



Report of Outcomes Assessment Results

Institution	_____
Academic Business Unit	_____
Academic Year	_____

The American Business School of Paris

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2015-2016

Outcomes Assessment Plan

Is the outcomes assessment plan that you submitted to the IACBE still current or have you made changes?

The outcomes assessment plan that we have previously submitted is still current.

Changes have been made and the revised plan is attached.

We have made changes and the revised plan will be sent to the IACBE by: _____

Outcomes Assessment Results

For Academic Year: 2015-2016

Section I: Student Learning Assessment

Student Learning Assessment for: BBA & MBA, all majors and concentrations	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. Students will be able to demonstrate foundational knowledge of the functional areas of business.	
2. Students will be able to explain the intercultural dimensions of business	
3. Students will be able to describe the economic environment of business	
4. Students will be able to demonstrate knowledge of legal and ethical principles in business and apply them with regards to leadership decisions	
5. Students will be able to use technology and appropriate quantitative methods as tools of effective management	
6. Students will be able to demonstrate well-developed oral and written communication and business presentation skills	
7. Students will be able to demonstrate well-developed organizational leadership and teamwork skills for the effective implementation of policy	
8. Students will be able to demonstrate the ability to manage organizational problems and issues from a multi-disciplinary perspective	
9. Students will be able to integrate theory and practical application across business functions for the purpose of strategic planning, implementation and control	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures :
A. End of Program, Intergroup Business Games BBA, MBA (all majors & concentrations): Students will demonstrate their ability to work in a tense business situation by applying their learned skills and creativity in various functions of business and teamwork. Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6, 7, 8, 9	75% of students shall earn a B- grade or higher for the Business Games
B. Senior Capstone Project i. BUSI320: Entrepreneurship - students learn to connect the concepts learned in management, marketing and finance courses.	80% of students will obtain a grade of B or higher for the two capstone courses

<p>ii. BUSI410: Strategic Management – students learn to evaluate a company’s strategic situation and develop a corporate and business strategy and the managerial keys to successfully executing the chosen strategy</p> <p>Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6, 7, 8, 9</p>	
<p>C. Internship Report & Presentation</p> <p>BUSI450: 6-month end of study internship, analysis, report & presentation</p> <p>Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6, 7, 8, 9</p>	<p>80% of students will obtain a sufficient performance review from the jury’s evaluation, their report writing skills and their final presentation</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>A. Outgoing Student Survey</p>	<p>80% of students will be satisfied with the programs in terms of academic achievement, career development, and overall administration</p>
<p>B. Internship Employer Evaluation Form</p>	<p>80% of employer’s will be satisfied with the programs in developing student’s career path according to their acquired skills and knowledge</p>
<p style="text-align: center;">Learning Assessment Results: BBA, all majors</p>	
<p>Summary of Results from Implementing Direct Measures of Student Learning:</p>	
<p>A. End of program intergroup Business Games:</p> <p>Number of students who achieved a score of B- or higher: 62 Number of participating students: 86 % of student who achieved a score of B- or higher: 72%</p>	
<p>B. Senior Capstone Projects</p> <p>Number of students who achieved successful results in 2 capstone classes:</p> <p>i. BUSI410: Strategic Management: 2015 Spring: 45 out of 45 (100%) 2016 Spring: 74 out of 81 (91%)</p>	

- ii. BUSI320: Entrepreneurship:
 2015 Fall: 36 out of 40 (90%)
 2016 Fall: 54 out of 57 (95%)

C. BUSI450 report and presentation

98% pass rate

Summary of Results from Implementing Indirect Measures of Student Learning:

A. Outgoing survey for senior students

Satisfaction Levels - Strongly & Somewhat

Academic Program	52.2%
Progress/Writing Skills	61.5%
Progress/Oral Skills	75.4%
Progress/Academic Field	65.7%
Accessibility of Teachers	50.0%
Orientation	67.2%
Cultural Integration	68.2%
Student Delegates/Reps	36.7%
Communications	50.0%
Online Pre-Registration	64.5%
ExtraCurricular	16.3%
Accessibility of Administration	57.8%
Effectiveness of Administration	50.8%
Effectiveness of Career Services	51.0%
Head of Career Services	52.1%
Associate Dean	68.4%
Dean	66.7%
Academic Advisory	52.9%

Admissions Office	53.7%
Internship	31.3%
Classrooms/Facilities	42.6%
Library	49.2%
Media Lab	37.3%
Computer Services	36.5%
Eaubonne/sports	30.2%
Safety & Security	80.9%

B. Internship Evaluations

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
	<i>A. Business Games</i>	<i>B. Capstone Projects</i>	<i>C. Internship Report</i>	<i>Direct Measure 4</i>	<i>A. Student Survey</i>	<i>B. Employer Evaluation</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	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 foundational knowledge of the functional areas of business.	Met	Met	Met		**	Met		
2. Students will be able to explain the intercultural dimensions of business	Met	Met	Met		**	**		
3. Students will be able to describe the economic environment of business	Met	Met	Met		**	**		
4. Students will be able to demonstrate knowledge of legal and ethical principles in business	Met	Met	Met		**	**		

and apply them with regards to leadership decisions								
5. Students will be able to use technology and appropriate quantitative methods as tools of effective management	Met	Met	To be improved		To be improved	To be improved		
6. Students will be able to demonstrate well-developed oral and written communication and business presentation skills	Met	To be improved	To be improved		To be improved	To be improved		
7. Students will be able to demonstrate well-developed organizational leadership and teamwork skills for the effective implementation of policy	Met	Met	Met		To be improved	**		
8. Students will be able to demonstrate the ability to manage organizational problems and issues from a multi-disciplinary perspective	Met	Met	Met		**	**		
9. Students will be able to integrate theory and practical application across business functions for the purpose of strategic planning, implementation and control	Met	Met	To be improved		**	**		

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

** implementation underway to update Student Survey & Internship Employer Evaluation forms to better measure outcomes

1. Better organization of the Business Games to support our students: (1) manage the Business Games from the Academic Advisor's office, rather than through a temporary teacher assignment; (2) organize a guest speaker/teacher for the Accounting class each term to illustrate the key differences between the French Accounting and GAAP (US) standard accounting.

2. Improve our customer service front-line team. Replaced two staff members since September 2016. New staff's primary strengths in customer service and administrative support.

3. Improved communication of school-wide activities and events, focused on "value-add" rather than "mandatory attendance".

Section II: Operational Assessment (Note: Complete this section only if you received first-time accreditation or reaffirmation of accreditation after January 1, 2011.)

Operational Assessment	
Intended Operational Outcomes	
1. Graduates place in appropriate entry-level positions or in next-level higher learning institutions on an annual basis	
2. Students graduate in a timely manner	
3. Academic programs will be current, relevant, and meet the needs of business	
4. Students will participate in relevant internships on a frequent basis per year to build a professional career path	
5. The school retains their students on an annual basis and minimizes attrition	
6. The school increased admissions of better qualified candidates	
Assessment Measures/Methods for Intended Operational Outcomes:	Performance Objectives (Targets/Criteria) for Operational Assessment Measures/Methods:
A. All graduates surveyed on career placement Intended Operational Outcomes Assessed by this Measure: 1,5	80% graduates placed in entry level position within their degree and specialization
B. Graduation exit survey Intended Operational Outcomes Assessed by this Measure: 2,3,4	All students will provide positive feedback on the program, the staff, and their achievements
C. Course evaluations Intended Operational Outcomes Assessed by this Measure: 4	80% of students will indicate that they are satisfied with the course materials, lectures, and methodology of the courses they have taken
D. Annual report from Corporate Relations Manager Intended Operational Outcomes Assessed by this Measure: 5	90% of graduating students will have carried out their 6-month internships related to their major with success
E. Retention data from Dean's office	90% retention rate year-on-year

Intended Operational Outcomes Assessed by this Measure: 1,2,6	
F. Success rate of newly recruited candidates Intended Operational Outcomes Assessed by this Measure: 7	No more than 20% of newly admitted students to be on the probation list during their first year

Summary of Results from Implementing Operational Assessment Measures/Methods:

- a. According to our survey, 44% in 2015 and 49% in 2016 students have been placed in entry-level jobs, and 44% in 2015 and 32% in 2016 are pursuing a higher level degree
- b. From our data, 98% students have graduated
- c. The professors revise their syllabi every year with the most up-to-date textbooks, case studies, assessment techniques, and methodologies
- d. From the review of the course evaluations, a majority of students are satisfied with the learning materials with relation to preparing them for their future career path
- e. 98% of students successfully completed their internships before graduating
- f. Re-enrollment numbers: 97.3% (Fall 2015 to Fall 2016)
- g. Fewer students are on the probation list due to reforms such as tutoring and standardization with syllabi and evaluations

Summary of Achievement of Intended Operational Outcomes:

Intended Operational Outcomes	Operational Assessment Measures/Methods							
	A. Graduate survey	B. Graduation exit survey	C. Course evaluations	D. Annual report from Corp Relations	E. Retention data from Dean's office	F. Success rate of newly recruited candidates	Operational Assessment Measure/ Method 7	Operational Assessment Measure/ Method 8
	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. Graduates place in appropriate entry-level positions or in next-level higher learning institutions on an annual basis	Met	Met	N/A	Met	N/A	N/A		
2. Students graduate in a timely manner	Met	Met	N/A	Met	N/A	N/A		
3. Academic programs will be	N/A	Met	Met	Met	Met	Met		

current, relevant, and meet the needs of business								
4. Students will participate in relevant internships on a frequent basis per year to build a professional career path	Met	Met	N/A	Met	Met	N/A		
5. The school retains their students on an annual basis and minimizes attrition	N/A	Met	Met	N/A	Met	Met		
6. The school increased admissions of better qualified candidates	N/A	Met	Met	N/A	Met	Met		

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

- i. Curriculum committee will meet each year to review the outcomes from the Professional Advisory Board (PAB) discussions and modify the curriculum by department if necessary.
- ii. Encourage more turnover among faculty to create more variety of educational approaches and industry experience
- iii. Encourage further modernization of syllabi by long-standing faculty
- iv. Integrate closer academic tutoring with struggling students
- v. Update the interview procedures to include more precise questions regarding integration challenges in the school and the city