

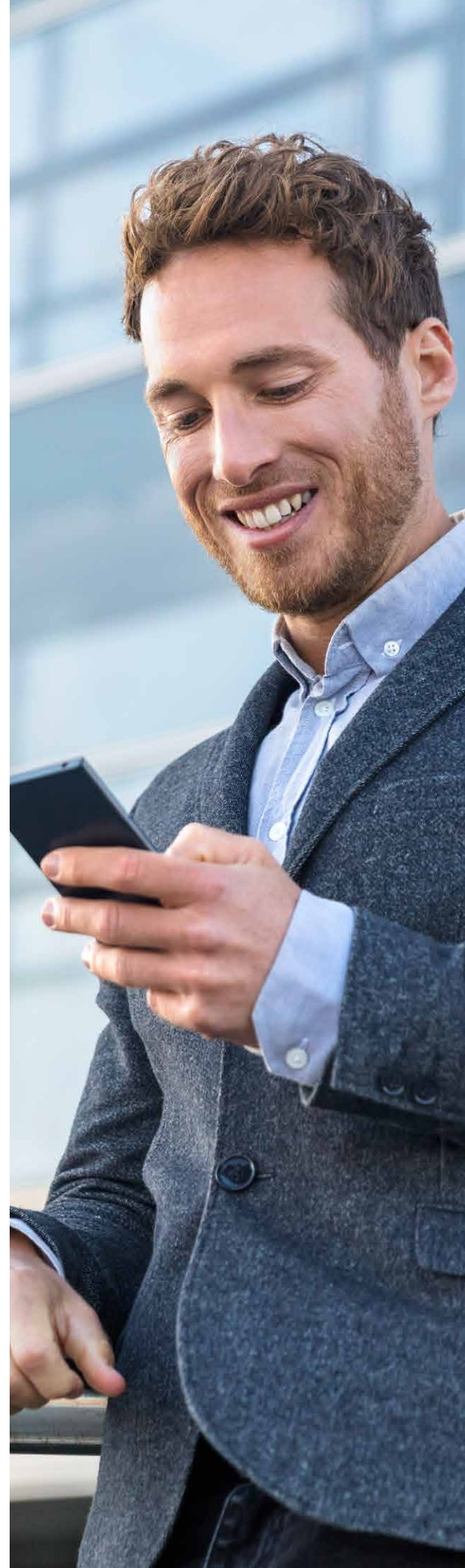
# Outcomes assessment and effectiveness plan



## 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 Objectives:

Upon completion, the student should have mastered the following:

OUTCOMES	COURSE
Understand the dynamics of organizational environments and the scope of business management	EMBA 5001 – 5102 – 5304 – 5405 – 5945
Develop the executive skills and enhance personal leadership qualities needed to implement competitive and successful management strategies	EMBA 5506 – 5601 – 5708 – 5809
Deepen one's understanding of the global business market, with strong emphasis placed on regional connectivity to Latin America	EMBA 5203 – 5911 – 6199

# Global Master of Business Administration (GMBA)

## Program Objectives:

Upon completion, the student should have mastered the following:

OUTCOMES	COURSE
Understand and apply the general principles of management	GMBA 5001 – 5102 – 5203 – 5304 – 5607 – 5755 – 6001
Prepare graduates to be leaders in regional and international business	GMBA 5506 - 5785
Understand the risks and sustainability of business in the global marketplace	GMBA 5405 - 6002 - 6199

# Master of Science in Human Capital Management

## Program Objectives:

Upon completion, the student should have mastered the following:

OUTCOMES	COURSE
Enhance interpersonal, technical and management skills, in alignment with strategic leadership, for the effective management of human capital	HRMA 5102 – 5203 – 5405 -
Prepare individuals to advise organizations on the management of human talent utilizing qualitative and quantitative diagnostics to propose alternatives action plans	HRMA 5404 – 5506 – 5607
Develop strategic human capital plans in alignment with short- and long-term business strategy	HRMA 5803 – 5801 – 5802
Understand search and selection strategies based on best industry practices	HRMA 5001 - 5708 -
Design, implement and monitor development and training programs	HRMA 5909 - 6000 - 6001

# Master of Science in Marketing and Sales Management

## Program Objectives:

Upon completion, the student should have mastered the following:

OUTCOMES	COURSE
Understand the principles of business management and the role of strategic marketing	MKTA 5001 – 5506 – 5708 – 5809
Research and Analyze quantitative and qualitative data for market segmentation, consumer behavior, product development and pricing	MKTA 5102 – 5607 -
Develop and execute an integrated marketing and sales strategy including: Traditional Marketing and Sales Strategy & Digital Marketing and Sales Strategy	MKTA 5206 – 5304 – 5405 – 5909 – 6001

# Master of Science in Operations Management

## Program Objectives:

Upon completion, the student should have mastered the following:

OUTCOMES	COURSE
Attainment of new skills to enhance strategic thinking to more effectively and efficiently manage projects	OPMA 5304 – 5305 – 5506
Learning enhanced management methodologies and skills designed to improve productivity	OPMA 5001 – 5203 – 5708
Understand the importance a healthy work environment that fosters a culture of cooperative and collegial relationships necessary to successful management projects	OPMA 5102 – 5607 – 5909
Understand the value of aligning all stakeholders with the strategic objectives and goals of projects	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.



# Student Population

## Gender Distribution

Female	52%
Male	48%
Total	100%

## Population Distribution

ETHNIC BACKGROUND	PERCENTAGE OF TOTAL
African American	N/A
Asian	1.8
Caucasian	7.7
Eskimo	N/A
Hispanic	90.5
Native American	N/A
Other	N/A
Unknown	N/A
Total	100%

## Program Distribution

PROGRAM	PERCENTAGE OF TOTAL
EMBA	24%
GMBA	22%
HRMA	18%
MKTA	22%
OPMA	14%

## Nationality

PROGRAM	PERCENTAGE OF TOTAL
International *	86%
USA	14%
Total	100%

\* Argentina, Colombia, Panama, Guatemala, Costa Rica, Dominican Republic, Ecuador, Nicaragua, El Salvador, Honduras, Mexico, The Phillipines

# Student Population

## Age Breakdown

PROGRAM	AVERAGE AGE OF STUDENT
EMBA	37
GMBA	36
HRMA	37
MKTA	33
OPMA	38
Total	36

## 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	93%

## Factors affecting retention rates

REASON	SEMESTER 1	SEMESTER 2
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.

<b>YEAR</b>	<b>PLACEMENT RATE</b>
2016	N/A
2017	89%
2018	62%

## Placement

<b>YEAR</b>	<b>PLACEMENT RATE</b>
2016	N/A
2017	N/A
2018	100%

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