



Outcomes Assessment and Effectiveness Plan



The goal of the ADEN University Outcomes Assessment Plan (“OAP”) is to provide a blueprint for the tracking and measuring of the institution’s success in fulfilling its mission and purpose for being. The OAP also serves to organize the means for ensuring continual assessment and improvement of the programs offered at ADEN. The methods used to measure educational outcomes at this institution consist of the following: retention and placement rates, employer and graduate satisfaction, student satisfaction, and faculty evaluation studies.

ADEN University’s five Master’s Degree programs are highly specialized, leading to focused careers. Students who enroll choose a defined career path, but because of the integrated nature of the institution’s major courses of study, have opportunities to transfer to other departments within the institution or to pursue interests in other majors. Those students who complete their programs are well prepared for employment in the industries ADEN University serves. Programs provide the necessary balance of distance education learning and core curriculum to assist the student in developing research and learning skills. ADEN University offers the following Master’s Degree programs.



Executive Master of Business Administration | EMBA

Program Outcomes:

Upon completion, the student should have mastered the following:

Outcomes	course
Analyze the organizational dynamics and the scope of business administration.	EMBA 5001 – 5102 – 5304 – 5405 - 5945
Create executive skills and personal leadership qualities necessary to implement competitive and successful leadership strategies.	EMBA 5506 – 5601 – 5708 – 5809
Analyze the global business world by examining the regional connectivity within Latin America.	EMBA 5203 – 5911 - 6199

Global Master of Business Administration | GMBA

Program Outcomes:

Upon completion, the student should have mastered the following:

Outcomes	course
Analyze the organizational dynamics and the scope of business administration.	GMBA 5001 – 5102 – 5203 – 5304 – 5607 – 5755 – 6001
Lead regional and international companies.	GMBA 5506 - 5785
Assess the risks and sustainability of companies in the global market.	GMBA 5405 - 6002 - 6199

Master of Science in Human Capital Management

Program Outcomes:

Upon completion, the student should have mastered the following:

outcomes	course
Configure technical and management skills used in strategic leadership.	HRMA 5102 – 5203 – 5405 -
Design action plans to manage human talent in organizations with the use of qualitative and quantitative data.	HRMA 5404 – 5506 – 5607
Select the most appropriate strategic human capital plans for the organization's short and long-term business strategy.	HRMA 5803 – 5801 – 5802
Synthesize search and selection strategies according to industry best practices.	HRMA 5001 - 5708 -
Design, organize, and create professional development programs.	HRMA 5909 - 6000 - 6001

Master of Science in Marketing and Sales Management

Program Outcomes:

Upon completion, the student should have mastered the following:

Outcomes	Course
Develop and model digital engagement strategies, aimed at different segments	MKTA 5001 – 5506 – 5708 – 5809
Implement marketing and sales strategies to achieve predetermined business objectives	MKTA 5102 – 5607
Evaluate marketing techniques to apply to business cases.	MKTA 5206 – 5304
Propose and develop an integrated marketing and sales strategy for dynamic and competitive environments	MKTA 5206 – 5304 – 5405 – 5909 – 6001

Master of Science in Operations Management

Program Outcomes:

Upon completion, the student should have mastered the following:

outcomes	course
Implement new knowledge, tools and work philosophies to improve managing operations in companies and organizations	OPMA 5304 – 5305 – 5506
Identify and implement the effective and efficient practices and processes within the Operations area, to obtain the desired productivity ratios.	OPMA 5001 – 5203 – 5708
Organize the critical activities of the key Operations processes, to align demand and supply.	OPMA 5102 – 5607 – 5909
Compare the different models of operations management, of world class companies, to perform benchmark practices and increase the speed of change in the organization itself.	OPMA 5809 - 6001

Student Learning Outcomes

ADEN University's goal is to enhance students' abilities to reach professional goals and career objectives with an emphasis on the U.S. and global markets. The faculty approved four university learning outcomes, integrating the program objectives of each master:

- Critical thinking
- Leadership abilities
- Management skills
- Social responsibility

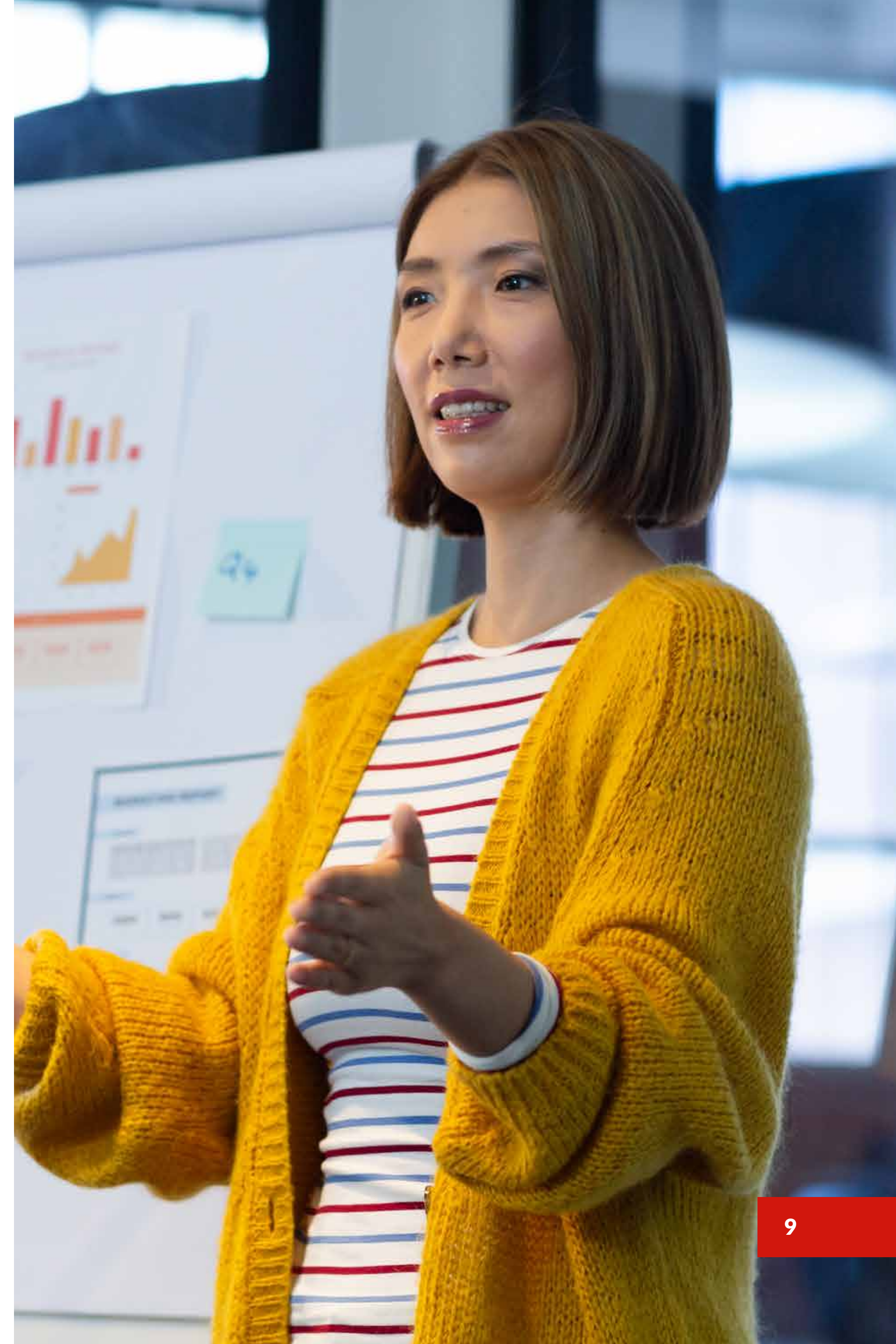
ADEN graduates possess a sense of personal strength and the knowledge and abilities to work effectively with others in the business world.



Critical thinking: Most students show improving levels of this goal over the academic year. As the students proceed through the different courses and increase their academic knowledge, it is expected that they become more educated critical thinkers. However, adequate data is available regarding the critical thinking levels in master students of business who work in complicated and sensitive environments which require taking right decisions.

Leadership abilities: Pursuing our master degree helps our students to develop the critical skills needed to lead others and launch their career and personal aspirations to a higher level. According to our data, ADEN's programs prepare for a leadership position and a career enhancement opportunity. Our masters degree fosters leadership qualities and helps acquire the necessary skills for a variety of positions that will allow participants to positively impact workplaces.

Management skills: it is possible to identify a number of characteristics that can be grouped under three headings: predicting, persuading, and performing. Managers are held firmly accountable for results. Operating in fast moving decentralized companies, managing demanding customers, a well-educated work-force, and a sometimes skeptical local community, it is not surprising that they feel themselves under increasing pressure and stress. The university data were analyzed using different techniques (descriptive analysis, factorial analysis, tests, and regression analysis). Results



show that in general, participants perceive competency, career and income development after graduation.

Social responsibility: describes the way we are making a contribution to the social and economic well-being of our world through our teaching, research, practices and activities. According to our research, ADEN's graduates tackle and understand problems relating to equality and diversity, sustainability, ethics and social justice; just in the way that our programs integrate those disciplines in their curricula.

Results were shared with faculty and the advisory board through several different forums. Staff expressed satisfaction with evidence of effectiveness but were also concerned by the lack of change in certain types of students (men, students of color, etc.) Faculty and staff have identified specific interventions to improve student growth across all three domains to be implemented in the future.

lizaron mediante diferentes técnicas (análisis descriptivo, análisis factorial, pruebas y análisis de regresión). Los resultados muestran que, en general, los participantes perciben el desarrollo de competencias, carrera e ingresos después de graduarse.



Student Population

Gender Distribution

Gender	Percentage of Total
Female	52%
Male	48%
Total	100%

Population Distribution

Ethnic Background	Percentage of Total
AfroamAfrican	N/A
Asian	1.0
Caucasian	8.8
Eskimo	N/A
Hispanic	90.5
Native american	0.5
Other	N/A
Unknown	N/A
Total	100%

Student Population

Program Distribution

Program	Percentage of Total
EMBA	22%
GMBA	24%
HRMA	18%
MKTA	22%
OPMA	14%

Nationality

International	Percentage of Total
Argentina, Chile, Colombia, Costa Rica, El Salvador, Guatemala, Honduras, México, Panamá, Perú and Dominican Republic	85%
United States	15%
	100%

Student Population

Age Breakdown

Program	Average Age of Student
EMBA	37
GMBA	36
MSHCM	35
MSMSM	33
MSOM	37
Total	34

Retention

The institution's retention rates for the past three years based upon the institution's Annual Report are as follows:

Year	Retention Percentage
2016	N/A
2017	92%
2018	89.9%
2019	95.6%
2020	99%

Factors affecting retention rates

Reasons	First Semester	Second Semester
Work	30%	5%
Family Obligations	8%	2%
Finances	25%	10%
Academic Suspension	10%	0%
Other	4%	2%
No reason given	2%	2%

Graduation

It is vital to our students to graduate on time, since we offer an effective path through our institution with a quality education which prepares them for the world of business.

Year	On time graduation rate
2016	N/A
2017	89%
2018	62%
2019	67%

Placement

Year	Placement Rate
2016	N/A
2017	N/A
2018	100%
2019	100%

**We are proud to report
that the total of our
graduates have reported
that they are employed
and improve their jobs
after graduation.**



ADEN UNIVERSITY