

**Danube Business School**

**AY 2014-2016**

**ASSESSMENT REPORT**

**EXTERNAL BENCHMARKING**

Learning Outcome:

Graduates are able to describe and discuss, with confidence, the fundamental of general business theory/ describe fundamental correlations in general business theories

**Graduates are expected to have good knowledge 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 Tables of Resulting Trends for 3-5 Years (please graph all available data up to five years)												
<p><b>Target:</b> The institution frequency correct score regarding accounting will be above the frequency correct score of business schools and programs affiliated with the Accreditation Council of Business Schools and Programs.</p>	<p>Direct summative target</p>	<p>Target achieved: the results are at least at or above ACBSP institutions.</p>	<p>Data are insufficient for meaningful analysis. After AY 2016-2017, the results will be analyzed.</p>	<p>Insufficient feedback in the first year. Change of assessment process resulting in increase of feedback in the second cycle.</p>	<table border="1"> <caption>DBS Performance Data</caption> <thead> <tr> <th>Cycle</th> <th>DBS (%)</th> <th>Target (%)</th> </tr> </thead> <tbody> <tr> <td>Cycle 1</td> <td>63.63%</td> <td>50%</td> </tr> <tr> <td>Cycle 2</td> <td>58.09%</td> <td>50%</td> </tr> <tr> <td>Cycle 3</td> <td>56.94%</td> <td>50%</td> </tr> </tbody> </table>	Cycle	DBS (%)	Target (%)	Cycle 1	63.63%	50%	Cycle 2	58.09%	50%	Cycle 3	56.94%	50%
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Cycle 1	63.63%	50%															
Cycle 2	58.09%	50%															
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*Learning Outcome:*

**Graduates are able to describe and discuss, with confidence, the fundamental of general business theory/ describe fundamental correlations in general business theories**

**Graduates are expected to have good knowledge in Business Leadership**

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 Tables of Resulting Trends for 3-5 Years (please graph all available data up to five years)												
<p><b>Target:</b> The institution frequency correct score regarding business leadership will be above the frequency correct score of business schools and programs affiliated with the Accreditation Council of Business Schools and Programs</p>	<p>Direct summative target</p>	<p>Target achieved: the results are at least at or above ACBSP institutions.</p>	<p>Data are insufficient for meaningful analysis. After AY 2016-2017, the results will be analyzed.</p>	<p>Insufficient feedback in the first year. Change of assessment process resulting in increase of feedback in the second cycle.</p>	<table border="1"> <caption>DBS Performance Data</caption> <thead> <tr> <th>Cycle</th> <th>DBS (%)</th> <th>Target (%)</th> </tr> </thead> <tbody> <tr> <td>Cycle 1</td> <td>65.45%</td> <td>53%</td> </tr> <tr> <td>Cycle 2</td> <td>60.43%</td> <td>53%</td> </tr> <tr> <td>Cycle 3</td> <td>62.24%</td> <td>53%</td> </tr> </tbody> </table>	Cycle	DBS (%)	Target (%)	Cycle 1	65.45%	53%	Cycle 2	60.43%	53%	Cycle 3	62.24%	53%
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**Graduates are able to describe and discuss, with confidence, the fundamental of general business theory/ describe fundamental correlations in general business theories**

**Graduates are expected to have good knowledge 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 Tables of Resulting Trends for 3-5 Years (please graph all available data up to five years)												
<p><b>Target:</b> The institution frequency correct score regarding economics will be above the frequency correct score of business schools and programs affiliated with the Accreditation Council of Business Schools and Programs</p>	<p>Direct summative target</p>	<p>Target achieved: the results are at least at or above ACBSP institutions.</p>	<p>Data are insufficient for meaningful analysis. After AY 2016-2017, the results will be analyzed.</p>	<p>Insufficient feedback in the first year. Change of assessment process resulting in increase of feedback in the second cycle.</p>	<table border="1"> <caption>DBS Performance Data</caption> <thead> <tr> <th>Cycle</th> <th>DBS Performance (%)</th> <th>Target (%)</th> </tr> </thead> <tbody> <tr> <td>Cycle 1</td> <td>65.45%</td> <td>48.5%</td> </tr> <tr> <td>Cycle 2</td> <td>57.45%</td> <td>48.5%</td> </tr> <tr> <td>Cycle 3</td> <td>59.8%</td> <td>48.5%</td> </tr> </tbody> </table>	Cycle	DBS Performance (%)	Target (%)	Cycle 1	65.45%	48.5%	Cycle 2	57.45%	48.5%	Cycle 3	59.8%	48.5%
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**Graduates are able to describe and discuss, with confidence, the fundamental of general business theory/ describe fundamental correlations in general business theories**

**Graduates are expected to have good knowledge in 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 Tables of Resulting Trends for 3-5 Years (please graph all available data up to five years)												
<p><b>Target:</b> The institution frequency correct score regarding management will be above the frequency correct score of business schools and programs affiliated with the Accreditation Council of Business Schools and Programs.</p>	<p>Direct summative target</p>	<p>Target achieved: the results are at least at or above ACBSP institutions.</p>	<p>Data are insufficient for meaningful analysis. After AY 2016-2017, the results will be analyzed.</p>	<p>Insufficient feedback in the first year. Change of assessment process resulting in increase of feedback in the second cycle.</p>	<table border="1"> <caption>DBS Performance vs Target (3 Cycles)</caption> <thead> <tr> <th>Cycle</th> <th>DBS (%)</th> <th>Target (%)</th> </tr> </thead> <tbody> <tr> <td>Cycle 1</td> <td>69.09</td> <td>50</td> </tr> <tr> <td>Cycle 2</td> <td>67.66</td> <td>50</td> </tr> <tr> <td>Cycle 3</td> <td>70.61</td> <td>50</td> </tr> </tbody> </table>	Cycle	DBS (%)	Target (%)	Cycle 1	69.09	50	Cycle 2	67.66	50	Cycle 3	70.61	50
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Learning Outcome:

Graduates are able to describe and discuss, with confidence, the fundamental of general business theory/ describe fundamental correlations in general business theories

**Graduates are expected to have good knowledge 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 Tables of Resulting Trends for 3-5 Years (please graph all available data up to five years)												
<p><b>Target:</b> The institution frequency correct score regarding operations management will be above the frequency correct score of business schools and programs affiliated with the Accreditation Council of Business Schools and Programs</p>	<p>Direct summative target</p>	<p>Target achieved: the results are at least at or above ACBSP institutions.</p>	<p>Data are insufficient for meaningful analysis. After AY 2016-2017, the results will be analyzed.</p>	<p>Insufficient feedback in the first year. Change of assessment process resulting in increase of feedback in the second cycle.</p>	<table border="1"> <caption>DBS Performance vs Target</caption> <thead> <tr> <th>Cycle</th> <th>DBS (%)</th> <th>Target (%)</th> </tr> </thead> <tbody> <tr> <td>Cycle 1</td> <td>71.43%</td> <td>45%</td> </tr> <tr> <td>Cycle 2</td> <td>69.03%</td> <td>45%</td> </tr> <tr> <td>Cycle 3</td> <td>76.69%</td> <td>45%</td> </tr> </tbody> </table>	Cycle	DBS (%)	Target (%)	Cycle 1	71.43%	45%	Cycle 2	69.03%	45%	Cycle 3	76.69%	45%
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Learning Outcome:

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**Graduates are expected to have good knowledge in Organizational Behavior**

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 Tables of Resulting Trends for 3-5 Years (please graph all available data up to five years)												
<p><b>Target:</b> The institution frequency correct score regarding organizational behavior will be above the frequency correct score of business schools and programs affiliated with the Accreditation Council of Business Schools and Programs.</p>	<p>Direct summative target</p>	<p>Target achieved: the results are at least at or above ACBSP institutions.</p>	<p>Data are insufficient for meaningful analysis. After AY 2016-2017, the results will be analyzed.</p>	<p>Insufficient feedback in the first year. Change of assessment process resulting in increase of feedback in the second cycle.</p>	<p>The graph displays two data series over three cycles. The 'DBS' series (red line with square markers) shows a downward trend from 89.47% in Cycle 1 to 81.29% in Cycle 2, and further to 79.04% in Cycle 3. The 'target' series (blue line with diamond markers) remains constant at 53% across all three cycles. The y-axis represents the percentage score, ranging from 0 to 100 in increments of 10.</p> <table border="1"> <thead> <tr> <th>Cycle</th> <th>DBS (%)</th> <th>Target (%)</th> </tr> </thead> <tbody> <tr> <td>Cycle 1</td> <td>89.47</td> <td>53</td> </tr> <tr> <td>Cycle 2</td> <td>81.29</td> <td>53</td> </tr> <tr> <td>Cycle 3</td> <td>79.04</td> <td>53</td> </tr> </tbody> </table>	Cycle	DBS (%)	Target (%)	Cycle 1	89.47	53	Cycle 2	81.29	53	Cycle 3	79.04	53
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*Learning Outcome:*

**Graduates are able to describe and discuss, with confidence, the fundamental of general business theory/ describe fundamental correlations in general business theories**

**Graduates are expected to have good knowledge 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 Tables of Resulting Trends for 3-5 Years (please graph all available data up to five years)												
<p><b>Target:</b> The institution frequency correct score regarding marketing will be above the frequency correct score of business schools and programs affiliated with the Accreditation Council of Business Schools and Programs.</p>	<p>Direct summative target</p>	<p>Target achieved: the results are at least at or above ACBSP institutions.</p>	<p>Data are insufficient for meaningful analysis. After AY 2016-2017, the results will be analyzed.</p>	<p>Insufficient feedback in the first year. Change of assessment process resulting in increase of feedback in the second cycle.</p>	<p>The graph displays two data series over three cycles. The 'target' series is a blue line with diamond markers, remaining constant at approximately 52%. The 'DBS' series is a red line with square markers, showing values of 65.45% in Cycle 1, 58.09% in Cycle 2, and 63.67% in Cycle 3. The y-axis ranges from 0 to 100 in increments of 10.</p> <table border="1"> <thead> <tr> <th>Cycle</th> <th>DBS (%)</th> <th>Target (%)</th> </tr> </thead> <tbody> <tr> <td>Cycle 1</td> <td>65.45</td> <td>~52</td> </tr> <tr> <td>Cycle 2</td> <td>58.09</td> <td>~52</td> </tr> <tr> <td>Cycle 3</td> <td>63.67</td> <td>~52</td> </tr> </tbody> </table>	Cycle	DBS (%)	Target (%)	Cycle 1	65.45	~52	Cycle 2	58.09	~52	Cycle 3	63.67	~52
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*Learning Outcome:*  
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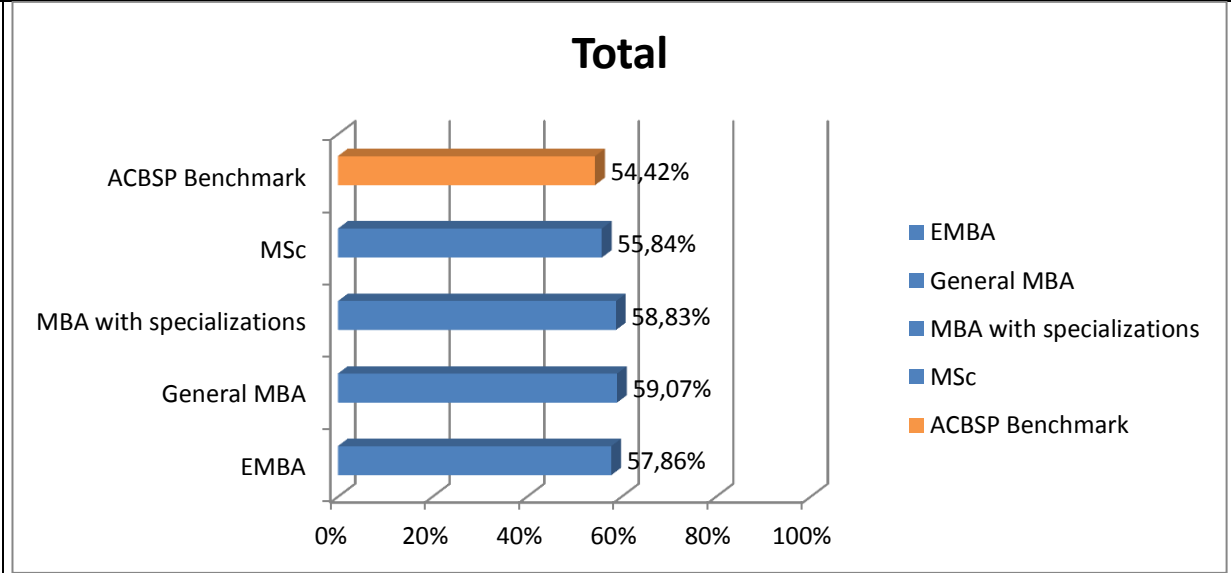
**Graduates are expected to have good knowledge in General Business Administration**

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)
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Comparison Outbound results with aggregated pool by ACBSP.  
**Target:**  
*All 4 Master programs offered by DBS score at least as good as the aggregated pool of business schools who are affiliated with ACBSP.*

The 4 programs comprise:

- EMBA
- Professional MBA with the specializations including Professional MBA, Business Controlling MBA, Leadership and Management MBA, Marketing und Vertrieb MBA
- MBA General Management including General Management TU/DU and Master in Business Administration
- MSc



Learning Outcome: Graduates are able to describe and discuss, with confidence, the fundamental of general business theory/ describe fundamental correlations in general business theories															
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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)												
<p>Comparison Outbound results with aggregated pool by ACBSP.</p> <p><b>Target:</b> All 4 Master programs offered by DBS score at least as good as the aggregated pool of business schools who are affiliated with ACBSP.</p> <p>The 4 programs comprise:</p> <ol style="list-style-type: none"> <li>EMBA</li> <li>Professional MBA with the specializations including Professional MBA, Business Controlling MBA, Leadership and Management MBA, Marketing und Vertrieb MBA</li> <li>MBA General Management including General Management TU/DU and Master in Business Administration</li> <li>MSc</li> </ol>	<p>Outbound (Peregrine) results in comparison to business schools affiliated with ACBSP.</p> <p>Students from Danube Business School of all 4 programs scored above or very close to 55, 64%, therefore higher compared to business schools affiliated with ACBSP.</p>	<p>The results are at least at or above all ACBSP institutions</p>	<div style="text-align: center;"> <h3>Accounting</h3> <table border="1"> <caption>Accounting Performance Data</caption> <thead> <tr> <th>Program</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>ACBSP Benchmark</td> <td>55,64%</td> </tr> <tr> <td>MSc</td> <td>55,45%</td> </tr> <tr> <td>MBA with specializations</td> <td>59,09%</td> </tr> <tr> <td>General MBA</td> <td>58,70%</td> </tr> <tr> <td>EMBA</td> <td>70%</td> </tr> </tbody> </table> </div>	Program	Percentage	ACBSP Benchmark	55,64%	MSc	55,45%	MBA with specializations	59,09%	General MBA	58,70%	EMBA	70%
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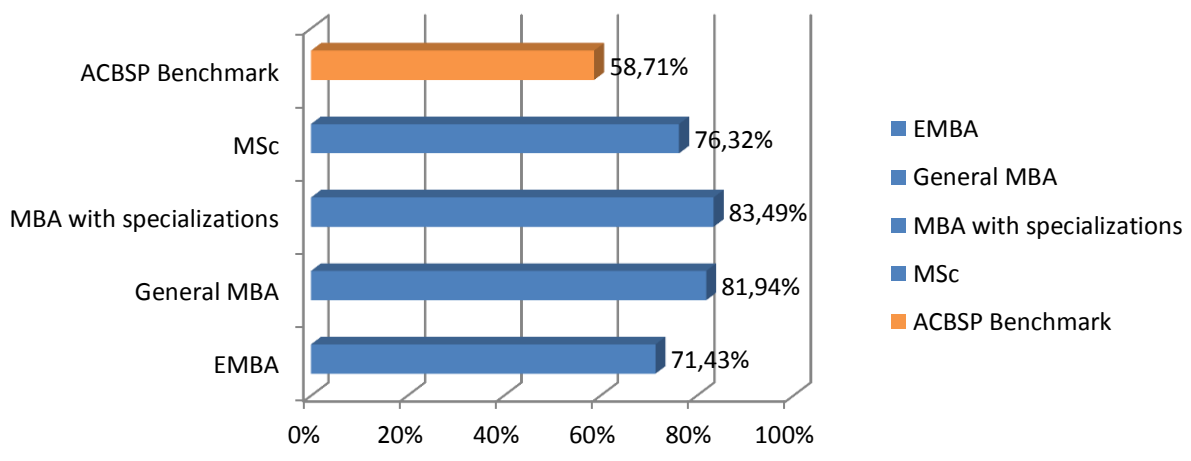
Learning Outcome: Graduates are able to describe and discuss, with confidence, the fundamental of general business theory/ describe fundamental correlations in general business theories															
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<p>Comparison Outbound results with aggregated pool by ACBSP.</p> <p><b>Target:</b> All 4 Master programs offered by DBS score at least as good as the aggregated pool of business schools who are affiliated with ACBSP.</p> <p>The 4 programs comprise:</p> <ol style="list-style-type: none"> <li>EMBA</li> <li>Professional MBA with the specializations including Professional MBA, Business Controlling MBA, Leadership and Management MBA, Marketing und Vertrieb MBA</li> <li>MBA General Management including General Management TU/DU and Master in Business Administration</li> <li>MSc</li> </ol>	<p>Outbound (Peregrine) results in comparison to business schools affiliated with ACBSP.</p> <p>Students from Danube Business School of all 4 programs scored above 53,96%, therefore higher compared to business schools affiliated with ACBSP.</p>	<p>The results are at least at or above all ACBSP institutions</p>	<div style="text-align: center;"> <h3>Economics</h3> <table border="1"> <caption>Economics Performance Data</caption> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>ACBSP Benchmark</td> <td>53,96%</td> </tr> <tr> <td>MSc</td> <td>55%</td> </tr> <tr> <td>MBA with specializations</td> <td>57,88%</td> </tr> <tr> <td>General MBA</td> <td>61,52%</td> </tr> <tr> <td>EMBA</td> <td>75%</td> </tr> </tbody> </table> </div>	Category	Percentage	ACBSP Benchmark	53,96%	MSc	55%	MBA with specializations	57,88%	General MBA	61,52%	EMBA	75%
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**Graduates are expected to have good knowledge in Organisational Behaviour**

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EMBA	71,43%														
General MBA	74,34%														
MBA with specializations	72,07%														
MSc	71,43%														