

Report of Student Learning and Achievement
Kardan University
Department of Business Administration

For Academic Year: 2018

Mission of the *Department of Business Administration*

The mission of the Department of Business Administration at KARDAN UNIVERSITY is to achieve academic excellence through unparalleled teaching, holistic education and modern management approaches in alignment with the core values of Afghanistan and latest trends and technologies, aimed at bringing drastic change in the behavior, attitude and skills of the business management students. The Department of Business Administration pursues the state of the art teaching methodologies to inculcate a habit of thinking and cultivate the management culture among the students who could handsomely deliver toward the cause of the nation.

Student Learning Assessment for the Bachelor of Business Administration (BBA)

Program Intended Student Learning Outcomes (Program ISLOs)

1. Students will be able to demonstrate the fundamental knowledge of the core concepts in the functional avenues of business.
2. Students will be able to explain the diversified intercultural dimensions of management in an amicable manner.
3. Students will be able to understand and exhibit the conducive environment and philosophy of a modern day business enterprise.
4. Students will be able to apply the legal and ethical implications of business theory and decision making thereto.
5. Students will be able to amicably apply the quantitative techniques in the business decision making process.
6. Students will be able to express themselves in Management Information System in terms of knowledge and its application.
7. Students will be able to demonstrate high quality communication skills at appropriate levels of audience.
8. Students will be able to act efficiently and enthusiastically in team scenarios.
9. Students will be able to show effective analytical and critical thinking skills in an organizational context.
10. Students will be able to demonstrate the knowledge and competencies in general management spheres like HRM(Human Resource Management) OB (Organizational Behavior) and Strategic Management.
11. Students will be able to demonstrate the knowledge and competencies, with field of Financial Management and Cost Accounting.

Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. End-of-Program Written Thesis/Dissertation Program ISLOs Assessed by this Measure: 1,2,3,4,5,6,9,10,11	At least 85% of graduating BBA students will score at least 60% on each subset of questions related to each of the program ISLOs assessed by this measure.
2. End-of- Thesis/Dissertation Viva Voce Program ISLOs Assessed by this Measure:1, 7,8,9,10,11	All the graduating students in the BBA program will undergo a comprehensive viva voce examination at the end of BBA program. On the viva voce evaluation rubric, at least 85% of all graduating students in the BBA program will obtain at least 60% marks on each evaluation criterion associated with the program ISLOs assessed by this measure.
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. BBA Program Evaluation Survey Program ISLOs Assessed by this Measure: 1,2,3,4,5,6,7,8,9,10,11	On the BBA Program Evaluation Survey, at least 90% of the graduating students will indicate that they are ‘satisfied’ or ‘highly satisfied’ in achieving each of the program ISLOs assessed by this measure.
2. BBA Alumni Survey Program ISLOs Assessed by this Measure: 1,2,3,4,5,6,7,8,9,10,11	The results of the BBA Alumni Survey will indicate that at least 85% of the responding alumni will ‘agree’ or ‘strongly agree’ with their learning on each program outcome item in the survey.
Assessment Results: Bachelor of Business Administration (BBA)	
Summary of Results from Implementing Direct Measures of Student Learning:	
1. End-of-Program Written Thesis/Dissertation: <u>Number of Students Achieving a Sub-score of 60% or Higher on Each of the Program-ISLO-Related Set of Question:</u>	
Knowledge of the functional areas of business (Program ISLO 1):	85 (87% of Total)
Knowledge of the external business environments (Program ISLO 2, 4):	84 (85% of Total)
Knowledge of the global environmental issues in business context (Program ISLO 3):	88 (90% of Total)
Knowledge of ethical sensitivity and issues (Program ISLO 4):	90 (92% of Total)
Demonstrating the ability of business decision-support tools (Program ISLO 4,5,6):	84 (86% of Total)
Demonstrating the ability to integrate business concepts and functions (ISLO 10,11):	86 (88% of Total)
(Total Number of Students: 98)	

2. End-of- Thesis/Dissertation Viva Voce

Number of Students Achieving a Sub-score of 60% or Higher on Each of the Program-ISLO-Related Set of Question:

Knowledge of the functional areas of accounting, marketing, finance, and management (Program ISLO 1,10,11):	84 (86% of Total)
The ability to communicate effectively (Program ISLO 7):	86 (88% of Total)
The ability to apply knowledge of business concepts and functions in an integrated manner (Program ISLO 9):	86 (88% of Total)

(Total Number of Students: 98)

1. *Summary of Results for Direct Measure 3*

2. *Summary of Results for Direct Measure 4*

Summary of Results from Implementing Indirect Measures of Student Learning:

1. BBA Program Evaluation Survey:

Number of Students Rating Their Degree of Success in Achieving the Program ISLOs as “ Satisfied” o r “ Highly Satisfied”:

Program ISLO 1 (Knowledge of the core concepts in the functional avenues of business):	91 (93% of Total)
Program ISLO 2 (Knowledge of the diversified intercultural dimensions of management in an amicable manner):	88 (90% of Total)
Program ISLO 3 (Understand and exhibit the conducive environment and philosophy of modern day business enterprise):	89 (91% of Total)
Program ISLO 4 (Legal and ethical implication of business theory and decision making thereto):	92 (94% of Total)
Program ISLO 5 (Apply the quantitative techniques in the business decision making process):	93 (95% of Total)
Program ISLO 6 (Express themselves in Management Information Systems in terms of knowledge and its application):	88 (90% of Total)
Program ISLO 7 (High quality communication skills at appropriate level of audience):	90 (92% of Total)
Program ISLO 8 (act efficiently and enthusiastically in team scenarios):	88 (90% of Total)
Program ISLO 9 (Analytical and critical thinking skills):	89 (91% of Total)
Program ISLO 10 (Knowledge and competencies in general management spheres):	91 (93% of Total)
Program ISLO 11 (Knowledge and competencies in Financial arena):	93 (95% of Total)

(Total Number of Students: 98)

2. BBA Alumni Survey:

Number of Alumni Rating Their Degree of Readiness Resulting from Their Achievement of the Program ISLO as “ Agree” or “ Strongly Agree” for Their Current Positions:

Program ISLO 1 (Knowledge of the core concepts in the functional avenues of business):	133 (90% of Total)
Program ISLO 2 (Knowledge of the diversified intercultural dimensions of management in an amicable manner):	126 (85% of Total)
Program ISLO 3 (Understand and exhibit the conducive environment and philosophy of modern day business enterprise):	129 (87% of Total)
Program ISLO 4 (Legal and ethical implication of business theory and decision making thereto):	130 (88% of Total)
Program ISLO 5 (Apply the quantitative techniques in the business decision making process):	126 (85% of Total)
Program ISLO 6 (Express themselves in Management Information Systems in terms of knowledge and its application):	131 (89% of Total)
Program ISLO 7 (High quality communication skills at appropriate level of audience):	126 (85% of Total)
Program ISLO 8 (act efficiently and enthusiastically in team scenarios):	133 (90% of Total)
Program ISLO 9 (Analytical and critical thinking skills):	128 (86% of Total)
Program ISLO 10 (Knowledge and competencies in general management spheres):	141 (95% of Total)
Program ISLO 11 (Knowledge and competencies in Financial arena):	133 (90% of Total)

(Total Number of Alumni Surveyed: 148)

3. Summary of Results for Indirect Measure 3

4. Summary of Results for Indirect Measure 4

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
	End-of-Program Written Thesis/Dissertation:	End-of-Thesis/Dissertation Viva Voce	Direct Measure 3	Direct Measure 4	BBA Program Evaluation Survey	BBA Alumni Survey:	Indirect Measure 3	Indirect Measure 4
Program ISLOs	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. Students will be able to demonstrate the fundamental knowledge of the core concepts in the functional avenues of business.	Met	Met			Met	Met		

2. Students will be able to explain the diversified intercultural dimensions of management in an amicable manner.	Met	NA			Met	Met		
3. Students will be able to understand and exhibit the conducive environment and philosophy of a modern day business enterprise.	Met	NA			Met	Met		
4. Students will be able to apply the legal and ethical implications of business theory and decision making thereto.	Met	NA			Met	Met		
5. Students will be able to amicably apply the quantitative techniques in the business decision making process.	Met	NA			Met	Met		
6. Students will be able to express themselves in Management Information System in terms of knowledge and its application.	Met	NA			Met	Met		
7. Students will be able to demonstrate high quality communication skills at appropriate levels of audience.	NA	Met			Met	Met		
8. Students will be able to act efficiently and enthusiastically in team scenarios.	NA	Met			Met	Met		

9. Students will be able to show effective analytical and critical thinking skills in an organizational context	Met	Met			Met	Met		
10. Students will be able to demonstrate the knowledge and competencies in general management spheres like HRM,OB and Strategic Management.	Met	Met			Met	Met		
11. Students will be able to demonstrate the knowledge and competencies, with field of Financial Management and Cost Accounting.	Met	Met			Met	Met		
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
1. Course of Action 1								
2. Course of Action 2:								
3. <i>Course of Action 3</i>								
4. <i>Course of Action 4</i>								