

Student Achievement Results

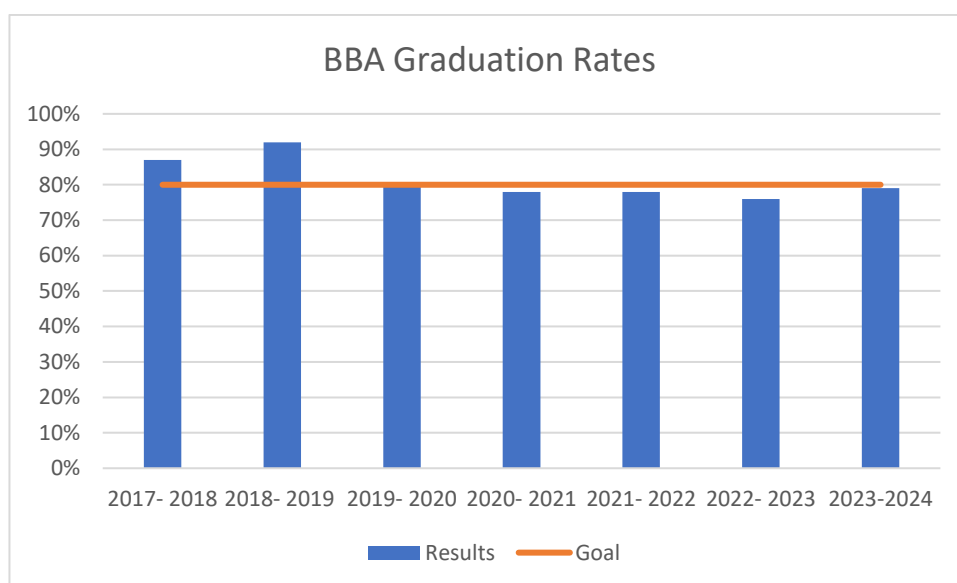
ADA School of Business uses various outcome related data to measure performance. These metrics include graduation rates, retention rates and student exchange rates (incoming and outgoing). In addition, the School also carries out benchmarking exercises through incoming and outgoing exams through services offered by Peregrine. Student and alumni surveys are also conducted and the data from these surveys are used for improvements.

BBA:

The results for the BBA program are as follows:

Graduation Rate:

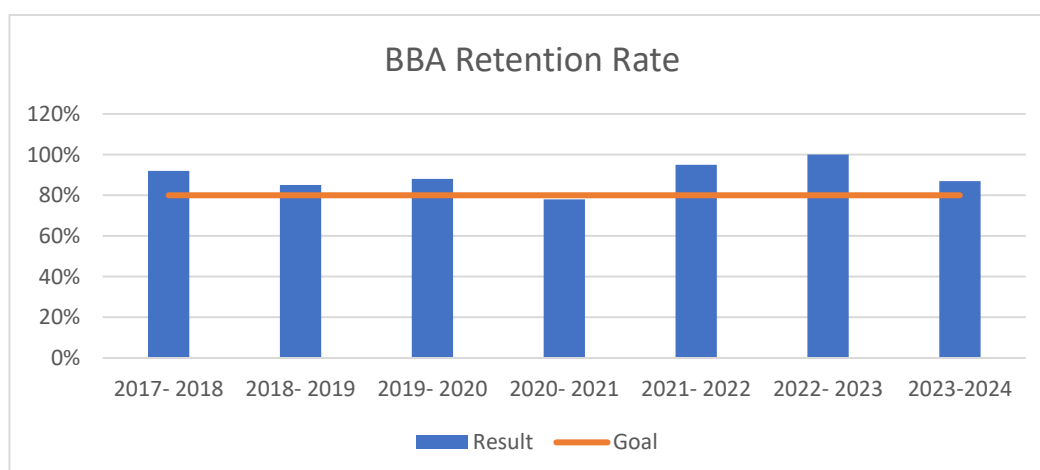
The target for graduation is set at 80% of total enrollment in any given cohort/year.



As seen in the graph, the graduation rate has generally met the 80% target in all seven academic years.

Retention Rate:

The target for retention is set at 80% of total enrollment in any given cohort/year.

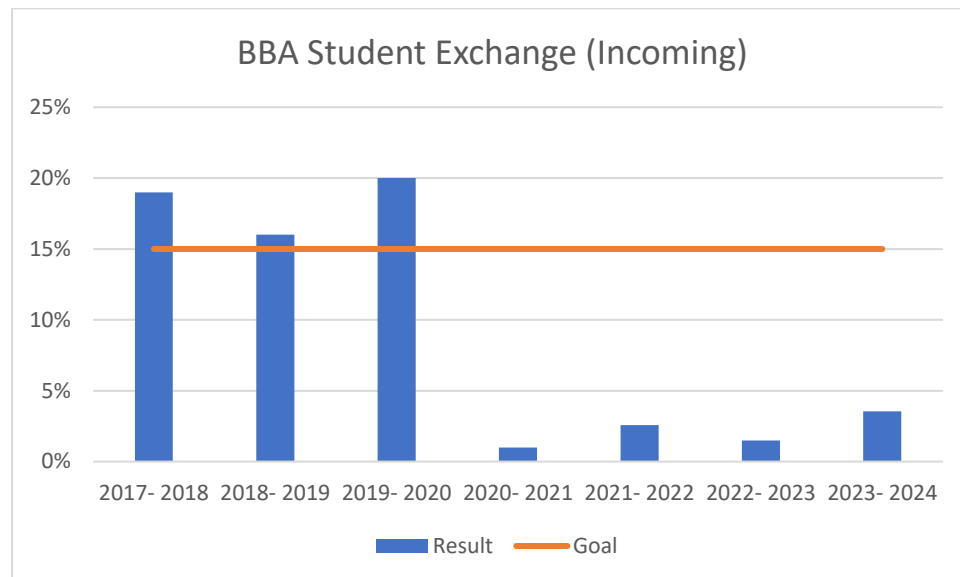


As seen in the graph, the retention rate has generally met 80% retention rate in all seven years.

Student Exchange

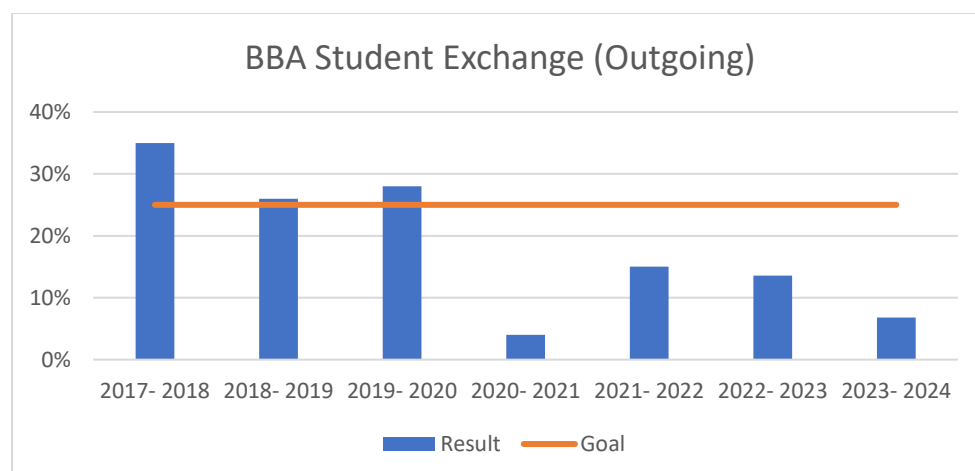
Incoming Exchange

This measure is used as part of the School's internationalization objectives to ensure diversity on campus by enabling incoming transfer of students. Increasing student exchange is one of the objectives in the School of Business strategic plan. The target for incoming exchanges is set at 15%. The target was met for the first three academic years after which inbound exchange was significantly disrupted due to the pandemic.



Outgoing Exchange

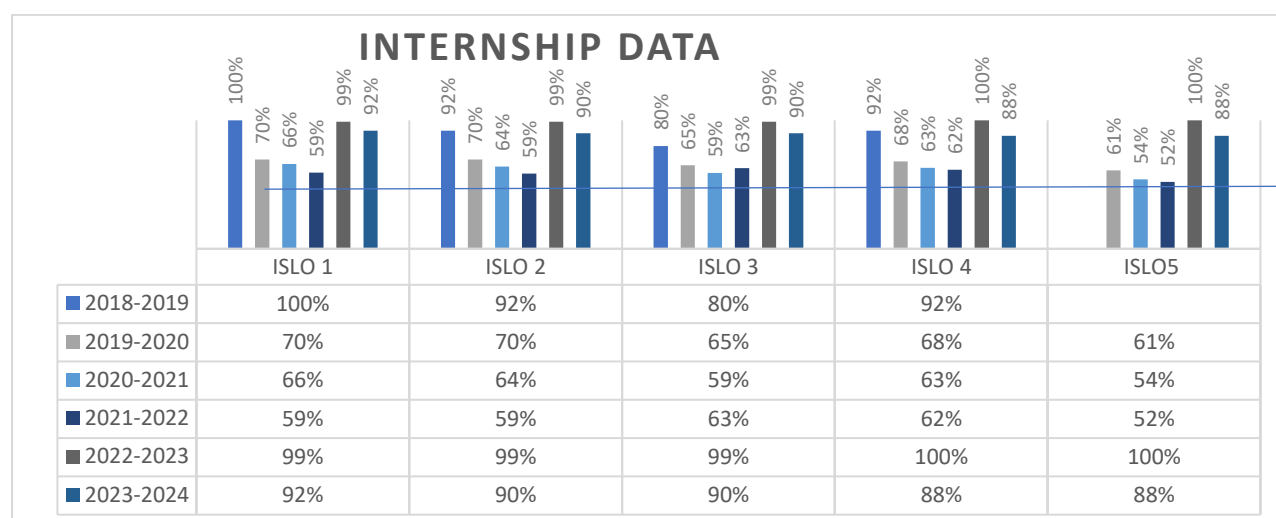
The School is keen to ensure that its students have the opportunity to study at one of many partner institutions of ADA University located around the world through outgoing exchange opportunities. Increasing outgoing student exchange is one of the objectives in the School of Business strategic plan. The target for outgoing exchange was set at 25%. This target was met in the first three years of the cycle but was disrupted by the outbreak of the pandemic.



Internship data

The internship is used as a direct measure for the BBA program. The target established is for 60% of students to score a minimum of 4 on a 5-point scale for each ISLO as per internship grading rubric. Due to highly inflated results in 2018-2019 cycle several changes were made in the internship assessment process and grading rubric to ensure more academic rigor and to ensure all five ISLOs are measured. The workplace supervisor's questionnaire was updated to ensure the alignment with the program learning outcomes. Also, the process to report the results was amended to ensure integrity. The 60% target has generally been met in all subsequent academic years since the changes were made. However, the grading and results are more rigorous and realistic.

In the chart below we can see the results for a six-year period (2018-2019 – 2023-2024).

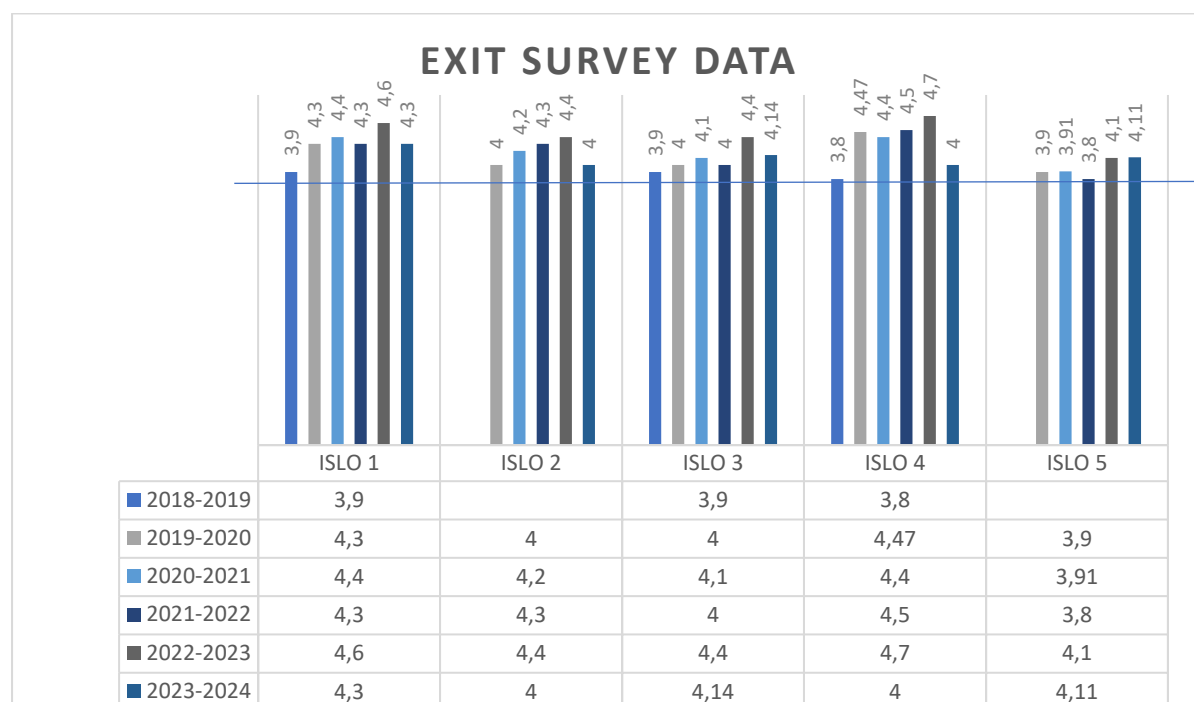


- For ISLO 1 the target was generally met in all six years.
- For ISLO 2 the target was generally met in all six years.
- For ISLO 3 the target was generally met in all six years.
- For ISLO 4 the target was met in all six years.
- For ISLO 5 the target was not measured in 2018-2019. The target was not met in two out of six years.

Exit Survey Data

The target measurement is that the average score on each ISLO should be 4 on a 5-point scale. In 2018/19, a generic University-wide exit survey was used, which did not allow the School to collect program-specific ISLO data due to which ISLO 2 and ISLO 5 could not be directly measured. This was rectified in 2019/20 and a dedicated school survey was used with specific questions to measure the outcome of all ISLOs.

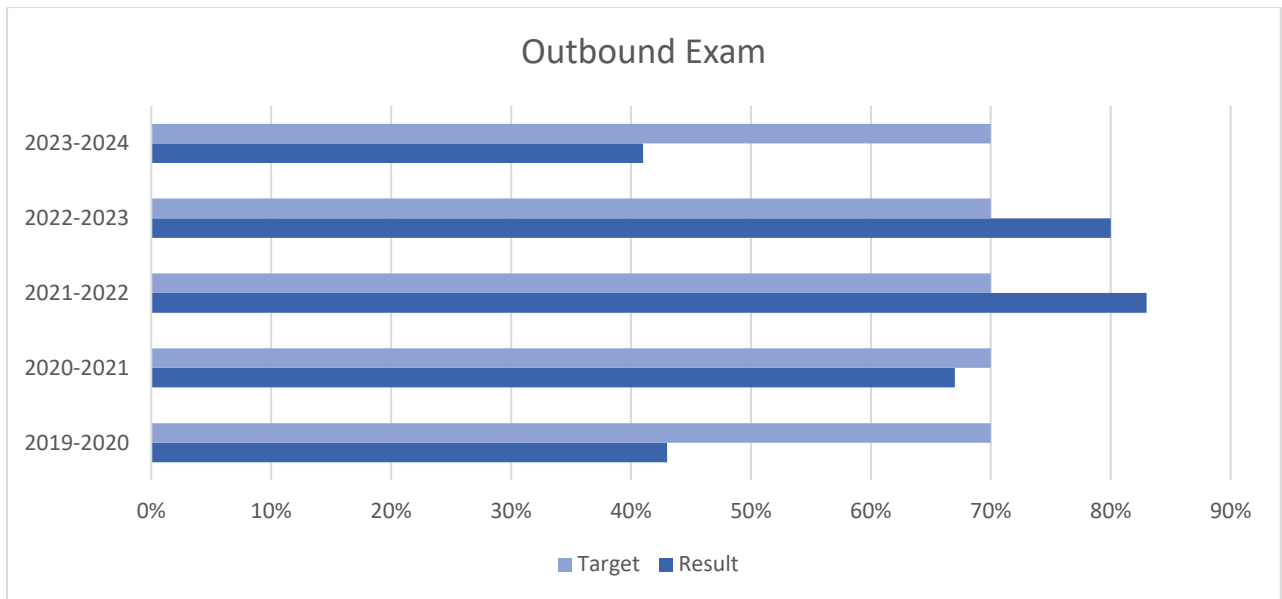
The chart below shows the comparison of results from the exit surveys conducted over a six-year period.



- For ISLO 1 the target was generally met
- For ISLO 2 the target was not measured in 2018-2019 and was met in the subsequent years.
- For ISLO 3 the target was generally met
- For ISLO 4 the target was generally met
- For ISLO 5 the target was not measured in 2018-2019 and was met in the last two academic years.

Outbound Exam

Outbound Exam is used as a direct summative measure and is conducted by Peregrine Academic Services. It measures only ISLO 1, and the target is for 70% of students to obtain a minimum score of 55%. The Outbound Exam was first conducted in 2019-2020. The target was largely met in three out of five academic years.

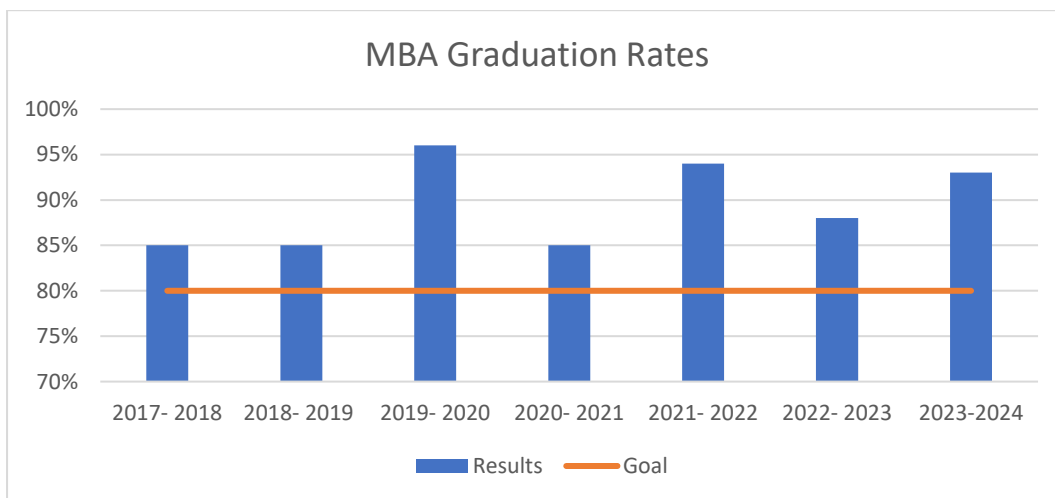


MBA

The results for the MBA program are as follows:

Graduation Rate:

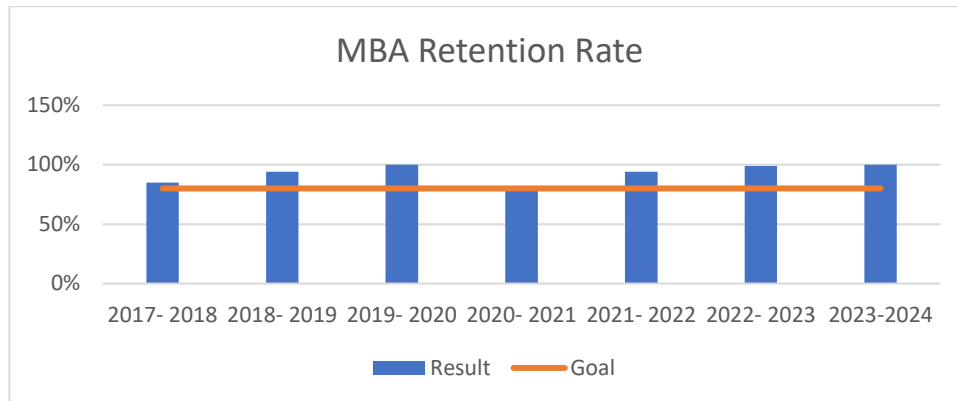
The target for graduations is set at 80% of total enrollment in any given cohort/year.



As seen in the graph, the graduation rate met the 80% target in all seven academic years.

Retention Rate:

The target for retention is set at 80% of total enrollment in any given cohort/year.

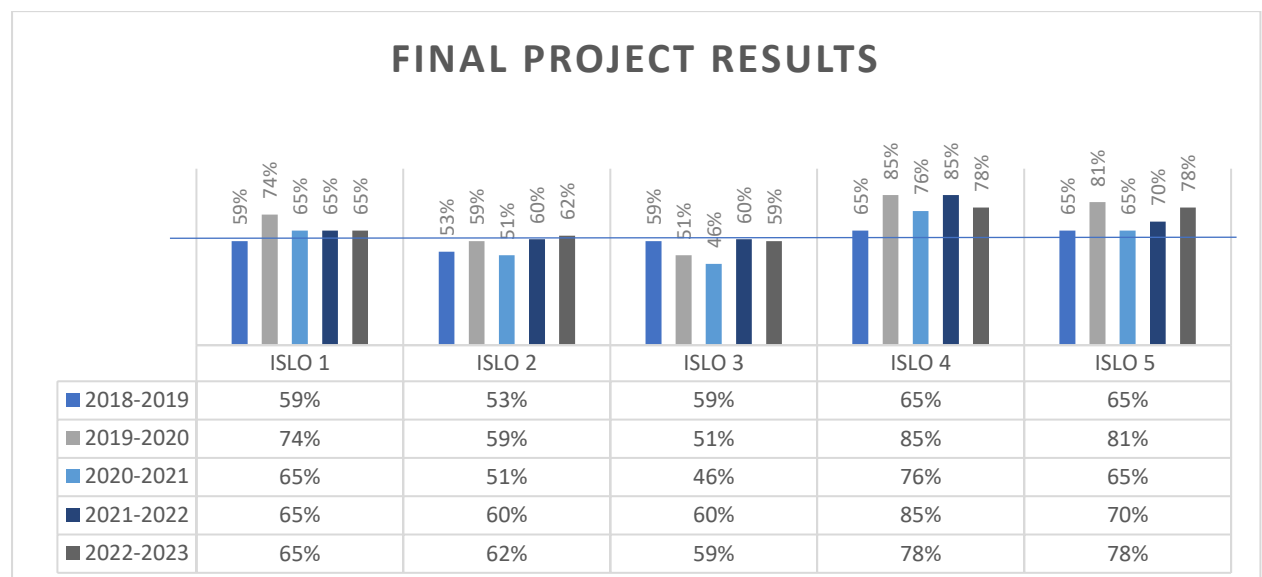


As seen in the graph, the retention rate has generally met 80% retention rate in all seven years.

Final Project

The final project is used as a direct summative measurement tool for the MBA program. The target is for 60% of all students to score 3 on a 5-point scale for each ISLO as per the grading rubric.

The chart below presents the results for a five-year period (2018-2019 – 2022-2023).



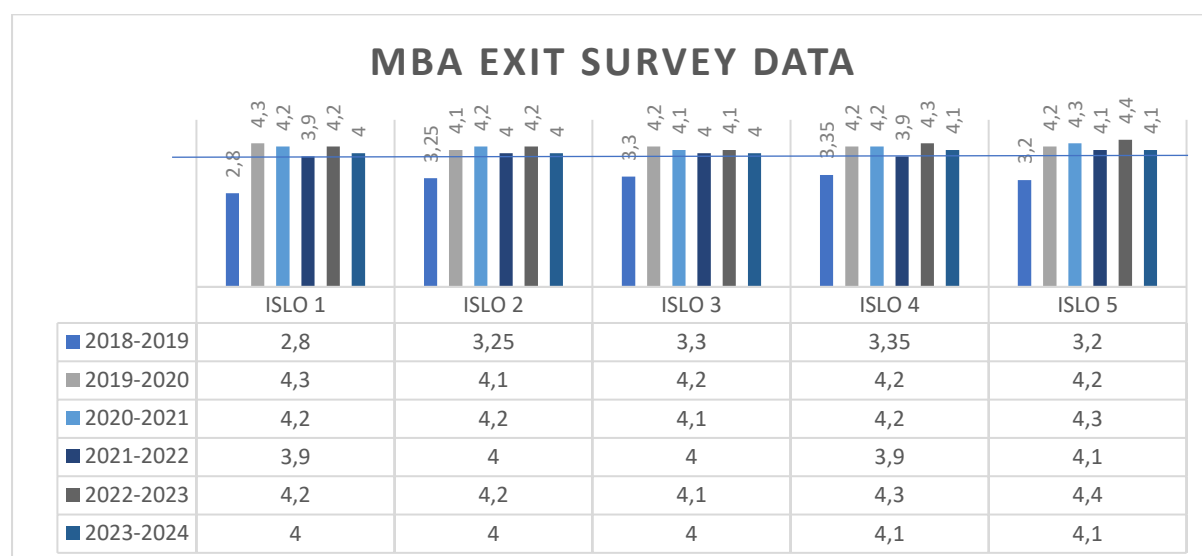
- For ISLO 1 the target was generally met
- For ISLO 2 the target was met in the last two academic years
- For ISLO 3 the target was only met in one out of the five years
- For ISLO 4 the target was met in all five years

- For ISLO 5 the target was met in all five years

Exit Survey Data

The target measurement is that the average score on each ISLO should be 4 on a 5-point scale. In 2018/19, a generic University-wide exit survey was used, which did not allow the School to collect program-specific ISLO data due to which ISLO 2 and ISLO 5 could not be directly measured. This was rectified in 2019/20 and a dedicated school survey was used with specific questions to measure the outcome of all ISLOs.

The chart below shows a comparison of results from the exit surveys conducted over a six-year period.



- For ISLO 1 the target was met in the last five academic years
- For ISLO 2 the target was met in the last five academic years
- For ISLO 3 the target was met in the last five academic years
- For ISLO 4 the target was generally met in the last five academic years
- For ISLO 5 the target was met in the last five academic years

Outbound Exam

Outbound Exam is used as a direct summative measure and is conducted by Peregrine Academic Services. It measures only ISLO 1, and the target is for 70% of students to obtain a minimum score of 55%. The Outbound Exam was first conducted in 2019-2020. The target was met in three out of five academic years.

