Danube Business School AY 2021-2023 ASSESSMENT REPORT

EXTERNAL BENCHMARKING

Graduates are ab	le to describe	and discuss,	with confiden	ice, the fundan	nental of general l	ousiness theory/ desc	ribe fundamental corre	lations in general business t
Graduates are expe	ected to have go	od knowledg	e in Accounting					
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Action Taken	Results of Action Taken (occurs in the following year)	Insert Graphs or Tab	es of Resulting Trends for	3-5 Years (please graph all av	ailable data up to five years)
Target:	Direct	Target achieved: the	No action	Review of all	100,00%			
The institution frequency correct	summative target Data from	results are above AACSP	Laken	Master programs in 2023 and	90,00%			
outbound score regarding accounting	2020/2021/	accredited		transformation	80,00%			
will be above the frequency correct	2022 across Master	schools.		from Moodle to Canvas.	70,00%	47,36%	48,26%	48,89%
score of AACSB accredited.	programs.				60,00%			
					50,00%			
					40,00%			
					30,00%			
					20,00%			
					10,00%			
					0,00%	Cycle 1 (2020)	Cycle 2 (2021)	Cycle 3 (2022)
					target	47,43%	47,43%	47,43%
					DBS	47,36%	48,26%	48,89%
							target — DBS	
Learning Outcome								

Siaudates are exp	ected to have go	ood knowledg	e in Business Le	eadership					
Performance Measure Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Action Taken	Results of Action Taken (occurs in the following year)	Insert Graphs or Tabl	es of Resulting Trends for	3-5 Years (please graph all a	vailable data up to five years)	
arget: The institution requency correct iutbound score egarding business eadership will be bove the frequency orrect score of ACSB accredited.	Direct summative target. Data from 2020/2021/ 2022 across Master programs.	Target achieved: the results are at least at or above AACSB accredited business schools.	No action taken	Review of all Master programs in 2023 and transformation from Moodle to Canvas.	100 90 80 70 60 50 40 30 20 10 0 • ← target • ← DBS	45,93 Cycle 1 (2020) 43,86 45,93	48,37 Cycle 2 (2021) 43,86 48,37 target DBS	47,22 Cycle 3 (2022) 43,86 47,22	

Graduates are exp	ected to have go	ood knowledg	e in Economics						
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Action Taken	Results of Action Taken (occurs in the following year)	Insert Graphs or Tab	oles of Resulting Trends f	or 3-5 Years (please graph a	all available data up to five years	5)
Target: The institution frequency correct outbound score regarding economics will be above the frequency correct score of AACSB accredited.	Direct summative target Data from 2020/2021/ 2022 across Master programs.	Target achieved: the results are at least at or above AACBSP accredited schools.	No action taken.	Review of all Master programs in 2023 and transformation from Moodle to Canvas.	100 90 80 70 60 50 40 30 20 10 0 • ← target • ● DBS	43,41 Cycle 1 (2020) 42,19 43,41	51,14 Cycle 2 (2021) 42,19 51,14 target DBS	47,8 Cycle 3 (2022) 42,19 47,8	

Learning Outcome Graduates are ab Graduates are expension Performance	le to describe	od knowledge	e in Manageme	-		••		orrelations in general bus	
Measure (Competency)	Measurement	Areas of Success	Analysis and Action Taken	Action Taken (occurs in the following year)	Insert Graphs or Tac	ies of Kesulting Trends f	or 3-5 Years (piease graph a	all available data up to five yea	(5)
Target: The institution frequency correct	Direct summative target.	Target achieved: the results are at	No action taken.	Review of all Master programs in					
outbound score regarding management will be	Data from 2020/2021/ 2022 across	least at or above AACBSP		2023 and transformation from Moodle	100 90 80				
above the frequency correct score of AACSB accredited.	Master programs.	members		to Canvas.	70 60 50	51,21	52,71	56,7	
					40 30	•		•	
					20 10 0	Cycle 1 (2020)	Cycle 2 (2021)	Cycle 3 (2022)	
						46,09	46,09	46,09	
						51,21	52,71	56,7	
							target — DBS		

Learning Outcome	2:								
Graduates are ab	le to describe	and discuss,	with confiden	ce, the fundam	nental of general	business theory/ de	escribe fundamental c	orrelations in general busi	ness theorie
Graduates are expe	ected to have go	ood knowledg	e in Operations	Management					
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Action Taken	Results of Action Taken (occurs in the following year)	Insert Graphs or Tab	oles of Resulting Trends f	or 3-5 Years (please graph a	all available data up to five years)
Target: The institution frequency correct outbound score regarding operations management will be above the frequency correct score of AACSB accredited.	Direct summative target. Data from 2020/2021/ 2022 across Master programs.	Target achieved: the results are at least at or above AACBSP members.	No action taken.	Review of all Master programs in 2023 and transformation from Moodle to Canvas.	100 90 80 70 60 50 40 30 20 10 0 • ← target • ← DBS	41,26 Cycle 1 (2020) 46,2 41,26	59,59 Cycle 2 (2021) 46,2 59,59 target DBS	47,59 Cycle 3 (2022) 46,2 47,59	

e:								
				nental of general	business theory/ de	escribe fundamental c	orrelations in general business	theori
ected to have go Description of Measurement Instrument	Areas of Success	Analysis and Action Taken	Results of Action Taken (occurs in the following year)	Insert Graphs or Tal	oles of Resulting Trends f	or 3-5 Years (please graph	all available data up to five years)	
Direct summative target. Data from 2020/2021/ 2022 across Master programs.	Target achieved: the results are at least at or above AACSB accredited.		Review of all Master programs in 2023 and transformation from Moodle to Canvas.	54 52 50 48 46 44 42	50,31	48,72	53,29	
				40 target DBS	Cycle 1 (2020) 45,22 50,31	Cycle 2 (2021) 45,22 48,72 target — DBS	Cycle 3 (2022) 45,22 53,29	
	ble to describe ected to have go Description of Measurement Instrument Direct summative target. Data from 2020/2021/ 2022 across Master	Direct Target summative achieved: the Target. results are at Data from least at or 2020/2021/ above AACSB 2022 across accredited.	Direct Target No action Direct Target Analysis ard Data from least at or 2020/2021/ Data from least at or 2022 across accredited.	Describe and discuss, with confidence, the fundamentected to have good knowledge in Organizational BehaviorDescription of MeasurementAreas of SuccessAnalysis and Action Taken (occurs in the following year)Direct summative target.Target achieved: the target.No action taken.Results of Action Taken (occurs in the following year)Direct summative target.Target results are at least at or 2020/2021/ above AACSB accredited.No action taken.Review of all MasterDirect target.Target results are at least at or above AACSB accredited.No action taken.Review of all master	Description of Measurement Instrument Areas of Success Analysis and Action Taken (occurs in the following year) Results of Action Taken (occurs in the following year) Insert Graphs or Tal Direct summative target. Data from 2020/2021/ 2022 across Master programs. Target achieved: the results are at least at or above AACSB accredited. No action taken. Review of all Master programs in 2023 and transformation from Moodle to Canvas. 54 46 44 42 40	Direct summative target. D2020/2021/ 2020/2021/ programs. Target achieved: the results are at least at or programs. No action taken. Review of all Master programs in 2020/2021/ above AACSB accredited. No action taken. Review of all Master programs in 2023 and transformation from Moodle to Canvas. 54 42 40 Cycle 1 (2020)	Direct Araget Review of all No action Review of all Naster forgrams in 2023 and transformation from Moodle to Canvas. 50 50,31 48,72 48,72 44,42 40 42 40 42,22 45,22 45,22 45,22 45,22 45,22 45,22 45,22 45,22 45,22 45,22 45,22 45,22	Direct summative target. pograms. Target achieved: the programs. No action taken. programs. No action taken. programs. Review of Action Taken accredited. Review of taken. programs. Review of all taken. programs. Review of taken. programs. Review of taken. p

Learning Outcome	е:								
Graduates are ab	le to describe	and discuss,	with confider	ice, the fundan	nental of general	business theory/ de	escribe fundamental c	orrelations in general bus	iness theorie
Graduates are expe	ected to have g	ood knowledg	e in Marketing						
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Analysis and Action Taken	Results of Action Taken (occurs in the following year)	Insert Graphs or Tab	oles of Resulting Trends f	or 3-5 Years (please graph a	all available data up to five year:	s)
Target: The institution frequency correct outbound score regarding marketing will be above the frequency correct score of AACSB accredited.	Direct summative target. Data from 2020/2021/ 2022 across Master programs.	Target achieved: the results are at least at or above AACSB accredited instituions	No action taken.	Review of all Master programs in 2023 and transformation from Moodle to Canvas.	100 90 80 70 60 50 40 30 20 10 0 • ← target → DBS	51,32 Cycle 1 (2020) 46,87 51,32	51,2 Cycle 2 (2021) 46,87 51,2 target — DBS	47,78 Cycle 3 (2022) 46,87 47,78	

Learning Outcome:												
Graduates are able to	describe and discus	s, with confidence, the funda	mental o	f genera	al busine	ss theor	y/ describ	e fundan	nental corr	elatio	ns in genera	al business theorig
Graduates are expected	to have good knowled	lge in General Business Adminis	stration									
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Insert Gra	ohs or Tal	oles of Res	ulting Trer	nds for 3-5 Ye	ears (please	e graph all av	ailable d	lata up to five	years)
Comparison Outbound results with aggregated pool AACSB.	Outbound (Peregrine) results in comparison to business schools	Within target. The results are at least at or above AACSB schools.					ΤΟΤΑΙ	_				
Farget: All 4 Master programs offered by DBS score at	who are AACBSP members.		MSc					47,03				
east as good as the aggregated pool of	Students from Danube Business School of all 4 programs scored		MBA					4	18,49			
ousiness schools who are affiliated with AACBSP.	above 45,16%%, therefore higher		GMBA						49,14			
he 4 programs comprise: . EMBA . Professional MBA with the	compared to AACSB accredited schools.		EMBA								52,59	
specializations including Professional MBA, Business Controlling MBA,			AACSB				45,16					
Leadership and Management MBA, Marketing und Vertrieb MBA			4	0	42	44	46	48	50	52	54	
MBA MBA General Management including General Management TU/DU and Master in Business Administration 4. MSc												

	s, with confidence, the funda	amental of										
o have good knowled			general bus	siness t	theory	/ descri	be func	lament	tal corr	elation	s in ge	eneral busi
o have good knowled	ge in Accounting											
Description of Measurement Instrument	Areas of Success	Insert Grap	ns or Tables of	Resultir	ng Trend	ls for 3-5	Years (ple	ease grap	ph all ava	ailable da	ata up to	o five years)
Outbound (Peregrine) results in comparison to business schools who are AACSB	Two programs at Danube Business School score above 47,43%%. MBA programs fall behind AACSB results (41,43%					Accou	nting					
accredited.	versus 47,43%) and MSc programs slightly with 46,7%	MSc					46,47					
		MBA				41,	43					
		GMBA					53	8,2				
		EMBA						56,67				
		AACSB					47,43					
		0	10	20	30	40	50	60	70	80	90	100
r t	Measurement Instrument Dutbound (Peregrine) results in comparison to business schools who are AACSB	Measurement Instrument Dutbound (Peregrine) results in comparison to business schools who are AACSB who are facts business 47,43%. MBA programs fall behind AACSB results (41,43% versus 47,43%) and MSc	Measurement Instrument Two programs at Danube Dutbound (Peregrine) Two programs at Danube Business School score above vo business schools 47,43%. MBA programs fall MSc versus 47,43%) and MSc mSc MSc programs slightly with 46,7% MBA GMBA	Measurement Instrument Two programs at Danube Business School score above 47,43%. MBA programs fall behind AACSB results (41,43% versus 47,43%) and MSc programs slightly with 46,7% MSc MBA	Measurement Instrument Dutbound (Peregrine) results in comparison o business schools who are AACSB accredited. MBA GMBA GMBA EMBA ACSB	Measurement Instrument Dutbound (Peregrine) results in comparison o business schools who are AACSB accredited. MBA GMBA GMBA EMBA AACSB	Measurement Instrument Dutbound (Peregrine) results in comparison o business schools who are AACSB accredited. Two programs at Danube Business School score above 47,43%. MBA programs fall behind AACSB results (41,43% versus 47,43%) and MSc programs slightly with 46,7% MBA ACSB ACCOU ACCO	Measurement Instrument Dutbound (Peregrine) results in comparison o business schools who are AACSB accredited. Two programs at Danube Business School score above 47,43%. MBA programs fall behind AACSB results (41,43% versus 47,43%) and MSc programs slightly with 46,7% MSc MBA GMBA EMBA AACSB	Measurement Instrument Dutbound (Peregrine) results in comparison o business schools who are AACSB accredited. Two programs at Danube Business School score above 47,43%%. MBA programs fall behind AACSB results (41,43% versus 47,43%) and MSc programs slightly with 46,7% MSc Accounting 46,47 MBA 41,43 GMBA 53,2 EMBA ACSB 47,43	Measurement Instrument Dutbound (Peregrine) esults in comparison o business schools who are AACSB accredited. Two programs at Danube Business School score above 47,43%. MBA programs fall behind AACSB results (41,43% versus 47,43%) and MSc programs slightly with 46,7% MBA ACSB ACcounting 46,47 MBA 41,43 GMBA 53,2 EMBA ACSB 47,43	Measurement Instrument Dutbound (Peregrine) esults in comparison o business schools who are AACSB recredited. Two programs at Danube Business School score above 47,43%. MBA programs fall behind AACSB results (41,43% versus 47,43%) and MSc programs slightly with 46,7% MBA Accounting 46,47 MBA 41,43 GMBA 53,2 EMBA ACCB 47,43	Measurement Instrument Invo programs at Danube Business School score above 47,43%, MBA programs fall behind AACSB results (41,43% versus 47,43%) and MSc programs slightly with 46,7% Accounting MSc MBA 46,47 MBA 41,43 GMBA 53,2 EMBA 56,67 AACSB 47,43

Learning Outcome:									
Graduates are able to	describe and discus	s, with confidence, the fund	amental of ge	neral business	theory/ des	cribe fundan	nental corre	lations in gen	eral bus
Graduates are expected	to have good knowled	dge in Business Leadership							
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Insert Graphs o	or Tables of Resulti	ng Trends for 3	-5 Years (please	e graph all avai	lable data up to f	ïve years)
Comparison Outbound results with aggregated pool by AACSB.	Outbound (Peregrine) results in comparison to business schools	Programs at Danube Business School score above 43,86%%.		Bu	isiness Lea	adership			
Target: All 4 Master programs	who are AACSB accredited.		MSc		4	5,47			
offered by DBS score at least as good as the			МВА			51,43			
aggregated pool of business schools who are						01)10			
affiliated with AACBSP. The 4 programs comprise:			GMBA			47,07			
 EMBA Professional MBA with the 			ЕМВА			48,89			
specializations including Professional MBA,			AACSB		43	,86			
Business Controlling MBA, Leadership and Management MBA, Marketing und Vertrieb MBA			0	20	40	60	80	100	
 MBA General Management including General Management TU/DU and Master in Business Administration MSc 									

Graduates are expected	to have good knowled	lge in Economics						
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Insert Graph	ns or Tables of Re	sulting Tren	ids for 3-5 Years (pl	ease graph all	available data
Comparison Outbound results with aggregated pool by AACSB accredited.	Outbound (Peregrine) results in comparison to business schools	The results are at least at or above AACBSP members			Eco	nomics		
Target: All 4 Master programs offered by DBS score at	who are AACSB accredited.		MBA			48,33		
east as good as the aggregated pool of ousiness schools who are affiliated with AACBSP.	Students from Danube Business School of all 4 programs scored above 42,19%%,		GMBA			47,07		
he 4 programs comprise: . EMBA . Professional MBA with the	therefore higher compared to affiliated AASBSP members.		EMBA			47,78		
specializations including Professional MBA, Business Controlling MBA,			AACSB			42,19		
Leadership and Management MBA, Marketing und Vertrieb MBA MBA General Management including General Management TU/DU and Master in Business Administration MSc			0	20	40	60	80	100

Graduates are expected	-	lge in Management						
Performance Measure	Description of	Areas of Success	Insert Graphs or Table	es of Resulting Tre	ends for 3-5 Y	ears (please g	aph all avai	lable data
(Competency)	Measurement							
	Instrument							
omparison Outbound	Outbound (Peregrine)	Programs at Danube Business						
esults with aggregated	results by all 4 degrees	School score above 46,09%.		Ma	nageme	nt		
ool by AACSB accredited	in comparison to							
stitutions.	business schools who					_		
arget:	are AACSB accredited.		MSc			53,18		
ll 4 Master programs								
fered by DBS score at			MBA			50,48		
ast as good as the								
ggregated pool of								
usiness schools who are			GMBA			54,4		
ffiliated with AACBSP.								
he 4 programs comprise:			EMBA			57,58		
. EMBA								
. Professional MBA with								
the specializations			AACBSP members			46,09		
including Professional								
MBA, Business Controlling MBA, Leadership and			C	20	40	60	80	100
Management MBA,								
Marketing und Vertrieb								
MBA								
/IBA General								
Aanagement including								
General Management								
TU/DU and								
Master in Business								
Administration MSc								
NUC								

erformance Measure	Description of	Areas of Success	Insert Gran	ohs or Tables of	Resulting Tr	ends for 3-5 Y	ears (please gra	aph all availat	ole data up to five v
Competency)	Measurement		Insert Graphs or Tables of Resulting Trends for 3-5 Years (please graph all available data up to five years						
	Instrument								
omparison Outbound	Outbound (Peregrine)	Programs at Danube Business			0				
esults with aggregated	results in comparison	School score above 45,22%%.	Organizational Behavior						
ool by AACSB.	to business schools								
arget:	who are AACBSP		NAC -				0.04		
ll 4 Master programs	members.		MSc			4	9,84		
ffered by DBS score at									
east as good as the			MBA			48	,92		
ggregated pool of									
usiness schools who are							_		
ffiliated with AACBSP.			GMBA				57,47		
ne 4 programs comprise:									
EMBA			EMBA				53,57		
Professional MBA with							/ -		
the specializations									
including Professional			AACSB			45,22	2		
MBA, Business Controlling									
MBA, Leadership and			(0 2	20	40	60	80	100
Management MBA,									
Marketing und Vertrieb MBA									
MBA General									
Management including									
General Management									
TU/DU and									
Master in Business									
Administration									
MSc									

Performance Measure	Description of	Areas of Success	Insert Graphs or Tables of Resulting Trends for 3-5 Years (please graph all available data up to five years)						
(Competency)	Measurement								
	Instrument								
Comparison Outbound	Outbound (Peregrine)	Programs at Danube Business							
results with aggregated	results in comparison	School score above 46,2%%.		Opera	ations/P	roducti	on Manag	ement	
pool by AACSB.	to business schools								
Target:	who are AACSB								
All 4 Master programs	accredited.		MBA				47,52		
offered by DBS score at									
least as good as the									
aggregated pool of			GMBA				50,38		
business schools who are									
affiliated with AACBSP.									
The 4 programs comprise:			EMBA				51,61		
1. EMBA									
2. Professional MBA with									
the specializations			AACSB			4	6,2		
including Professional MBA, Business Controlling							-,-		
MBA, Leadership and							1		
Management MBA,			() 20)	40	60	80	100
Marketing und Vertrieb									
MBA									
3. MBA General									
Management including									
General Management									
TU/DU and Master in Business									
Administration									
4. MSc									

		dge in Marketing	
Performance Measure (Competency)	Description of Measurement Instrument	Areas of Success	Insert Graphs or Tables of Resulting Trends for 3-5 Years (please graph all available data up to five years)
Comparison Outbound results with aggregated pool by AACSB.	Outbound (Peregrine) results in comparison to business schools	Programs at Danube Business School score above 46,87%%.	Marketing
Target: All 4 Master programs offered by DBS score at	who are AACSB accredited.		MSc 49,22
least as good as the aggregated pool of			MBA 52,62
business schools who are affiliated with AACBSP. The 4 programs comprise:			GMBA 51,6
 EMBA Professional MBA with the specializations including 			EMBA 43,33
Professional MBA, Business Controlling MBA, Leadership and			AACSB 46,87 0 20 40 60 80 100
Management MBA, Marketing und Vertrieb MBA			
 MBA General Management including General Management 			
TU/DU and Master in Business Administration			
4. MSc			