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# Public Disclosure Student Learning Outcomes Metrics

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**Institution:** UNIVERSITY IFM, GENEVA, SWITZERLAND

**Academic Year:** 2015-6

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Accreditation Council for Business Schools & Programs  
11520 West 119<sup>th</sup> Street  
Overland Park, KS 66213  
USA

## Mission Statement

### **Mission of the University IFM - Institute of Finance and Management**

University IFM – Institute of Finance and Management is an institution that offers quality business education. The university offers a dynamic learning environment and a caring approach to the personal development of students. The University strives to sustain an open exchange of ideas in an environment that embodies the values of responsibility, integrity, collegiality and multiculturalism. Our educational programmes offer an excellent balance between theory and practice through effective learning processes. The University offers its students the knowledge and skills needed to achieve academic, personal and professional success in a globalised business world. We prepare our graduate and undergraduate students for active roles in a multicultural world by providing them a valuable and solid education.

## Student Learning Outcomes

### Program 1: BBA taught in English

Core Intended Student Learning Outcomes	
B1	Acquired fundamental competencies, concepts, decision-making and communication tools that are necessary in global business that include accounting, marketing, finance, law and management.
B2	Combined insights critically and selectively from accounting, marketing, finance, law, and management to produce innovative and entrepreneurial projects.
B3	Developed academically and professionally in a manner to be ready to embark on a career path in business.
B4	Acknowledged the decisive impact that University IFM education has brought to them for their career.

Analysis of Results																										
Performance Measure	Measurement instrument	Current Results	Analysis of Results	Action Taken	Resulting Trends																					
<p>BDM1-EN</p> <p>Program assessment</p> <p>PISLO: B1</p> <p>Criterion: 70% of students achieve the key bachelor learning outcomes (KLOs) of the program with an average performance rating of 4.</p>	<p>Tool: Bachelor program analysis tool</p> <p>Cycle: Every term</p> <p>Features: direct, formative, summative, internal</p>	Above target	Stable trend overall; results for year 2015-6 are better than 2014-5	Maintain teaching effectiveness	<p><b>program analysis BBAEN</b></p> <table border="1"> <thead> <tr> <th></th> <th>fall 2014</th> <th>winter 2015</th> <th>spring 2015</th> <th>fall 2015</th> <th>winter 2016</th> <th>spring 2016</th> </tr> </thead> <tbody> <tr> <td>ISLO B1</td> <td>95</td> <td>85</td> <td>73</td> <td>88</td> <td>89</td> <td>91</td> </tr> <tr> <td>target</td> <td>70</td> <td>70</td> <td>70</td> <td>70</td> <td>70</td> <td>70</td> </tr> </tbody> </table>		fall 2014	winter 2015	spring 2015	fall 2015	winter 2016	spring 2016	ISLO B1	95	85	73	88	89	91	target	70	70	70	70	70	70
	fall 2014	winter 2015	spring 2015	fall 2015	winter 2016	spring 2016																				
ISLO B1	95	85	73	88	89	91																				
target	70	70	70	70	70	70																				
<p>BDM2-EN</p> <p>End of program assessment</p> <p>PISLO: B1, B2</p> <p>Criterion: 3<sup>rd</sup> year students achieve the key bachelor learning outcomes (KLOs) with a minimal average performance rating of 3.</p>	<p>Tool: rubric-based analysis of BBA capstone course work</p> <p>Cycle: Every year</p> <p>Features: direct, summative, internal</p>	<p>Above target</p> <p>Falling trend</p>	Change of professor explains falling trend	Improve section coordination and project specifics	<p><b>capstone yr3 BBAEN</b></p> <table border="1"> <thead> <tr> <th></th> <th>2014</th> <th>2015</th> <th>2016</th> </tr> </thead> <tbody> <tr> <td>ISLO B2</td> <td>5.2</td> <td>4.0</td> <td>4.5</td> </tr> <tr> <td>target</td> <td>3.0</td> <td>3.0</td> <td>3.0</td> </tr> </tbody> </table>		2014	2015	2016	ISLO B2	5.2	4.0	4.5	target	3.0	3.0	3.0									
	2014	2015	2016																							
ISLO B2	5.2	4.0	4.5																							
target	3.0	3.0	3.0																							

**Program 2: BBA taught in French**

<b>Core Intended Student Learning Outcomes</b>	
B1	acquis des compétences fondamentales , des concepts et des outils de décision et de communication qui sont nécessaires dans la gestion des affaires globalisées, qui comprennent la comptabilité , le marketing, la finance , le droit et le management.
B2	combiné de manière critique et sélective des connaissances issues de la comptabilité , le marketing , la finance , le droit , et de la gestion afin de produire des projets innovants et entrepreneuriaux .
B3	développé académiquement et professionnellement de manière à être prêt à se lancer dans une carrière dans les affaires .
B4	reconnu l' impact décisif que l'éducation de l'Université IFM leur a apporté dans leur carrière.

Analysis of Results																										
Performance Measure	Measurement instrument	Current Results	Analysis of Results	Action Taken	Resulting Trends																					
<p>BDM1-FR</p> <p>Program assessment</p> <p>PISLO: B1</p> <p>Criterion: 70% of students achieve the key bachelor learning outcomes (KLOs) of the program with an average performance rating of 4.</p>	<p>Tool: Bachelor program analysis tool</p> <p>Cycle: Every term</p> <p>Features: direct, formative, summative, internal</p>	Above target	Stable trend overall; results for year 2015-6 are better than 2014-5	Maintain teaching effectiveness	<p><b>program analysis BBAFR</b></p> <table border="1"> <thead> <tr> <th></th> <th>fall 2014</th> <th>winter 2015</th> <th>spring 2015</th> <th>fall 2015</th> <th>winter 2016</th> <th>spring 2016</th> </tr> </thead> <tbody> <tr> <td>ISLO B1</td> <td>83</td> <td>81</td> <td>73</td> <td>84</td> <td>84</td> <td>84</td> </tr> <tr> <td>target</td> <td>70</td> <td>70</td> <td>70</td> <td>70</td> <td>70</td> <td>70</td> </tr> </tbody> </table>		fall 2014	winter 2015	spring 2015	fall 2015	winter 2016	spring 2016	ISLO B1	83	81	73	84	84	84	target	70	70	70	70	70	70
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<p>BDM2-FR</p> <p>End of program assessment</p> <p>PISLO: B1, B2</p> <p>Criterion: 3<sup>rd</sup> year students achieve the key bachelor learning outcomes (KLOs) with a minimal average performance rating of 3.</p>	<p>Tool: rubric-based analysis of BBA capstone course work</p> <p>Cycle: Every year</p> <p>Features: direct, summative, internal</p>	Above target Upward trend	Streamlined and more precise guidelines	Maintain teaching effectiveness	<p><b>capstone yr3 BBAFR</b></p> <table border="1"> <thead> <tr> <th></th> <th>2014</th> <th>2015</th> <th>2016</th> </tr> </thead> <tbody> <tr> <td>ISLO B2</td> <td>4.2</td> <td>4.4</td> <td>5.1</td> </tr> <tr> <td>target</td> <td>3.0</td> <td>3.0</td> <td>3.0</td> </tr> </tbody> </table>		2014	2015	2016	ISLO B2	4.2	4.4	5.1	target	3.0	3.0	3.0									
	2014	2015	2016																							
ISLO B2	4.2	4.4	5.1																							
target	3.0	3.0	3.0																							

**Program 3: MBA**

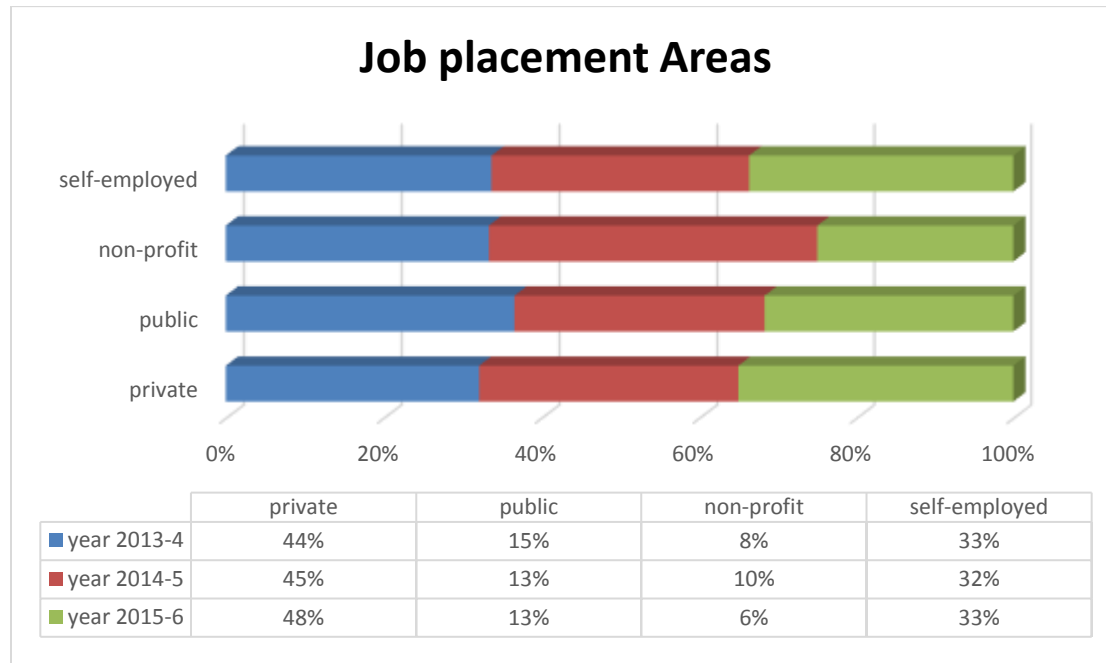
Core Intended Student Learning Outcomes	
M1	<p>dirigé des équipes de manière à contribuer à une stratégie commune qui assure la réalisation de projets, facilite la résolution des problèmes, et améliore la performance de l'entreprise.  <i>Lead teams in a manner to contribute towards a common strategy that ensures the completion of projects, facilitates problem-solving and enhances business performance.</i></p>
M2	<p>combiné de concepts avancés et des outils décisionnels issus de la comptabilité, le marketing, les finances et la gestion pour produire des projets intégrés.  <i>Combined advanced concepts and decision-making tools from accounting, marketing, finance, and management to produce integrated projects.</i></p>
M3	<p>développé académiquement et professionnellement de manière à prendre des postes de cadre dans les entreprises.  <i>Developed academically and professionally in a manner to take on leadership positions in business.</i></p>
M4	<p>reconnu la valeur ajoutée que leur diplôme de l'Université IFM a eu pour leur carrière.  <i>Acknowledged the added value that graduate education at University IFM has had for their career.</i></p>

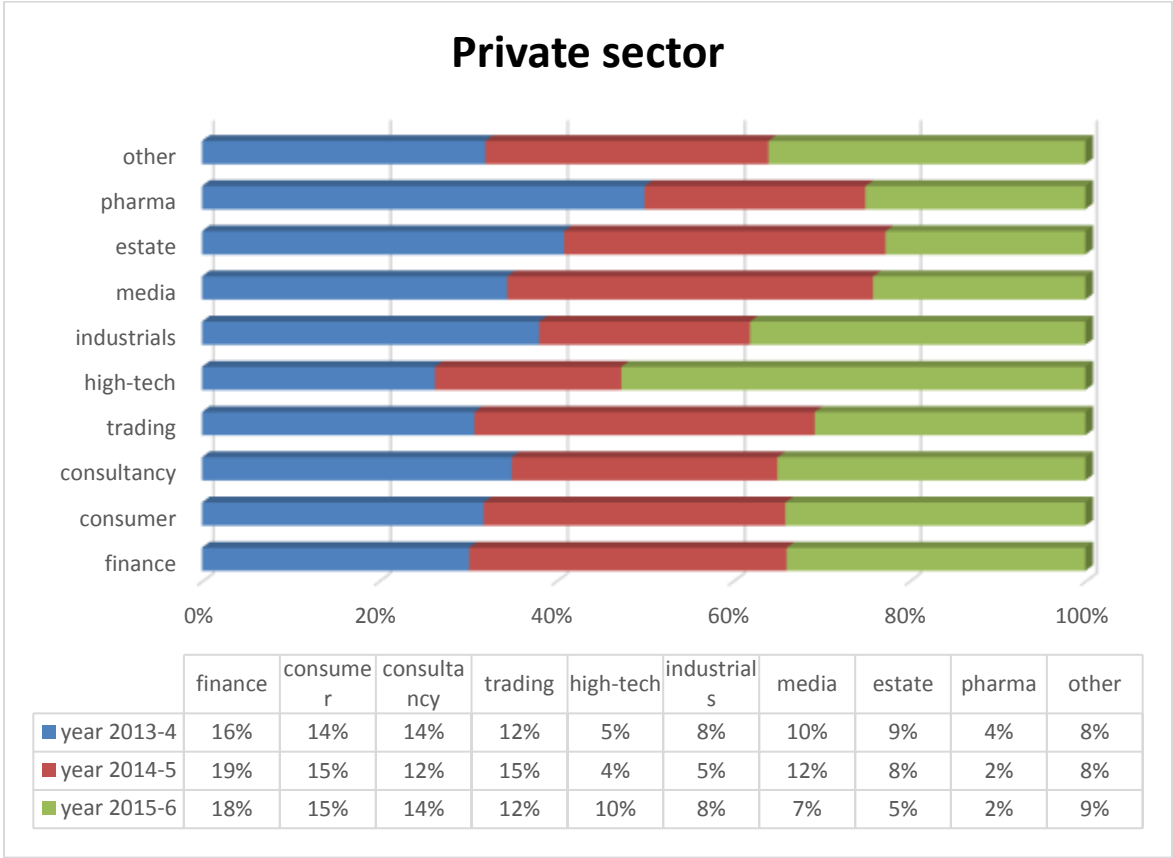
Analysis of Results																				
Performance Measure	Measurement instrument	Current Results	Analysis of Results	Action Taken	Resulting Trends															
<p>MDM1</p> <p>Teamwork evaluation</p> <p>PISLO: M1</p> <p>Criterion: Students display positive, effective and efficient teamwork attitudes with an average performance rating of 3.</p>	<p>Tool: observational analysis of teamwork</p> <p>Cycle: every year</p> <p>Features: direct, summative, internal</p>	Above target; upward trend	Classes are more dynamic	Maintain teamwork effectiveness	<p><b>teamwork analysis MBA</b></p> <table border="1"> <thead> <tr> <th></th> <th>2014</th> <th>2015/1</th> <th>2015/2</th> <th>2016</th> </tr> </thead> <tbody> <tr> <td>ISLOM1</td> <td>3.7</td> <td>4.05</td> <td>5.3</td> <td>5</td> </tr> <tr> <td>target</td> <td>3.0</td> <td>3.0</td> <td>3.0</td> <td>3.0</td> </tr> </tbody> </table>		2014	2015/1	2015/2	2016	ISLOM1	3.7	4.05	5.3	5	target	3.0	3.0	3.0	3.0
	2014	2015/1	2015/2	2016																
ISLOM1	3.7	4.05	5.3	5																
target	3.0	3.0	3.0	3.0																
<p>MDM2</p> <p>Integrated project assessment</p> <p>PISLO: M2</p> <p>Criterion: Students achieve all the master's key learning outcomes (KLOs) with a minimal average performance rating of 3.</p>	<p>Tool: rubric-based analysis of MBA project work</p> <p>Cycle: students finishing the program</p> <p>Features: direct, summative, internal</p>	Above target; stable trend	Projects are more comprehensive thus more challenging and appealing	Maintain teaching effectiveness	<p><b>integrative project MBA</b></p> <table border="1"> <thead> <tr> <th></th> <th>2015/1</th> <th>2015/2</th> <th>2016/1</th> </tr> </thead> <tbody> <tr> <td>ISLO M2</td> <td>4.8</td> <td>5.0</td> <td>4.9</td> </tr> <tr> <td>baseline</td> <td>3.0</td> <td>3.0</td> <td>3.0</td> </tr> </tbody> </table>		2015/1	2015/2	2016/1	ISLO M2	4.8	5.0	4.9	baseline	3.0	3.0	3.0			
	2015/1	2015/2	2016/1																	
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**Metrics**

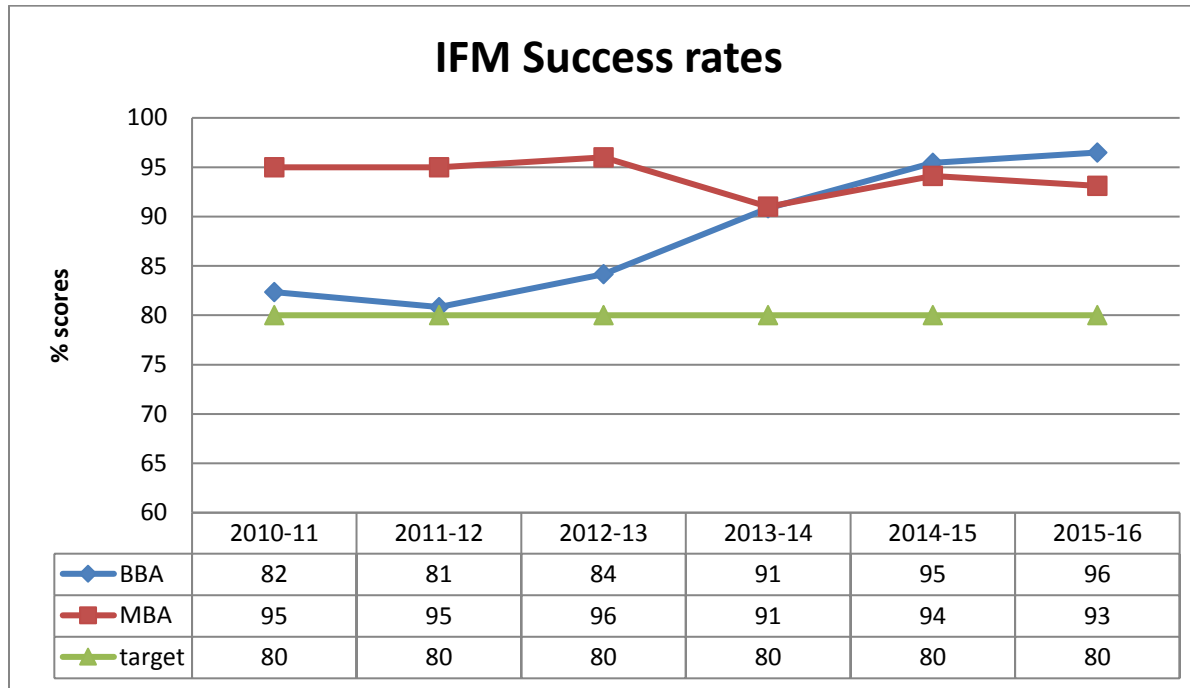
**Job placement rates**





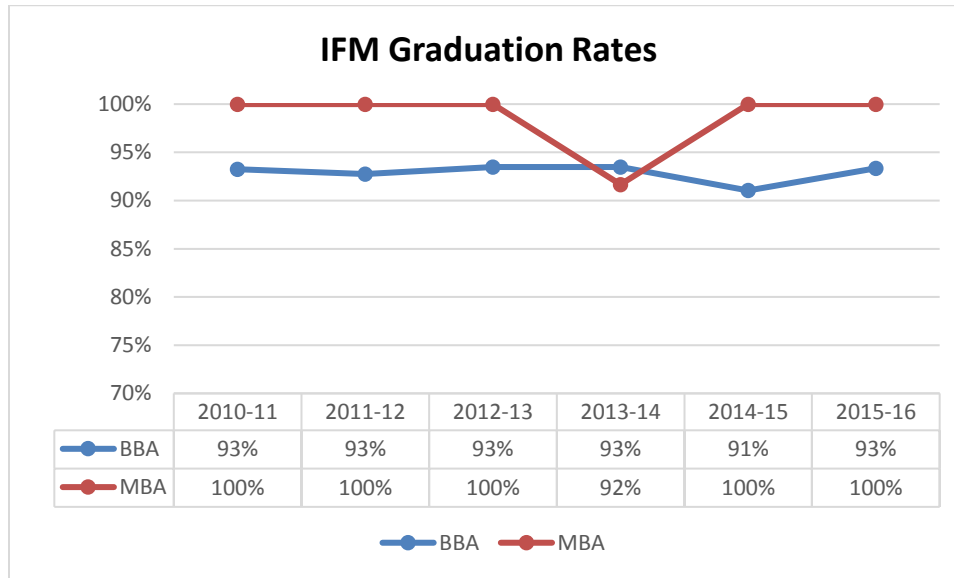
## Student success rates

(Percentage of passing students less withdrawals and retakes)



## Graduation rates

(Percentage of graduating students less withdrawals and retakes)



REPORT: July 2016