Communication) • ISLO 6(Behavioural Skill) • ISLO 7(Global Outlook) 	<p>Utilizing a scoring rubric at least 80% of students shall achieve the competency with 50% score in each section mapped with the specific Intended Student Learning Outcomes.</p>
<p>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</p>	<p>Performance Objectives (Targets/Criteria) for Indirect Measures:</p>
<p>Student Exit Survey</p> <ol style="list-style-type: none"> 1. ISLO 1(Management Knowledge) 2. ISLO 2(Research competency) 3. ISLO 3(IT Skills) 4. ISLO 4(Problem-Solving and Critical Thinking Skills) 5. ISLO 5(Business Communication) 6. ISLO 6(Behavioural Skill) 7. ISLO 7(Global Outlook) 8. ISLO 8(Ethical Behaviour) 9. ISLO 9(Entrepreneurship&Employablity) 10. ISLO 10(Life-Long Learning) 	<p>On the exit survey instrument, at least 80% of graduating class will indicate that they agree or strongly agree on various items linked with the intended students learning outcomes.</p>
<p>Alumni Survey</p> <ul style="list-style-type: none"> • ISLO 9(Entrepreneurship&Employablity) 	<p>On the alumni survey instrument, at least 80% of alumni will indicate “Yes” to the question #5: “Are you employed in an area related to your MBA specialization?”</p>
<p>Summary of Results from Implementing Direct Measures of Student Learning:</p>	

No student enrollment from this programme for batch of 2020-21

MBA PUBLIC RELATIONS AND EVENT MANAGEMENT

Student Learning Assessment for: <i>MBA PUBLIC RELATIONS AND EVENT MANAGEMENT</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1.	Student shall able to define, summarize concepts of PR and Event Management and apply it in multi-disciplinary context, able to describe and critically analyse PR & Event Management problems in volatile business environment
2.	Student shall ability to acquire and evaluate new knowledge through Business research methods, Ability to identify, define, investigate, and solve critical PR & Event Management problems, analyse data/information and interpret results for driving optimum solutions.
3.	Student shall able to use various IT tools and technologies for data processing and analysis in PR & Event Management.
4.	Student shall able to critically think and apply range of strategies for solving a problem and decision making in PR & Event Management.
5.	Student shall able to communicate proficiently, in oral, written, presentation, information searching and listening skills in the management profession in global /cross cultural environment.
6.	Student shall develop range of Leadership skills and shall demonstrate excellent interpersonal skills, understanding of group dynamics and effective Teamwork, including an awareness of personal strengths and limitation and customer handling.
7.	Student shall able to understand global PR & Event Management issues from different perspectives, Recognize the opportunities that the wider world offers, Learning from and respecting different cultures, Apply different forms of communication in different cultural settings.
8.	Student shall able to understand and practice the highest standards of ethical behaviour associated with their PR and Event Management profession.
9.	Student shall able to find opportunities to improve the business value chain as an entrepreneur. Shall develop and display basic business acumen & business skills.
10.	Student shall be competent to acquire knowledge on one's own through Newspapers/ Business Magazines/ Library/ Databases/ Internet for knowledge assimilation, creation, dissemination for life-long learning .
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
Comprehensive Exam	In comprehensive examination at least 80% of students will attain 50%

<ul style="list-style-type: none"> • ISLO 1(Management Knowledge) • ISLO 2(Research competency) • ISLO 3(IT Skills) • ISLO 4(Problem-Solving and Critical Thinking Skills) • ISLO 7(Global Outlook) • ISLO 8(Ethical Behaviour) • ISLO 9(Entrepreneurship&Employability) • ISLO 10(Life-Long Learning) 	<p>and above score in each section which is directly mapped to specific ISLOs to achieve the competency.</p>
<p>Scoring Rubrics</p> <ul style="list-style-type: none"> • ISLO 2(Research competency) • ISLO 5(Business Communication) • ISLO 6(Behavioural Skill) • ISLO 7(Global Outlook) 	<p>Utilizing a scoring rubric at least 80% of students shall achieve the competency with 50% score in each section mapped with the specific Intended Student Learning Outcomes.</p>
<p>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</p>	<p>Performance Objectives (Targets/Criteria) for Indirect Measures:</p>
<p>Student Exit Survey</p> <ul style="list-style-type: none"> • ISLO 1(Management Knowledge) • ISLO 2(Research competency) • ISLO 3(IT Skills) • ISLO 4(Problem-Solving and Critical Thinking Skills) • ISLO 5(Business Communication) • ISLO 6(Behavioural Skill) • ISLO 7(Global Outlook) • ISLO 8(Ethical Behaviour) • ISLO 9(Entrepreneurship&Employability) • ISLO 10(Life-Long Learning) 	<p>On the exit survey instrument, at least 80% of graduating class will indicate that they agree or strongly agree on various items linked with the intended students learning outcomes.</p>

Alumni Survey

- ISLO 9(Entrepreneurship&Employability)

On the alumni survey instrument, at least 80% of alumni will indicate “Yes” to the question #5: “Are you employed in an area related to your MBA specialization?”

Summary of Results from Implementing Direct Measures of Student Learning:

No student enrollment from this programme for batch of 2020-21

MBA REAL ESTATE AND URBAN INFRASTRUCTURE

Student Learning Assessment for: MBA REAL ESTATE AND URBAN INFRASTRUCTURE	
Program Intended Student Learning Outcomes (Program ISLOs)	
1.	Student shall able to define, summarize concepts in Real Estate and Urban Infrastructure and apply it in multi-disciplinary context, able to describe and critically analyse Real Estate and Urban Infrastructure Management problems in volatile environment
2.	Student shall ability to acquire and evaluate new knowledge through Business research methods, Ability to identify, define, investigate, and solve critical Real Estate and Urban Infrastructure Management problems, analyse data/information and interpret results for driving optimum solutions.
3.	Student shall able to use various IT tools and technologies for data processing and analysis in Real Estate and Urban Infrastructure Management.
4.	Student shall able to critically think and apply range of strategies for solving a problem and decision making in Real Estate and Urban Infrastructure Management.
5.	Student shall able to communicate proficiently, in oral, written, presentation, information searching and listening skills in the management profession in global /cross cultural environment.
6.	Student shall develop range of Leadership skills and shall demonstrate excellent interpersonal skills, understanding of group dynamics and effective Teamwork, including an awareness of personal strengths and limitation and customer handling.
7.	Student shall able to understand global Real Estate and Urban Infrastructure issues from different perspectives, Recognize the opportunities that the wider world offers, Learning from and respecting different cultures, Apply different forms of communication in different cultural settings.
8.	Student shall able to understand and practice the highest standards of ethical behaviour associated with their Real Estate and Urban Infrastructure management profession
9.	Student shall able to find opportunities to improve the infrastructure value chain as an entrepreneur. Shall develop and display basic business acumen & business skills.
10.	Student shall be competent to acquire knowledge on one's own through Newspapers/ Business Magazines/ Library/ Databases/ Internet for knowledge

assimilation, creation, dissemination for life-long learning.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
Comprehensive Exam <ul style="list-style-type: none"> • ISLO 1(Management Knowledge) • ISLO 2(Research competency) • ISLO 3(IT Skills) • ISLO 4(Problem-Solving and Critical Thinking Skills) • ISLO 7(Global Outlook) • ISLO 8(Ethical Behaviour) • ISLO 9(Entrepreneurship&Employability) • ISLO 10(Life-Long Learning) 	In comprehensive examination at least 80% of students will attain 50% and above score in each section which is directly mapped to specific ISLOs to achieve the competency.
Scoring Rubrics <ul style="list-style-type: none"> • ISLO 2(Research competency) • ISLO 5(Business Communication) • ISLO 6(Behavioural Skill) • ISLO 7(Global Outlook) 	Utilizing a scoring rubric at least 80% of students shall achieve the competency with 50% score in each section mapped with the specific Intended Student Learning Outcomes.
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
Student Exit Survey <ul style="list-style-type: none"> • ISLO 1(Management Knowledge) • ISLO 2(Research competency) • ISLO 3(IT Skills) • ISLO 4(Problem-Solving and Critical Thinking Skills) • ISLO 5(Business Communication) 	On the exit survey instrument, at least 80% of graduating class will indicate that they agree or strongly agree on various items linked with the intended students learning outcomes.

<ul style="list-style-type: none"> • ISLO 6(Behavioural Skill) • ISLO 7(Global Outlook) • ISLO 8(Ethical Behaviour) • ISLO 9(Entrepreneurship&Employability) • ISLO 10(Life-Long Learning) 	
<p>Alumni Survey</p> <ul style="list-style-type: none"> • ISLO 9(Entrepreneurship&Employability) 	<p>On the alumni survey instrument, at least 80% of alumni will indicate “Yes” to the question #5: “Are you employed in an area related to your MBA specialization?”</p>
<p>Summary of Results from Implementing Direct Measures of Student Learning:</p>	

No student enrollment from this programme for batch of 2020-21

MBA TRANSPORT AND LOGISTICS

Student Learning Assessment for: MBA TRANSPORT AND LOGISTICS	
Program Intended Student Learning Outcomes (Program ISLOs)	
1.	Student will able to define, summarize concepts in Transportation & Logistics Management and apply them to create competitive operations strategies and enhancing logistics services for businesses in various sectors.
2.	Student will able to collect, analyze and interpret data and information, synthesize and organize information related to on time and cost problems, transport demands, green service operations etc., capacity to interpret results for driving optimum solutions.
3.	Student will able to identify potential sources of Business environment information using technologies, Synthesize and define an idea from multiple information sources.
4.	Student will able to demonstrate the ability to apply theoretical knowledge that will lead to development of new ideas, methods, techniques, practices, products and services in a variety of contexts (technology, commerce, social systems) in operations and logistics management and able to apply decision making methodologies to evaluate solutions for efficiency, effectiveness and sustainability for better supply and distribution of products and services.
5.	Student will able to communicate proficiently, in oral, written, presentation, information searching and listening skills in the management profession, Be assertive and articulate, be able to negotiate responsibly and persuade others effectively.
6.	Student will able to demonstrate excellent interpersonal, team working, mentoring and decision-making skills, including an awareness of personal strengths and limitations.
7.	Student will able to be capable of applying their discipline in local, national and international contexts, ability to be culturally aware and capable of respecting diversity
8.	Student will able to be aware of the standards, ethics and values of their discipline, in both the local and global context.
9.	Student will able to be entrepreneurial, industrious and be able to recognize opportunities; turn them into ideas for enterprises.
10.	Student will able to Capable to create learn environments that require active learning, engaged in self-directed practice.
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
Comprehensive Exam	In comprehensive examination at least 80% of students will attain 50%

<ul style="list-style-type: none"> • ISLO 1(Management Knowledge) • ISLO 2(Research competency) • ISLO 3(IT Skills) • ISLO 4(Problem-Solving and Critical Thinking Skills) • ISLO 7(Global Outlook) • ISLO 8(Ethical Behaviour) • ISLO 9(Entrepreneurship&Employability) • ISLO 10(Life-Long Learning) 	<p>and above score in each section which is directly mapped to specific ISLOs to achieve the competency.</p>
<p>Scoring Rubrics</p> <ul style="list-style-type: none"> • ISLO 2(Research competency) • ISLO 5(Business Communication) • ISLO 6(Behavioural Skill) • ISLO 7(Global Outlook) 	<p>Utilizing a scoring rubric at least 80% of students shall achieve the competency with 50% score in each section mapped with the specific Intended Student Learning Outcomes.</p>
<p>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</p>	<p>Performance Objectives (Targets/Criteria) for Indirect Measures:</p>
<p>Student Exit Survey</p> <ul style="list-style-type: none"> • ISLO 1(Management Knowledge) • ISLO 2(Research competency) • ISLO 3(IT Skills) • ISLO 4(Problem-Solving and Critical Thinking Skills) • ISLO 5(Business Communication) • ISLO 6(Behavioural Skill) • ISLO 7(Global Outlook) • ISLO 8(Ethical Behaviour) • ISLO 9(Entrepreneurship&Employability) 	<p>On the exit survey instrument, at least 80% of graduating class will indicate that they agree or strongly agree on various items linked with the intended students learning outcomes.</p>

<ul style="list-style-type: none"> • ISLO 10(Life-Long Learning) 	
<p>Alumni Survey</p> <ul style="list-style-type: none"> • ISLO 9(Entrepreneurship&Employability) 	<p>On the alumni survey instrument, at least 80% of alumni will indicate “Yes” to the question #5: “Are you employed in an area related to your MBA specialization?”</p>
<p>Summary of Results from Implementing Direct Measures of Student Learning:</p>	

No student enrollment from this programme for batch of 2020-21

MBA TOURISM ADMINISTRATION

Student Learning Assessment for: MBA TOURISM ADMINISTRATION	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. Students will be able to demonstrate systematic knowledge and understanding of Tourism and Travel concepts.	
2. Students will be able to identify, define and investigate information and ideas related to issues and opportunities in Tourism and Travel.	
3. Students will be able to explore information and use digital literacy in capturing information from various sources and developing innovative solutions related to Tourism.	
4. Students will be able to think critically, creatively, and demonstrate curiosity to discover new product offering and services in Tourism to satisfy the customer needs.	
5. Students will be able to speak proficiently, clearly & effectively while presenting the Tourism and Travel product offerings and services.	
6. Students will be able to demonstrate initiativeness & enthusiasm while working in collaborative teams in successful implementation of Tourism and Travel operations.	
7. Students will be able to understand the global issues & recognize the opportunity the challenges that global Tourism and Travel operation offers to them while operating in different cultures.	
8. Students will be able to understand and practice the highest standards of ethical behavior in their professional and personal life. They also acknowledge and appreciate the importance of diversity in their personal life.	
9. Students will be able to think creatively & evaluate the opportunities available from the business environment of Tourism and Travel to identify career or incubate their own ventures.	
10. Students will be capable to create continuous learning environment for engaging themselves to update with new knowledge in Tourism and Travel.	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
Comprehensive Exam 1. ISLO 1(Management Knowledge) 2. ISLO 2(Research competency)	In comprehensive examination at least 80% of students will attain 50% and above score in each section which is directly mapped to specific ISLOs to achieve the competency.

<ol style="list-style-type: none"> 3. ISLO 3(IT Skills) 4. ISLO 4(Problem-Solving and Critical Thinking Skills) 5. ISLO 7(Global Outlook) 6. ISLO 8(Ethical Behaviour) 7. ISLO 9(Entrepreneurship&Employablity) 8. ISLO 10(Life-Long Learning) 	
<p>Scoring Rubrics</p> <ul style="list-style-type: none"> • ISLO 2(Research competency) • ISLO 5(Business Communication) • ISLO 6(Behavioural Skill) • ISLO 7(Global Outlook) 	<p>Utilizing a scoring rubric at least 80% of students shall achieve the competency with 50% score in each section mapped with the specific Intended Student Learning Outcomes.</p>
<p>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</p>	<p>Performance Objectives (Targets/Criteria) for Indirect Measures:</p>
<p>Student Exit Survey</p> <ul style="list-style-type: none"> • ISLO 1(Management Knowledge) • ISLO 2(Research competency) • ISLO 3(IT Skills) • ISLO 4(Problem-Solving and Critical Thinking Skills) • ISLO 5(Business Communication) • ISLO 6(Behavioural Skill) • ISLO 7(Global Outlook) • ISLO 8(Ethical Behaviour) • ISLO 9(Entrepreneurship&Employablity) • ISLO 10(Life-Long Learning) 	<p>On the exit survey instrument, at least 80% of graduating class will indicate that they agree or strongly agree on various items linked with the intended students learning outcomes.</p>
<p>Alumni Survey</p> <ul style="list-style-type: none"> • ISLO 9(Entrepreneurship&Employablity) 	<p>On the alumni survey instrument, at least 80% of alumni will indicate “Yes” to the question #5: “Are you employed in an area related to your</p>

	MBA specialization?"
Summary of Results from Implementing Direct Measures of Student Learning:	

No student enrollment from this programme for batch of 2020-21