



ANNUAL REPORT 2023
OUTCOMES
ASSESSMENT AND
EFFECTIVENESS PLAN



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, student mastery includes:

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, student mastery includes:

Outcomes	Course
Analyze the organizational dynamics and the scope of business administration.	EGMBA 5001 – 5102 – 5203 – 5304 – 5607 – 5755 – 6001
Design strategies to 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, student mastery includes:

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, student mastery includes:

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, student mastery includes:

Outcomes	Course
Develop new tools to improve operations management in organizations.	OPMA 5304 – 5305 – 5506
Design efficient strategies within the Operations area to improve productivity ratios.	OPMA 5001 – 5203 – 5708
Create processes and activities for Production to align the product offer with the market demand.	OPMA 5102 – 5607 – 5909
Evaluate different models of operations management to increase the speed of change in organizations.	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 an ADEN master degree helps 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 master's degree fosters leadership qualities and helps acquire the necessary skills for a variety of positions to allow students to positively impact workplaces.

Management skills: it is possible to identify a number of characteristics 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 they feel increasing pressure and stress. The university data were analyzed using different techniques (descriptive analysis, factorial analysis, tests, and regression analysis). Results show, in general, participants perceive improved competency, career and income development after graduation.



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

Results were shared with faculty and the advisory board through several forums. Staff expressed satisfaction with evidence of effectiveness but were also concerned by the lack diversity in students. Faculty and staff have identified specific interventions to improve student growth across all domains to be implemented in the future.



STUDENT SATISFACTION

Student surveys are based on various topics to calculate satisfaction with each course and with the overall program: Content quality, Applicability activities, Applicability tools to the job, Platform functionality, Technical support, Teacher clarity, Timely response teacher, Clarity in answers, Timely attention to queries.

PROGRAMS	NPS (Net Promoter Score)	C-SAT (customer satisfaction score)
Executive MBA	92	98%
Global MBA	84	98%
MS Human Capital Management	82	97%
MS Marketing and Sales Management	89	98%
MS Operations Management	86	96%

STUDENT POPULATION

Gender Distribution

Gender	Percentage of Total
Female	62%
Male	38%
Total	100%

Population Distribution

Ethnic Background	Percentage of Total
AfroamAfrican	0.5
Asian	0.5
Hispanic	94.0
Native american	5.0

Program Distribution

Program	Percentage of Total
Executive MBA	5%
Global MBA	19%
MS Human Capital Management	30%
MS Marketing and Sales Management	25%
MS Operations Management	22%

STUDENT POPULATION

Nationality

International

(Argentina, Chile, Colombia, Costa Rica, El Salvador, Guatemala, Honduras, Mexico, Panama, Peru, and Dominican Republic.)

Percentage of Total

90%

US (Florida)

10%

Age Breakdown

Program

Average Age of Student

Ex. MBA 35

Global MBA 36

MSHCM 34

MSMSM 33

MSOM 34

Total: 34

RETENTION

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

Year	Retention Percentage
2018	89.9%
2019	95.6%
2020	99%
2021	98%
2022	99%
2023	99%

Factors affecting retention rates

Reasons	First Semester	Second Semester
Work	40%	40%
Family Obligations	10%	5%
Finances	20%	10%
Academic Suspension	0	0
Other	30%	40%
No reason given	5%	5%

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
2018	62%
2019	67%
2020	64%
2021	60%
2022	64%
2023	66%

During 2023 we graduate 70 students

PLACEMENT

Year	Placement Rate
2018	100%
2019	100%
2020	100%
2021	99%
2022	100%
2023	99%

Professional advancement

87% of our graduates have improved their jobs after completing their master's program.

98% of our students improved their income level after completing their master's degree.



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

