

## American InterContinental University

### School of Business Student Learning Achievement Data

The following charts report recent student learning achievement data based on faculty assessments of key learning criteria for common assignments in capstone courses in the Associate of Arts in Business (AABA), Bachelor of Business Administration (BBA), and Master of Business Administration (MBA) programs. The BBA and MBA data include students at the London campus taking the BBA in International Business and the MBA in International Management. The common assignments, administered in most courses and specific to the content of those courses, are assessed using standard program rubrics so that data may be aggregated and compared across campuses and learning modalities.

The undergraduate and graduate rubrics are holistic evaluation tools of student progress as demonstrated by key assignments. Data from these common assignments in capstone courses provide information on student achievement at the conclusion of the degree program. These data are analyzed by program leaders in order to make changes or improvements that are intended to improve student learning.

Each rubric is developed with a five-point scale that includes a narrative description of the expectations for student achievement at each level: Exemplary, Accomplished, Proficient, Partially Proficient, and Unacceptable. Student work at the undergraduate level is expected to focus on a broad overview of the academic discipline, along with—where appropriate—basic theoretical frameworks of professional practices and familiarity with discipline-specific tools and their application. Student work at the graduate level is expected to focus on mastery of advanced discipline-specific frameworks, professional practices, and tools.

#### Learning Criteria for Common Assessment Rubric: BBA and AABA programs

1. Business Program Content

Functional areas include, where applicable:

- Leadership, management, innovation, and teambuilding
- Operations and Marketing
- Finance
- Economics
- Qualitative and quantitative tools
- Technology and Internet
- Ethical and legal issues
- International issues

2. Effective Communication (University General Education Outcome)

Approach and Purpose, Organization, Style, Grammar, Mechanics, Format, Presentation and Delivery (where applicable)

3. Critical and Creative Thinking, Problem Solving

Practical Reasoning (University General Education Outcome)

4. Information Literacy and Research

Practical Reasoning (University General Education Outcome)

Learning Criteria for Common Assessment Rubric: MBA programs

1. Business Program Content

Professional Mastery and Knowledge Acquisition/Management (University Graduate Studies Outcomes)

Functional areas include, where applicable:

- Leadership, management, innovation, and teambuilding
- Operations and Marketing
- Finance
- Economics
- Qualitative and quantitative tools
- Technology and Internet
- Ethical and legal issues
- International issues

2. Effective Communication

Approach and Purpose, Organization, Style, Grammar, Mechanics, Format, Presentation and Delivery (where applicable)

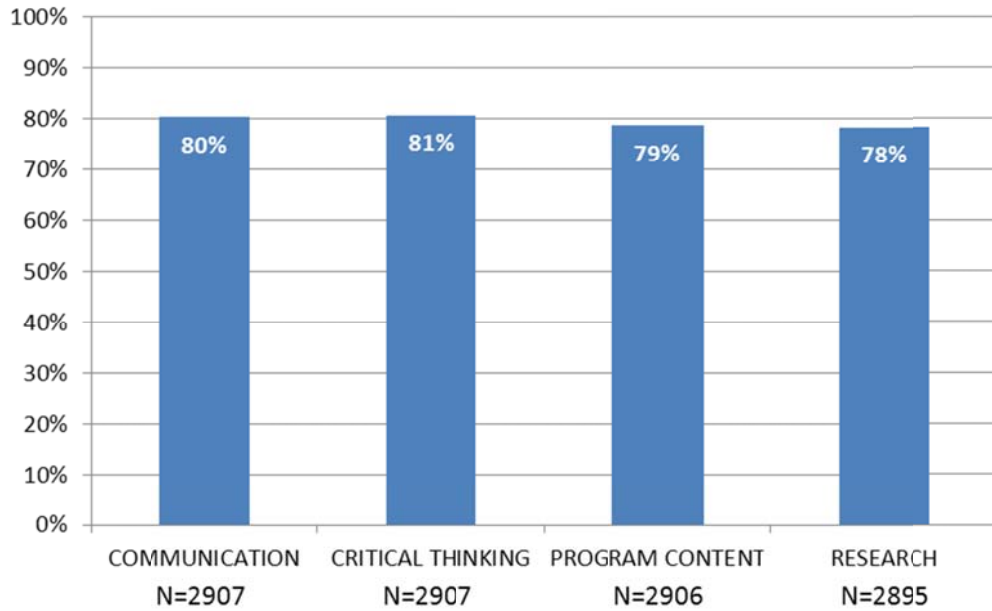
3. Critical Analysis

Evaluative, Integrative, Creative Thinking (University Graduate Studies Outcome)

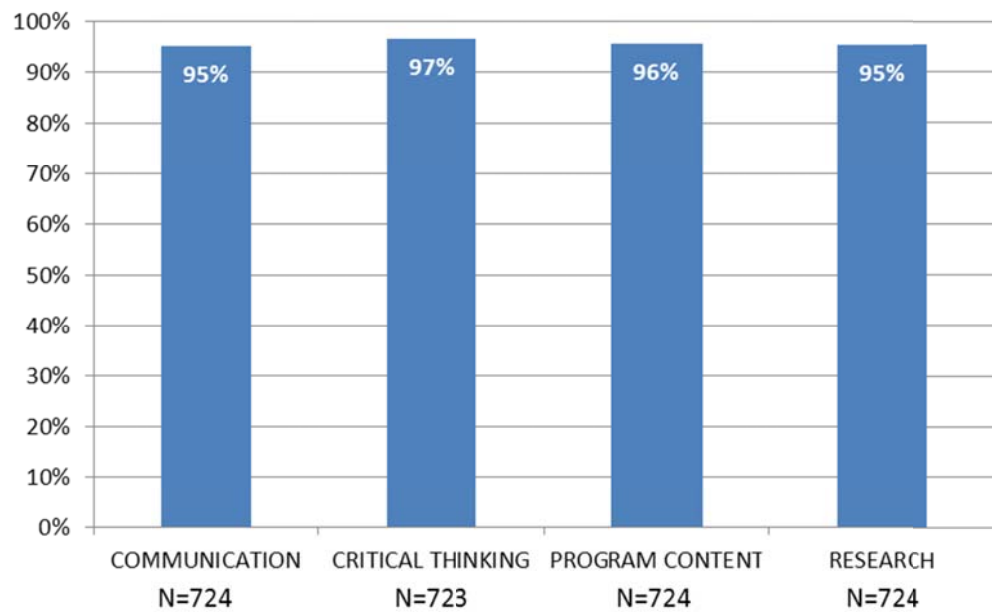
4. Research and Information Literacy

Sources and Support for Assignment

**AABA Capstone Course BUSN300  
Percent of Scores at Proficient or Higher Levels  
Quarter 2 & Quarter 3 2011**



**BBA Capstone Course MGMT499  
Percent of Scores at Proficient or Higher Levels  
Quarter 2 & Quarter 3 2011**



**MBA Capstone Course MGT680**  
**Percent of Scores at Proficient or Higher Levels**  
**Quarter 2 & Quarter 3 2011**

