

**SBS SWISS BUSINESS SCHOOL BRANCH CAMPUS, RAK BBA QUALITY ASSURANCE  
AND ENHANCEMENT WORKBOOK**

<b>Handbook</b>	H.B
<b>Owner-Role</b>	Program Manager
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*As Academic Dean of SBS Swiss Business School Branch Campus, RAKI, we are committed to making sure that our entire business school is managed according to these principles and policy. We are also committed to continuous improvement and fully endorse this policy.*

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## 1. Quality Assurance Principles and Academic Governance

The Quality Assurance and Enhancement Framework was developed to inform, and to provide transparency to SBS Swiss Business School Branch Campus, RAK's Stakeholders on the expected processes, that help assure and enhance the student experience.

### 1.1. Quality Assurance Principles

The following principles that underpin SBS Swiss Business School Branch Campus, RAK's approach to quality assurance are:

- **Responsibility** – the quality assurance processes are designed to recognize the shared responsibility for the setting and maintenance of the academic and research standards. They recognize the broad involvement of the academic staff, students, researchers and other SBS Swiss Business School Branch Campus, RAK's stakeholders.
- **Accountability** – whilst there is a shared responsibility for academic quality standards, and quality enhancement, the roles and responsibilities of individual roles and functions are clearly stated with tasks.
- **Proportionality** – quality assurance processes are designed to be proportionate to the risk attached to the activity they are assuring, especially in relation to collaborative provision. Documentation requirements seek to ensure that students and other SBS Swiss Business School Branch Campus, RAK stakeholders can get clear and accurate information about the study program which leads to an award of SBS Swiss Business School Branch Campus, RAK's, and clarity to the SBS Swiss Business School Branch Campus, RAK partners with respect to the maintenance of the academic standards.
- **Consistency** – the quality assurance framework strives towards consistency rather than standardization. There are agreed quality assurance processes to determine how to meet the intended outcomes of the process. The Office of Quality of Education provides a coordinated approach to quality across SBS Swiss Business School Branch Campus, RAK's to promote consistency.
- **Communication** – quality processes are clearly communicated to staff and students with good practice being identified and shared across SBS Swiss Business School Branch Campus,

RAK's to aid quality enhancement. The quality assurance framework is based on peer review and should involve a constructive dialogue between all those involved in the process.

## 1.2. Academic Governance

The BBA Program is an SBS Swiss Business School Branch Campus, RAK degree program. Academic Governance supports the effective implementation and monitoring of quality assurance processes in order to ensure the student academic experience is at the heart of the decision-making. The overall academic governance system is explained in the SBS Swiss Business School Branch Campus, RAK Academic Governance Handbook, see Appendix 1.

For the BBA, the following Boards are responsible:

- Faculty Meeting

Students who complete the program successfully, are eligible for:

- Bachelor of Business Administration with major:
  - International Management

## 2. New Course Development and Approval

### 2.1. BBA Program

The BBA study program is used to denote an approved set of courses by which a student may obtain a specific award issued by SBS Swiss Business School Branch Campus, RAK. A BBA course is a component of the study program. The process has been written in accordance with European Standards and Guidelines (ESG), EQF level 6.

### 2.2. New Course

If a Faculty Member decides to develop a new course, the New Course Proposal form should be completed (see Appendix 2) and submitted to the Academic Dean. The FAB and RAB have the responsibility for ensuring that the proposal is considered in terms of resources (including staffing, overhead costs), market demand and fit with the overall SBS Swiss Business School Branch Campus,

RAK Strategic Plan 2022-2027.

### 3. Regulatory Body, Accreditation and Recognition

#### 3.1. The BBA program is accredited by:

- BAC (British Accreditation Council), valid until 30.09.2022.
- ACBSP (Association of Collegiate Business Schools and Programs), valid until April 2023.
- IACBE (International Assembly of Collegiate Business Education), valid until 17.02.2021.

Certification by Eduqua, valid until 17.02.2021

The process of each accreditation can differ greatly dependent on the specialized business programs accreditation body. However, periodic reviews need to be submitted to these bodies and cycles of re-accreditation need to be respected. It is the role of the Manager of Quality Education to alert the different stakeholders. Any change of status by the accreditation body needs to be reported to the different SBS Swiss Business School Branch Campus, RAK stakeholders by the Manager of Quality of Education.

### 4. Course Documentation and Modifications

#### 4.1. Course level documentation

Attendance sheet, signed by the participating students and Lecturer

There are four categories of modification; minor, major, structural, and exceptional retrospective, this is to ensure proportionality in the process. In addition, annual updates of course outlines are expected (role of Lecturers).

1. Minor modifications: will normally be expected to have no impact on the overall course aims, course outcomes, objectives, subject updates, and accreditation requirements and are normally a single or very small number of changes.
2. Major modifications; are more extensive changes across multiple courses. It requires clear evidence to make the modification.
3. Structural changes: are those that impact the entire study program, requires FAB and RAB approvals.

The following information regarding the study program and the courses need to be provided to the students during their SBS Swiss Business School Branch Campus, RAK journey:

- BBA Student Handbook
- BBA Thesis Handbook
- Faculty Surveys: for each course, as well as mentor evaluation
- Faculty Satisfaction Survey (yearly)
- For each course: Course Outlines, Textbooks, Evaluation Criteria.

## 5. Quality Assurance Instruments

### 5.1. Describe of the role of the Program Manager

- Academic administration: follow-up on student requests and administrative info sharing
- Ensure that the study program specification, course web page, any associated course materials only reflect SBS Swiss Business School Branch Campus, RAK approved course information.
- Inform the Manager of Quality of Education with the yearly study program assessment report, inform the FAB, RAB and other Boards within the SBS Swiss Business School Branch Campus, RAK Academic Governance Framework if needed.

The BBA Program Manager (OM) has the following instruments to use, to assure and enhance the quality of the BBA Program:

1. Course Evaluation Surveys
2. Course Examinations
3. Global Mindedness Scale Survey
4. Civic and Study Engagement Survey
5. Employer Survey
6. Plagiarism report: by submission of the thesis, maximum 8 % is allowed.
7. Thesis defense rubric, after the thesis defense
8. SBS Swiss Business School Branch Campus, RAK Exit Questionnaire: after the BBA oral defense

SBS Swiss Business School Branch Campus, RAK works in cycles of 3 years to determine the trend.

PS: All documents are in Appendix

## 6. External Examiners

### 6.1. Requirements for External Examiners

External Examiners are needed to evaluate the thesis work of SBS Swiss Business School Branch Campus, RAK BBA students. The main purposes of External examining are:

- to verify that standards are appropriate for the award elements which the External Examiner has been appointed to examine
- to ensure that the assessment is fair and fairly operated in line with SBS Swiss Business School Main Campus academic standards.
- external examiners are appointed to provide subject area expertise for the thesis and should understand the overall goals of the BBA program.
- the external examiner must hold a BBA degree and be fluent in English
- must be aware of the current developments in the field of study
- external examiners cannot have worked with the students before and must respect the ethical general accepted rules of scholarly work
- external examiners, can either pass, fail or ask for rework of the thesis
- in case a student fails, or needs to perform improvements, the revised dissertation will go to a third external examiner.
- the external examiner must complete the SBS Swiss Business School Branch Campus, RAK thesis report and send it directly to the Academic Dean
- the External Examiner cannot be in contact with the student during the examination process. If the student contacts the external examiner, she/he should inform the Academic Dean with immediate effect
- external examiners are paid for their work and get a dissertation per dissertation agreement, since it depends on their subject area.

## 7. External Moderation

### 7.1. Purpose

On an annual basis, the study program is reviewed by SBS Swiss Business School Branch Campus, RAK. The thesis submissions from the students are shared with SBS Swiss Business School Branch Campus, RAK for assessment. The primary focus of this is to meticulously assess the quality and rigor of the thesis works produced by our students.

## 8. Student Engagement

### 8.1. Student Representative

Students are represented by their peers through the Student Council in formal meetings, such as the Faculty Meeting and Faculty Advisory Board (FAB), which occur at least once every semester.

Such formal meetings have the following characteristics:

- The dates for the meetings are published in advance
- The composition must be from all level programs
- The agenda is shared by email or hard copy prior to the meeting
- The meeting minutes is shared with the student reps.

### 8.2. Student surveys

All students are invited to complete an online Course Evaluation Survey at the end of the semester. The results are collected by the Program Manager and shared with the Faculty Member. It is expected that the Faculty Member reflects upon the results and discusses it with the Head of Faculty if needed. Upon completion of the program, students will be asked to complete the Exit Questionnaire to check the overall SBS Swiss Business School Branch Campus, RAK experience. The questionnaire entails a Net Promoter Score. As Alumni, the participants are engaged in sharing alumni employment information and encouraged to share their opinion and can participate in Alumni events.

## 9. Study Program Closure



### 9.1. Permanent Closure of the Study program

This section outlines the process to be followed when a study program is closed. The decision to close a study program can only be made by the Faculty Advisory Board (FAB). The permanent closure of a study program involves the ceasing of recruitment for the study program, but the continuation of the study program for existing student cohorts. SBS Swiss Business School Branch Campus, RAK is obliged to allow students to complete the study program they enrolled to.

The criteria for the permanent closure of the study program may be based on one or more of the following criteria:

- Poor student recruitment
- Poor experience results
- Inadequate sources
- Financial non-viability
- Changing market
- Changing requirements within the subject discipline
- Quality assurance risks
- Concern about a collaborative partner.

### 9.2. Communication and Arrangements for Continuing Students

Current students will normally be expected to complete their designated period of registration as set out in the Academic Regulations. Current students should include the students who have interrupted their studies within the permitted timeframe. Where a study program is being closed to new entrants only, the following arrangements should be made:

- Current students should be informed of the reasons for the study program closure and their options in terms of completing the study program they are registered on, transferring to another study program within SBS Swiss Business School Branch Campus, RAK or transferring to another institution
- The academic standards of the courses throughout their remaining period must be maintained; this includes an expectation that arrangements are still in place for external examiners, student feedback opportunities and the yearly program assessment report.

### 9.3. Communication and Expectations Prospective Students/Applicants

All communication with prospective students must be undertaken by the Admissions Team. Applicants who have accepted the SBS Swiss Business School Branch Campus, RAK offer, should be contacted by the Admissions Manager after the study program closure has been approved.

Applicants should be informed of the following:

- The reason for the closure
- Their options in respect of transferring their application to another study program within SBS Swiss Business School Branch Campus, RAK.
- The opportunity for one-to-one discussion with an appropriate SBS Swiss Business School Branch Campus, RAK staff member their possible options with another institution

## 10. Assessment of Students

### 10.1. Principles of Assessment

Assessment makes a judgement on the student's learning (AoL); the assessment enables students to demonstrate that they have:

- Met all the learning outcomes of each course
- Achieved the standards required for the award.

It allows staff to:

- Determine the grading which will contribute to final degree classification
- Possibly ensure that the students "fit to practice"
- Indicate to potential employers or other educational institutions a student's strengths and weaknesses in specific subjects and in generic skills and abilities.

However, there are wider functions of assessment that are very important for student's learning.

These are:

- The opportunity to provide feedback to students on their performance
- Helping students remedy mistakes, and to develop and improve
- Providing further opportunities for learning; these might be working independently, work-applied learning projects
- Developing students understanding of processes of enquiry and research relevant to the subject.

- Providing students with an opportunity to reflect on their own learning approaches.

Each taught course at SBS Swiss Business School Branch Campus, RAK must have clear and course aims and course learning outcomes. The student will demonstrate achievement of the learning outcomes through the assessment process.

General criteria for grading are more general statements about what is looked for in a student's work such as:

- Demonstrates good use of literature
- Presented well
- Presents a clear and logical argument.

Grade criteria are provided in the study program handbook.

## 11. Appendices

### A. Assurance of Learning (AoL)

#### Methods of Assessment

#### ISLO-Specific Methods of Assessment

Method	Direct/ indirect	Frequency	Sample	Survey/ Exam/ Report	Standard
Thesis Rubric	Direct	At the End of the Study	All Students	Exam	90% of the students score 70% in the thesis evaluation rubric, section, or criteria
Employer Survey	Direct	Half a year after Graduation	All Employers of Graduates	Survey	90% mark "Agree" or "Strongly Agree" in the Employer Survey SLO 1
Case Studies/ Marketing Plan	Direct	3 <sup>rd</sup> Year of BBA	All Students	Course Exam	100% are Proficient/Accepted

Alumni Survey	Indirect	1 <sup>st</sup> , 3 <sup>rd</sup> and 5 <sup>th</sup> Year after Graduation	All Alumni	Survey	90% mark “Proficient” or “Advanced” in the Alumni Survey SLO 1
Global Mindedness Scale Survey	Indirect	Before and after course BUS 315 Business in a world economy	All Students	Survey	All of the students mark higher on the Exit Post Survey compared to the Entrance Pre-Survey
Civic and Study Engagement Survey	Indirect	Towards the End of Study	All Students	Survey	80% of our students mark a high score in the Civic and Study Engagement survey at the end of the program
Exit Survey	Indirect	Towards the End of Study	All Students	Survey	90% mark “Excellent” or “Good” in the Exit Survey

**Program Generic and Course Specific Methods of Assessment**

<b>Method</b>	<b>Direct/ indirect</b>	<b>Frequency</b>	<b>Sample</b>	<b>Survey/Exam/Report</b>
Faculty Satisfaction and Development Survey	Indirect/ Direct	Every Year	All Faculties	Survey/Report
External Moderation	Direct	Once a Year	One Thesis a year per Program	Report
Class Observation	Direct	Five times a Year	One Faculty	Report
Course Evaluation	Direct	After Every Course	All Students	Survey
Retention Rate	Direct	Every Academic Year	Registrar	Report

Graduation Rate	Direct	Every Academic Year	Registrar	Report
Annual Academic Report	Direct	Every Academic Year	Academic Dean, Head of Quality of Education	Report

**1. Bachelor of Business Administration (BBA)**

**SLO 1 - Globality: Students demonstrate a high level of global mindedness (1st cycle).**

Method of Assessment

**DIRECT:**

1. Thesis (Evaluation Rubric)

**INDIRECT:**

1. Alumni Survey SLO 3

<b>Method</b>	<b>Direct/indirect</b>	<b>Frequency</b>	<b>Sample</b>	<b>Survey/Exam/Report</b>	<b>Standard</b>
Thesis Rubric	Direct	At the End of the Program	All Students	Exam	90% of the students score 70% in the thesis evaluation rubric, section or criteria

**D1. Data overview: Thesis Rubric**

Ac Yr.	N	Result: %	Met/Not Met
2019 - 2020	6	100%	MET
2020 - 2021	9	100%	MET
2021 - 2022	7	100%	MET

Alumni Survey	Indirect	After Graduation	All Alumni	Survey	90% mark “Proficient” or “Advanced” in the Alumni Survey SLO 3
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**II. Data overview: Alumni Survey**

Ac Yr.	N	Result: %	Met/Not Met
2019 - 2020	6	100%	MET
2020 - 2021	9	100%	MET
2021 - 2022	7	100%	MET

**SLO2- Engagement: Students exhibit a strong civic engagement and behave ethically in their community**

Method of Assessment:

DIRECT:

1.Internship Rubric

INDIRECT:

1.Civic and Study engagement survey

2. Alumni Survey SLO 4

Internship Rubric	Direct	At the beginning of the 2 <sup>nd</sup> Study Year	All Students	Rubric	90% of the students meet the standard.
Civic and Study Engagement Survey	Indirect	At the end of the Program	All Students	Survey	At least 80% of all Students answer 'often' or higher or 'agree' or higher
Alumni Survey	Indirect	After Graduation	All Alumni	Survey	90% mark "Proficient" or "Advanced" in the Alumni Survey SLO 4

**D1. Data overview: Internship Rubric**

Ac Yr.	N	Result: %	Met/Not Met
2019 - 2020	53	100%	MET
2020 - 2021	NA	NA	NA
2021 - 2022	59	100%	MET

**I1. Data overview: the Civic and Study Engagement Survey**

Ac Yr.	N	Result: %	Met/Not Met
2019 - 2020	24	100%	NOT MET
2020 - 2021	NA	NA	NA
2021 - 2022	NA	NA	NA

**I2. Data overview: Alumni Survey**

Ac Yr.	N	Result: %	Met/Not Met
2019 - 2020	6	100%	MET
2020 - 2021	9	100%	MET
2021 - 2022	7	100%	MET

**SLO 5 - Communication skills: Students communicate information, ideas, problems, and solutions in an international environment**

Method of Assessment:

INDIRECT:

**1.Alumni Survey SLO 5**

Alumni Survey	Indirect	After Graduation	All Alumni	Survey	90% mark “Proficient” or “Advanced” in the Alumni Survey SLO 6
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**I1. Data overview: Alumni Survey**

Ac Yr.	N	Result: %	Met/Not Met
2019 - 2020	6	100%	MET
2020 - 2021	9	100%	MET
2021 - 2022	7	100%	MET



**SLO 6 -Students will demonstrate effective interpersonal skills essential for working with and managing a team.**

Method of Assessment:

**DIRECT:**

1. Case Studies and Marketing Plan

**INDIRECT:**

1. Alumni Survey SLO 6

Case Studies/ Marketing Plan	Direct	2nd Year of BBA	All Students	Course Exam	90% of the students score 70%, to meet the standard.
Alumni Survey	Indirect	After Graduation	All Alumni	Survey	90% mark “Proficient” or “Advanced” in the Alumni Survey SLO 6

**D1. Data overview: Case Studies / Marketing Plan**

Ac Yr.	N	Result: %	Met/Not Met
2019 - 2020	53	87%	Not Met
2020 - 2021	59	88%	Not Met
2021 - 2022	NA	NA	NA

## II. Data overview: Alumni Survey

<b>Ac Yr.</b>	<b>N</b>	<b>Result: %</b>	<b>Met/Not Met</b>
2019 - 2020	6	100%	MET
2020 - 2021	9	100%	MET
2021 - 2022	7	100%	MET