



Student Learning
Assessment
Report:
Spring 2024

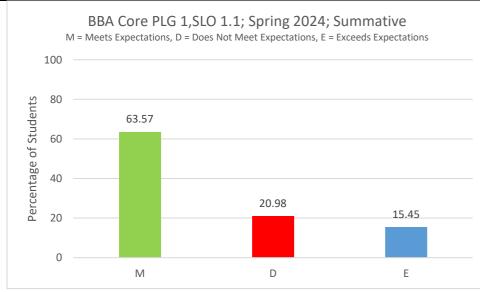
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Spring 2024 Student Learning Assessment Report: BBA Program

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

Program Learning Goal	Student Learning Outcome	Measure	Measurement Criteria	Result	Observation(s)	Closing the Loop
1. Communications	1.1 Communicate ideas and arguments effectively	Summative: Exit Assessment Test, and Course Embedded Assessment (MGT 489, integrative capstone course group term projects). Formative: Course Embedded Assessment (MGT 368 group term projects)	Exit Assessment Test: Meets Expectation: 60% to 80%; Does Not Meet Expectation < 60%; Exceeds Expectation > 80% Course-Embedded Assessment: Rubric # B.1.1.1.1	See Figures BBA Core 1 – 4.	Target: 80% of students should meet or exceed expectations. Students did meet expectation in summative assessment but met the expectation in formative assessment. Trend: Students' performance in both assessments have increased compare to last period. Students exhibit good performance.	The faculties successfully managed different courses through extensive focused on presentation and debate to enhance students' capabilities to share their ideas in an articulated manner. Moreover, North South University Communications Club (NSUCC) is also working different seminars to increase the communication skill of the students.



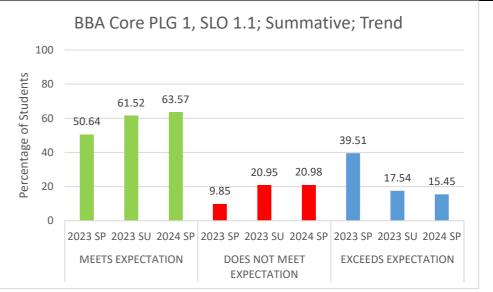


Figure BBA Core- 1 Figure BBA Core- 2

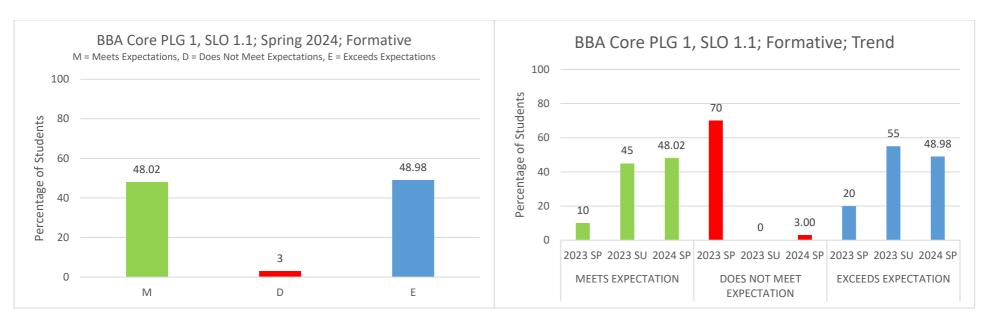


Figure BBA Core- 3 Figure BBA Core- 4

Program	Student					
Learning	Learning					
Goal	Outcome	Measure	Measurement Criteria	Result	Observation(s)	Closing the Loop
2. Critical	2.1	Summative: Exit Assessment Test,	Exit Assessment Test: Meets	See Figures	Target: 70% students	The faculties are continuously improving
Thinking	Correctly	and Course Embedded Assessment	Expectation: 60% to 80%; Does	BBA Core 5	should meet or exceed	their course materials in different ways to
	apply	(MGT 489, integrative capstone	Not Meet Expectation < 60%;	− 6 .	expectations.	boost students' morale and motivate them
	foundation	course group term projects).	Exceeds Expectation > 80%	Please see	Students met the target.	to focus on applying their knowledge to
	knowledge	Formative: Course Embedded	Course-Embedded Assessment:	the	Students met me target.	better business decision.
	gained in	Assessment from the Disciplines:	Rubric # 2.1.1.1 (summative);	following	Trend: Students'	
	BBA core	FIN 435 group term projects for	A&F.4.R. 2 for A&F students,	figures for	performance in this area	
	courses	A&F students; HRM 480 group	rubric # HRM.3.R.1 for HRM	the	has increased compare	
	for	terms projects for HRM students;	students, rubric # INB.2.R.1 for	formative	to previous period. The	
	analysis	INB 480 group term projects for	INB students, rubric #	results:	percentage of exceeds	
	and	INB students; MIS 470 group term	MIS.2.R.1 for MIS students,	A&F-13,	expectation has	
	decision	projects for MIS students; and	rubric # MKT.1.R.2 for MKT	HRM-9,	increased also.	
	making	MKT 460 group term projects for	students (formative)	INB-5, MIS-		
		MKT students		5, MKT-1		

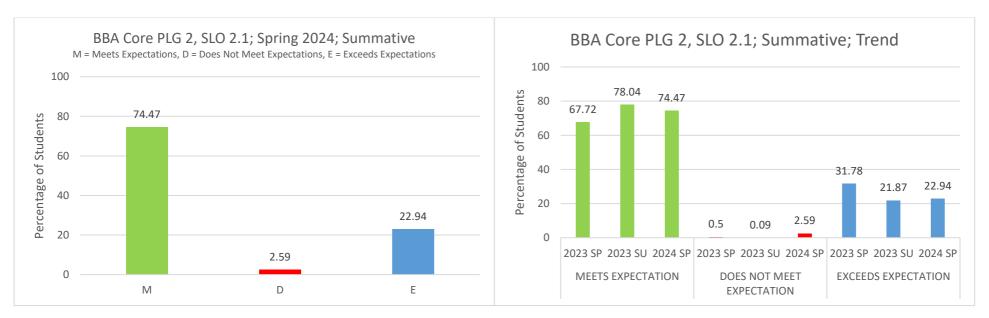


Figure BBA Core- 5 Figure BBA Core- 6

Program Learning Goal	Student Learning Outcome	Measure	Measurement Criteria	Result	Observation(s)	Closing the Loop
2. Critical Thinking	2.2. Engage in critical thinking and analysis of business phenomena to realize opportunities for performance improvement at all levels	Summative: Exit Assessment Test, and Course Embedded Assessment (MGT 489, integrative capstone course group term projects). Formative: Course Embedded Assessment (MGT 368 group term projects)	Exit Assessment Test: Meets Expectation: 60% to 80%; Does Not Meet Expectation < 60%; Exceeds Expectation > 80% Course-Embedded Assessment: Rubric # B.2.2.1.1	See Figures BBA Core 7 – 10.	Target: 60% students should meet or exceed expectation. Students met the target in both summative and formative assessments. Trend: Students met the target in summative assessment and performance seemed to increase over the period with increasing number of students meeting the expectation.	By applying uniformity in their approach to the classrooms, the school managed to ensure satisfactory student learning across all courses taught.

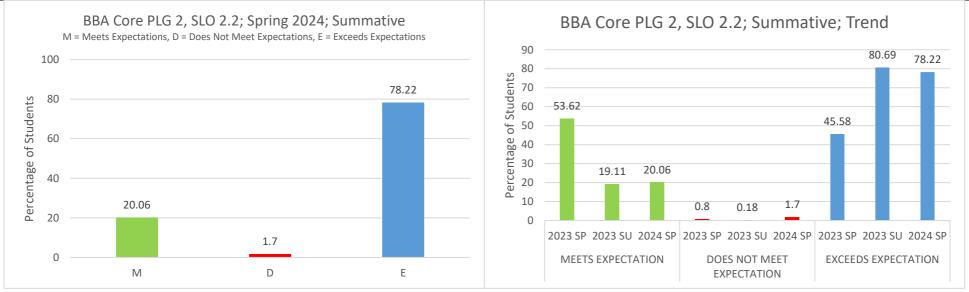


Figure BBA Core- 7 Figure BBA Core- 8

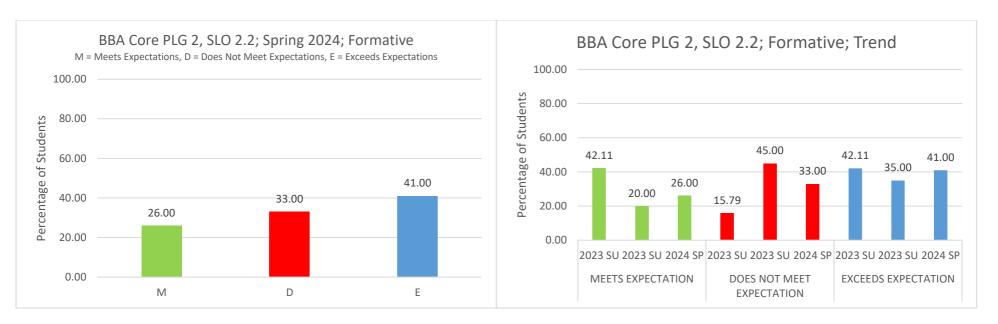


Figure BBA Core- 9 Figure BBA Core- 10

Program Learning	Student Learning		Measurement			
Goal	Outcome	Measure	Criteria	Result	Observation(s)	Closing the Loop
3. Integration	3.1 Utilize knowledge	Summative: Exit	Exit Assessment	See	Target: 80% students should	Faculties developed different strategies to
	in the areas of	Assessment Test, and	Test: Meets	Figures	meet or exceed expectation.	deliver lecture content in the classroom
	accounting,	Course-Embedded	Expectation 60% to	BBA	_	environment in ways that engage students
	management, finance,	Assessment (MGT	80%; Does Not Meet	Core 11	Students met the target in	and meet the courses' learning objectives.
	and marketing as	489, integrative	Expectation < 60%,	<i>−</i> 14.	formative assessment and	
	business	capstone course,	Exceeds Expectation		summative assessment.	
	professionals.	group term projects)	> 80%			
		Formative: Course-	Course-Embedded		Trend: Students' performance	
		Embedded	Assessment: Rubric		has declined over the period	
		Assessment (MGT	# 3.1.1.1		in formative assessment. This	
		368 group term			is an area of high concern.	
		projects)			Students exhibit stable	
					performance in summative	
					assessment.	

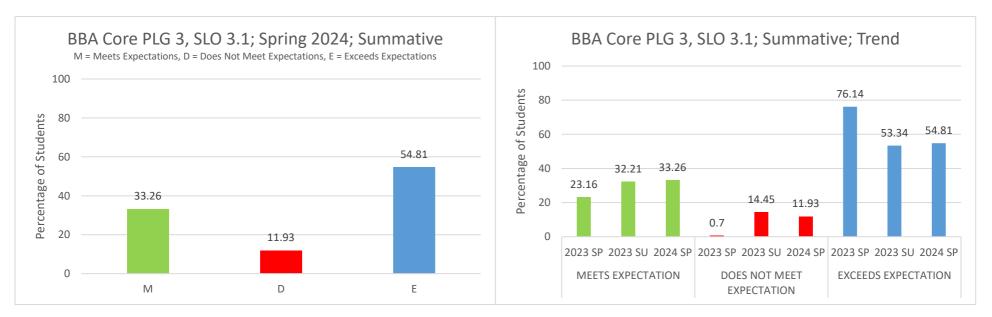


Figure BBA Core- 11 Figure BBA Core- 12

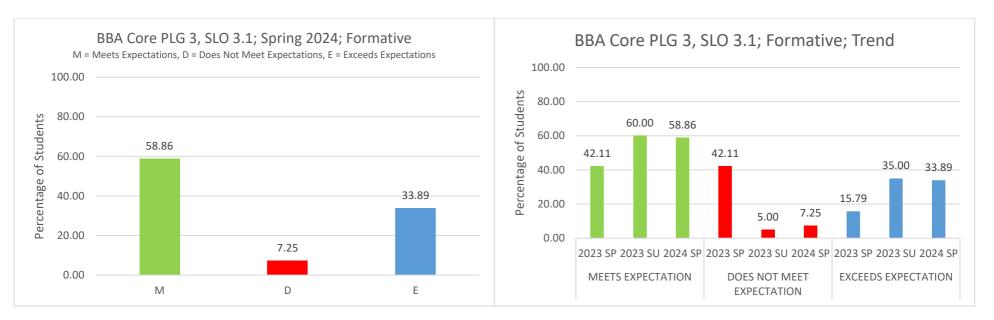


Figure BBA Core- 13 Figure BBA Core- 14

Program Learning Goal	Student Learning Outcome	Measure	Measurement Criteria	Result	Observation(s)	Closing the Loop
3. Integration	3.2 Utilize the latest business tools to analyze information, to improve productivity and decision- making, and to achieve performance targets efficiently	Summative: Exit Assessment Test, and Course-Embedded Assessment (MGT 489, integrative capstone course, group term projects) Formative: Course Embedded Assessment from the Disciplines: FIN 435 group term projects for A&F students; HRM 480 group terms projects for HRM students; INB 480 group term projects for INB students; MIS 470 group term projects for MIS students; and MKT 460 group term projects for MKT students	Exit Assessment Test: Meets Expectation: 60% to 80%; Does Not Meet Expectation < 60%; Exceeds Expectation > 80% Course-Embedded Assessment: Rubric # 3.2.1.1 (summative); A&F.4.R.2 for A&F students, rubric # HRM.3.R.1 for HRM students, rubric # INB.2.R.1 for INB students, rubric # MIS.2.R.1 for MIS students, rubric # MKT.1.R.2 for MKT students (formative)	See Figures BBA Core 15 – 16. Please see the following figures for the formative results: A&F-13, HRM-9, INB-5, MIS-5, MKT-1	Target: 60% students should meet or exceed expectation. Students met the target. Trend: Percentage of students not meeting expectation has increased over the period showing a positive trend.	NSU launched an incubation program, North South University Startups Next, to create the next generation of startup founders in the country. The program will nurture future leaders with guided mentorship, networking, and funding opportunities to help their startups grow into a scalable business.

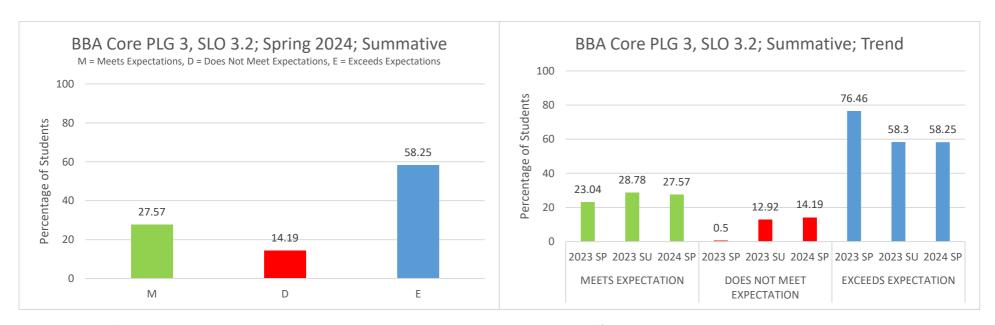


Figure BBA Core- 15 Figure BBA Core- 16

Program Learning Goal	Student Learning Outcome	Measure	Measurement Criteria	Result	Observation(s)	Closing the Loop
4. Ethics	4.1 Uphold ethical standards in every professional practice	Summative: Exit Assessment Test, and Course-Embedded Assessment (MGT 489, integrative capstone course, group term projects)	Exit Assessment Test: Meets Expectation 60% to 80%; Does Not Meet Expectation < 60%, Exceeds Expectation > 80% Course-Embedded Assessment: Rubric # 4.1.1.1	See Figures BBA Core 17 - 18	Target: 80% students should meet or exceed expectation. Students met the target Trend: Overall student's performance has improved over the period with increasing number of students meeting the expectations. Number of students exceeding expectations has also increased over the period.	The University has antiplagiarism software for assignment submission. Students are penalized for any academic dishonesty.

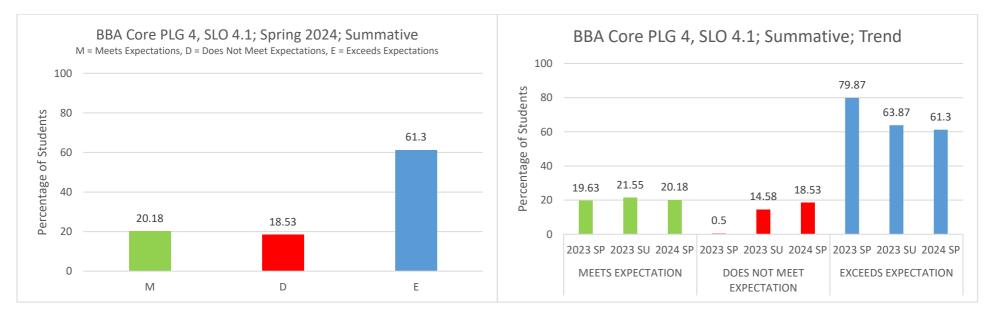


Figure BBA Core- 17 Figure BBA Core- 18

Spring 2024 Student Learning Assessment Report: BBA in Accounting

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
ACT.1. Identify and	Summative: - Exit	Exit Assessment Test	See Figures	Target: 80% students should meet or, exceed	NSU had shifted from online class to in-
classify financial	Assessment Test, and	Meets Expectation:	ACT 1 − 4.	expectation.	person class to back to the new normal
information; prepare	Course Embedded	60% -80%			situation and enhance the classroom
financial statements in	Assessment (ACT	Does Not Meet		Students met the target.	engagement. The University successfully
accordance with	320 group term	Expectation < 60%			managed the transition and make the
appropriate standards	projects)	Exceeds Expectation>		Trend: Students exhibit satisfactory	classroom facilities available to increase
		80%		performance in this area.	classroom learning.
	Formative: Course				
	Embedded-	Course-Embedded			
	Assessment (ACT201	Assessment: Rubric #			
	group term projects)	ACT.1.R.1			

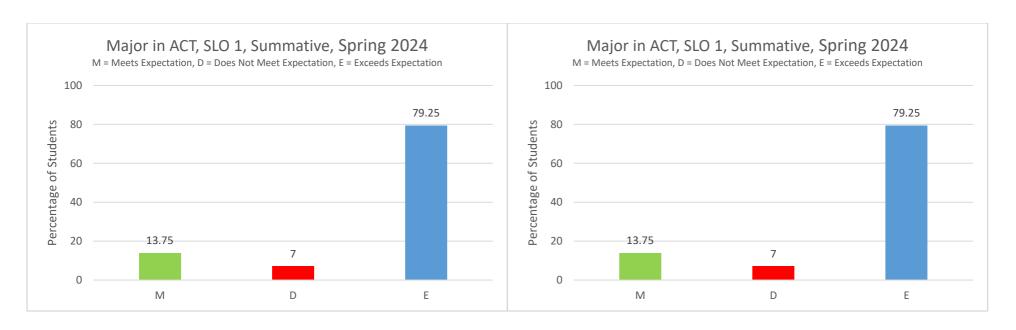


Figure ACT 1 Figure ACT 2

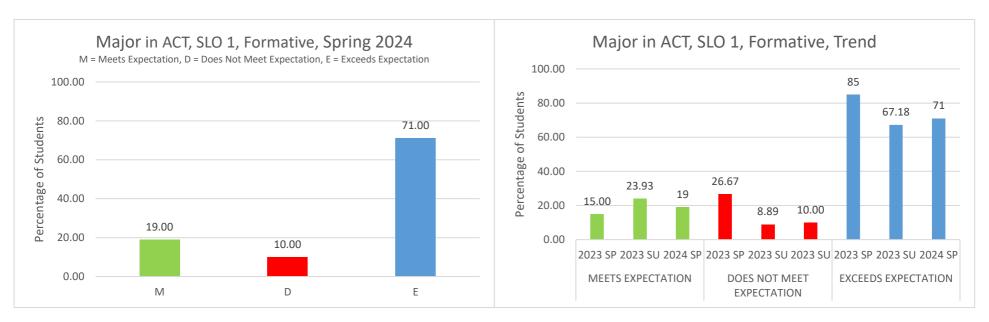


Figure ACT 3 Figure ACT 4

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
ACT.2. Demonstrate	Summative: - Exit	Exit Assessment Test	See Figures	Target: 80% students should meet or, exceed	By applying uniformity in their approach to
critical thinking and	Assessment Test, and	Meets Expectation:	ACT $5 - 8$.	expectation.	the online classroom the Department along
problem solving when	Course Embedded	60% -80%			with the school managed to ensure
applying accounting	Assessment (ACT	Does Not Meet		Students met the target.	satisfactory students learning across all
principles and	320 group term	Expectation < 60%			courses taught.
procedures.	projects)	Exceeds Expectation>		Trend: Overall students have demonstrated	
		80%		good performance in this area.	
	Formative: Course				
	Embedded-	Course-Embedded			
	Assessment (ACT201	Assessment: Rubric #			
	group term projects)	ACT.2.R.1			

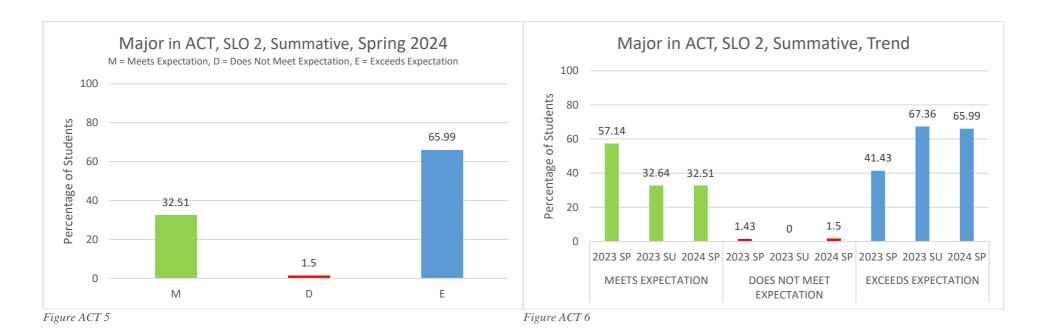




Figure ACT 7 Figure ACT 8

Student Learning Outcome	Measure	Measurement Results		Observation(s)	Closing the Loop
ACT.3. Explain cost	Summative: - Exit	Exit Assessment Test See Figures		Target: 80% students should meet or,	By applying uniformity in their approach to the
concepts and its	Assessment Test, and	Meets Expectation:	ACT 9 - 12.	exceed expectation.	online classroom, the Department and the School
classification and	Course-Embedded	60% -80%			managed to ensure satisfactory student learning
apply this in	Assessment	Does Not Meet		Students met the target in both assessments	across all courses taught.
budgeting for specific	(ACT 360 group term	Expectation < 60%			
business situations.	projects)	Exceeds Expectation>		Trend: The percentage of students not	
		80%		meeting expectations shows a high	
	Formative: Course-			percentage in summative assessment.	
	Embedded	Course-Embedded		However, performance in formative	
	Assessment (ACT	Assessment: Rubric #		assessment has improved over the period	
	202 group term	ACT.3.R.1		with a high in the percentage of students	
	projects)	&ACT.3.R.2		exceeding expectations.	

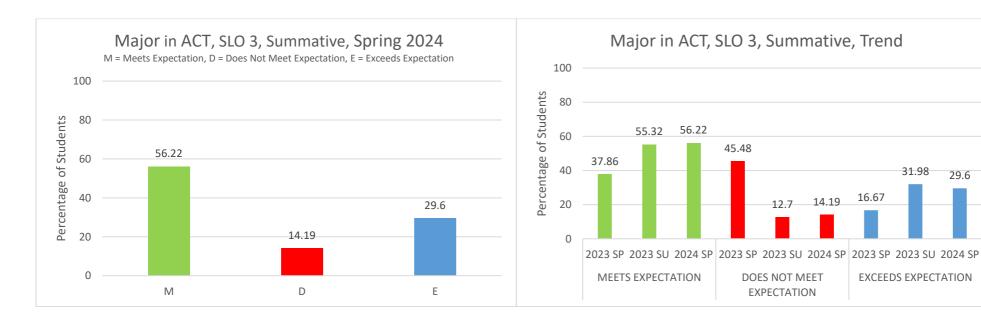


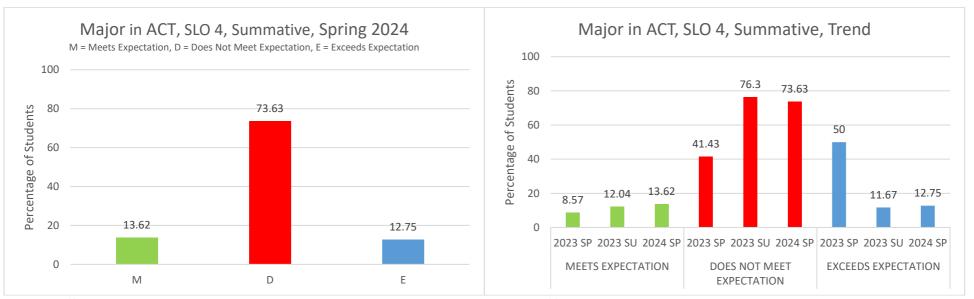
Figure ACT 10 Figure ACT 9

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Figure ACT 11 Figure ACT 12

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
ACT.4. Demonstrate	Summative: - Exit	Exit Assessment Test:	See Figures	Target: 80% students should meet or,	By applying uniformity in their approach to the
an understanding of	Assessment Test, and	Meets Expectation:	ACT 13 – 16.	exceed expectation.	online classroom, the Department and the School
tax concepts and	Course-Embedded	60% -80%			managed to ensure satisfactory student learning
rules.	Assessment	Does Not Meet		Students failed to meet the target in	across all courses taught.
	(ACT 370 group term	Expectation < 60%		summative assessment but met the target in	
	projects)	Exceeds Expectation>		formative assessment.	
		80%			
	Formative: Course			Trend: There is a high percentage of	
	Embedded-	Course-Embedded		students not meeting expectations in	
	Assessment (ACT	Assessment: Rubric #		summative assessment. However,	
	320 group term	ACT.4.R.1		performance in formative assessment is	
	projects)			showing a positive trend though the	
				percentage for exceeds expectations	
				increasing compare to last the period.	



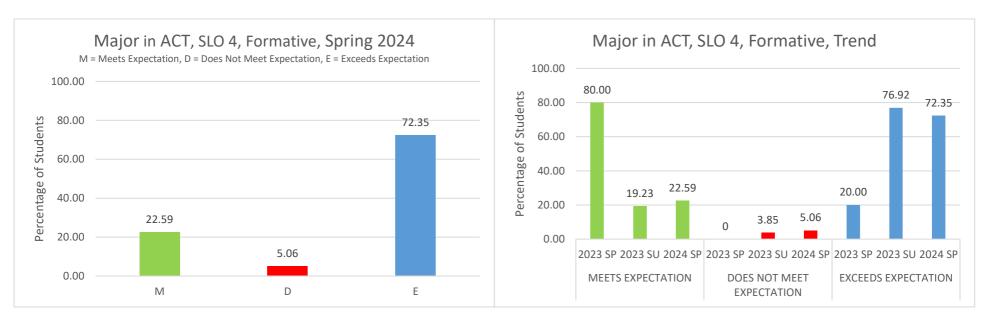


Figure ACT 15 Figure ACT 16

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
ACT.5. Be able to	Summative: - Exit	Exit Assessment Test:	See Figures ACT 17 –	Target: 80% students should meet or,	Faculties developed different strategies to
analyze and interpret	Assessment Test, and	Meets Expectation:	20.	exceed expectation.	deliver lecture content in the classroom in
financial statements	Course-Embedded	60% -80%			ways that engage students and meet the
and relate the	Assessment	Does Not Meet		Students met the target both in formative	courses' learning objectives.
information found	(ACT 320 group term	Expectation < 60%		and summative assessment	
within.	projects)	Exceeds Expectation>			
		80%		Trend: Students show good performance	
	Formative: Course-			in this area. However, there is a decline	
	Embedded	Course-Embedded		in percentage of students exceeding	
	Assessment (ACT	Assessment: Rubric #		expectations in summative assessment.	
	201 group term	ACT.5.R.1			
	projects)				

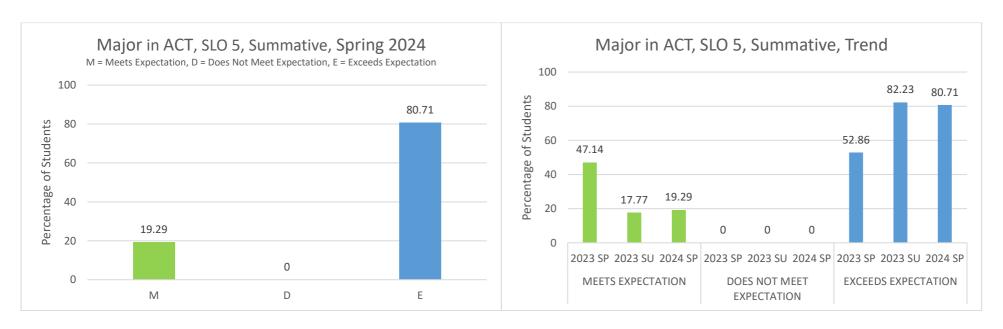


Figure ACT 17 Figure ACT 18

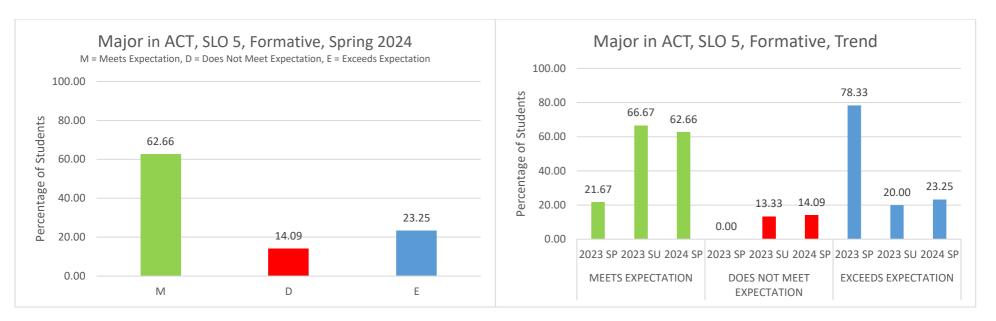


Figure ACT 19 Figure ACT 20

Spring 2024 Student Learning Assessment Report: BBA in Finance

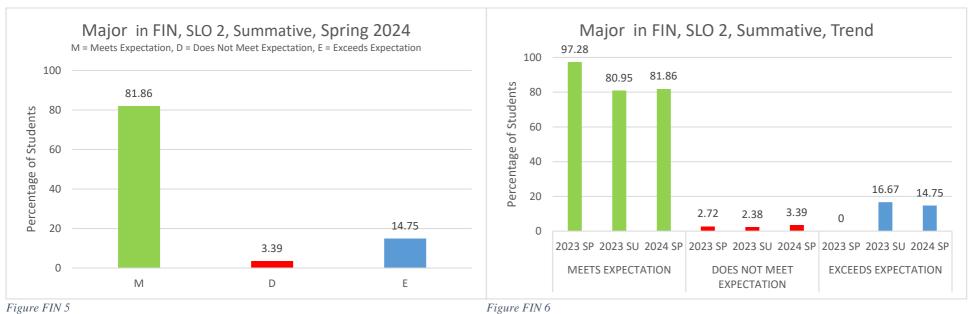
Student Learning Outcome	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
FIN 1. Demonstrate	Summative: - Exit	Exit Assessment Test	See Figures FIN	Target: 80% students should meet or, exceed	The BBA degree in Finance is a CFA partner
knowledge of services	Assessment Test, and	Meets Expectation:	1 - 4.	expectation.	program with at least 70 percent of the CFA
provided by local and	Course Embedded	60% -80%			Program Candidate Body of Knowledge
global financial	Assessment (FIN 444	Does Not Meet		Students met the target in both summative and	incorporated in the degree program.
institutions,	group term projects)	Expectation < 60%		formative assessment.	
instrument markets,		Exceeds Expectation>			
and their regulatory	Formative: Course	80%		Trend: Students' performance has increased	
environment.	Embedded-			over the period with the increasing trend	
	Assessment (FIN 433	Course-Embedded		exceeds expectations also. However, an	
	group term projects)	Assessment: Rubric #		decreasing trend is found in not meeting	
		FIN.1.R.1		expectations in formative assessment.	





Figure FIN 3 Figure FIN 4

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
FIN.2. Acquire	Summative: - Exit	Exit Assessment Test	See Figures FIN	Target: 80% students should meet or, exceed	The curriculum is closely tied to professional
knowledge of and	Assessment Test	Meets Expectation:	5 - 8.	expectation.	practice which is well suited in preparing
develop essential	Course-Embedded	60% -80%			students to sit for the CFA exams.
skills for personal,	Assessment	Does Not Meet		Students met the target both in formative and	
corporate, and public	(FIN 440, Capstone	Expectation < 60%		summative assessment.	
financial decision	Course, group term	Exceeds Expectation>			
making.	projects)	80%		Trend: Students' performance has improved in	
				both assessment over the period. However, a	
		Course-Embedded		decreasing trend of exceeding expectations is	
	Formative: Course-	Assessment: Rubric #		found in formative assessment.	
	Embedded	FIN.2.R.1			
	Assessment (FIN 254				
	group projects)				



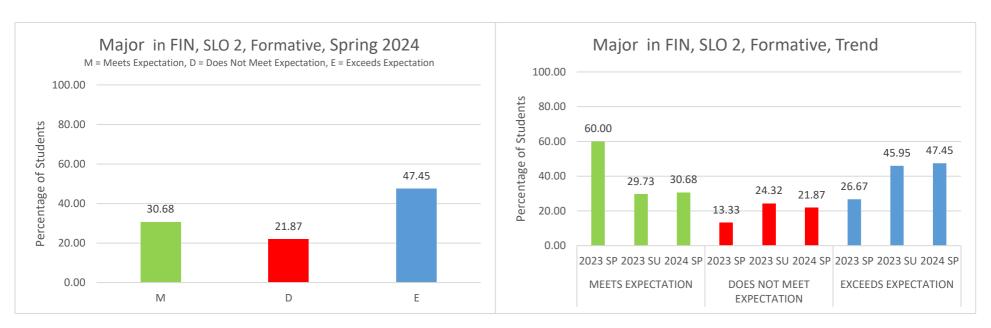


Figure FIN 7 Figure FIN 8

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
FIN.3. Demonstrate an		Exit Assessment Test	See Figures	Target: 80% students should meet or, exceed	By applying uniformity in their approach to the
understanding of the risk-return tradeoff and	Assessment Test, and Course-	Meets Expectation: 60% -80%	FIN 9 – 12.	expectation.	online classroom, the Department and the School managed to ensure satisfactory student
be able to analyze		Does Not Meet		Students met the target in summative	learning across all courses taught.
investment alternatives	Assessment	Expectation < 60%		assessment but not in formative assessment.	
and make portfolio	(FIN 435, Capstone	Exceeds Expectation>			
decisions in the face of	Course, group term	80%		Trend: Students' performance has improved	
uncertainty.	projects)			with a high increase in percentage of students	
		Course-Embedded		exceeding expectations over the period in	
	Formative: Course-	Assessment: Rubric #		summative assessment. However, a dropping	
	Embedded	FIN.3.R.1		percentage of exceeding expectations is found	
	Assessment (FIN	andFIN.3.R.2		in formative assessment.	
	254 group term				
	projects)				

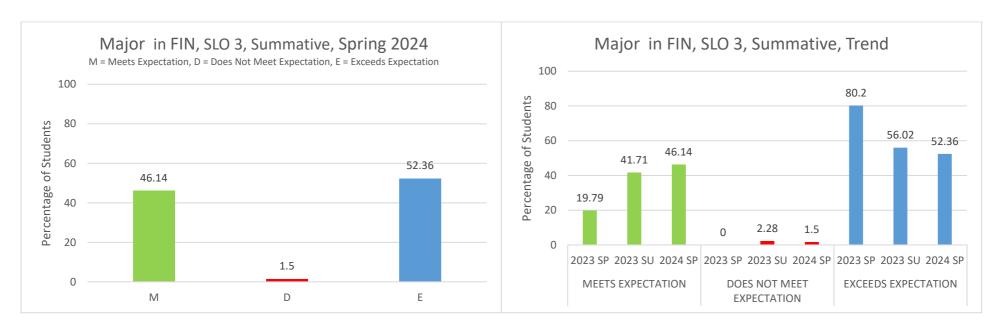
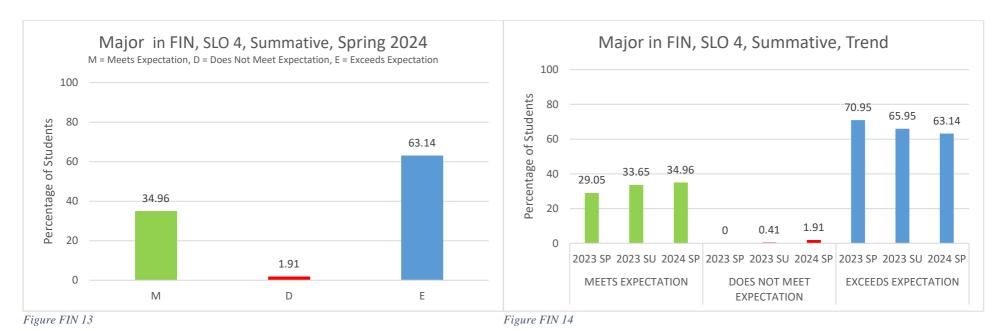


Figure FIN 9 Figure FIN 10



Figure FIN 11 Figure FIN 12

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
FIN.4. Be able to	Summative: - Exit	Exit Assessment Test:	See Figures	Target: 80% students should meet or,	Faculties developed different strategies to deliver
analyze accounting	Assessment Test, and	Meets Expectation:	FIN 13 – 16.	exceed expectation.	lecture content in the online environment in ways
information to support	Course-Embedded	60% -80%			that engage students and meet the courses' learning
financial decision.	Assessment	Does Not Meet		Students met the target in both formative	objectives.
	(FIN 440, Capstone	Expectation < 60%		and summative assessment.	
	Course, group term	Exceeds Expectation>			
	projects)	80%		Trend: Students exhibit extremely good	
				performance in their assessment with more	
	Formative: Course	Course-Embedded		than 50% of the students exceeds	
	Embedded-	Assessment: Rubric #		expectations.	
	Assessment (FIN 254	FIN.4.R.1			
	group term projects)				



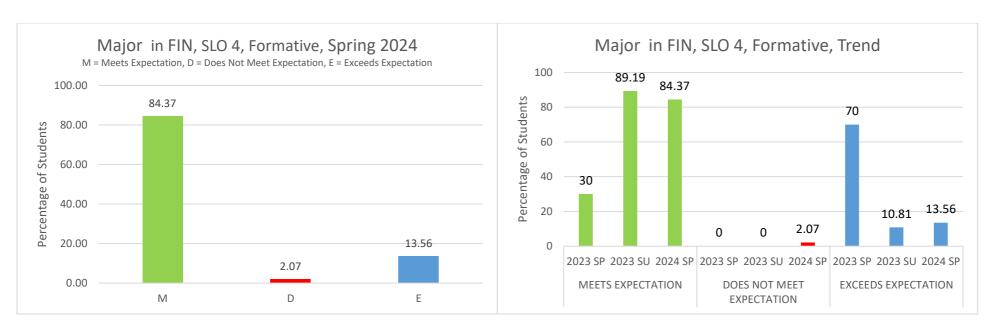


Figure FIN 15 Figure FIN 16

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
FIN.5. Use standard	Summative: - Exit	Exit Assessment Test:	See Figures FIN 17 –	Target: 80% students should meet or,	Course components are reviewed
software tools and	Assessment Test,	Meets Expectation:	20.	exceed expectation.	continuously to ensure that students can
demonstrate data	and Course-	60% -80%			continue to critically identify problems and
organization and	Embedded	Does Not Meet		Students met the target.	solve those using their knowledge of
analytical skills while	Assessment	Expectation < 60%			business studies.
solving practical	(FIN 440, Capstone	Exceeds Expectation>		Trend: Students exhibit satisfactory	
finance problems.	Course, group term	80%		performance in this area. However, there	
	projects)			is a decline in number of students	
		Course-Embedded		exceeding expectations over the period	
	Formative: Course-	Assessment: Rubric #		in both assessments.	
	Embedded	FIN.5.R.1			
	Assessment (FIN				
	435 group term				
	projects)				

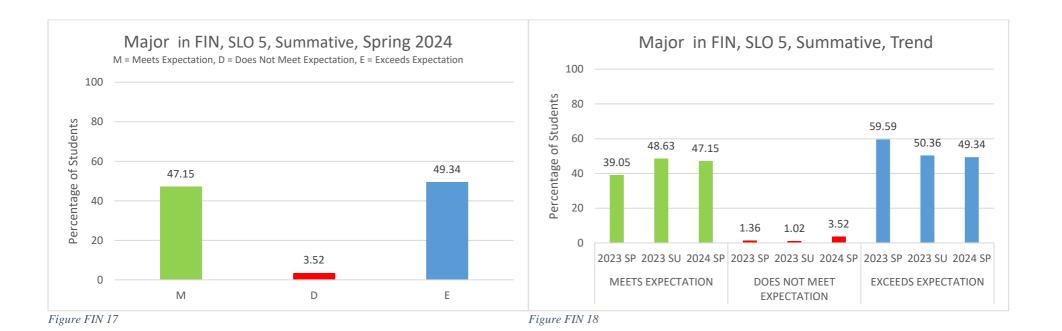




Figure FIN 19 Figure FIN 20

Spring 2024 Student Learning Assessment Report: Major in HRM Program

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation	Closing the Loop
1. Understand the	Summative:	Exit Assessment Test:	See Figures	Target: 80% students should meet or exceed	Course components are reviewed continuously
Human Resource	Exit Assessment Test,	Meets Expectation:	HRM $1 - 4$.	expectation.	to ensure that students can continue to
Management concepts	and Course	60% to 80%			critically identify problems and solve those
and theories, and is	Embedded	Does Not Meet		Students met the target.	using their knowledge of business studies.
able to apply these	Assessment	Expectation: <60%			
core knowledge in	(HRM480 group term	Exceeds Expectation:		Trend: Students performed extremely well	
managing	projects)	>80%		in both assessment with high percentage of	
organizations.	Formative:			students exceeding expectations. A positive	
	Course Embedded	Course-Embedded		trend is observed over the period.	
	Assessment	Assessment:		_	
	(MGT351 group term	Rubric # HRM.1.R.1			
	projects)				

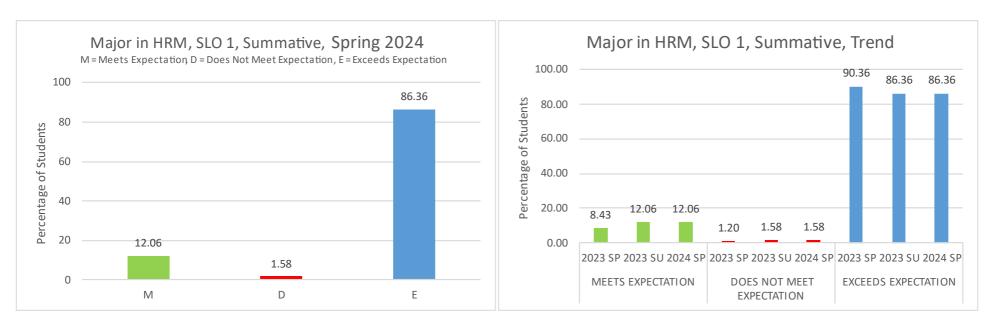
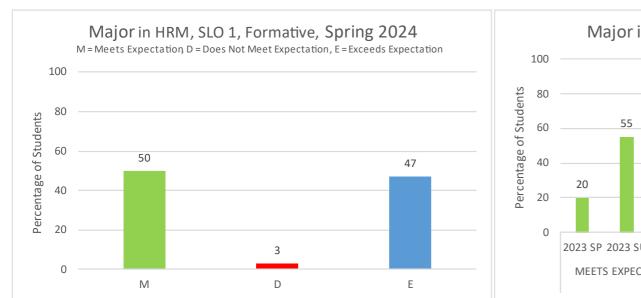


Figure HRM 1 Figure HRM 2



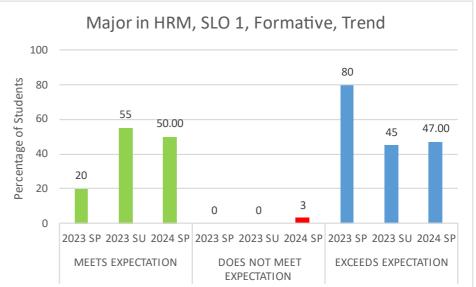
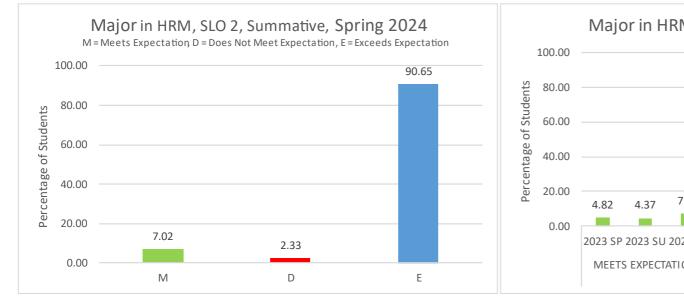


Figure HRM 3 Figure HRM 4

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation	Closing the Loop
2. Understand the concepts underlying effective interpersonal relations and group/team leadership skills.	Summative: Exit Assessment Test, and Course Embedded Assessment (HRM480 group term projects) Formative: Course Embedded Assessment (MGT351 group term projects)	Exit Assessment Test: Meets Expectation: 60% to 80% Does Not Meet Expectation: <60% Exceeds Expectation: >80% Course-Embedded Assessment: Rubric # HRM.2.R.1	See Figures HRM 5 – 8.	Target: 75% students should meet or exceed expectation. Students met the target in both summative and formative assessment. Trend: There is significant increase in percentage of students exceeding expectations in summative assessment. Students also exhibit satisfactory performance in formative assessment.	NSU HR CLUB successfully organized workshop of this year named 'Preparing for Professional Career: Networking, Communication, LinkedIn, Etiquettes, Attire' which give a comprehensive idea of building interpersonal skill among the students.



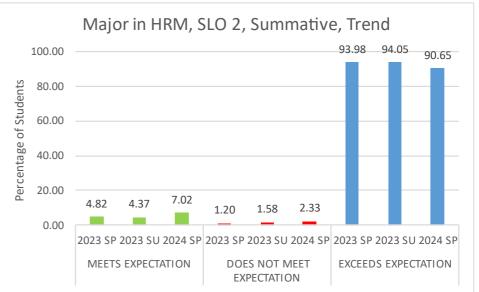
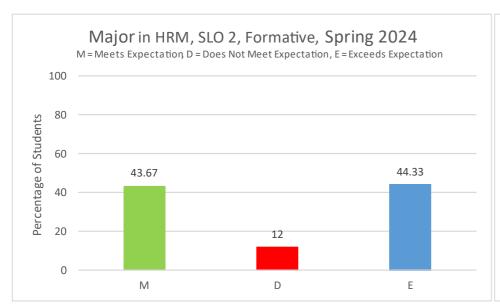


Figure HRM 5 Figure HRM 6



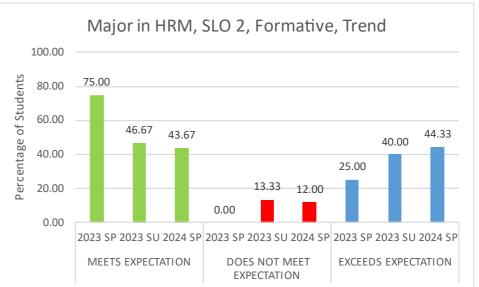
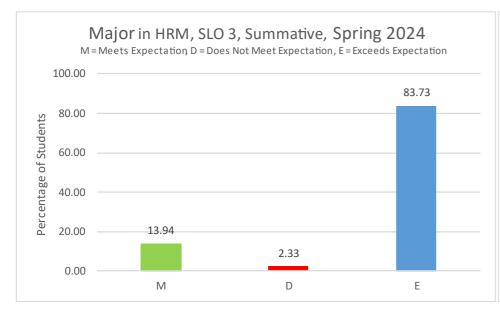


Figure HRM 7 Figure HRM 8

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



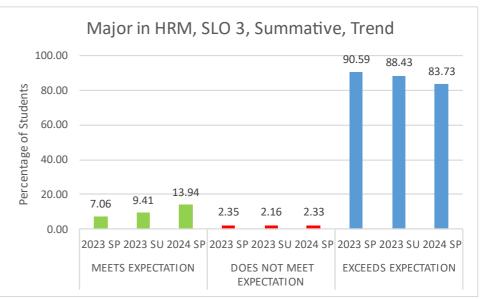
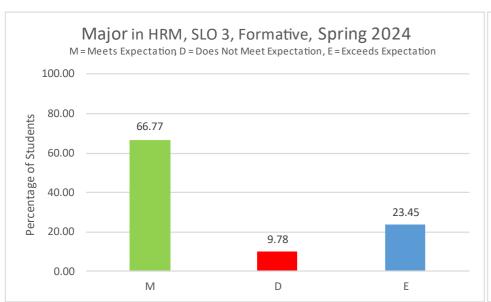


Figure HRM 9 Figure HRM 10



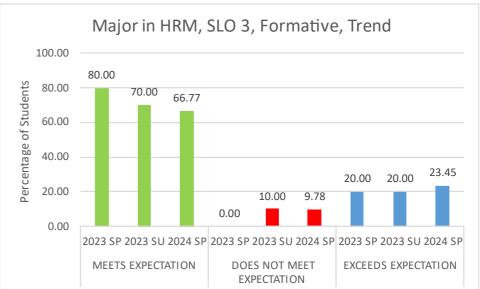
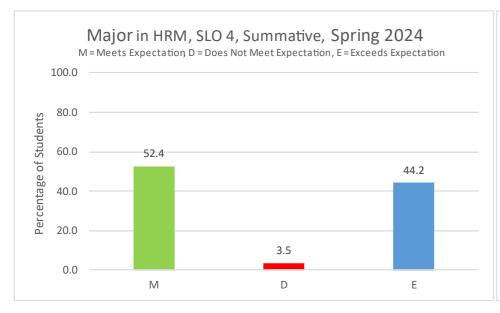


Figure HRM 11 Figure HRM 12

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation	Closing the Loop
4. Be familiar with the application of HRM functional capabilities to select, recruit, motivate, and retain employees.	Summative: Exit Assessment Test, and Course Embedded Assessment (HRM480 group term projects) Formative: Course Embedded Assessment (MGT351 group term projects)	Exit Assessment Test: Meets Expectation: 60% to 80% Does Not Meet Expectation: <60% Exceeds Expectation: >80% Course-Embedded Assessment: Rubric # HRM.4.R.1	See Figures HRM 13 – 16.	Target: 70% students should meet or exceed expectation. Students met the target. Trend: Students exhibit very good performance in this area with high percentage of students meeting expectations in both summative and formative assessment.	Course components are reviewed continuously to ensure that students can continue to critically identify problems and solve those using their knowledge of business studies. Along with the course components, NSU HR club has arranged "HR Speak Out Series" where different HR professionals speak on HR practices in Bangladesh.



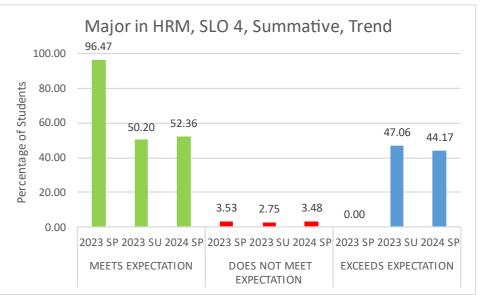


Figure HRM 13 Figure HRM 14

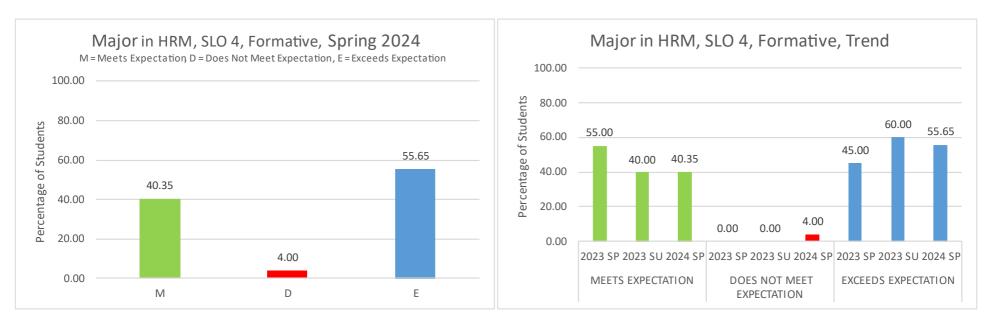
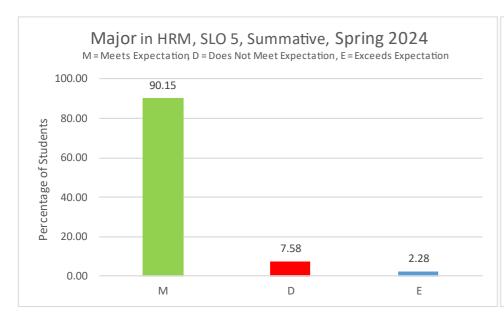


Figure HRM 15 Figure HRM 16

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation	Closing the Loop
5. Demonstrate their understanding of compensation practices and tools of benefit in the context of Bangladesh, and are able to demonstrate application using quantitative methods.	Summative: Exit Assessment Test, and Course Embedded Assessment (HRM480 group term projects) Formative: Course Embedded Assessment (MGT351 group term projects)	Exit Assessment Test: Meets Expectation: 60% to 80% Does Not Meet Expectation: <60% Exceeds Expectation: >80% Course-Embedded Assessment: Rubric # HRM.5.R.1	See Figure HRM 17 – 20.	Target: 60% students should meet or exceed expectation. Students met the target. Trend: Students exhibit satisfactory performance in this area.	Faculties developed different strategies to deliver lecture content in the online environment in ways that engage students and meet the courses' learning objectives. Along with the course components, NSU HR club has arranged "HR Speak Out Series" where different HR professionals speak on HR practices in Bangladesh.



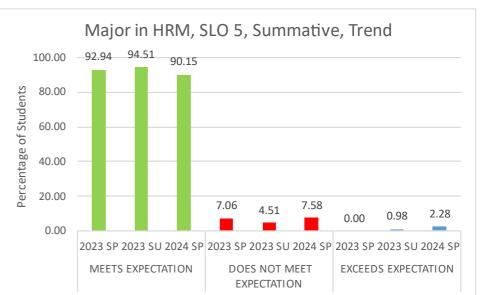


Figure HRM 17 Figure HRM 18

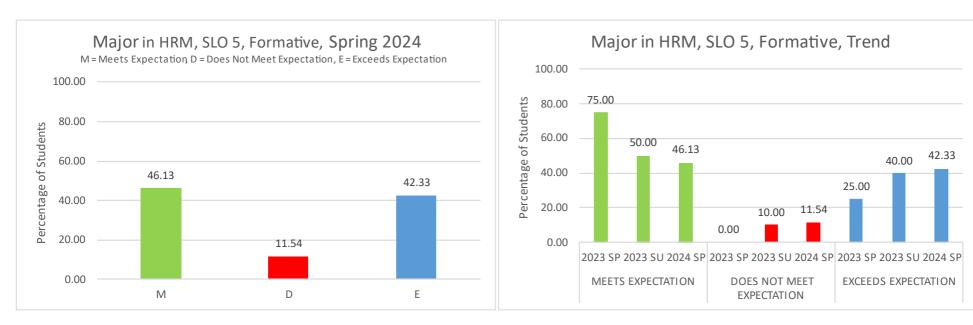
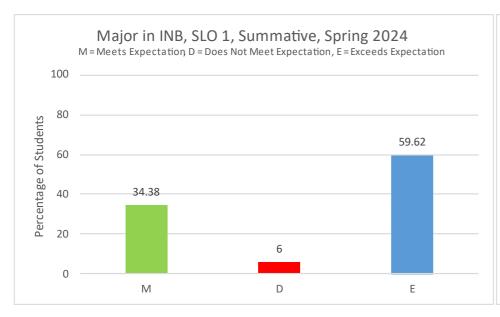


Figure HRM 19 Figure HRM 20

Spring 2024 Student Learning Assessment Report: BBA in International Business ("INB")

Student Learning Outcomes	Measure	Measurement Criteria	Results	Status	Closing the Loop
1. Demonstrate an	Summative- Exit	Exit Assessment Test: Meets	See Figures	Target: 80% of the students should	NSU IQAC continued to develop the
understanding of global	Assessment Test, and	expectations- 60% to 80%,	INB $1 - 4$.	meet and exceed the expectations	overall performance of the institution
cultural knowledge through	Course-Embedded	Does Not Meet expectations-		of SLO1.	via performance evaluation,
a) the identification of major	Assessment (INB 480 group	< 60%, Meets expectations->			assessment, and teaching quality up-
components of international	term projects)	80%.		Students met the target.	gradation.
business and b) explanation					
of how cultural and national	Formative: Course-	Course-Embedded		Trend: Students exhibit	
differences affect the	Embedded Assessment (INB	Assessment: Rubric #		satisfactory performance in this	
conduct of business.	372 case studies)	INB.1.R.1 (formative), and		area.	
		rubric # INB.1.R.2			
		(summative)			



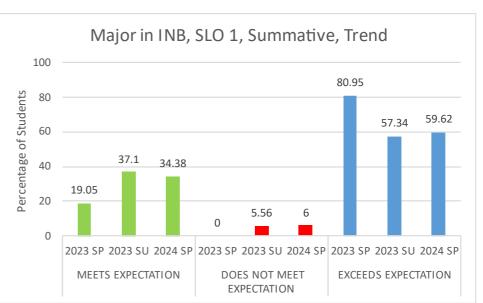
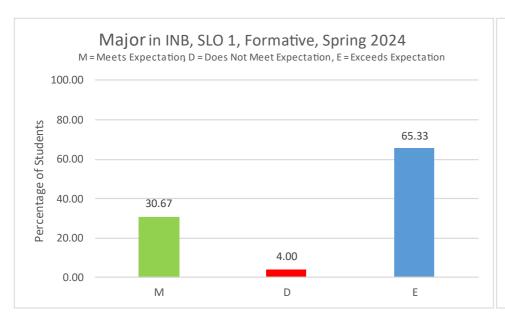


Figure INB- 1 Figure INB- 2



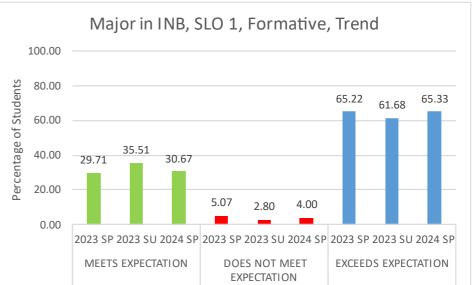
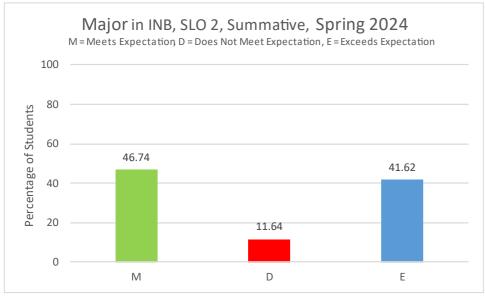


Figure INB- 3 Figure INB- 4

Student Learning Outcomes	Measure	Measurement Criteria	Results	Status	Closing the Loop
2. Demonstrate	Summative: - Exit	Exit Assessment Test:	See Figures	Target: 80% of the students should meet and	Course components are reviewed continuously
working knowledge	Assessment Test, and	Meets expectations-	INB $5 - 8$.	exceed the expectations of SLO2.	to ensure that students can continue to critically
in the area of	Course-Embedded	60% to 80%, Does		-	identify problems and solve those using their
marketing, finance	Assessment (INB 480	Not Meet		Students met the target in both assessments.	knowledge of business studies.
and management	group term projects)	expectations-< 60/%,		_	-
from a business		Meets expectations->		Trend: Students' performance has significantly	
perspective in an	Formative: Course-	80%		increased in summative assessment with a	
international	Embedded Assessment			significant decrease in the percentage of	
context.	(INB 372 case studies)	Course-Embedded		students does not meeting expectations.	
		Assessment: Rubric		However, the percentage in exceeding	
		# INB.2.R.1		expectation is also decreasing over the period	
				in both assessments.	



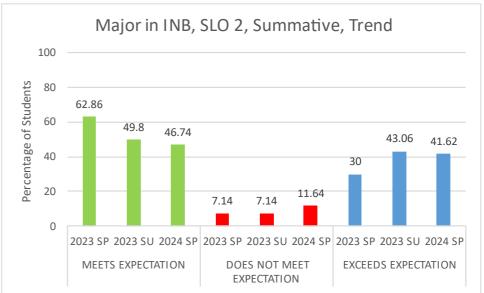


Figure INB- 5 Figure INB- 6

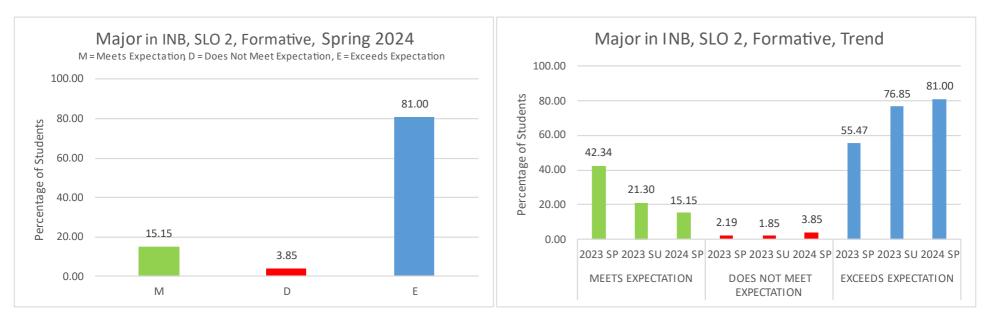
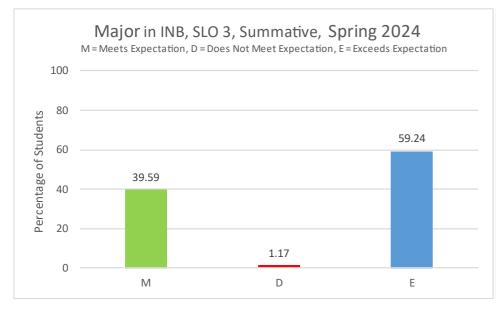


Figure INB- 7 Figure INB- 8

Student Learning Outcomes	Measure	Measurement Criteria	Results	Status	Closing the Loop
3. Assess factors that determine international trade patterns & capital flows and the impact of international institutions on global business operations.	Summative- Exit Assessment Test, and Course-Embedded Assessment (INB 480 group term projects) Formative: Course- Embedded Assessment (INB 372 case studies)	Exit Assessment Test: Meets expectations- 60% to 80%, Does Not Meet expectations-< 60%, Meets expectations-> 80%. Course-Embedded Assessment: Rubric # INB.3.R.1	See Figures INB 9 – 12.	Target: 80% of the students should meet and exceed the expectations of SLO3. Students met the target. Trend: Students' performance in this area has improved over the period with an increase in the percentage of students meeting expectations in both assessments.	Faculties developed different strategies to deliver lecture content in the online environment in ways that engage students and meet the courses' learning objectives.



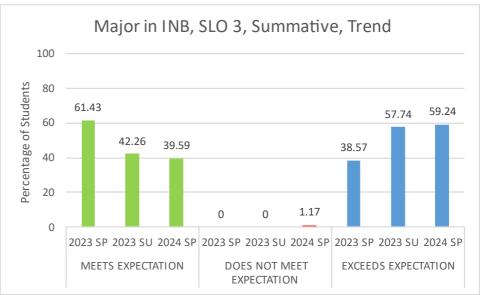


Figure INB- 9 Figure INB- 10

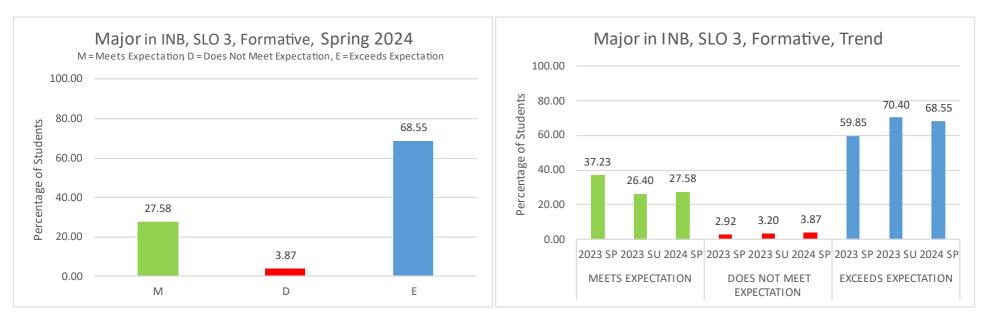
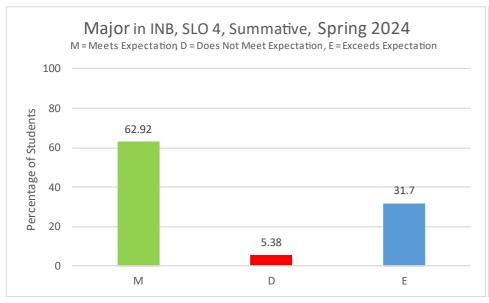


Figure INB- 11 Figure INB- 12

Student Learning Outcomes	Measure	Measurement Criteria	Results	Status	Closing the Loop
4. Identify the	Summative- Exit	Exit Assessment Test:	See Figures 13	Target: 80% of the students should meet	Interactive classroom assignments and cases
international	Assessment Test, and	Meets expectations- 60%	<i>−</i> 16.	and exceed the expectations of SLO3.	are used in classes to enhance students
competitiveness of	Course-Embedded	to 80%, Does Not Meet			learning.
nations and their	Assessment (INB 480	expectations-< 60%, Meets		Students met the target in both	
attractiveness for	group term projects)	expectations-> 80%.		assessments.	
international					
business.	Formative: Course-	Course-Embedded		Trend: There is an improvement in	
	Embedded Assessment	Assessment: Rubric #		performance in a both assessments over	
	(INB 372 case studies)	INB.4.R.1		the period.	



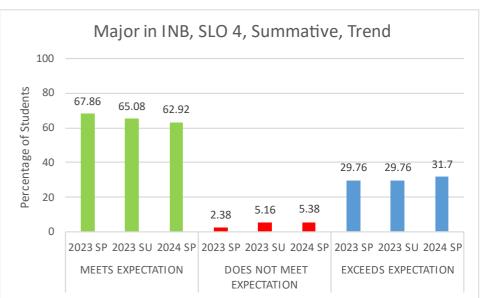
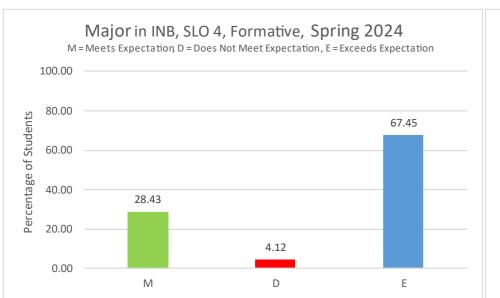


Figure INB- 13 Figure INB- 14



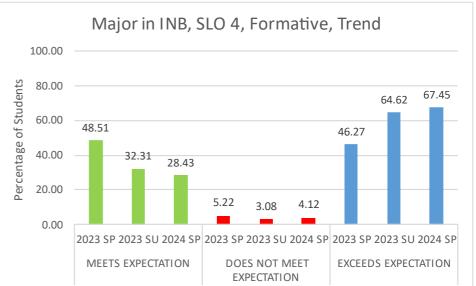
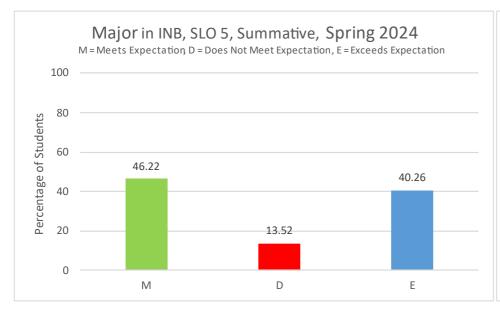


Figure INB- 15 Figure INB- 16

Student Learning Outcomes	Measure	Measurement Criteria	Results	Status	Closing the Loop
5. Exhibit critical	Summative- Exit	Exit Assessment Test:	See Figures	Target: 100% of the students should meet and	By applying uniformity in their
thinking skills to	Assessment Test, and	Meets expectations- 60%	INB 17 – 20.	exceed the expectations of SLO5.	approach to the online classroom the
ethically address	Course-Embedded	to 80%, Does Not Meet			Department along with the University
complex real-world	Assessment (INB 480	expectations-< 60%, Meets		Students met the target in both assessments.	managed to ensure satisfactory students
international	group term projects)	expectations-> 80%.			learning across all courses taught.
business.				Trend: Students show a satisfactory performance	
	Formative: Course-	Course-Embedded		in this area. However, the percentage of students	
	Embedded Assessment	Assessment: Rubric #		exceeding expectations has decreased	
	(INB 372 case studies)	INB.5.R.1		significantly compare to last period in summative	
				assessment.	



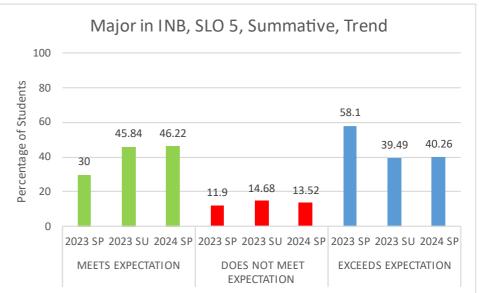


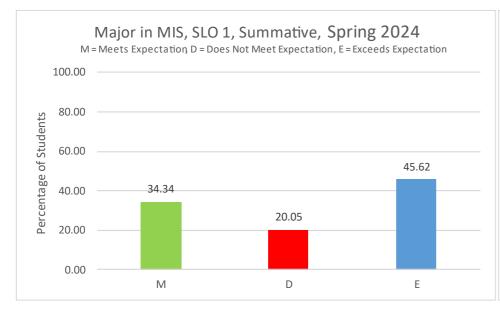
Figure INB- 17 Figure INB- 18



Figure INB- 19 Figure INB- 20

Spring 2024 Student Learning Assessment Report: BBA in MIS Program

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation	Closing the Loop
1. Apply managerial	Summative:	Exit Assessment Test:	See Figures MIS 1 –	Target: 80% students should meet or	Course components were reviewed to ensure
concepts and decision theories to use enterprise information	Exit Assessment Test, and Course Embedded	Meets Expectation: 60% to 80% Does Not Meet	4.	exceed expectation. Students failed to meet the target in	that students can continue to critically identify problems and solve those using systems thinking.
systems.	Assessment (MIS470 group term projects)	Expectation: <60% Exceeds Expectation: >80%		both formative but met the target in summative assessment.	
	Formative: Course Embedded Assessment (MIS205 group term projects)	Course-Embedded Assessment: Rubric # MIS.1.R.1		Trend: Students exhibit a poor performance in this area in formative assessment. However, there is an increase in percentage of students meeting expectation in summative	
				assessment.	



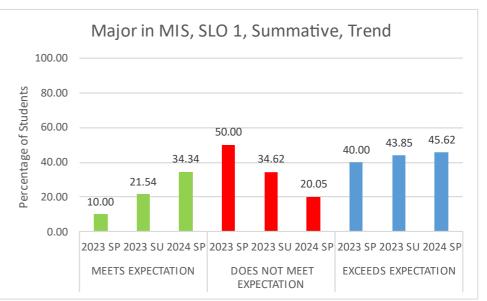


Figure MIS 1 Figure MIS 2

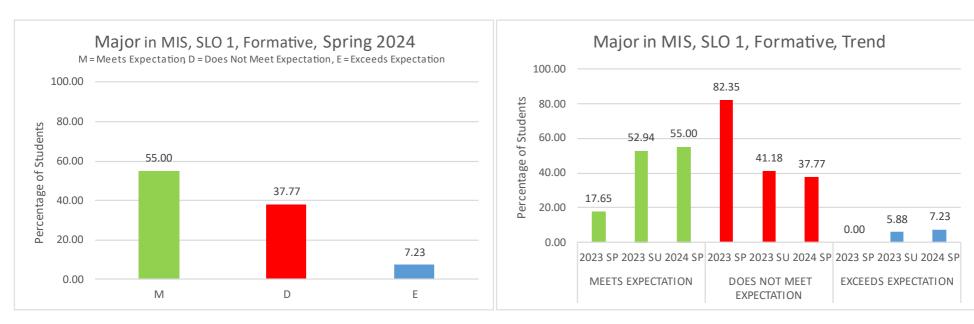
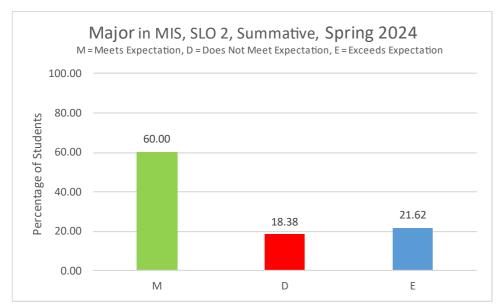


Figure MIS 3 Figure MIS 4

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation	Closing the Loop
2. Demonstrate the	Summative:	Exit Assessment Test	See Figures MIS 5 –	Target: 75% students should meet	Deployment of standardized assessment tools
understanding about	Exit Assessment Test,	Meets Expectation:	8.	or exceed expectation.	was continued.
systems theory,	and Course	60% to 80%			
systems analysis,	Embedded	Does Not Meet		Students met the target.	
systems design and	Assessment (MIS470	Expectation: <60%			
project management.	group term projects)	Exceeds Expectation:		Trend: Students' performance has	
		>80%		improved over the period with a	
	Formative:			significant decrease in the	
	Course Embedded	Course-Embedded		percentage of students not meeting	
	Assessment (MIS205	Assessment: Rubric #		expectations.	
	group term projects)	MIS.2.R.1			



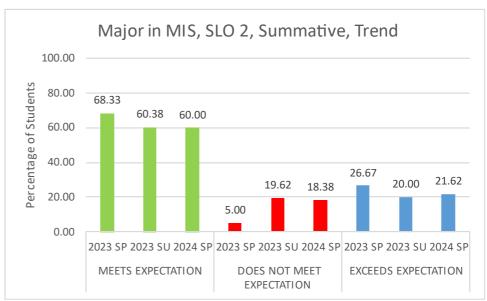
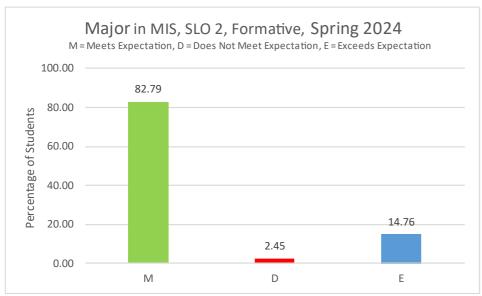


Figure MIS 5 Figure MIS 6



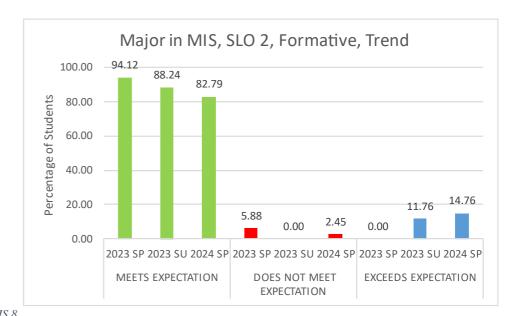


Figure MIS 7 Figure MIS 8

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation	Closing the Loop
3. Exhibit the	Summative:	Exit Assessment Test	See	Target: 80% students should meet or exceed	Course components were reviewed to ensure
knowledge on web-	Exit Assessment Test,	Meets Expectation:	Figures	expectation.	that students can continue to critically identify
based information	and Course	60% to 80%	MIS 9 –		problems and solve those using systems
systems in business	Embedded	Does Not Meet	12.	Students failed to meet the target in formative	thinking.
context.	Assessment (MIS470	Expectation: <60%		and summative assessment.	
	group term projects)	Exceeds Expectation:			
		>80%		Trend: Students show a poor performance in	
	Formative:			both assessments with a high percentage in not	
	Course Embedded	Course-Embedded		meeting expectation.	
	Assessment (MIS205	Assessment: Rubric #			
	group term projects)	MIS.3.R.1			

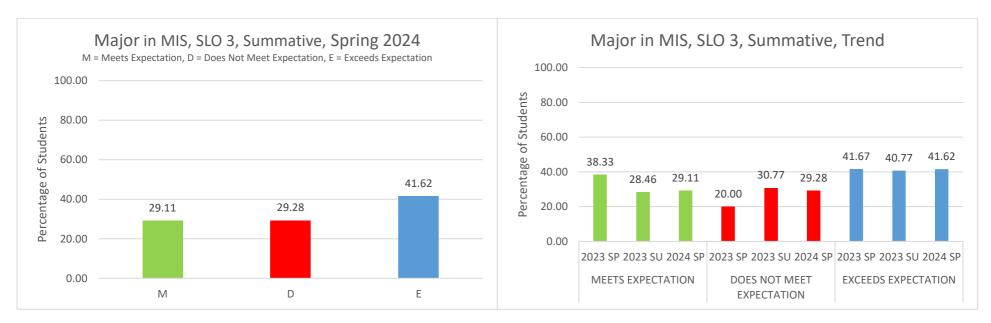
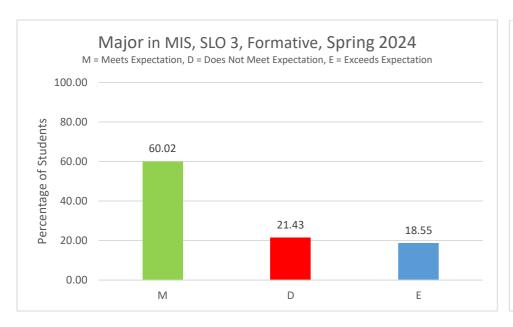


Figure MIS 9 Figure MIS 10



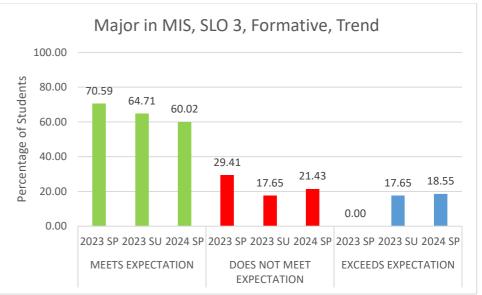
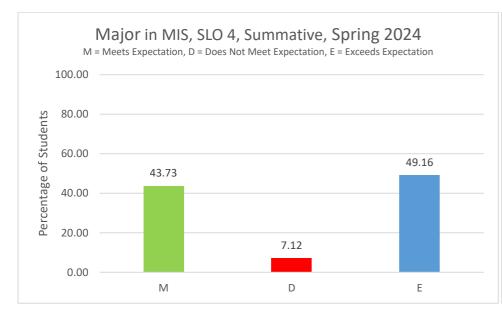


Figure MIS 11 Figure MIS 12

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation	Closing the Loop
4. Develop and implement information systems with the help of latest business tools.	Summative: Exit Assessment Test, and Course Embedded Assessment (MIS470 group term projects)	Exit Assessment Test Meets Expectation: 60% to 80% Does Not Meet Expectation: <60% Exceeds Expectation: >80% Course-Embedded Assessment: Rubric # MIS.4.R.1	See Figures MIS 13 – 16.	Target: 80% students should meet or exceed expectation. Students met the target. Trend: Students' performance has considerably improved over the period with a significant decrease in the percentage of students not meeting expectations.	The University arranged a virtual conference on Digital Bangladesh: Technology in business. The conference was on the extensive use of automation, Information technology, and facilities in different sectors such as education, government/non-government offices, industry, business, shopping and banking, etc., to run the economy smoothly in this period.



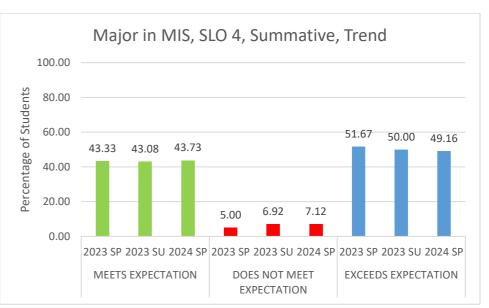
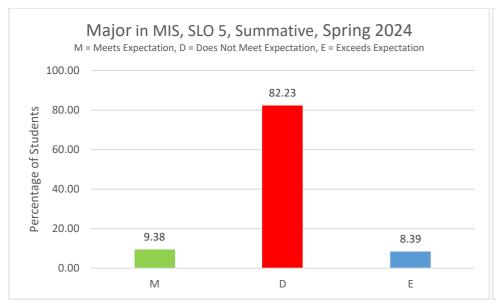


Figure MIS 13 Figure MIS 14

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation	Closing the Loop
5. Illustrate the	Summative:	Exit Assessment Test	See	Target: 80% students should meet or exceed	There is sufficient coverage on Information
familiarity about	Exit Assessment Test,	Meets Expectation:	Figures	expectation.	Systems privacy, security, and protective
computer networks	and Course	60% to 80%	MIS 17		measures so that students can identify and solve
and security concepts.	Embedded	Does Not Meet	-20.	Students failed to meet the target in summative	different security issues and network threats.
	Assessment (MIS470	Expectation: <60%		assessment but met the target in formative	
	group term projects)	Exceeds Expectation:		assessment.	
		>80%			
	Formative:			Trend: Students' performance has decreased over	
	Course Embedded	Course-Embedded		the period with an increase in the percentage of	
	Assessment (MIS205	Assessment: Rubric #		students not meeting expectations.	
	group term projects)	MIS.5.R.1			



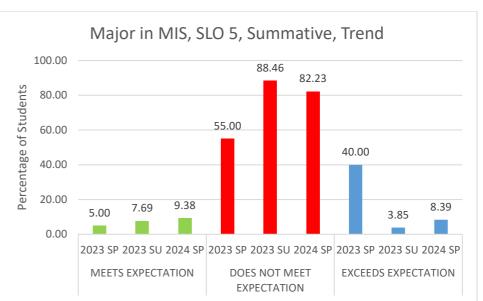


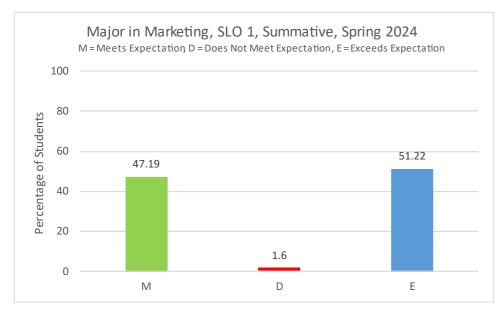
Figure MIS 15 Figure MIS 16



Figure MIS 17 Figure MIS 18

Spring 2024 Student Learning Assessment Report: BBA in Marketing ("MKT")

Student Learning Outcomes	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
1. Demonstrate a thorough understanding of the marketing management process including marketing strategy formulation and marketing plan implementation	Summative- Exit Assessment Test, and Course-Embedded Assessment (MKT 460 group term projects.) Formative- Course- Embedded Assessment (MKT 337 group term projects)	Exit Assessment Test: Meets Expectations- 60% to 80%, Does Not Meet Expectations-< 60%, Exceeds Expectations-> 80% Course-Embedded Assessment: Rubric # MKT.1.R.1 (formative), and rubric # MKT.1.R.2 (summative)	See Figures MKT 1 – 4.	Target: 75% of the students should meet and exceed the expectations of SLO1. Student met the target. Trend: Overall, students exhibit good performance in this area.	Course components are reviewed continuously to ensure that students can continue to critically identify problems and solve those using their knowledge of business studies.



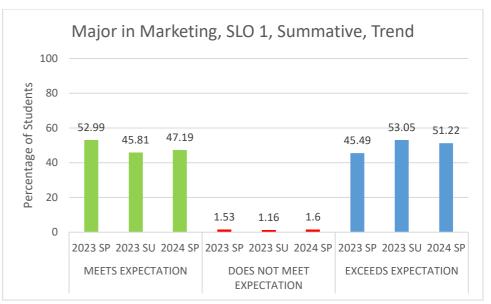
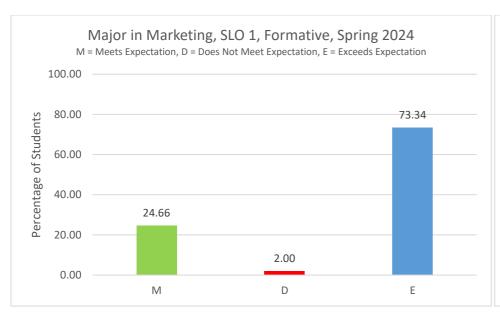


Figure MKT- 1 Figure MKT- 2



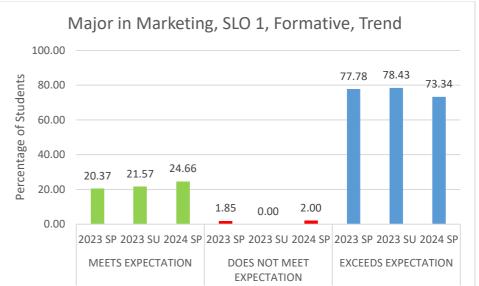
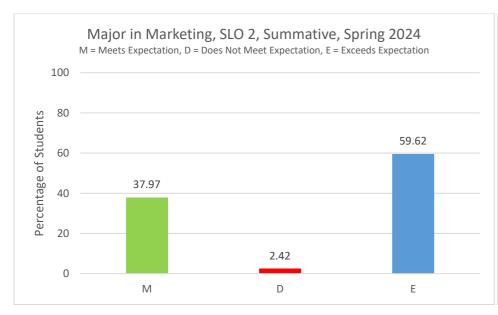


Figure MKT- 3 Figure MKT- 4

Student Learning Outcomes	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
2. Understand the roles of different areas of Marketing Communications.	Summative- Exit Assessment Test, and Course-Embedded Assessment (MKT 460 group term projects) Formative: Course- Embedded Assessment	Exit Assessment Test: Meets Expectations- 60% to 80%, Does Not Meet Expectations-< 60%, Exceeds expectations-> 80% Course-Embedded Assessment: Rubric #	See Figures MKT 5 – 8.	Target: 80% of the students should meet and exceed the expectations of SLO2 Students met the target. Trend: Students' performance in summative and formative	Along with course contents, Marketing and International Business Club of North South University hosted a seminar on "In today's world, communication is the key" to enhance the communication skill among the students.
	(MKT 337 group term projects)	MKT.2.R.1		assessments shows a positive trend with an increase in the percentage of students exceeding expectations.	



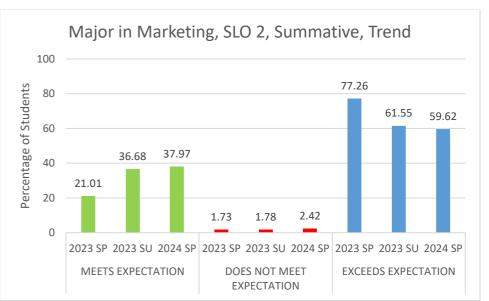
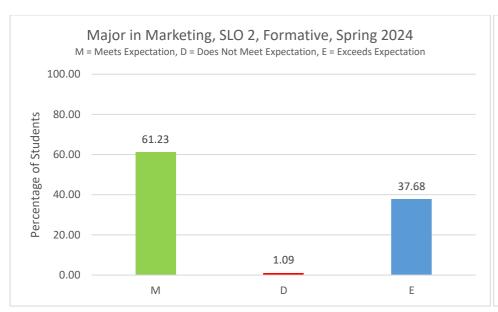


Figure MKT- 5 Figure MKT- 6



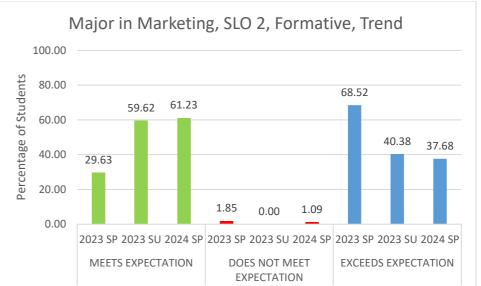
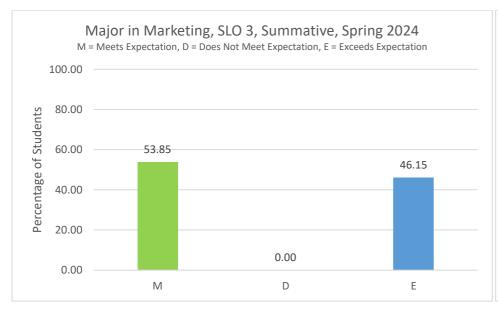


Figure MKT- 7 Figure MKT- 8

Student Learning Outcomes	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
3. Apply concepts of	Summative: - Exit	Exit Assessment Test: Meets	See Figures	Target- 75% of the students	Faculties developed different strategies
consumer behavior to	Assessment Test, and	Expectations- 60% to 80%,	9 - 12.	should be able to meet and exceed	to deliver lecture content in the online
develop marketing strategy.	Course-Embedded	Does Not Meet		the expectation of SLO3.	environment in ways that engage
	Assessment (MKT 460				students and meet the courses' learning
	group term projects)			Students met the target.	objectives.
	Formative: Course-	80%.			
	Embedded Assessment			Trend: Students' performance has	
	(MKT 337 group term	Assessment: Rubric #		increased over the period with an	
	projects)	MKT.3.R.1		increase in the percentage of	
				students exceeding expectations	
				in summative assessment.	



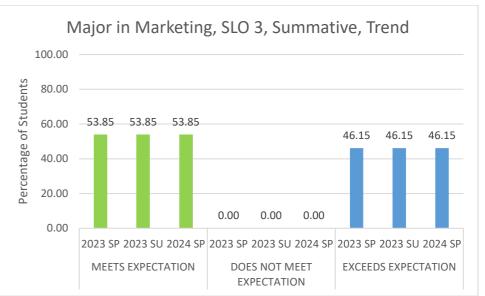
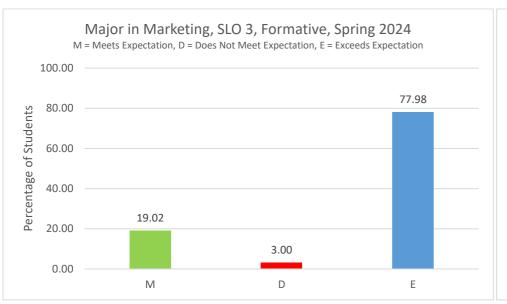


Figure MKT- 9 Figure MKT- 10



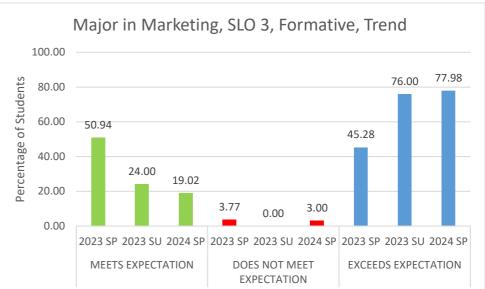


Figure MKT-11 Figure MKT-12

Student Learning Outcomes	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
4. Demonstrate skills to	Summative: - Exit	Exit Assessment Test: Meets	See	Target- 80% of the students	NSU launched an incubation program, North
critically analyze a problem,	Assessment Test, and	Expectations- 60% to 80%,	Figures 13	should be able to meet and	South University Startups Next, to create the
design and implement	Course-Embedded	Does Not Meet	− 16 .	exceed the expectation of	next generation of startup founders in the
appropriate solutions.	Assessment (MKT 460	Expectations-< 60%,		SLO4.	country. The program will nurture future
	group term projects)	Exceeds Expectations-> 80%			leaders with guided mentorship, networking,
	Formative: - Course-	Course-Embedded		Students met the target.	and funding opportunities to help their startups
	Embedded Assessment	Assessment: Rubric #		_	grow into a scalable business.
	(MKT 337 group term	MKT.4.R.1 (formative), and		Trend: Students exhibit	
	projects)	rubric # MKT.4.R.2		satisfactory performance in	
		(summative)		this area.	

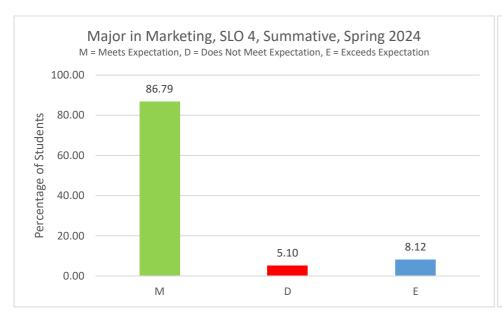




Figure MKT- 13 Figure MKT- 14

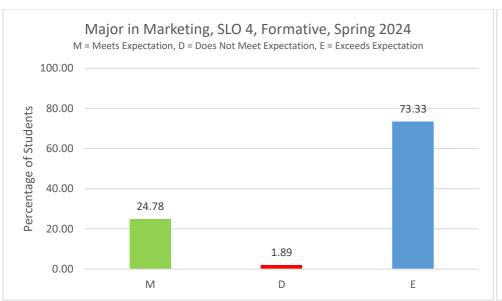
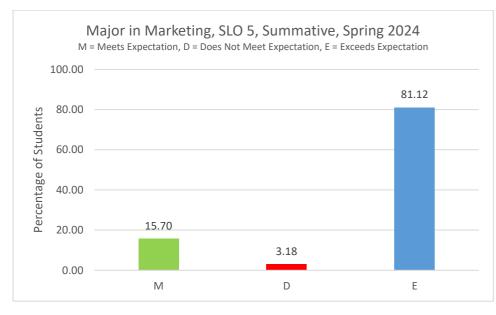




Figure MKT- 15 Figure MKT- 16

Student Learning Outcomes	Measure	Measurement Criteria	Results	Observation(s)	Closing the Loop
5. Practice and set examples	Summative: Exit Assessment	Exit Assessment Test: Meets	See Figure 17	Target- 100% of the students	The University arranged various seminars
on responsible and ethical	Test, and Course-Embedded	Expectations- 60% to 80%,	− 20.	should be able to meet and	to boost students' morale and motivate
marketing.	Assessment (MKT 460	Does Not Meet expectations-		exceed the expectation of	them to focus on studies despite the
	group term projects)	< 60%, Exceeds		SLO5.	current crisis.
	Formative: Course-	Expectations-> 80%			
	Embedded Assessment	Course-Embedded		Students failed to meet the	
	(MKT 337 group term	Assessment: Rubric #		target in both assessments	
	projects)	MKT.5.R.1			
				Trend: Although students	
				failed to meet the 100% target,	
				performance has significantly	
				improved in this area, with a	
				high percentage of students	
				exceeding expectations.	



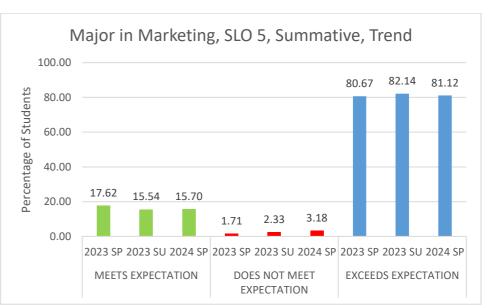
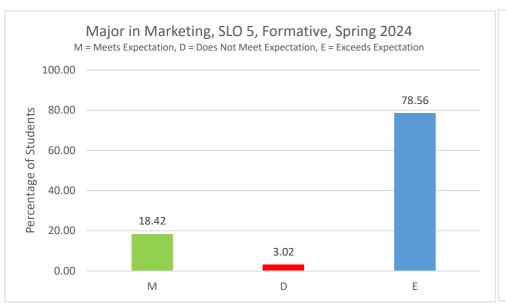


Figure MKT- 17 Figure MKT- 18



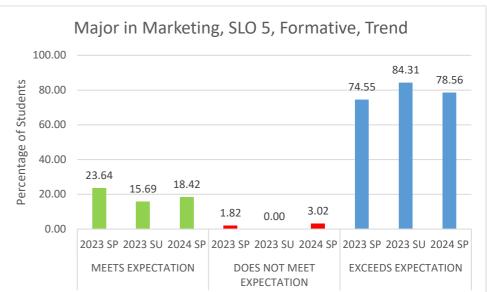


Figure MKT- 19 Figure MKT- 20

Spring 2024 Student Learning Assessment Report: BBA in SCM Program

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation	Closing the Loop
1. Demonstrate the working knowledge of	Summative: Exit Assessment Test,	Exit Assessment Test: Meets Expectation:	See Figures SCM 1 – 4.	Target: 80% students should meet or exceed expectation.	University successfully managed classroom contents through extensive faculty training
mode and quality of	and Course	60% to 80%	SCW 1 – 4.	•	and supplied all the necessary resources to
transportations, and	Embedded	Does Not Meet		Students did not meet the target in both	conduct classes effectively.
operational and economics of	Assessment (SCM 450 group term	Expectation: <60% Exceeds Expectation:		assessments.	
transportation and	projects)	>80%		Trend: Students show a poor performance	
logistics in local and	Formative:			in both assessments with a high percentage	
global contexts.	Course Embedded	Course-Embedded		in not meeting expectations.	
	Assessment (SCM	Assessment:			
	310 group term	Rubric # SCM.1.R.1			
	projects)				



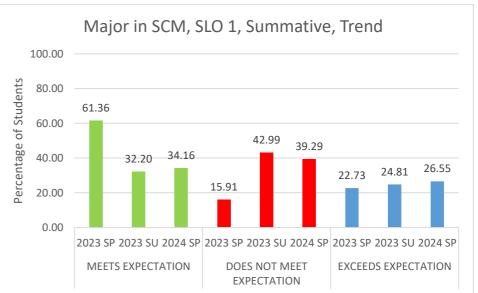
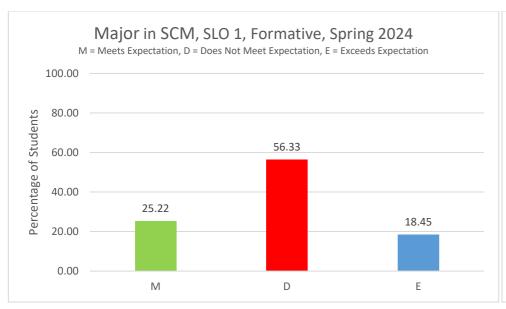


Figure SCM 21 Figure SCM 22



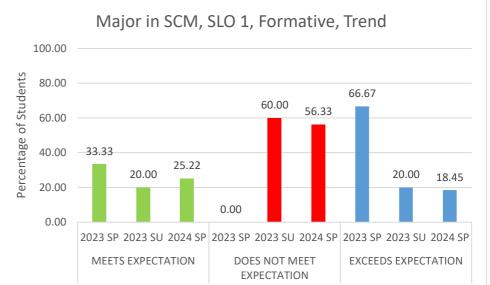
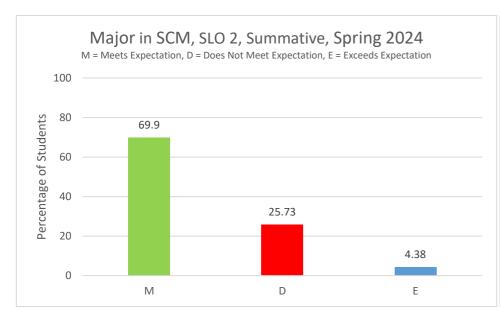


Figure SCM 23 Figure SCM 24

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation	Closing the Loop
2. Apply and integrate	Summative:	Exit Assessment Test:	See Figures SCM 5 –	Target: 75% students should meet	Course components are reviewed continuously to
the models of	Exit Assessment Test,	Meets Expectation:	8.	or exceed expectation.	ensure that students can continue to critically
inventory	and Course	60% to 80%			identify problems and solve those using their
management with	Embedded	Does Not Meet		Students didn't meet the target in	knowledge of business studies.
forecasting,	Assessment (SCM	Expectation: <60%		both assessments.	
distribution,	450 group term	Exceeds Expectation:			
marketing,	projects)	>80%		Trend: Students' performance in	
manufacturing, and	Formative:			formative assessment has	
schedule and	Course Embedded	Course-Embedded		increased over the period with a	
planning.	Assessment (SCM	Assessment: Rubric #		high increase in the percentage of	
	310 group term	SCM.2.R.1		students exceeding expectations.	
	projects)				



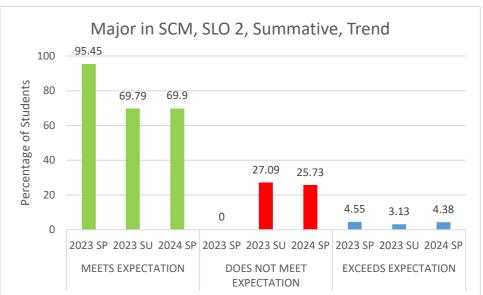
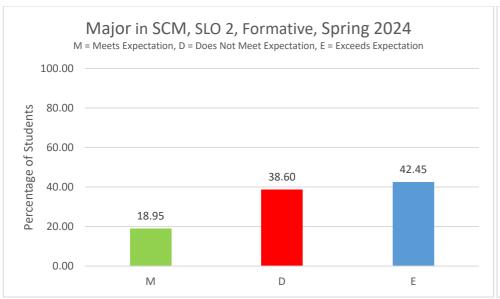


Figure SCM 25 Figure SCM 26



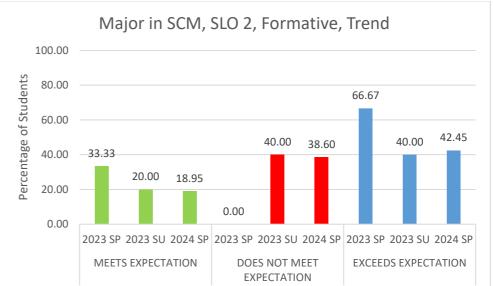
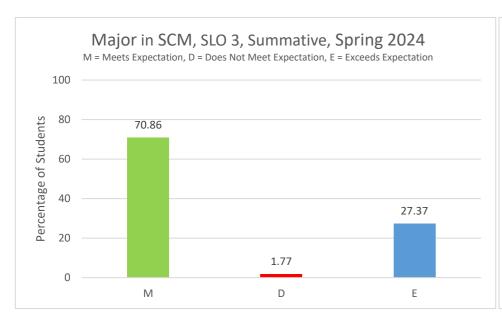


Figure SCM 27 Figure SCM 28

Student Learning Outcomes	Measure	Measurement Criteria	Results	Observation	Closing the Loop
3. Apply the concepts of environmental sustainability in designing a supply chain.	Summative: Exit Assessment Test, and Course Embedded Assessment (SCM 450 group term projects) Formative: Course Embedded Assessment (SCM 310 group term projects)	Exit Assessment Test: Meets Expectation: 60% to 80% Does Not Meet Expectation: <60% Exceeds Expectation: >80% Course Embedded Assessment: Rubric # SCM.3.R.1	See Figures SCM 9 – 12.	Target: 65% students should meet or exceed expectation. Students met the target in summative assessment but failed to meet the target in formative assessment. Trend: There is a significant increase in the percentage of students meeting expectations in summative assessment. However, the high percentage of not meeting expectation in formative assessment is an alarming are of concern.	Deployment of standardized assessment tools was continued.



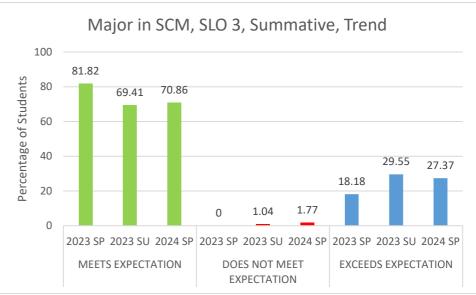
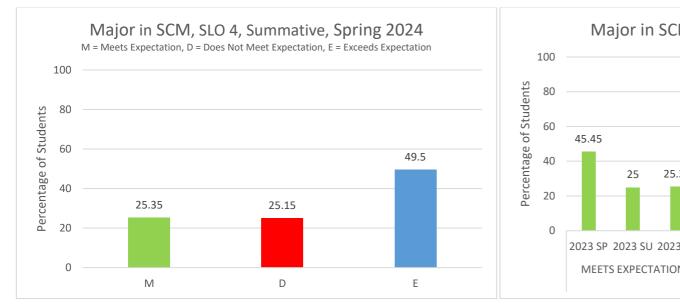


Figure SCM 29 Figure SCM 30



Figure SCM 31 Figure SCM 32

Student Learning Outcome	Measure	Measurement Criteria	Results	Observation	Closing the Loop
4. Effectively utilize	Summative:	Exit Assessment Test:	See Figures SCM 13	Target: 70% students should meet	Course components are reviewed continuously to
the integrating	Exit Assessment Test,	Meets Expectation:	<i>−</i> 16.	or exceed expectation.	ensure that students can continue to critically
capabilities of	and Course	60% to 80%			identify problems and solve those using their
information	Embedded	Does Not Meet		Students met the target in	knowledge of business studies.
technology in	Assessment (SCM	Expectation: <60%		summative assessment but failed	
strategic supply chain	450 group term	Exceeds Expectation:		to meet the target in formative	
management.	projects)	>80%		assessment.	
	Formative:				
	Course Embedded	Course-Embedded		Trend: Students exhibit a	
	Assessment (SCM	Assessment: Rubric #		significant increase of	
	310 group term	SCM.4.R.1		performance in this area.	
	projects)			However, a sudden increase in not	
				meeting expectation in formative	
				assessment is found.	



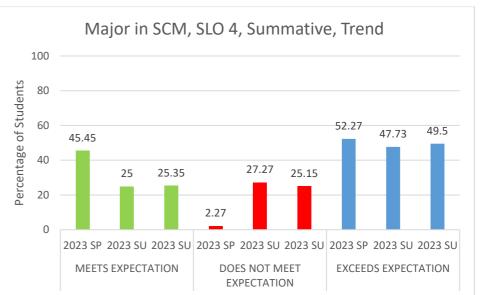
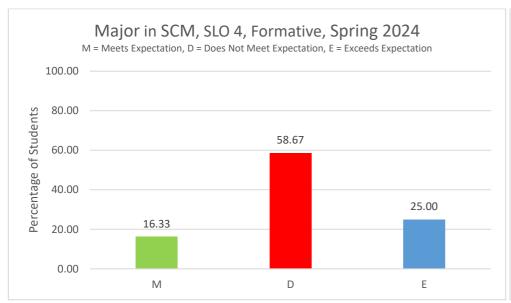


Figure SCM 34 Figure SCM 34



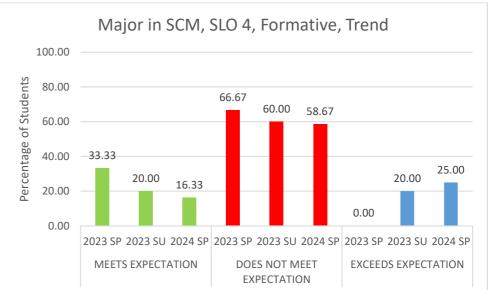
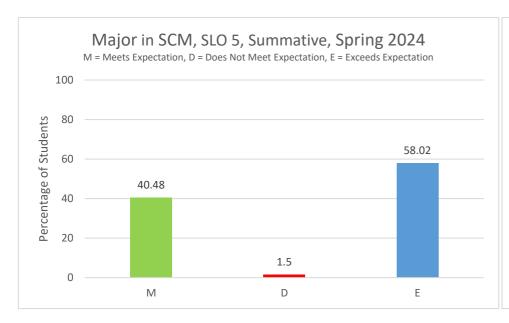


Figure SCM 35 Figure SCM 36

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



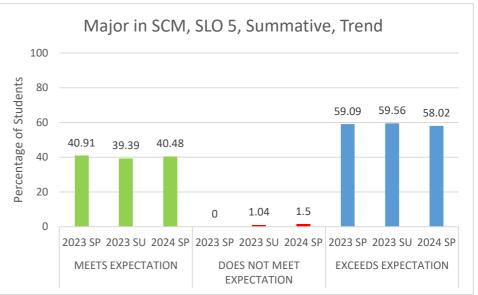
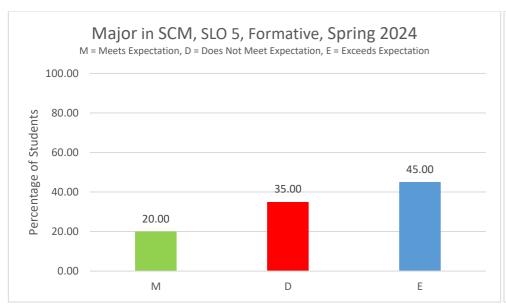


Figure SCM 37 Figure SCM 38



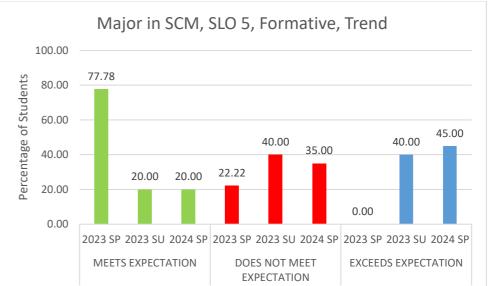
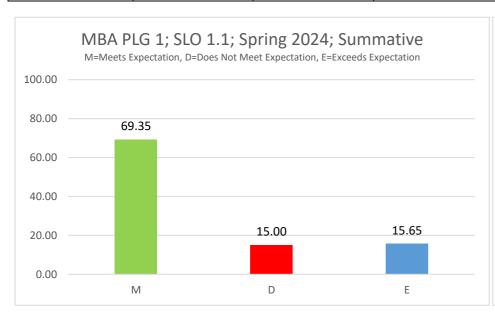


Figure SCM 39 Figure SCM 40

Spring 2024 Student Learning Assessment Report: Master of Business Administration

Program Learning	Student Learning					
Goal	Outcome	Measure	Measurement Criteria	Result	Observation(s)	Closing the Loop
1. Managerial Communications	1.1 Communicate effectively toward achieving managerial objectives.	Summative: Exit Assessment Test, and Course- Embedded Assessment (BUS 690 final term projects) Formative: Course- Embedded Assessment (BUS 650 final term projects)	Assessment Tests: Meets Expectation: 60% -80%; Does Not Meet Expectation < 60%; Exceeds Expectation> 80% Course-Embedded Assessment: Rubric # MB.1.1.1.1	See Figures MBA- 1 through MBA-4	Target: 80% students should meet or, exceed expectation. Students meet the target in both Summative and formative assessment. Trend: Students' performance has increased over the period with an increase in the percentage of students meeting expectations in both assessments compare to previous term.	Faculties developed different strategies to deliver lecture content in the classroom environment in ways that engage students and meet the courses' learning objectives.



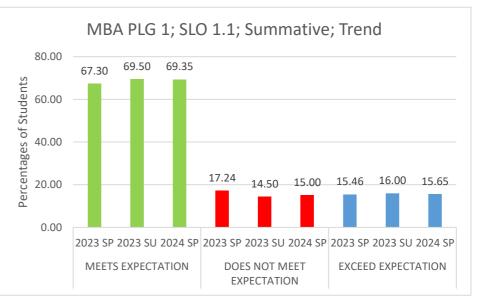
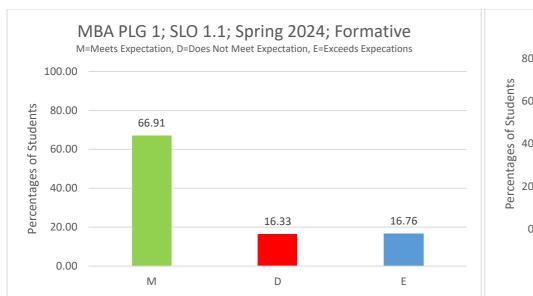


Figure MBA - 1 Figure MBA - 2



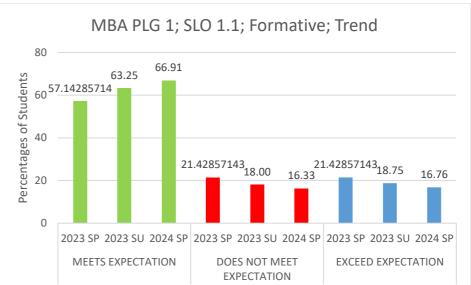
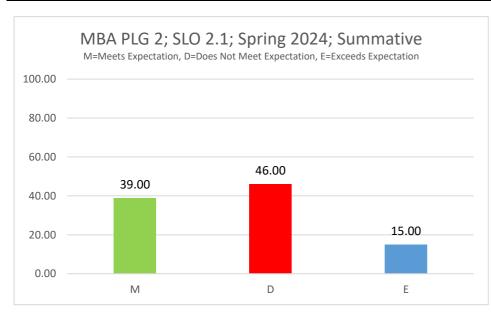


Figure MBA - 3 Figure MBA - 4

Program Learning Goal	Student Learning Outcome	Measure	Measurement Criteria	Result	Observation(s)	Closing the Loop
2. Critical Thinking and Decision Making	2.1 Apply appropriate analytic framework to solving management problems, and developing of integrative managerial solutions.	Summative: Exit Assessment Test, and Course-Embedded Assessment (BUS 690 final term projects) Formative: Course- Embedded Assessment (BUS 650 final term projects)	Assessment Tests: Meets Expectation: 60% -80%; Does Not Meet Expectation < 60%; Exceeds Expectation> 80% Course-Embedded Assessment: Rubric # MB.2.1.1.1	See Figures MBA-5 through MBA-8	Target: 80% students should meet or, exceed expectation. Students met the target in both assessments. Trend: Student performance has improved over the period with a decrease in the percentage of students not meeting expectations in summative and formative assessment.	The NSU IQAC continued to develop the overall performance of the institution via performance evaluation, assessment, and teaching quality up-gradation



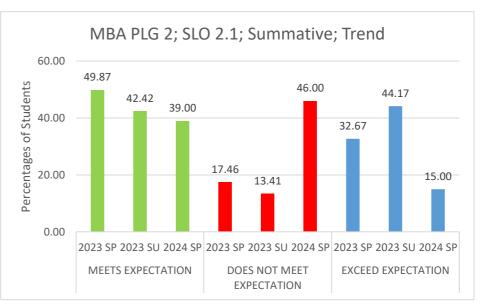
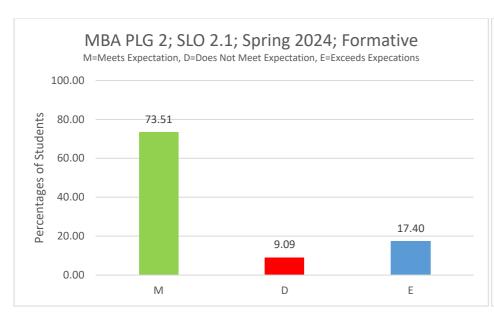


Figure MBA - 5 Figure MBA - 6



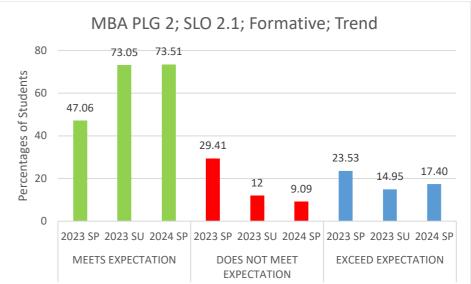
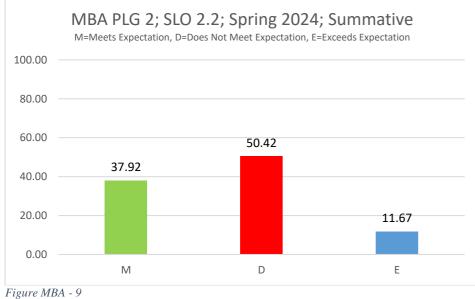


Figure MBA - 7 Figure MBA - 8

Program Learning Goal	Student Learning Outcome	Measure	Measurement Criteria	Result	Observation(s)	Closing the Loop
2. Critical Thinking and Decision Making	2.2 Determine relevant decision criteria and alternatives, and identify the optimal solution	Summative: Exit Assessment Test, and Course-Embedded Assessment (BUS 690 final term projects) Formative: Course- Embedded Assessment (BUS 650 final term projects)	Assessment Tests: Meets Expectation: 60% -80%; Does Not Meet Expectation < 60%; Exceeds Expectation> 80% Course-Embedded Assessment: Rubric # MB.2.1.1.1	See Figures MBA-9 through MBA-12	Target: 80% students should meet or, exceed expectation. Students failed to meet the target in formative assessment but met the target in summative assessment. Trend: Students' performance in summative assessment is increasing over the period with a decrease in the percentage of students not meeting expectations. In formative assessment, students show an increasing trend in not meeting expectations, which is a great concern.	Faculty members adopted diverse and innovative approaches to delivering lecture content in the classroom, with an emphasis on maintaining student engagement and aligning instructional methods with the courses' learning objectives. These strategies not only supported continuity of learning but also enhanced teaching practices that continue to benefit student learning outcomes.



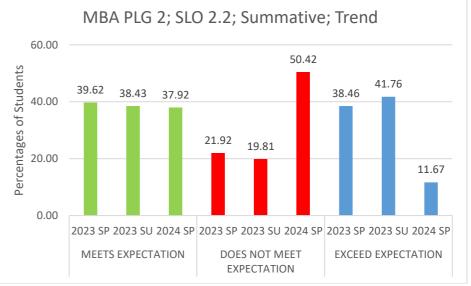
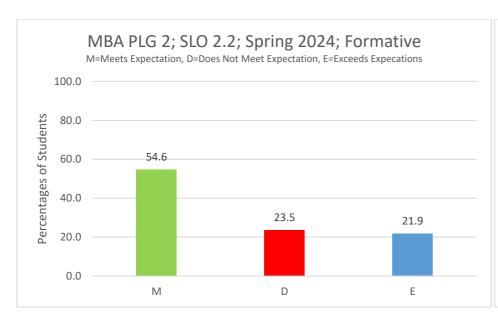


Figure MBA - 10



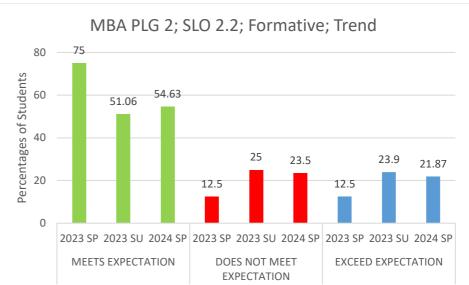
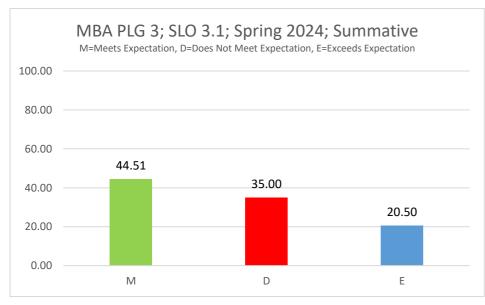


Figure MBA - 11 Figure MBA - 12

Program Learning Goal	Student Learning Outcome	Measure	Measurement Criteria	Result	Observation(s)	Closing the Loop
3. Integration of management tools and techniques	3.1 Integrate and apply the tools and techniques of management, drawing on a broad-based knowledge of the major functions (accounting, economics, finance, information systems, marketing, operations management, and strategy) to solve complex management problems and render sound business decisions.	Summative: Exit Assessment Test, and Course-Embedded Assessment (BUS 690 final term projects) Formative: Course- Embedded Assessment (BUS 650 final term projects)	Assessment Tests: Meets Expectation: 60% -80%; Does Not Meet Expectation < 60%; Exceeds Expectation> 80% Course-Embedded Assessment: Rubric # MB.3.1.1.1	See Figures MBA-13 through MBA-16	Target: 80% students should meet or, exceed expectation. Students failed to meet the target in both assessments. Trend: Student performance in summative assessment has improved significantly in meeting expectations, though a decreasing trend is found in exceeding expectations.	NSU established an incubation program, North South University Startups Next, to create the next generation of startup founders in the country. The program will nurture future leaders with guided mentorship, networking, and funding opportunities to help their startups grow into a scalable business.



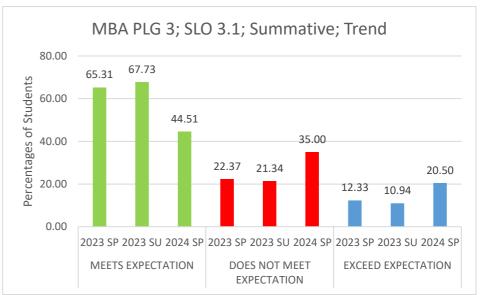
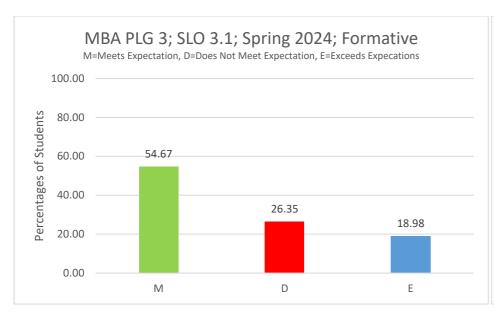


Figure MBA - 13 Figure MBA - 14



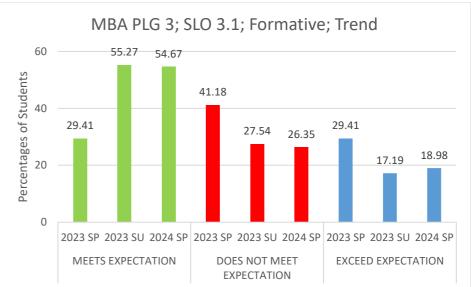
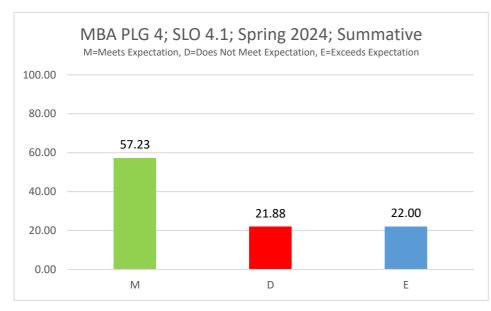


Figure MBA - 15 Figure MBA - 16

Program Learning Goal	Student Learning Outcome	Measure	Measurement Criteria	Result	Observation(s)	Closing the Loop
4. Global Perspectives	4.1 Augment business decisions with global considerations.	Summative: Exit Assessment Test, and Course-Embedded Assessment (BUS 690 final term projects) Formative: Course- Embedded Assessment (BUS 685 final term projects)	Assessment Tests: Meets Expectation: 60% -80%; Does Not Meet Expectation < 60%; Exceeds Expectation> 80% Course-Embedded Assessment: Rubric # MB.4.1.1.1	See Figures MBA-17 through MBA-20	Target: 80% students should meet or, exceed expectation. Students met the target in both assessments. Trend: Students' performance is increasing gradually with a decrease in the percentage of students not meeting expectations.	Realistic illustrations from the business world, case studies and research articles are used in classroom teaching to provide students better understanding of the subject matter.



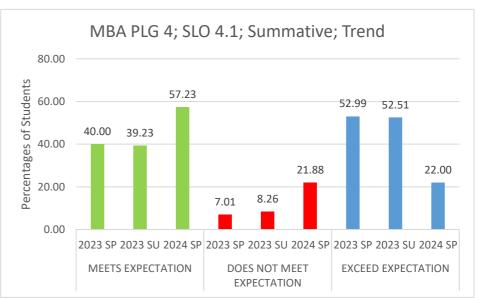
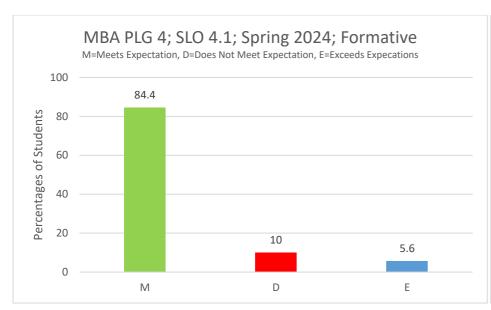


Figure MBA - 17 Figure MBA - 18



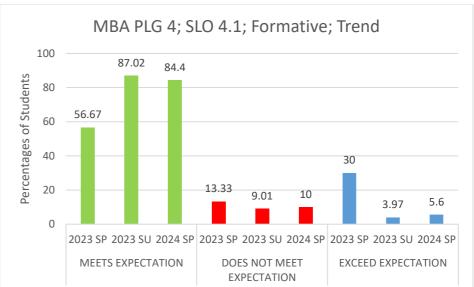
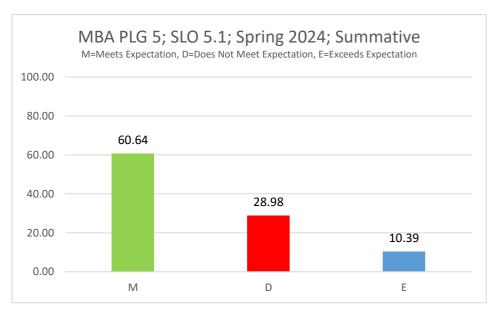


Figure MBA - 19 Figure MBA - 20

Program Learning Goal	Student Learning Outcome	Measure	Measurement Criteria	Result	Observation(s)	Closing the Loop
5. Ethical Considerations	5.1 Evaluate and articulate ethical considerations in managerial decision making and in enterprise management.	Summative: Exit Assessment Test, and Course-Embedded Assessment (BUS 690 final term projects)	Assessment Tests: Meets Expectation: 60% -80%; Does Not Meet Expectation < 60%; Exceeds Expectation> 80% Course-Embedded Assessment: Rubric # MB.5.1.1.1	See Figures MBA-21 and MBA-22	Target: 80% students should meet or, exceed expectation. Students failed to meet the target. Trend: Performance has decreased compare to previous time with an increasing percentage of students not meeting expectations.	The University uses plagiarism software to check the students submitted work that create a strong ethical culture at NSU to achieve learning objectives.



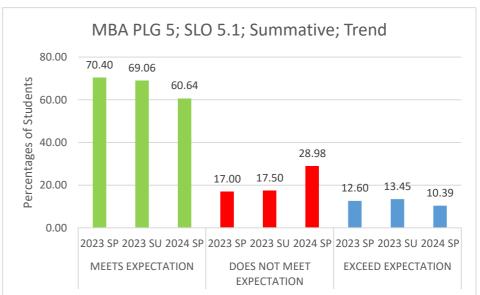
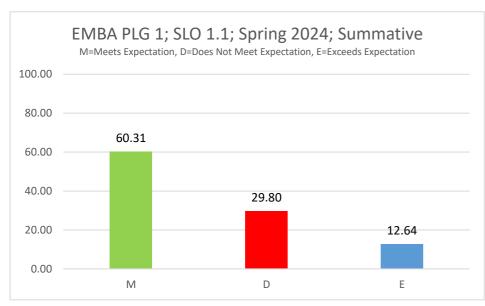


Figure MBA - 21 Figure MBA - 22

Spring 2024 Student Learning Assessment Report: Executive Master of Business Administration

	Student					
Program	Learning		Measurement			
Learning Goal	Outcome	Measure	Criteria	Result	Observation(s)	Closing the Loop
1. Managerial	1.1 Communicate	Summative: Exit	Assessment Tests	See	Target: 80% students should meet or,	Interactive assignments are used in
Communications	effectively	Assessment Test and	Meets Expectation:	Figures	exceed expectation.	the courses. Students are required
	toward	Course-Embedded	60% -80%; Does	EMBA –		to present on relevant topics that
	achieving	Assessment (EMB	Not Meet	1 through	Students failed to meet the target in	help them develop better
	managerial	690 final term project)	Expectation < 60%;	EMBA -	summative assessment but met the target	communication skills.
	objectives.		Exceeds	2	in formative assessment.	
		Formative: Course-	Expectation> 80%			
		Embedded			Trend: Students Performance has	
		Assessment (EMB	Course-Embedded		deteriorated over the period with a	
		650 final term project)	Assessment:		decrease in the percentage of students	
			Rubric #		exceeding expectations.	
			EM.1.1.1.1			



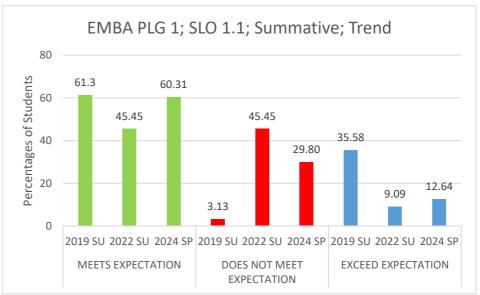
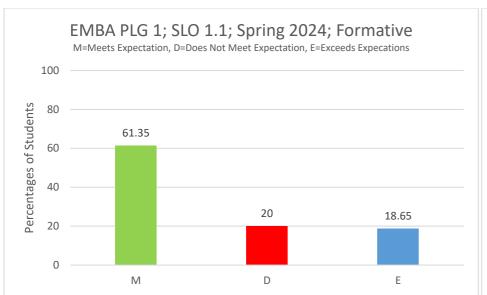


Figure EMBA - 1 Figure EMBA - 2



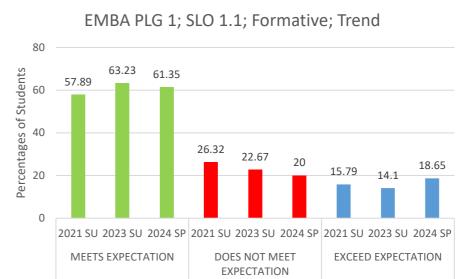
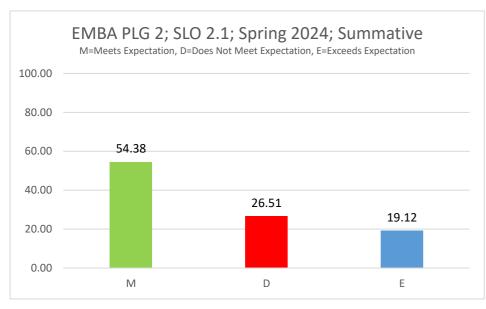


Figure EMBA - 3

Figure EMBA - 4

Program	Student Learning		Measurement			
Learning Goal	Outcome	Measure	Criteria	Result	Observation(s)	Closing the Loop
2. Critical	2.1 Apply	Summative: Exit	Assessment Tests Meets	See	Target: 80% students should	Faculties developed different strategies to
Thinking and	appropriate	Assessment Test and	Expectation: 60% -80%;	Figures	meet or, exceed expectation.	organize and deliver lecture in ways that
Decision	analytic	Course-Embedded	Does Not Meet	EMBA –		engage students and meet the courses'
Making	framework to	Assessment (EMB 690	Expectation < 60%;	3 through	Students failed to meet the	learning objectives.
	solving	final term project)	Exceeds Expectation>	EMBA -	target in summative	
	management		80%	4	assessment but met the	
	problems, and	Formative: Course-			target in formative	
	developing of	Embedded Assessment	Course-Embedded		assessment.	
	integrative	(EMB 650 final term	Assessment: Rubric #			
	managerial	project)	EM.2.1.1.1		Trend: Students did not	
	solutions.				meet the target but the	
					performance is increasing	
					gradually over the period	
					with an increase in the	
					number of students meeting	
					expectations.	



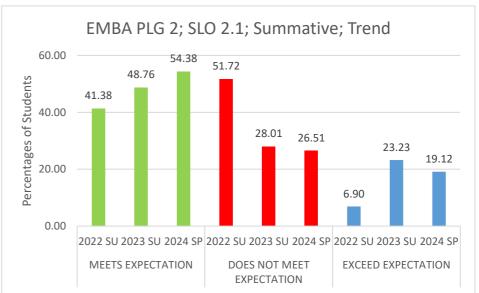
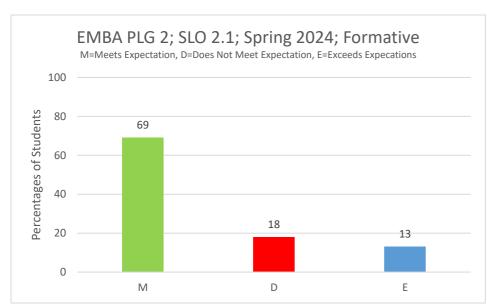


Figure EMBA - 5 Figure EMBA - 6



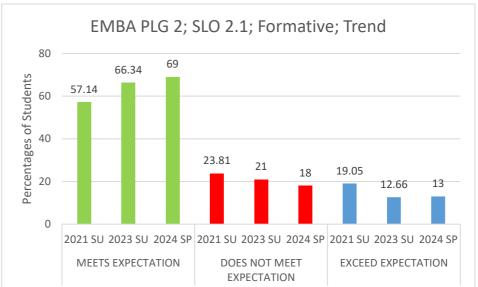
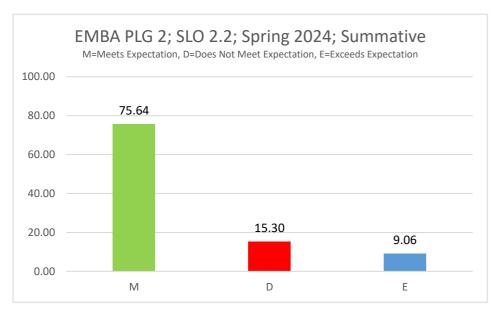


Figure EMBA - 7 Figure EMBA - 8

Program	Student Learning		Measurement			
Learning Goal	Outcome	Measure	Criteria	Result	Observation(s)	Closing the Loop
2. Critical Thinking and Decision Making	2.2 Determine relevant decision criteria and alternatives, and identify the optimal solution.	Summative: Exit Assessment Test and Course-Embedded Assessment (EMB 690 final term project) Formative: Course- Embedded Assessment (EMB 650 final term	Assessment Tests Meets Expectation: 60% -80%; Does Not Meet Expectation < 60%; Exceeds Expectation> 80% Course-Embedded Assessment: Rubric #	See Figures EMBA – 5 through EMBA - 6	Target: 80% students should meet or, exceed expectation. Students achieved the target in summative assessment but failed to meet the target in formative assessment. Trend: Students' performance has	Realistic illustrations from the business world, case studies and research articles are used in classroom teaching to provide students better understanding of the subject matter.
		project)	EM.2.1.1.1		improved over the period with a decrease in number of students not meeting expectations in summative assessment. However, students show a poor performance in formative assessment with a decreasing trend in exceeding expectations.	



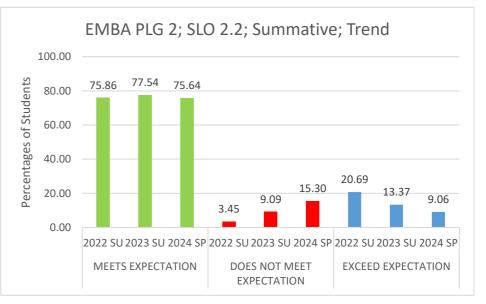


Figure EMBA - 9 Figure EMBA - 10

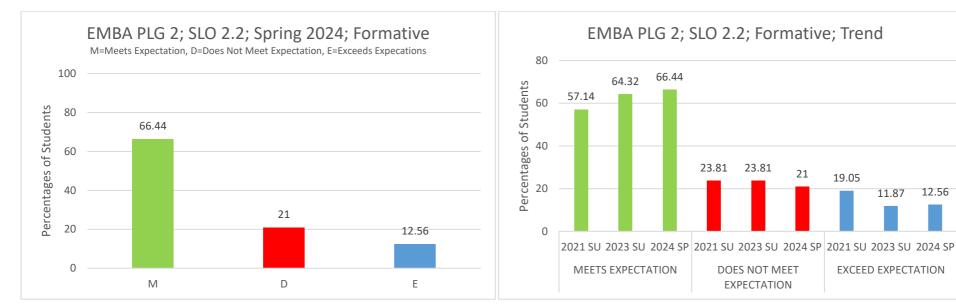


Figure EMBA - 11 Figure EMBA - 12

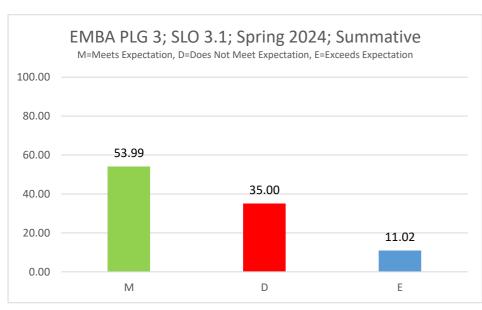
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EXCEED EXPECTATION

Program Learning Goal	Student Learning Outcome	Measure	Measurement Criteria	Result	Observation(s)	Closing the Loop
3. Integration of management tools and techniques	3.1 Integrate and apply the tools and techniques of management, drawing on a broad-based knowledge of the major functions (accounting, economics, finance, information systems, marketing, operations management, and strategy) to solve complex management problems and render sound business decisions.	Summative: Exit Assessment Test and Course- Embedded Assessment (EMB 690 final term project) Formative: Course- Embedded Assessment (EMB 650 final term project)	Assessment Tests Meets Expectation: 60% -80%; Does Not Meet Expectation < 60%; Exceeds Expectation> 80% Course-Embedded Assessment: Rubric # EM.3.1.1.1	See Figures EMBA – 7 through EMBA - 8	Target: 80% students should meet or, exceed expectation. Students failed to meet the target in summative assessment but met the target in formative assessment. Trend: Students Performance has deteriorated over the period with increase in percentage of students exceeding expectations.	Faculties with Ph.D. from North America or equivalent universities and long industry experience at top-level corporations, teach in the EMBA program.



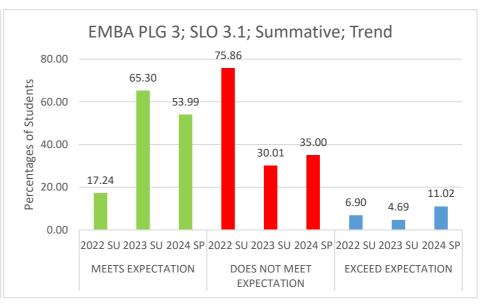
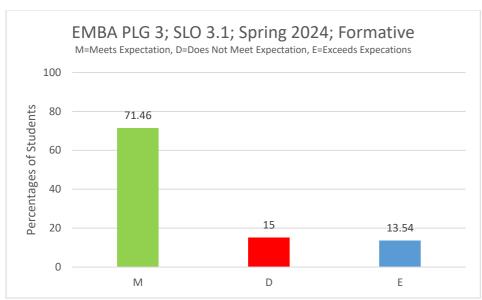


Figure EMBA - 13 Figure EMBA - 14



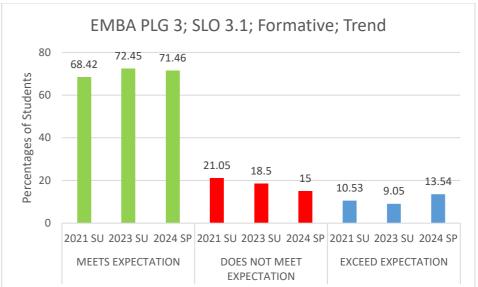
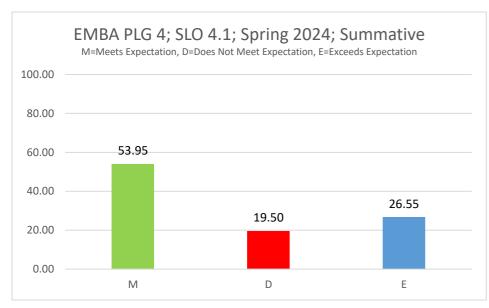


Figure EMBA - 15 Figure EMBA - 16

Program	Student Learning		Measurement			
Learning Goal	Outcome	Measure	Criteria	Result	Observation(s)	Closing the Loop
4. Global Perspective	4.1 Augment business decisions with global considerations.	Summative: Exit Assessment Test and Course-Embedded Assessment (EMB 690 final term project) Formative: Course- Embedded Assessment (EMB 670 final term	Assessment Tests Meets Expectation: 60% -80%; Does Not Meet Expectation < 60%; Exceeds Expectation> 80% Course-Embedded Assessment: Rubric #	See Figures EMBA – 9 through EMBA - 10	Target: 80% students should meet or, exceed expectation. Students met the target. Trend: Student performance has improved over the period with increase in persentage of	The EMBA curriculum recognizes and incorporates emerging trends, concepts, and issues of globalization. This is reflected in course design and pedagogy. Interdisciplinary integration with globalization is attained through a global capstone course.
		project)	EM.4.1.1.1		increase in percentage of students meeting expectations.	



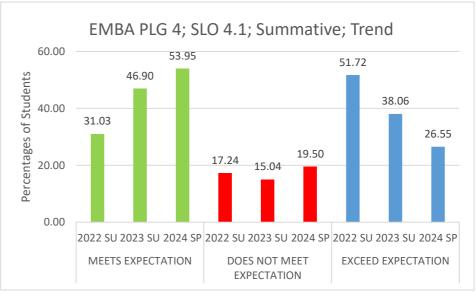
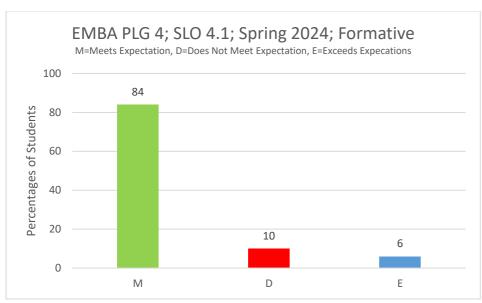


Figure EMBA - 17 Figure EMBA - 18



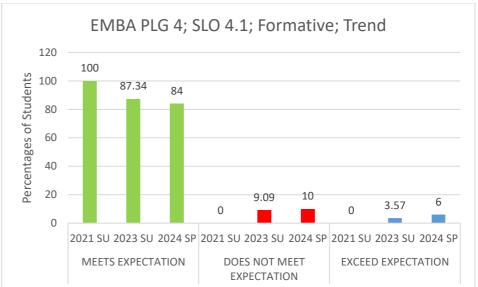
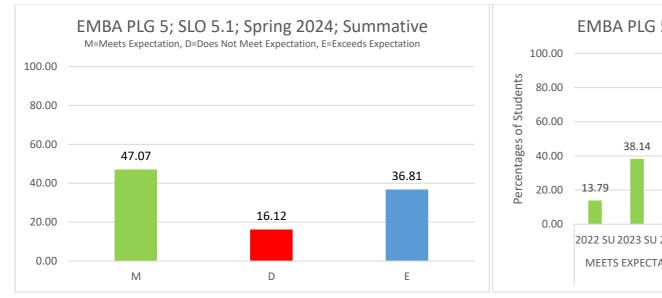


Figure EMBA - 19 Figure EMBA - 20

Program	Student Learning					
Learning Goal	Outcome	Measure	Measurement Criteria	Result	Observation(s)	Closing the Loop
5. Ethical	5.1 Evaluate and	Summative: Exit	Assessment Tests Meets	See	Target: 80% students should	By applying uniformity in their approach
considerations	articulate ethical	Assessment Test and	Expectation: 60% -80%;	Figures	meet or, exceed expectation	to the classroom, the Department along
	considerations in	Course-Embedded	Does Not Meet	EMBA -	Ctordonto mot the toward	with the school managed to ensure
	managerial	Assessment (EMB 690	Expectation < 60%;	21 and	Students met the target	satisfactory students learning across all
	decision making	final term project)	Exceeds Expectation>	EMBA -	Trend: Student's performance	courses taught.
	and in enterprise		80%	22	has increased by showing a	-
	management.				high percentage in students	
			Course-Embedded		exceeds expectations.	
			Assessment: Rubric #			
			EM.5.1.1.1			



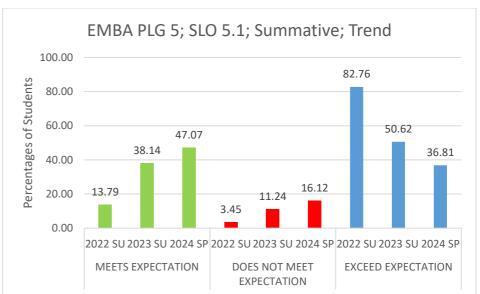


Figure EMBA - 21 Figure EMBA - 22

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