



Public Disclosure of Student Learning Form

Institution: GIRNE AMERICAN UNIVERSITY
Academic Business Unit: FACULTY OF BUSINESS AND ECONOMICS
Academic Year: 2009-2010

International Assembly for Collegiate Business Education
P.O. Box 3960
Olathe, Kansas 66063
USA

Learning and Achievement
Faculty of Business and Economics
Girne American University

For Academic Year: 2009-2010

Mission of the Faculty of Business and Economics

The Faculty of Business and Economics provides a range of quality bachelor, master and doctoral degree programmes through domestic and international campuses that attract students from all around the world.

The purposes of the Faculty are:

- To provide career-oriented learning and practice so as to be responsive to the requirements and needs of contemporary international business world
- To contribute to the comprehension of business, economics, marketing, political and social studies and environments with both teaching and research-based approaches
- To provide contemporary and innovative education beyond borders with developments in technology

In order to achieve these purposes, the values we follow are:

- To shape our vision of social responsibility for enhancing valuable relationships with environment
- To build and maintain highly motivated academic staff through recognition and reward for their professional achievements
- To obtain distinguished corporate culture with the contribution of our workforce, students and alumni
- To contribute to the sustainable development of both local, national and global communities
- To respect all institutional stakeholders and employees with ethical awareness

Student Learning Information for ASc Students		
Intended Student Learning Outcomes for <i>ASc Programs</i> : Please see below		
Assessment Tools/Methods for Intended Student Learning Outcomes— Direct Measures of Student Learning	Performance Targets/Criteria for Direct Measures:	
1. <i>Internship course grade</i>	<i>All ASc students in business-related fields will score a minimum of 70% in the Internship course.¹</i>	
2. <i>Case Study course</i>	<i>All ASc students in business-related fields will score a minimum of 70% in the case study course and end of term project.²</i>	
Assessment Tools/Methods for Intended Student Learning Outcomes— Indirect Measures of Student Learning	Performance Targets/Criteria for Indirect Measures:	
1. <i>Student Satisfaction Survey</i>	<i>At least 70% of students will have a high level of satisfaction from the level of education received.</i>	
2. <i>Course evaluations</i>	<i>At least 70% of students will feel that their course provided them with valuable, useful education.</i>	
Summary of Results from Implementing Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>85% of the students completed their internships with a score of %70 and above, and satisfied the requirements of the vocational school.</i> <i>Currently, two-year business students seem satisfied with their Internship requirements. However, the Vocational School Board would like to continuously review, improve, and strengthen the curriculum. To that end, the internship seminar will be created to give students a hands-on approach to business and provide avenues for presenting in a professional, concise manner.</i>	X	

¹ Note: Currently, the internship is a required activity for all ASc students; however, it is an uncredited, ungraded assignment to be done between their first and second years. In the newly designed curriculum, a 3-credit Internship Seminar has been created during the 3rd semester of studies. This will be part of the core requirements, and not an elective. This seminar will be structured and require a detailed internship report and presentation in front of a paneled jury. The Vocational School expects to begin this for all new-incoming students beginning September 2010.

<p>2. <i>Of all the students who enrolled to the senior auditing course scored above 70%. They satisfactorily met the requirements of the Vocational School.</i></p> <p><i>Again, the Vocational School Board attempts to continuously review, improve and strengthen the curriculum. The Case Study course will be developed to synthesize and aggregate the education students have received in a meaningful manner. Presentations at the course-end will also improve computer literacy, English fluency and increase confidence while presenting professionally.</i></p>	X	
<p>Summary of Results from Implementing Indirect Measures of Student Learning:</p>	Performance Target Was...	
	Met	Not Met
<p>1. <i>Of all the students who responded to the survey, more than 70% of them were satisfied with the level of education they received. The target was met.</i></p>	X	
<p>2. <i>It was expected that at least 70% of students will feel that their course provided them with valuable, useful information. More than 70% of the students who took the survey indicated that they were satisfied with the 16 of the lecturers and the courses which were offered by these lecturer whereas more than 70% of the students were not satisfied with 4 lecturers and the courses which were offered by these lecturers. The target was met.</i></p>	X	
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
<p>1. <i>To develop the Internship Seminar requirements so that internships are meaningful, relevant experiences.</i></p>		
<p>2. <i>To develop and implement the Case Study course and develop an applicable rubric that will measure the Intended Learning Outcomes</i></p>		

Student Learning Information for BSc Programs		
Intended Student Learning Outcomes for BSc programs: Please see below		
Assessment Tools/Methods for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:	
1. <i>Senior Capstone Project</i>	<i>Senior students in the Faculty of Business will score a minimum of 80% on their capstone projects.</i>	
2. <i>Comprehensive Exam (end of 7th semester)</i>	<i>Senior students in the Faculty of Business will score at minimum of 70% on the comprehensive exam.</i>	
Assessment Tools/Methods for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:	
1. <i>Student Satisfaction Survey</i>	<i>At least 70% of students will have a high level of satisfaction from the level of education received.</i>	
2. <i>Course evaluations</i>	<i>At least 70% of students will feel that their course provided them with valuable, useful education.</i>	
Summary of Results from Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>The Senior Capstone Project is the final project in BUS 402 (Business Policy). The averages were 68%, 58%, and 53% in the 2009 – 2010 (Fall, Spring, Summer semesters) BUS 402 was offered.</i>		X
2. <i>The Comprehensive Exam is a relatively new tool for the Faculty of Business Administration and Economics. Results reflect the percentage of students who passed with a 70% or higher:</i> <i>Economics: 33.3%</i> <i>Business Management: 38.4%</i> <i>International Business Management: 92.4%</i> <i>Accounting: 50%</i> <i>Banking & Finance: 0%</i> <i>MIS: 0%</i> <i>Political Science & Public Administration: 0%</i>		X

Summary of Results from Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>Of all the students who responded to the student satisfaction survey, more than 70% of them were satisfied with the level of education they received. The target was met.</i>	X	
2. <i>It was expected that at least 70% of students will feel that their course provided them with valuable, useful information. More than 70% of the students who took the survey indicated that they were satisfied with the 16 of the lecturers and the courses which were offered by these lecturer whereas more than 70% of the students were not satisfied with 4 lecturers and the courses which were offered by these lecturers. The target was met.</i>	X	
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. <i><u>For the Senior Capstone Project:</u> There are several factors which will be reviewed. First, faculty in lower-level courses are being encouraged to offer more projects and presentations in their course. This will offer more practice for students before their 4th year. In this manner, students will receive more practice presenting in English professionally and concisely. There will be an inclusion of more Case Analyses throughout the curriculum. This is good practice for our students and it helps to synthesize, analyze the various aspects of business education. Finally, the Faculty of Business & Economics has decided to lower the rubric measurement for the Senior Capstone Project. The original target of 80% was set by a previous admistration. We feel that this bar was set too high and is unrealistic for our students. After careful evaluation, we have decided to revise it downwards to 70% from 80%. It should be noted that 70% corresponds to a 2.0 grade point average at GAU, which means students have satisfactorily passed the project.</i>		
2. <i><u>For the Comprehensive Exam:</u> Although the International Business Management students exceeded our threshold of 70%, the majority of students earned less than 70%. To provide students with a more solid education and retain the business knowledge that they gained, the Faculty will institute the following changes. First, study sessions with graduate student assistants will be administered in advance of the exam for interested students These study sessions will be encouraged, but not mandatory. Secondly, the Comprehensive Exam will be required for all students. Currently, the faculty members feel that many students do not need to study or take seriously the exam, since there is no credit earned nor is it graded. There is discussion amongst the faculty members to see how we can motivate students to study and therefore give an accurate description of the retained learning.</i>		
3. <i><u>For the Internship Report:</u> During Summer 2010, the Internship Reports were reviewed and revised by Heads of Department. Internship report criteria were assessed to ensure students are gaining meaningful work experience and employers have the avenue necessary to truly opine on the student's work experience. The internships are still not credited nor graded, but they have been made more formal; thereby gaining useful data from the students' employers as to their contribution to the organization.</i>		
4. <i>GAU is going paperless! To best streamline collecting and analyzing data, the Student Satisfaction surveys will be distributed electronically through students' university emails. This wil save administrative and printing costs, speed up the process to analyze the data and better equip us to make changes more quickly. There will also be a push from the Administration to have the Course Evaluations be posted, collected electronically in the future.</i>		

Student Learning Information for <i>Master's Level Programs</i>		
Intended Student Learning Outcomes for <i>Master's Level programs</i> : Please see below		
Assessment Tools for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Targets/Criteria for Direct Measures:	
1. <i>*The Graduation Project</i>	<i>80% of Master-level business students who are required to write, research and present a Graduation Project will pass (this is a non-credited, non-graded project, as per requirements with the Turkish Higher Education Council).</i>	
2. <i>The Capstone Course</i>	<i>Graduating Masters-level business students will score a minimum of 70% in the Business Policy course (for MBA) and graduation project (for MIS).</i>	
Assessment Tools for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Targets/Criteria for Indirect Measures:	
1. <i>Student Satisfaction Survey</i>	<i>At least 70% of students will have a high level of satisfaction from the level of education received.</i>	
2. <i>Course evaluations</i>	<i>At least 70% of students will feel that their course provided them with valuable, useful education.</i>	
Summary of Results from Direct Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>The Graduation Project - Results of the Graduation Project are as follows: in the past 3 years, the Successful Pass rates were 90%, 92%, and 95%.</i>	X	
2. <i>The Capstone Course - GAU has only the results of last year's Graduation Course in MIS. The average grade for the Graduation Course was 75%. The average scores for the Capstone Course MGMT 549 in the 2009 – 2010 academic year were 84%.</i>	X	
Summary of Results from Indirect Measures of Student Learning:	Performance Target Was...	
	Met	Not Met
1. <i>Of all the students who responded to the student satisfaction survey, more than 70% of them were satisfied with</i>	X	

<i>the level of education they received. The target was met.</i>		
2. <i>It was expected that at least 70% of students will feel that their course provided them with valuable, useful information. More than 70% of the students who took the survey indicated that they were satisfied with the 16 of the lecturers and the courses which were offered by these lecturer whereas more than 70% of the students were not satisfied with 4 lecturers and the courses which were offered by these lecturers. The target was met.</i>	X	
Proposed Courses of Action for Improvement in Areas for which Performance Targets Were Not Met:		
1. <i>Graded, credited <u>Graduation Thesis</u> will be implemented in 2010 – 2011 academic year</i>		
2. <i>Graded, credited Graduation Project will be implemented in 2010 – 2011 academic year.</i>		
3. <i>Capstone Course in the MBA (Financial Management) will be included in the curriculum.</i>		

*Due to the Higher Education Council of Turkey (YOK), Graduation Projects in the past could only be given a Pass or Fail marking and be an uncredited requirement for graduates in the Masters programs without completion of a thesis. In the past, GAU has used successful completion (“Pass” mark) as an Outcome Assessment. We have found that vast majority of student were passing (upwards of 90%). To make this a more meaningful assessment measure, GAU’s Graduate School has adopted a structured, credited and graded formatting of the Graduation Project. All students entering the MBA starting from the 2009- 2010 Academic Year will have a graded and credited Graduation Project.

Intended Student Learning Outcomes for Associate of Science in Banking and Finance, Accounting, Marketing, Business Administration and Management Information Systems:

Students will be able to recognize the primary features of a firm and understand how they must work together to function successfully

Within their discipline, students will be able to adequately form and communicate opinions when facing uncertainty in business

Students will be able to gain analytical knowledge in identifying business solutions and delivering solutions

Students will be able to analyze basic financial information and understand its importance in the overall health of a company

Students will work independently and as an integral part of a team in putting together presentations and projects in business English

With respect to different cultures, students will work in an international environment with an ethical, professional manner

Students will be able to put educational knowledge into practice in a working environment through the use of meaningful summer internships

Intended Student Learning Outcomes for the Bachelor of Science in Business Management:
Students will be able to develop critical and strategic thinking, improve analytic skills and techniques, and enhance effective decision-making
Students will be able to demonstrate ability in teamworking, collaboration and leadership
Students will be able to understand social and legal issues both within local and global environments
Students will be able to acquire proficiency in English and utilize effective communication skills
Students will be able to gain IT skills which are conducive for research using various resources and databases
Students will be able to put knowledge acquired into practical experience through on-site internship(s) before graduation
Students will be able to gain ethical consciousness and behaviour required by the business management discipline
Students will be able to explain the importance of Human Resource Management to the overall management of an organization.
Students will be able to record transactions and prepare financial statements for a business entity
Students will be able to analyze and synthesize financial, statistical and quantitative data to assist future business leaders in making sound decisions and judgements
Students will be able to recognize the need for lifelong learning and the importance of staying current in business literacy, events, methodologies and information technology tools
Students will be able to work cohesively in an international environment, by respecting the values of other cultures in business and personal areas

Intended Student Learning Outcomes for Bachelor of Science in Accounting:
Students will be able to develop critical and strategic thinking, improve analytic skills and techniques, and enhance effective decision-making
Students will be able to demonstrate ability in teamworking, collaboration and leadership
Students will be able to understand social and legal issues both within local and global environments
Students will be able to acquire proficiency in English and utilize effective communication skills
Students will be able to gain IT skills which are conducive for research using various resources and databases
Students will be able to put knowledge acquired into practical experience through on-site internship(s) before graduation
Students will be able to gain ethical consciousness and behaviour required by the business management discipline
Students will be able to record transactions and prepare financial statements according to national and/or international accounting standards
Students will be able to analyze, interpret and evaluate financial data and financial statements suitable for making management decisions
Students will be able to demonstrate the knowledge of manufacturing cost such as job order cost, process cost, standard cost and joint cost for production,
Students will be able to interpret new knowledge about mergers, acquisitions and consolidations,
Students will be able to apply auditing concepts, standards, procedures and auditor's report and principles and practice of taxation

Intended Student Learning Outcomes for Bachelor of Science in Banking and Finance:
Students will be able to develop critical and strategic thinking, improve analytic skills and techniques, and enhance effective decision-making.
Students will be able to demonstrate ability in teamworking, collaboration and leadership.
Students will be able to understand social and legal issues both within local and global environments.
Students will be able to acquire proficiency in English and utilize effective communication skills.
Students will be able to gain IT skills which are conducive for research using various resources and databases.
Students will be able to put knowledge acquired into practical experience through on-site internship(s) before graduation.
Students will be able to gain ethical consciousness and behaviour required by the business management discipline.
Students will be able to possess the knowledge and skills required in the management of commercial banks and financial institutions.
Students will be able to analyze financial statements of the institutions mentioned above and evaluate their performance with respect to profitability, liquidity, activity, risk and solvency.
Students will be able to review and utilize interest rate concepts and theories, asset pricing and security valuation models as they apply to the financial decision-making processes in a managerial position in banking and finance.
Students will be able to analyze credits and their terms and conditions as they pertain to evaluation of agricultural, commercial, consumer and real estate loan applications.
Students will be able to analyze and select the types of securities that businesses acquire for their short and long term investment portfolios.
Students will be able to analyze, evaluate and select investment projects in addition to making sound capital budget decisions.
Students will be able to demonstrate the knowledge and managerial skills required in international banking and finance through use of hedging, speculation, swaps, futures, options, leasing, factoring and forfeiting

Students will be able to review and analyze various cases, scenarios or actual situations and make sound decisions in the sector .

Intended Student Learning Outcomes for Bachelor of Science in Management Information Systems (MIS):
Students will be able to understand fundamental concepts and principles of Information Systems.
Students will be able to demonstrate the ability to apply Systems Development methodologies and tools.
Students will be able to construct databases with the use of Centralized and Distributed Database Management Systems.
Students will be able to recognize the importance of different types of hardware and software platforms and Operating Systems.
Students will be able to perform computer simulation of information systems and computer networks
Students will be able to understand different aspects of management which are relevant to the information systems function of an organization.
Students will be able to demonstrate the ability to apply the Internet and Web Development tools for ecommerce applications.
Students will be able to develop critical and strategic thinking, improve analytic skills and techniques and enhance effective decision-making
Students will be able to understand social and legal issues both within local and global environments
Students will be able to acquire proficiency in English and utilize effective communication skills
Students will be able to gain IT skills which are conducive for research using various resources and databases
Students will be able to apply knowledge acquired into practical experience through on-site internship(s) before graduation
Students will be able to gain ethical consciousness and behavior required by the MIS discipline.

Intended Student Learning Outcomes for Bachelor of Science in International Business Management:
Students will be able to develop critical and strategic thinking, improve analytic skills and techniques, and enhance effective decision-making for future business leaders
Students will be able to demonstrate ability in teamworking, collaboration and leadership
Students will be able to understand social and legal issues both within local and global environments
Students will be able to acquire proficiency in English and utilize effective communication skills especially in Business English which is globally accepted
Students will be able to gain IT skills which are conducive for research using various resources and databases
Students will be able to put knowledge acquired into practical experience through on-site internship(s) before graduation
Students will be able to gain ethical consciousness and behaviour required by the business management discipline
Students will be able to understand international business with an emphasis on cultural diversity, adaptation and maintenance integrity
Students will be able to acquire knowledge on the impact of international economic, social, and political relationships of corporations
Students will be able to formulate international business strategies
Students will be able to understand the workforce in multinational companies
Students will be able to understand the area of international trade, commercial policies, and improve international competitiveness
Students will be able to obtain knowledge on the complex and interactive nature of participants, functions and business flows of international logistics and supply chain management

Intended Student Learning Outcomes for Bachelor of Science in Marketing :

Students will be able to develop critical and strategic thinking, improve analytic skills and techniques, and enhance effective decision-making

Students will be able to demonstrate ability in teamworking, collaboration and leadership

Students will be able to understand social and legal issues both within local and global environments

Students will be able to acquire proficiency in English and utilize effective communication skills

Students will be able to gain IT skills which are conducive for research using various resources and databases

Students will be able to put knowledge acquired into practical experience through on-site internship(s) before graduation

Students will be able to gain ethical consciousness and behaviour required by the business management discipline

Students will be able to demonstrate competence in dealing with a variety of marketing problems using both quantitative and qualitative methods

Students will be able to possess awareness and competency of global issues in marketing

Students will be able to understand the international market environment and E-commerce

Students will be able to show ability to create professional-quality marketing plans, business documents and presentations

Students will be able to develop and evaluate the strategies of advertising, public relations and E-marketing practices

Intended Student Learning Outcomes for Bachelor of Science in Economics:
Students will be able to develop critical and strategic thinking, improve analytic skills and techniques, and enhance effective decision-making
Students will be able to demonstrate ability in teamworking, collaboration and leadership
Students will be able to understand social and legal issues both within local and global environments
Students will be able to acquire proficiency in English and utilize effective communication skills
Students will be able to gain IT skills which are conducive for research using various resources and databases
Students will be able to put knowledge acquired into practical experience through on-site internship(s) before graduation
Students will be able to gain ethical consciousness and behaviour required by the business management discipline
Students will be able to have detailed knowledge of economics discipline and awareness of a variety of ideas, context and frameworks
Students will be able to deploy a detailed theoretical and practical knowledge in microeconomics and macroeconomics
Students will be able to apply economic theory and methods to real world economic problems
Students will be able to develop an understanding of statistical analysis, data gathering, and data analysis
Students will be able to predict and solve complex problems with appropriate economic techniques, including identifying a question, using an appropriate framework, and collecting and analyzing the data
Students will be able to work cohesively in an international environment, by respecting the values of other cultures in business and personal areas

Intended Student Learning Outcomes for Master's level programs in Banking and Finance, Marketing, Accounting, Management Information Systems (MIS), Business Management, International Business Management and Economics:

To graduate ethical, professional students who have a sound knowledge in their discipline to evaluate critiques and develop new hypothesis

Within their discipline, students will be able to synthesize complex data and be able to critically analyze and make judgments and decisions in unpredictable situations

Students will be able to work independently and as an integral part of a team in planning and implementing strategic and executive tasks

With respect to different cultures, students will be able to work and excel in an international environment with an ethical, professional manner

Students will be able to understand the role, purpose and importance of group behavior and management

