



Public Disclosure of Student Learning and Career Outcomes

Institution: UNIVERSITY IFM, GENEVA, SWITZERLAND

Academic Year: 2015-6



International Assembly for Collegiate Business Education
11374 Strang Line Road
Lenexa, Kansas 66215
USA

Report of Student Learning and Achievement *Institution*

UNIVERSITY IFM

For Academic Year: 2015-6

Mission Statement

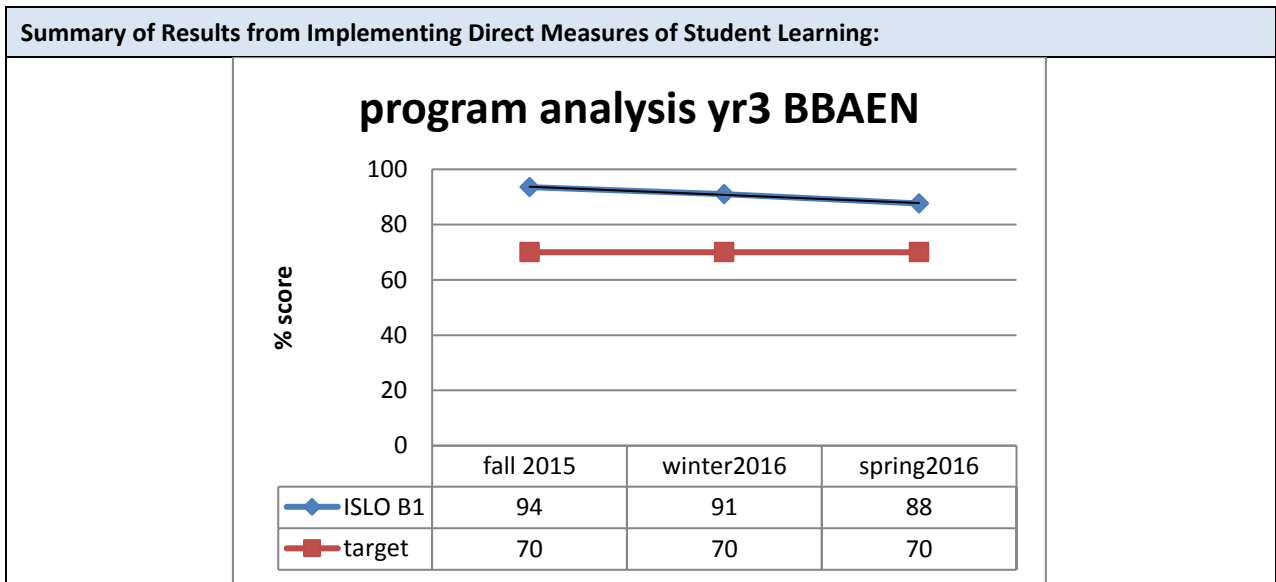
Mission of the University IFM - Institute of Finance and Management
University IFM – Institute of Finance and Management is an institution that offers quality business education. The university offers a dynamic learning environment and a caring approach to the personal development of students. The University 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.

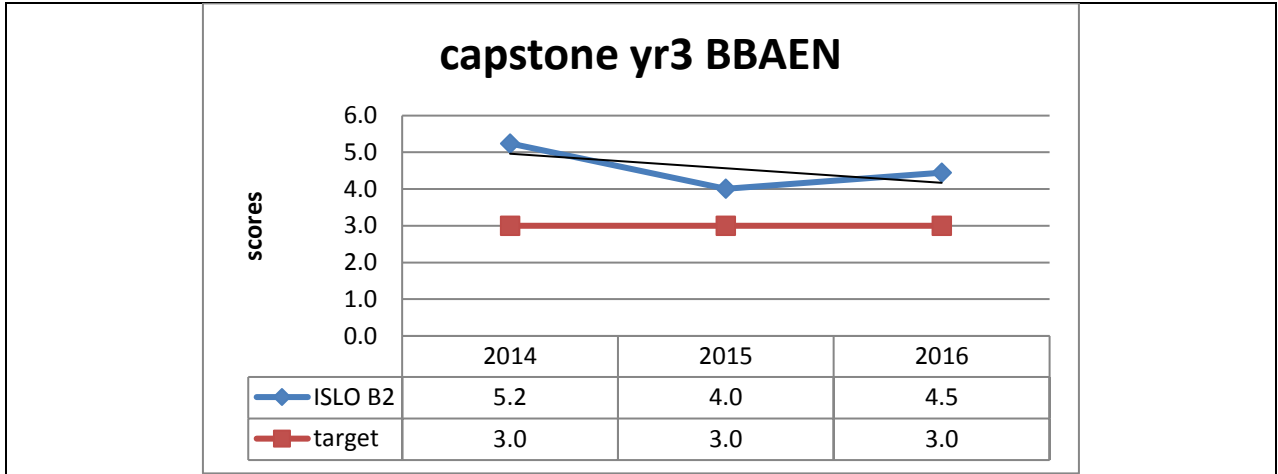
Student Learning Outcomes

Program 1: BBA taught in English

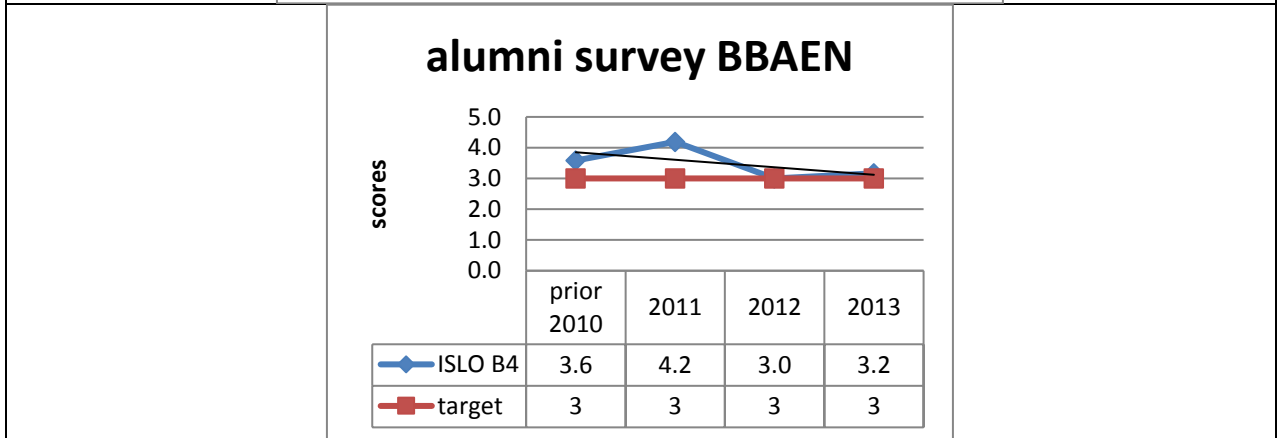
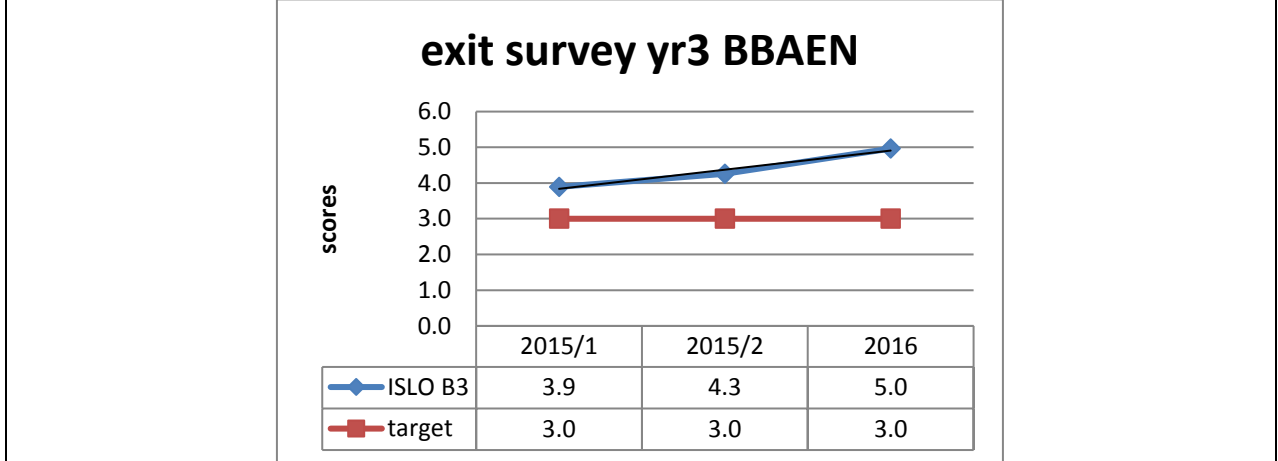
Core Intended Student Learning Outcomes	
B1	Acquired fundamental competencies, concepts, decision-making and communication tools that are necessary in global business that include accounting, marketing, finance, law and management.
B2	Combined insights critically and selectively from accounting, marketing, 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.

Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:		Performance Targets/Criteria for Direct Measures:
BDM1	End of program assessment Tool: Bachelor program analysis tool ISLOs: 1	70% of 3 rd year students achieve the main key bachelor learning outcomes (KLOs) of the program with an average performance rating of 4.
BDM2	End of program assessment Tool: rubric-based analysis of BBA capstone course work ISLOs 1, 2	3 rd year students achieve all the key bachelor learning outcomes (KLOs) with a minimal average performance rating of 3.
Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:		Performance Targets/Criteria for Indirect Measures:
BIM1	End of program survey Tool: exit survey form ISLOs: 3	3 rd year students achieve all the key bachelor learning outcomes (KLOs) with a minimal average performance rating of 3.
BIM2	Impact survey Tool: alumni survey ISLOs: 4	Alumni report having achieved pertinent key bachelor learning outcomes (KLOs) with a minimal average performance rating of 3.





Summary of Results from Implementing Indirect Measures of Student Learning:



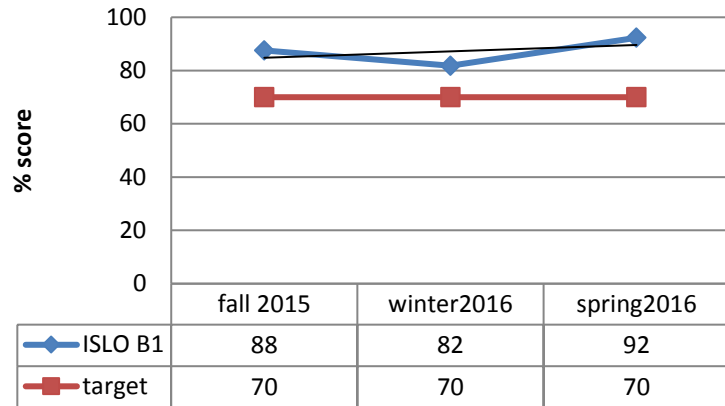
Program 2: BBA taught in French

Core Intended Student Learning Outcomes	
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.

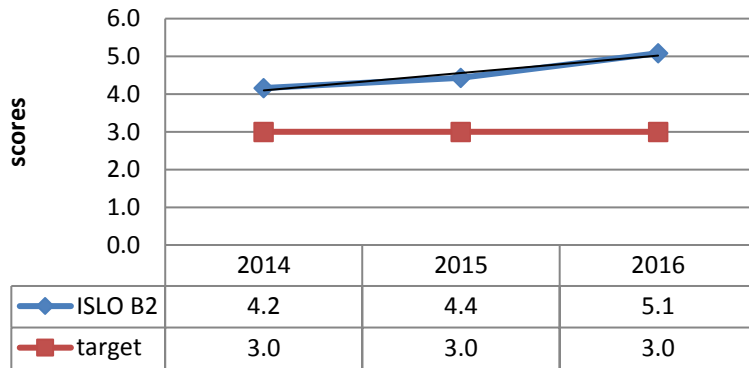
Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:		Performance Targets/Criteria for Direct Measures:
BDM1	End of program assessment Tool: Bachelor program analysis tool ISLOs: 1	70% of 3 rd year students achieve the main key bachelor learning outcomes (KLOs) of the program with an average performance rating of 4.
BDM2	End of program assessment Tool: rubric-based analysis of BBA capstone course work ISLOs 1, 2	3 rd year students achieve all the key bachelor learning outcomes (KLOs) with a minimal average performance rating of 3.
Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:		Performance Targets/Criteria for Indirect Measures:
BIM1	End of program survey Tool: exit survey form ISLOs: 3	3 rd year students achieve all key bachelor learning outcomes (KLOs) with a minimal average performance rating of 3.
BIM2	Impact survey Tool: alumni survey ISLOs: 4	Alumni report having achieved pertinent key bachelor learning outcomes (KLOs) with a minimal average performance rating of 3.

Summary of Results from Implementing Direct Measures of Student Learning:

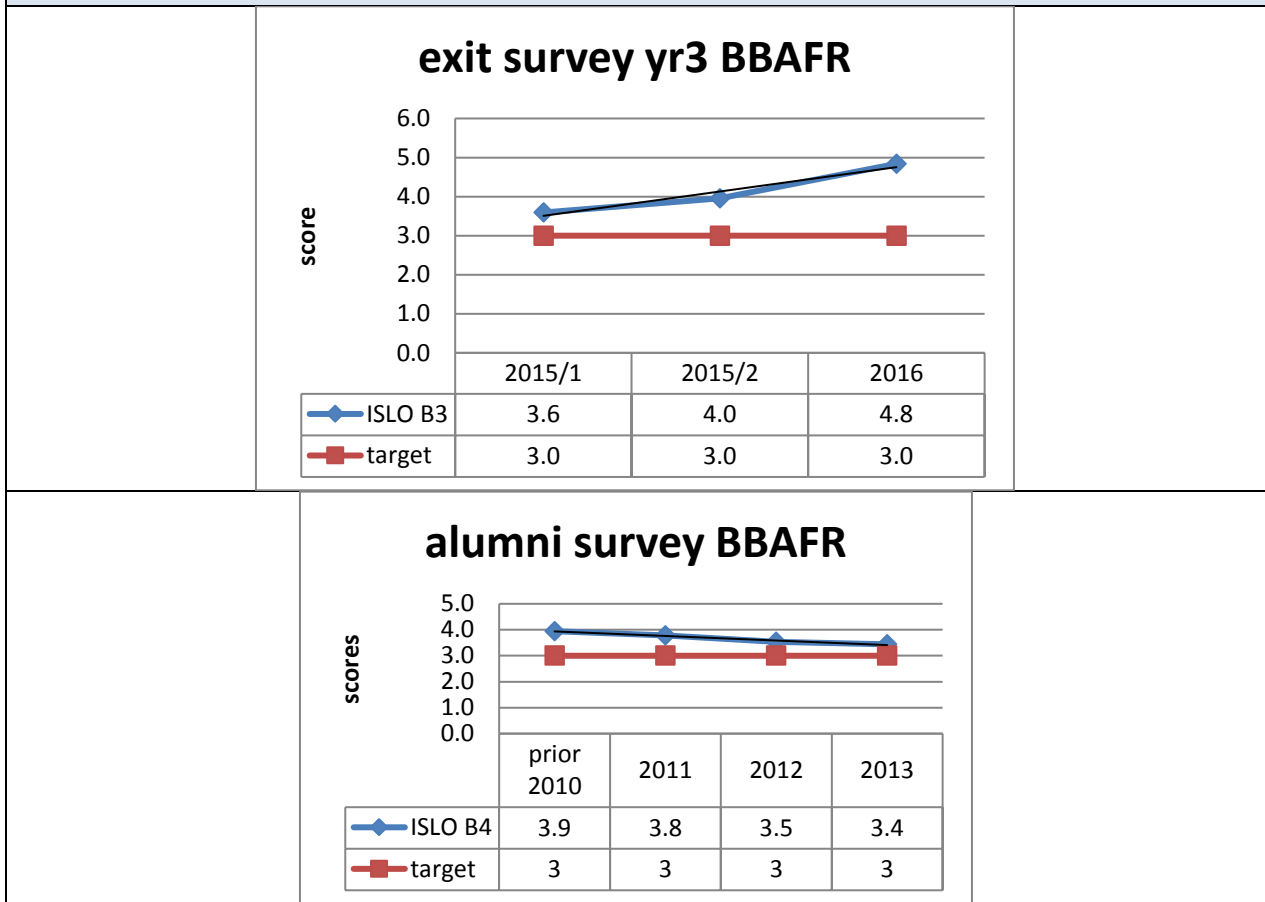
program analysis yr3 BBAFR



capstone yr3 BBAFR



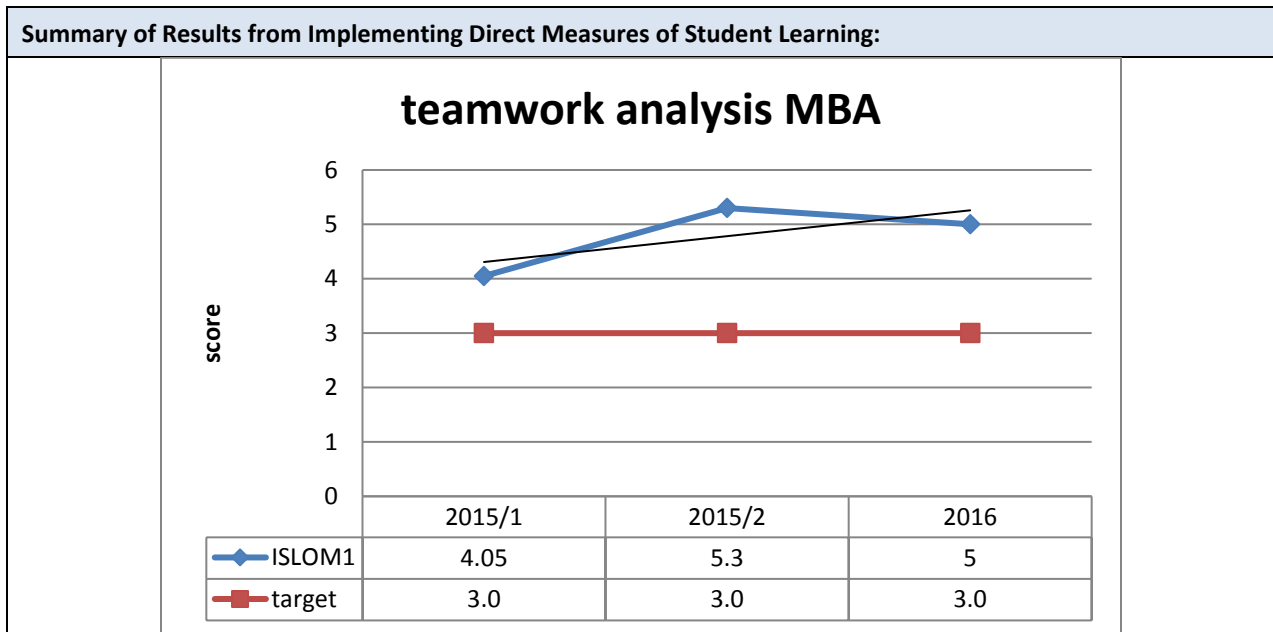
Summary of Results from Implementing Indirect Measures of Student Learning:

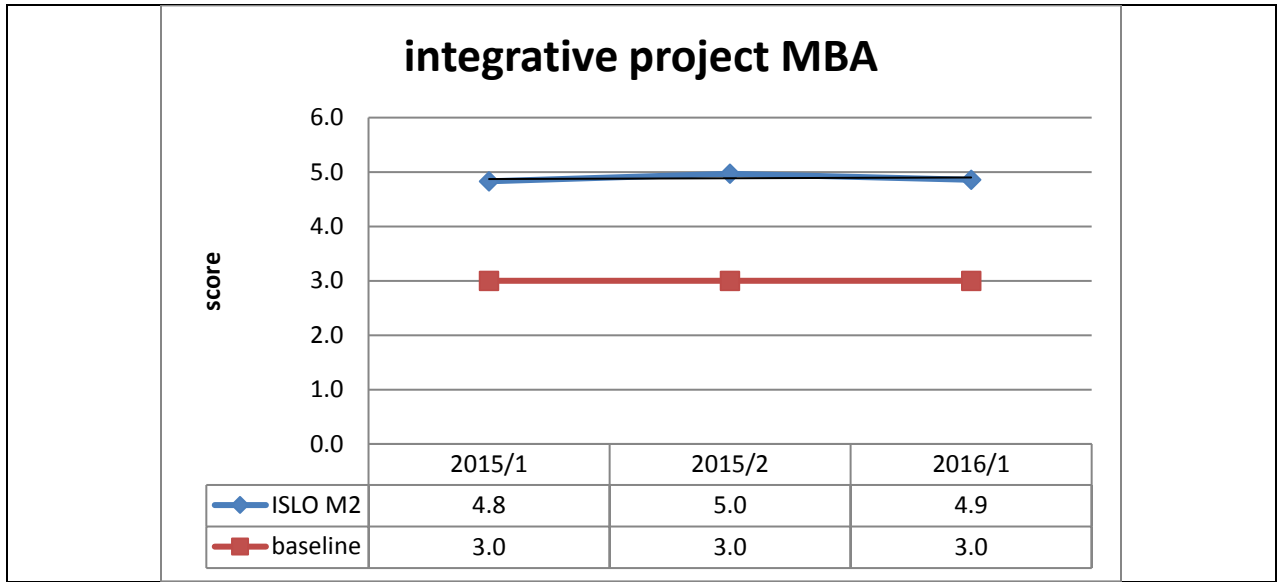


Program 3: MBA

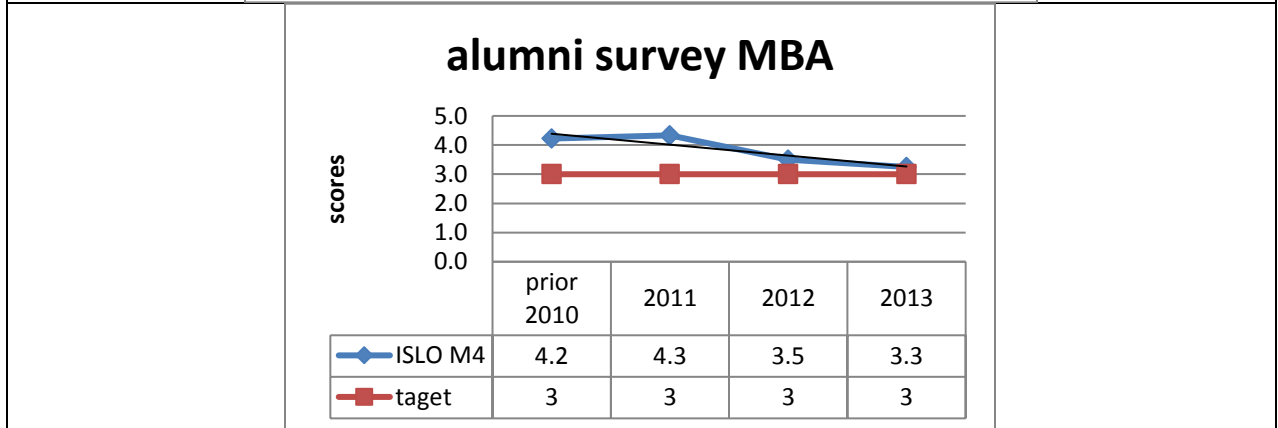
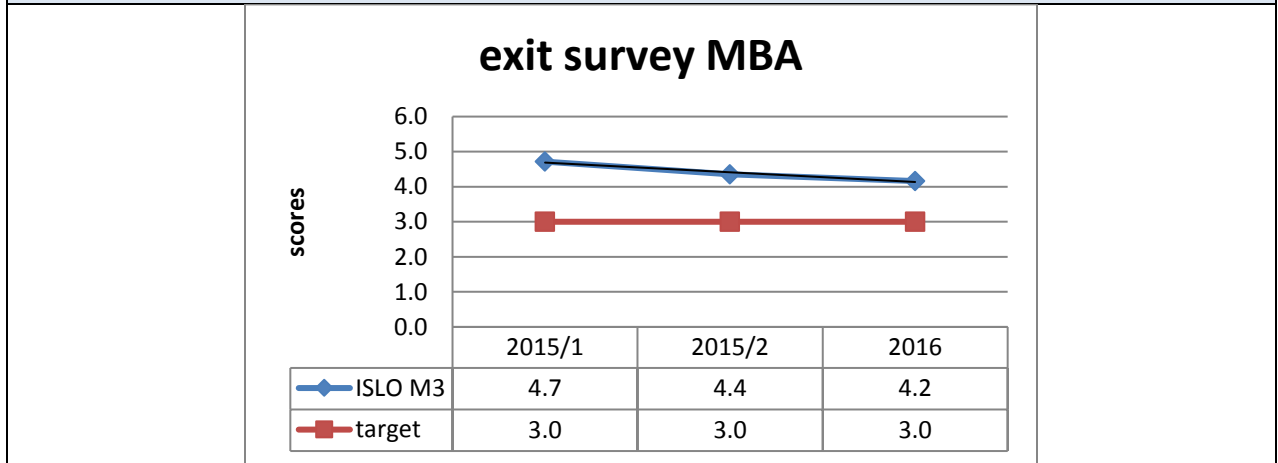
Core Intended Student Learning Outcomes	
M1	<p>dirigé des équipes de manière à contribuer à une stratégie commune qui assure la réalisation de projets, facilite la résolution des problèmes, et améliore la performance de l'entreprise. <i>Lead teams in a manner to contribute towards a common strategy that 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>

Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:		Performance Targets/Criteria for Direct Measures:
MDM1	Teamwork evaluation Tool: observational analysis of teamwork ISLO: 1	Students display positive, effective and efficient teamwork attitudes with an average performance rating of 3.
MDM2	Integrated project assessment Tool: rubric-based analysis of MBA project work ISLO: 2	Students achieve all the master’s key learning outcomes (except for teamwork) with a minimal average performance rating of 3.
Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:		Performance Targets/Criteria for Indirect Measures:
MIM1	End of program survey Tool: exit survey form ISLO: 3	Students achieve all the master’s key learning outcomes (KLOs) with a minimal average performance rating of 3.
MIM2	Impact survey Tools: alumni questionnaire ISLO: 4	Alumni report having achieved pertinent master’s key learning outcomes (KLOs) with a minimal average performance rating of 3.





Summary of Results from Implementing Indirect Measures of Student Learning:



Accomplishment of Intended Student Learning Outcomes

Extent of Accomplishment of Intended Student Learning Outcomes:												
<i>Program 1 Bachelor of Business Administration (BBA) in English</i>												
Intended Student Learning Outcomes	Learning Assessment Measures											
General Program Intended Student Learning Outcomes	Direct Measure 1			Direct Measure 2			Indirect Measure 1			Indirect Measure 2		
	End of program assessment			End of program capstone assessment			End of program survey			Impact survey		
	Met	Not Met	n/a	Met	Not Met	n/a	Met	Not Met	n/a	Met	Not Met	n/a
B1	X					X			X			X
B2	X			X					X			X
B3			X			X	X					X
B4			X			X			X	X		

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

Extent of Accomplishment of Intended Student Learning Outcomes:				
<i>Program 2 Bachelor of Business Administration (BBA) in French</i>				
Intended Student Learning Outcomes	Learning Assessment Measures			
General Program Intended Student Learning Outcomes	Direct Measure 1	Direct Measure 2	Indirect Measure 1	Indirect Measure 2

	End of program assessment			End of program capstone assessment			End of program survey			Impact survey		
	Met	Not Met	n/a	Met	Not Met	n/a	Met	Not Met	n/a	Met	Not Met	n/a
B1	X					X			X			X
B2	X			X					X			X
B3			X			X	X					X
B4			X			X			X	X		

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

Extent of Accomplishment of Intended Student Learning Outcomes:												
<i>Program 3 Master of Business Administration (MBA)</i>												
Intended Student Learning Outcomes	Learning Assessment Measures											
General Program Intended Student Learning Outcomes	Direct Measure 1			Direct Measure 2			Indirect Measure 1			Indirect Measure 2		
	End of program teamwork evaluation			End of program integrative project assessment			End of program survey			Impact survey		
	Met	Not Met	n/a	Met	Not Met	n/a	Met	Not Met	n/a	Met	Not Met	n/a
M1	X					X			X			X
M2			X	X					X			X
M3			X			X	X					X

M4			X			X			X	X		
----	--	--	---	--	--	---	--	--	---	---	--	--

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

REPORT: July 2016