

Figure 4.2 - Standard #4 Measurement and Analysis of Student Learning and Performance

Use this table to supply data for Criterion 4.2.

Performance Indicator	Definition
1. Student Learning Results	A student learning outcome is one that measures a specific competency attainment. <i>Examples of a direct assessment (evidence) of student learning attainment that might be used include: capstone performance, third-party examination, faculty-designed examination, professional performance, licensure examination.</i> Add these to the description of the measurement instrument in column two: Direct - Assessing student performance by examining samples of student work Indirect - Assessing indicators other than student work such as getting feedback from the student or other persons who may provide relevant information. Formative – An assessment conducted during the student's education. Summative – An assessment conducted at the end of the student's education. Internal – An assessment instrument that was developed within the business unit. External – An assessment instrument that was developed outside the business unit. Comparative – Compare results between classes, between online and on ground classes, Between professors, between programs, between campuses, or compare to external results such as results from the U.S. Department of Education Research and Statistics, or results from a vendor providing comparable data.

Identified in Criterion 4.2		Identified in Criterion 4.1		Analysis of Results		Identified in Criterion 4.4		Identified in Criterion 4.2	
Measurable goal	What is your measurement instrument or process? Do not use grades. (Indicate type of instrument) direct, formative, internal.	Current Results What are your current results?	Analysis of Results What did you learn from the results?	Action Taken or Improvement made What did you improve or what is your next st	Insert Graphs or Tables of Resulting Trends (3-5 data points preferred)				

PROGRAM ADMINISTRATION

1. Students are able to express their ideas coherently, using the Spanish language at the professional level. The overall result should be equal to or greater than 16.	Type of instrument: Summative, internal, direct Instrument: Paper presented both written and orally.	The average job at the end of the 2018-2 half was 15.28.	ACTIONS to improve: - Improvement of the academic assignments of the students, for example: monographs, projects, reports and others. - Definition of criteria and indicators for academic writing and oral presentation. -Implementation of the Training Research in all the courses.	The final average performance of the 2018-2 half was 15.28. The goal was reached. Planned actions: -Develop Workshops for academic writing. -To strengthen formative research in the teaching of training courses.	<table border="1"> <caption>Expresses his/her ideas in professional away Program Administration</caption> <thead> <tr> <th>Year</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>2017-1</td> <td>14.94</td> </tr> <tr> <td>2017-2</td> <td>15.19</td> </tr> <tr> <td>2018-1</td> <td>15.72</td> </tr> <tr> <td>2018-2</td> <td>15.28</td> </tr> </tbody> </table>					Year	Score	2017-1	14.94	2017-2	15.19	2018-1	15.72	2018-2	15.28
	Year	Score																	
2017-1	14.94																		
2017-2	15.19																		
2018-1	15.72																		
2018-2	15.28																		
Type of instrument: Summative, extern. Instrument: Survey of employers of students in practices.	At the end of the 2018-2 semester evaluation shows a progressive growth and achievement of the goal.	In the survey, incorporate other options for the evaluation.	At the end of the semester, 2018-2 employer survey results show positive trend above 65%.	<table border="1"> <caption>Expresses his/her ideas in professional away Program Administration</caption> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>2017-1</td> <td>78.8%</td> </tr> <tr> <td>2017-2</td> <td>79.6%</td> </tr> <tr> <td>2018-1</td> <td>85.5%</td> </tr> <tr> <td>2018-2</td> <td>84.4%</td> </tr> </tbody> </table>					Year	Percentage	2017-1	78.8%	2017-2	79.6%	2018-1	85.5%	2018-2	84.4%	
Year	Percentage																		
2017-1	78.8%																		
2017-2	79.6%																		
2018-1	85.5%																		
2018-2	84.4%																		

<p>2. Students are able to show skills to identify, conceptualize, diagnose, analyze and evaluate business problems. The overall result should be equal to or greater than 16.</p>	<p>Type of instrument: Formative, internal, direct Instrument: Case study in oral and written presentation.</p>	<p>The average job at the end of the 2018-2 half was 13.00</p>	<p>The result is below the goal. ACTIONS to improve: -Train teachers in the use of the case study method</p>	<p>The final average performance of the 2018-2 half was 13.00 Planned actions: Strengthen the training of teachers in teaching-learning methods.</p>	<p style="text-align: center;">Ability to solve business problems Program Administration</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>2017-1</td> <td>15.21</td> </tr> <tr> <td>2017-2</td> <td>15.42</td> </tr> <tr> <td>2018-1</td> <td>15.94</td> </tr> <tr> <td>2018-2</td> <td>13.00</td> </tr> </tbody> </table>	Year	Score	2017-1	15.21	2017-2	15.42	2018-1	15.94	2018-2	13.00
Year	Score														
2017-1	15.21														
2017-2	15.42														
2018-1	15.94														
2018-2	13.00														
	<p>Type of instrument: Summative, extern. Instrument: Semi-annual survey of employers of students who work and are in the 5th semester.</p>	<p>At the end of the 2018-2 semester evaluation shows progressive growth.</p>	<p>In the survey, incorporate other options for the evaluation.</p>	<p>At the end of the semester, 2018-2 employer survey results show positive trend above 65%.</p>	<p style="text-align: center;">Ability to solve business problems Program Administration</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>2017-1</td> <td>84.2%</td> </tr> <tr> <td>2017-2</td> <td>82.7%</td> </tr> <tr> <td>2018-1</td> <td>81.7%</td> </tr> <tr> <td>2018-2</td> <td>91.7%</td> </tr> </tbody> </table>	Year	Percentage	2017-1	84.2%	2017-2	82.7%	2018-1	81.7%	2018-2	91.7%
Year	Percentage														
2017-1	84.2%														
2017-2	82.7%														
2018-1	81.7%														
2018-2	91.7%														
<p>3. Students show knowledge of the processes of personnel, finance, marketing and operations.</p>	<p>Type of instrument: Summative, internal, direct Formative, internal, direct Instrument: Project presented written and oral. Case study.</p>	<p>The average job at the end of the 2018-2 half was 15.16</p>	<p>The result is above the goal. ACTIONS to improve: - Update of course content. -Train teachers in the use of the case study method.</p>	<p>The final average performance of the 2018-2 was 15.16. Planned actions: -Update of the computer applications for teaching - learning.</p>	<p style="text-align: center;">Shows Knowledge of the funtional areas Program Administration</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>2017-1</td> <td>14.94</td> </tr> <tr> <td>2017-2</td> <td>14.89</td> </tr> <tr> <td>2018-1</td> <td>15.51</td> </tr> <tr> <td>2018-2</td> <td>15.16</td> </tr> </tbody> </table>	Year	Score	2017-1	14.94	2017-2	14.89	2018-1	15.51	2018-2	15.16
Year	Score														
2017-1	14.94														
2017-2	14.89														
2018-1	15.51														
2018-2	15.16														

<p>The result general must be equal or superior to 16.</p>	<p>Type of instrument: Summative, extern. Instrument: Survey of employers of students who are already working.</p>	<p>At the end of the 2018-2 semester evaluation shows a progressive increase . The goal was reached .</p>	<p>In the survey, incorporate other options for the evaluation.</p>	<p>At the end of the semester, 2018-2 employer survey results show possitive trend above 65%.</p>	<table border="1"> <caption>Shows Knowledge of the funtional areas Program Administration</caption> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>2017-1</td> <td>89.8%</td> </tr> <tr> <td>2017-2</td> <td>87.8%</td> </tr> <tr> <td>2018-1</td> <td>86.5%</td> </tr> <tr> <td>2018-2</td> <td>93.0%</td> </tr> </tbody> </table>	Year	Percentage	2017-1	89.8%	2017-2	87.8%	2018-1	86.5%	2018-2	93.0%
Year	Percentage														
2017-1	89.8%														
2017-2	87.8%														
2018-1	86.5%														
2018-2	93.0%														
<p>4. Students are able to analyse situations of business research methods. The result general must be equal or superior to 16.</p>	<p>Type of instrument: Formative, internal, direct Instrument: Investigation project .</p>	<p>The average job at the end of the 2018-2 half was 14.48</p>	<p>The result is bellow the goal. ACTIONS to improve: - Simulations of presentation of research projects were carried out.</p>	<p>The final average performance of the 2018-2 was 14.48. Planned actions: -Develop training workshops for students and teachers</p>	<table border="1"> <caption>Analyses situation using research methods Program Administration</caption> <thead> <tr> <th>Year</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>2017-1</td> <td>14.66</td> </tr> <tr> <td>2017-2</td> <td>15.17</td> </tr> <tr> <td>2018-1</td> <td>15.72</td> </tr> <tr> <td>2018-2</td> <td>14.48</td> </tr> </tbody> </table>	Year	Value	2017-1	14.66	2017-2	15.17	2018-1	15.72	2018-2	14.48
Year	Value														
2017-1	14.66														
2017-2	15.17														
2018-1	15.72														
2018-2	14.48														
	<p>Type of instrument: Summative, extern. Instrument: Survey organizations with agreement with the school.</p>	<p>At the end of the 2018-2 semester evaluation shows a progressive increase.</p>	<p>In the survey, incorporate other options for the evaluation.</p>	<p>At the end of the semester, 2018-2 employer survey results show possitive trend above 65%.</p>	<table border="1"> <caption>Analyses situation using research methods Program Administration</caption> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>2017-1</td> <td>80.3%</td> </tr> <tr> <td>2017-2</td> <td>75.5%</td> </tr> <tr> <td>2018-1</td> <td>80.0%</td> </tr> <tr> <td>2018-2</td> <td>88.3%</td> </tr> </tbody> </table>	Year	Percentage	2017-1	80.3%	2017-2	75.5%	2018-1	80.0%	2018-2	88.3%
Year	Percentage														
2017-1	80.3%														
2017-2	75.5%														
2018-1	80.0%														
2018-2	88.3%														

INTERNATIONAL BUSINESS PROGRAM

1. Students are able to express their ideas coherently, using the Spanish language at the professional level. The overall result should be equal to or greater than 16

Type of instrument:
Summative, internal, direct

Instrument:
Paper presented both written and orally.

Positive trend above the objective. The average performance at the end of the 2018-2 semester was 14.57.

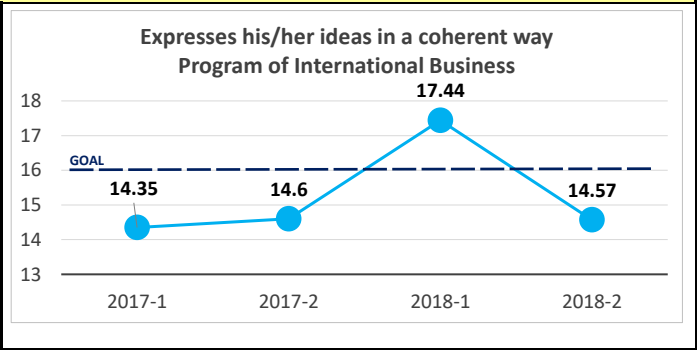
The result is below the goal.

IMPROVEMENT ACTIONS:

1. Train teachers and students in the management of soft skills and emotional intelligence to improve their communication skills.
2. Socialize the didactic guide for the evaluation of rubrics for the improvement of students' communication skills

The average final performance for the 2018-2 semester was 14.57. **Planned actions:**

1. Train teachers in the management of teaching strategies that improve the communication skills of students.
2. Implement foreign language tutoring to help students improve their communication skills.

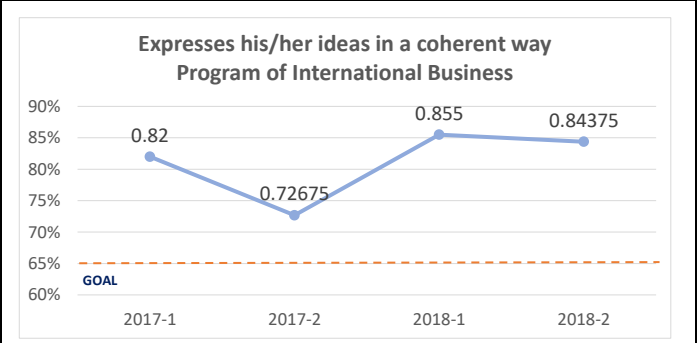


Tool: Survey of employers of internship students. **Type of instrument:** Summative, external.

At the end of the 2018-2 semester the evaluation shows a progressive growth and achievement of the goal.

In the survey, incorporate other options for evaluation.

At the end of the 2018-2 semester, the results of the survey of employers show a tendency above 65%.



COMPETITION 2: Students are able to show skills to identify, conceptualize, diagnose, analyze

Type of instrument:
- Direct
- Summative
- internal

Study of a case in oral and written presentation

The average performance at the end of the 2018-2 semester was 14.12.

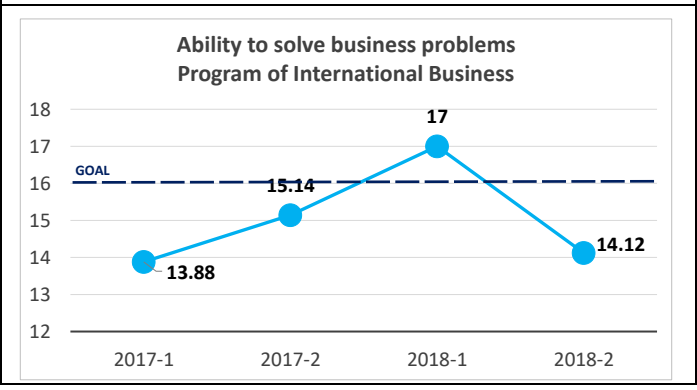
The result is below the goal.

IMPROVEMENT ACTIONS:

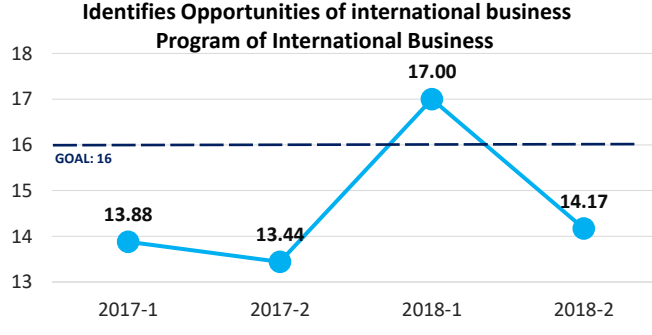
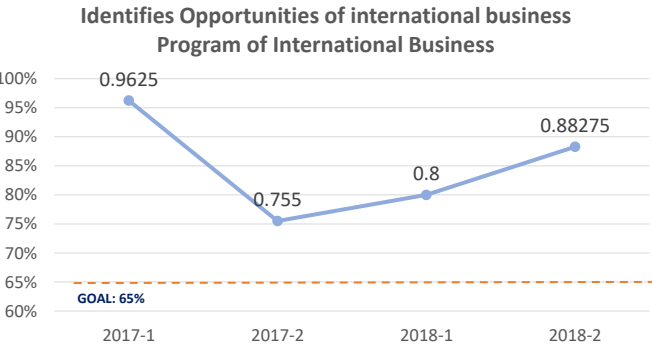
1. Request that teachers develop typical cases of the international business area for the development of technical skills of diagnosis and solution.

The final average performance for the 2018-2 semester was 14.12. **Actions planned:**

1. Monitor the use of the case study method established in the evaluation rubrics.
2. Encourage the development of research works based on typical cases of the international business area.



<p>conceptualize, diagnose, analyze and evaluate business problems. The overall result should be equal to or greater than 16</p>	<p>Tool: Survey of employers of internship students. Type of instrument: Summative, external.</p>	<p>At the end of the 2018-2 semester the evaluation shows a progressive growth and achievement of the goal.</p>	<p>In the survey, incorporate other options for evaluation.</p>	<p>At the end of the 2018-2 semester, the results of the survey of employers show a tendency above 65%.</p>	<table border="1"> <caption>Ability to solve business problems Program of International Business</caption> <thead> <tr> <th>Semester</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>2017-1</td> <td>0.8</td> </tr> <tr> <td>2017-2</td> <td>0.8</td> </tr> <tr> <td>2018-1</td> <td>0.8165</td> </tr> <tr> <td>2018-2</td> <td>0.9165</td> </tr> </tbody> </table>	Semester	Value	2017-1	0.8	2017-2	0.8	2018-1	0.8165	2018-2	0.9165
Semester	Value														
2017-1	0.8														
2017-2	0.8														
2018-1	0.8165														
2018-2	0.9165														
<p>COMPETENCE 3: Manage the import and export procedures at a professional level.</p> <p>DESCRIPTION: Students are able to show technical skills to diagnose and formulate solutions for typical international business problems. The general result of the evaluation will be equal to or greater than 15. El resultado general de la evaluación será igual o superior a 16.</p>	<p>Type of instrument: - Direct - Summative - internal</p> <p>Import and export case.</p>	<p>The average performance at the end of the 2018-2 semester was 15.42.</p>	<p>The goal was reached. IMPROVEMENT ACTIONS: 1. Provide complementary workshops on the handling of import and export procedures.</p>	<p>The final average performance for the 2018-2 semester was 15.42. Planned actions: 1. Schedule guided visits to port terminals so that students know the import and export procedures.</p>	<table border="1"> <caption>Shows Knowledge of the functional areas Program of International Business</caption> <thead> <tr> <th>Semester</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>2017-1</td> <td>12.94</td> </tr> <tr> <td>2017-2</td> <td>15.21</td> </tr> <tr> <td>2018-1</td> <td>16.13</td> </tr> <tr> <td>2018-2</td> <td>15.42</td> </tr> </tbody> </table>	Semester	Value	2017-1	12.94	2017-2	15.21	2018-1	16.13	2018-2	15.42
Semester	Value														
2017-1	12.94														
2017-2	15.21														
2018-1	16.13														
2018-2	15.42														
<p>El resultado general de la evaluación será igual o superior a 16.</p>	<p>Tool: Survey of employers of internship students. Type of instrument: Summative, external.</p>	<p>At the end of the 2018-2 semester the evaluation shows a progressive growth and achievement of the goal.</p>	<p>In the survey, incorporate other options for evaluation.</p>	<p>At the end of the 2018-2 semester, the results of the survey of employers show a tendency above 65%.</p>	<table border="1"> <caption>Shows Knowledge of the functional areas Program of International Business</caption> <thead> <tr> <th>Semester</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>2017-1</td> <td>0.97075</td> </tr> <tr> <td>2017-2</td> <td>0.87775</td> </tr> <tr> <td>2018-1</td> <td>0.865</td> </tr> <tr> <td>2018-2</td> <td>0.93025</td> </tr> </tbody> </table>	Semester	Value	2017-1	0.97075	2017-2	0.87775	2018-1	0.865	2018-2	0.93025
Semester	Value														
2017-1	0.97075														
2017-2	0.87775														
2018-1	0.865														
2018-2	0.93025														

<p>COMPETENCE 4: Identify, diagnose, analyze, formulate and evaluate international business opportunities.</p>	<p>Type of instrument: - Direct - Summative - internal Simulation report of a case</p>	<p>The average performance at the end of the 2018-2 semester was 14.17. Tendency below the objective.</p>	<p>The goal was not achieved. IMPROVEMENT ACTIONS: 1. Update of the content of the subjects according to the current environment of international business.</p>	<p>The average final performance for the 2018-2 semester was 14.17 Actions planned: 1. Monitor the use of case studies that involve the identification, diagnosis and evaluation of development opportunities in international business. 2. Implement case simulation software.</p>	<p>Identifies Opportunities of international business Program of International Business</p>  <table border="1"> <thead> <tr> <th>Year</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>2017-1</td> <td>13.88</td> </tr> <tr> <td>2017-2</td> <td>13.44</td> </tr> <tr> <td>2018-1</td> <td>17.00</td> </tr> <tr> <td>2018-2</td> <td>14.17</td> </tr> </tbody> </table>	Year	Score	2017-1	13.88	2017-2	13.44	2018-1	17.00	2018-2	14.17
Year	Score														
2017-1	13.88														
2017-2	13.44														
2018-1	17.00														
2018-2	14.17														
<p>DESCRIPTION: Students are able to identify, diagnose, analyze, formulate and evaluate international business opportunities. The overall result must be equal to or greater than 16.</p>	<p>Tool: Survey of employers of internship students. Type of instrument: Summative, external.</p>	<p>At the end of the 2018-2 semester the evaluation shows a progressive growth and achievement of the goal.</p>	<p>In the survey, incorporate other options for evaluation.</p>	<p>At the end of the 2018-2 semester, the results of the survey of employers show a tendency above 65%.</p>	<p>Identifies Opportunities of international business Program of International Business</p>  <table border="1"> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>2017-1</td> <td>0.9625</td> </tr> <tr> <td>2017-2</td> <td>0.755</td> </tr> <tr> <td>2018-1</td> <td>0.8</td> </tr> <tr> <td>2018-2</td> <td>0.88275</td> </tr> </tbody> </table>	Year	Percentage	2017-1	0.9625	2017-2	0.755	2018-1	0.8	2018-2	0.88275
Year	Percentage														
2017-1	0.9625														
2017-2	0.755														
2018-1	0.8														
2018-2	0.88275														

TOURISM PROGRAM

COMPETENCE 1: Express your ideas in a coherent way, using professional Spanish language.

DESCRIPTION: Students are able to express their ideas coherently, using the Spanish language at the professional level.

The overall result should be equal to or greater than 16.

Type of instrument:
- Direct
- Summative
- internal

Monograph presented and sustained.

The average performance at the end of the 2018-2 semester was 16.59.

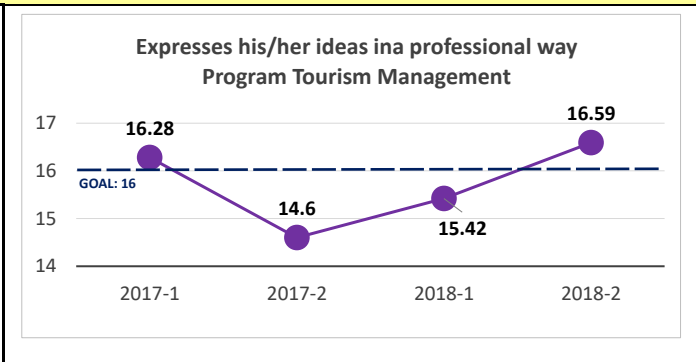
IMPROVEMENT ACTIONS:

- Improvement of the academic assignments of the students, for example: monographs, projects, reports and others.
- Definition of criteria and indicators for academic writing and oral presentation.
- Implementation of the Training Research in all courses.

The final average performance of semester 2018-2 was 16.59. The goal was reached.

Planned actions:

- Train teachers in the development of soft skills.
- Train students through leadership development workshops and soft skills



COMPETENCE 2: Handles the necessary skills to identify, evaluate and execute the solution of tourist business problems.

DESCRIPTION: Students are able to identify, evaluate and execute the solution of tourist business problems.

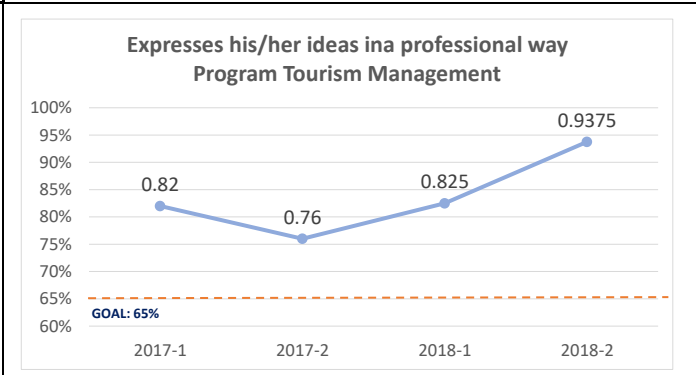
Tool: Survey of employers of internship students. Type of instrument: Summative, external

At the end of the 2018-2 semester the evaluation shows a progressive growth and achievement of the goal.

IMPROVEMENT ACTIONS:

In the survey, incorporate other options for evaluation.

The final average performance for the 2018-2 semester was 15.99. Planned actions:



COMPETENCE 2: Handles the necessary skills to identify, evaluate and execute the solution of tourist business problems.

DESCRIPTION: Students are able to identify, evaluate and execute the solution of tourist business problems.

Type of instrument:
- Direct
- Formative
- internal

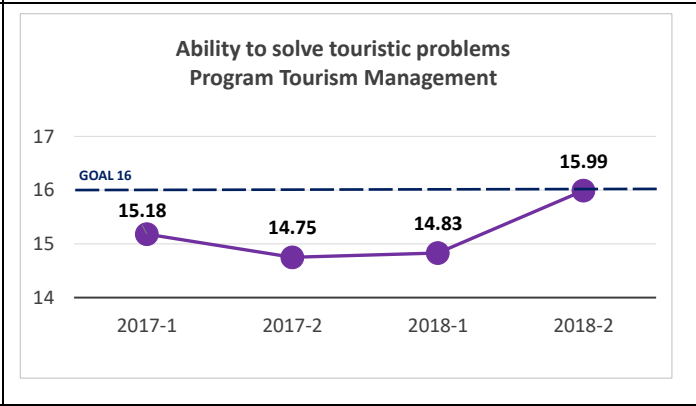
Case study presented and sustained.

The average performance at the end of the 2018-2 semester was 15.99.

IMPROVEMENT ACTIONS:

- Train teachers in the use of the case study method.

Reinforce the training of teachers in the use of the case study method.



<p>to show skills to identify, conceptualize, diagnose, analyze and evaluate business problems. The general result of the evaluation will be equal to or greater than 16.</p>	<p>Tool: Survey of employers of internship students. Type of instrument: Summative, external</p>	<p>At the end of the 2018-2 semester the evaluation shows a progressive growth and achievement of the goal.</p>	<p>In the survey, incorporate other options for evaluation.</p>	<p>Development of tourist business plans.D16</p>	<table border="1"> <caption>Ability to solve touristic problems Program Tourism Management</caption> <thead> <tr> <th>Year</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>2017-1</td> <td>0.8665</td> </tr> <tr> <td>2017-2</td> <td>0.7335</td> </tr> <tr> <td>2018-1</td> <td>0.9165</td> </tr> <tr> <td>2018-2</td> <td>0.95</td> </tr> </tbody> </table>	Year	Score	2017-1	0.8665	2017-2	0.7335	2018-1	0.9165	2018-2	0.95
Year	Score														
2017-1	0.8665														
2017-2	0.7335														
2018-1	0.9165														
2018-2	0.95														
<p>COMPETENCE 3: Demonstrate knowledge in the functional areas of administration of tourist companies: travel agencies, transport, food and beverages and hotel services.</p>	<p>Type of instrument: - Direct - Formative - internal Project presented and sustained.</p>	<p>The average performance at the end of the 2018-2 semester was 16.38.</p>	<p>EThe result is below the goal. IMPROVEMENT ACTIONS: - Readjustment of the curricular plan. - Update of the content of the courses</p>	<p>The final average performance of the semester 2018-2 was 16.38 Actions planned: - Make pre-professional agreements with public and private institutions so that our students can acquire in practice knowledge about the management of tourist companies.</p>	<table border="1"> <caption>Shows Knowledge of the touristic funtional areas Program Tourism Management</caption> <thead> <tr> <th>Year</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>2017-1</td> <td>14.07</td> </tr> <tr> <td>2017-2</td> <td>14.91</td> </tr> <tr> <td>2018-1</td> <td>15.01</td> </tr> <tr> <td>2018-2</td> <td>16.38</td> </tr> </tbody> </table>	Year	Score	2017-1	14.07	2017-2	14.91	2018-1	15.01	2018-2	16.38
Year	Score														
2017-1	14.07														
2017-2	14.91														
2018-1	15.01														
2018-2	16.38														
<p>DESCRIPTION: Students can show knowledge about tourism management processes: Travel agencies, transport, services, food and beverages. The overall result should be equal to or greater than 16.</p>	<p>Tool: Survey of employers of internship students. Type of instrument: Summative, external.</p>	<p>The average performance at the end of the 2018-2 semester was 16.38.</p>	<p>In the survey, incorporate other options for evaluation.</p>	<p>At the end of the 2018-2 semester, the results of the survey of employers show a tendency above 65%.</p>	<table border="1"> <caption>Shows Knowledge of the touristic funtional areas Program Tourism Management</caption> <thead> <tr> <th>Year</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>2017-1</td> <td>0.885</td> </tr> <tr> <td>2017-2</td> <td>0.83175</td> </tr> <tr> <td>2018-1</td> <td>0.925</td> </tr> <tr> <td>2018-2</td> <td>0.95</td> </tr> </tbody> </table>	Year	Score	2017-1	0.885	2017-2	0.83175	2018-1	0.925	2018-2	0.95
Year	Score														
2017-1	0.885														
2017-2	0.83175														
2018-1	0.925														
2018-2	0.95														

<p>COMPETENCE 4: Identify resources and tourist attractions for the design of tourism programs and activities.</p> <p>DESCRIPTION: Students are able to identify resources and tourist attractions for the design of tourism programs and activities. The overall result should be equal to or greater than 16.</p>	<p>Type of instrument: - Direct - Summative - internal</p> <p>Innovative tourist program</p>	<p>The average performance at the end of the 2018-2 semester was 17.40.</p>	<p>The results are below the goal. IMPROVEMENT ACTIONS:- Simulations of presentations of research projects were carried out.</p>	<p>The final average performance for the 2018-2 semester was 17.40. Actions planned: - New agreements will be made with various municipalities so that our students can carry out the inventory of tourist resources and the local tourism development plan. - Participation of students in research and academic publications.</p>	<p style="text-align: center;">Identifies Resources and Touristic Attractions Program Tourism Management</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Performance</th> </tr> </thead> <tbody> <tr> <td>2017-1</td> <td>15.18</td> </tr> <tr> <td>2017-2</td> <td>14.13</td> </tr> <tr> <td>2018-1</td> <td>14.06</td> </tr> <tr> <td>2018-2</td> <td>17.40</td> </tr> </tbody> </table> <p>GOAL: 16</p>	Year	Performance	2017-1	15.18	2017-2	14.13	2018-1	14.06	2018-2	17.40
Year	Performance														
2017-1	15.18														
2017-2	14.13														
2018-1	14.06														
2018-2	17.40														
	<p>Tool: Survey of employers of internship students. Type of instrument: Summative, external.</p>	<p>At the end of the 2018-2 semester the evaluation shows a progressive growth and achievement of the goal.</p>	<p>In the survey, incorporate other options for evaluation.</p>	<p>At the end of the 2018-2 semester the results of the survey of employers show a tendency above 65%.</p>	<p style="text-align: center;">Identifies Resources and Touristic Attractions Program Tourism Management</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Performance</th> </tr> </thead> <tbody> <tr> <td>2017-1</td> <td>0.815</td> </tr> <tr> <td>2017-2</td> <td>0.75</td> </tr> <tr> <td>2018-1</td> <td>0.78125</td> </tr> <tr> <td>2018-2</td> <td>0.915</td> </tr> </tbody> </table> <p>GOAL: 65%</p>	Year	Performance	2017-1	0.815	2017-2	0.75	2018-1	0.78125	2018-2	0.915
Year	Performance														
2017-1	0.815														
2017-2	0.75														
2018-1	0.78125														
2018-2	0.915														

MASTER IN ADMINISTRATION WITH MENTION IN BUSINESS MANAGEMENT

<p>1. Students are capable of executing and evaluating applied scientific research projects. The overall result must be equal to or greater than 16</p>	<p>Type of instrument: - Direct - Summative - internal</p> <p>Thesis presented and supported</p>	<p>The average performance at the end of the 2018-2 semester was 15.58.</p>	<p>Improvement actions: -Workshops for the elaboration of syllables by competences. Preparation of methodological Guidelines for research.</p>	<p>The final average yield for the 2018-2 semester was 15.58. Planned actions: - Improvement of Teachers. - Standardization of syllables. - Uniformization of methodological criteria of investigation for Teachers of Theses.</p>	<p align="center">Execute and evaluate research projects</p> <table border="1"> <thead> <tr> <th>Period</th> <th>Yield</th> </tr> </thead> <tbody> <tr> <td>2017-I</td> <td>16.32</td> </tr> <tr> <td>2017-II</td> <td>16.70</td> </tr> <tr> <td>2018-I</td> <td>16.94</td> </tr> <tr> <td>2018-II</td> <td>15.58</td> </tr> </tbody> </table>	Period	Yield	2017-I	16.32	2017-II	16.70	2018-I	16.94	2018-II	15.58
Period	Yield														
2017-I	16.32														
2017-II	16.70														
2018-I	16.94														
2018-II	15.58														
<p>2. Students can show skills to evaluate business strategies. The overall result must be equal to or greater than 16</p>	<p>Type of evaluation: Summative, internal, direct.</p> <p>Instruments: Presentation of the evaluation report of business strategies in an SME in the country of origin.</p>	<p>The average yield at the end of the semester, 2018-2, was 15.22, the trend shows a recovery to reach the goal.</p>	<p>Improvement actions: - Invite successful companies to talks and workshops about business experiences</p>	<p>The final average yield of the 2018-2 half was 15.22. Planned actions: - Continue visits to companies that have experienced improvement strategies.</p>	<p align="center">Evaluate business strategies</p> <table border="1"> <thead> <tr> <th>Period</th> <th>Yield</th> </tr> </thead> <tbody> <tr> <td>2017-I</td> <td>14.90</td> </tr> <tr> <td>2017-II</td> <td>18.65</td> </tr> <tr> <td>2018-I</td> <td>14.50</td> </tr> <tr> <td>2018-II</td> <td>15.22</td> </tr> </tbody> </table>	Period	Yield	2017-I	14.90	2017-II	18.65	2018-I	14.50	2018-II	15.22
Period	Yield														
2017-I	14.90														
2017-II	18.65														
2018-I	14.50														
2018-II	15.22														
<p>3. Students show capabilities to manage technical processes of personnel, finance, marketing and operations. The overall result must be equal to or greater than 16</p>	<p>Type of Evaluation: Formative, internal, direct.</p> <p>Instrument: Improvement application report</p>	<p>The average performance at the end of the 2018-2 semester was 16.77</p>	<p>Improvement actions: - Choose participants to perform consultancies and practices in business processes.</p>	<p>The final average yield of the 2018-2 half was 16.77. The goal was exceeded, after a decrease. Planned actions: -Invite experts in business processes.</p>	<p align="center">Manage technical processes of human resources</p> <table border="1"> <thead> <tr> <th>Period</th> <th>Yield</th> </tr> </thead> <tbody> <tr> <td>2017-I</td> <td>16.43</td> </tr> <tr> <td>2017-II</td> <td>16.22</td> </tr> <tr> <td>2018-I</td> <td>15.07</td> </tr> <tr> <td>2018-II</td> <td>16.77</td> </tr> </tbody> </table>	Period	Yield	2017-I	16.43	2017-II	16.22	2018-I	15.07	2018-II	16.77
Period	Yield														
2017-I	16.43														
2017-II	16.22														
2018-I	15.07														
2018-II	16.77														
<p>4. Students are able to develop projects to continually improve. The overall result must be equal to or greater than 16</p>	<p>Type of Evaluation: Summative, internal, direct.</p> <p>Instrument: Presentation and analysis of continuous improvement project.</p>	<p>The average yield at the end of the 2018-2 half was 17.16.</p>	<p>Improvement actions: -Generate links with INACAL for their participation as speakers in quality talks and seminars.</p>	<p>The average yield at the end of 2018-2 was 17.16. The objective was overcome. Planned actions: - Organize visits to certified companies in business quality.</p>	<p align="center">Make decisions in the management of human resources</p> <table border="1"> <thead> <tr> <th>Period</th> <th>Yield</th> </tr> </thead> <tbody> <tr> <td>2017-I</td> <td>17.77</td> </tr> <tr> <td>2017-II</td> <td>18.57</td> </tr> <tr> <td>2018-I</td> <td>18.07</td> </tr> <tr> <td>2018-II</td> <td>17.16</td> </tr> </tbody> </table>	Period	Yield	2017-I	17.77	2017-II	18.57	2018-I	18.07	2018-II	17.16
Period	Yield														
2017-I	17.77														
2017-II	18.57														
2018-I	18.07														
2018-II	17.16														

MASTER IN ADMINISTRATION WITH MENTION IN HUMAN RESOURCES

<p>1. Students are capable of executing and evaluating applied scientific research projects. The general result must be equal to or greater than 16.</p>	<p>Type of Evaluation: Summative, internal, direct.</p> <p>Instrument: Thesis presented.</p>	<p>The average performance at the end of the semester, 2018-2 was greater than 16.</p>	<p>Improvement actions: - Publication of abstracts of Thesis Plans in the Faculty's magazine.</p>	<p>The final average yield of the 2018-2 half was 16.28, the goal was achieved.</p> <p>Planned actions: - Improvement of Docentres in the standardization of methodological criteria for Thesis.</p>	<p align="center">Demonstrates skills for scientific research</p> <table border="1"> <caption>Data for Demonstrates skills for scientific research</caption> <thead> <tr> <th>Period</th> <th>Yield</th> </tr> </thead> <tbody> <tr> <td>2017-I</td> <td>17.38</td> </tr> <tr> <td>2017-II</td> <td>16.58</td> </tr> <tr> <td>2018-I</td> <td>16.22</td> </tr> <tr> <td>2018-II</td> <td>16.28</td> </tr> </tbody> </table>	Period	Yield	2017-I	17.38	2017-II	16.58	2018-I	16.22	2018-II	16.28
Period	Yield														
2017-I	17.38														
2017-II	16.58														
2018-I	16.22														
2018-II	16.28														
<p>2. Students can show skills to evaluate human resource business strategies. The general result must be equal to or greater than 16.</p>	<p>Type of Evaluation: Summative, internal, direct.</p> <p>Instrument: Presentation of evaluation report of business strategies in an SME (PYME).</p>	<p>The average performance at the end of the 2018-2 semester was 17.70.</p>	<p>Improvement actions: - Invite representatives of successful companies to talks and / or workshops.</p>	<p>The average final yield of the 2018-2 half was 17.70, the goal was exceeded.</p> <p>Planned actions: - Continue with visits to companies that have experienced improvement strategies.</p>	<p align="center">Evaluate Public Policies</p> <table border="1"> <caption>Data for Evaluate Public Policies</caption> <thead> <tr> <th>Period</th> <th>Yield</th> </tr> </thead> <tbody> <tr> <td>2017-I</td> <td>16.64</td> </tr> <tr> <td>2017-II</td> <td>16.42</td> </tr> <tr> <td>2018-I</td> <td>17.09</td> </tr> <tr> <td>2018-II</td> <td>17.70</td> </tr> </tbody> </table>	Period	Yield	2017-I	16.64	2017-II	16.42	2018-I	17.09	2018-II	17.70
Period	Yield														
2017-I	16.64														
2017-II	16.42														
2018-I	17.09														
2018-II	17.70														
<p>3. Students show skills to manage technical processes of human resources. The general result must be equal to or greater than 16.</p>	<p>Type of Evaluation: Summative, internal, direct.</p> <p>Instrument: Presentation of a technical process management report.</p>	<p>The average employment at the end of semester 2018-2 was 17.</p>	<p>Improvement actions: - Implement role play simulators and cases applicable to our reality in the Human Resources area.</p>	<p>The final average yield of the 2018-2 half was 17.00, the goal was achieved.</p> <p>Planned actions: - Continue with invitations to specialists in Human Resources processes.</p>	<p align="center">Manages public administrative systems</p> <table border="1"> <caption>Data for Manages public administrative systems</caption> <thead> <tr> <th>Period</th> <th>Yield</th> </tr> </thead> <tbody> <tr> <td>2017-I</td> <td>16.77</td> </tr> <tr> <td>2017-II</td> <td>17.09</td> </tr> <tr> <td>2018-I</td> <td>17.38</td> </tr> <tr> <td>2018-II</td> <td>17.00</td> </tr> </tbody> </table>	Period	Yield	2017-I	16.77	2017-II	17.09	2018-I	17.38	2018-II	17.00
Period	Yield														
2017-I	16.77														
2017-II	17.09														
2018-I	17.38														
2018-II	17.00														

<p>4. Students are making decisions in the management of human resources. The general result must be equal to or greater than 16.</p>	<p>Type of evaluation: Formative, internal, direct</p> <p>Instruments: Presentation of a report on human resources management.</p>	<p>The average work at the end of the semester, 2018-2 was greater than 16.</p>	<p>Improvement actions: - Application of role play in real cases of decision making and feedback of experiences.</p>	<p>The final average yield of the 2018-2 half was 17.10. The goal was exceeded</p> <p>Planned actions: - Continue with invitations to specialists in decision making in Human Resources.</p>	<p style="text-align: center;">Evaluate public management programs and projects</p> <table border="1"> <thead> <tr> <th>Period</th> <th>Average Yield</th> </tr> </thead> <tbody> <tr> <td>2017-I</td> <td>16.82</td> </tr> <tr> <td>2017-II</td> <td>15.00</td> </tr> <tr> <td>2018-I</td> <td>17.15</td> </tr> <tr> <td>2018-II</td> <td>17.10</td> </tr> </tbody> </table> <p>GOAL: 16</p>	Period	Average Yield	2017-I	16.82	2017-II	15.00	2018-I	17.15	2018-II	17.10
Period	Average Yield														
2017-I	16.82														
2017-II	15.00														
2018-I	17.15														
2018-II	17.10														

MASTER IN PUBLIC MANAGEMENT

<p>1. Students can demonstrate skills for scientific research. The overall result must be equal to or greater than 16.</p>	<p>Type of evaluation: Summative, internal, direct.</p> <p>Instrument: Thesis presented.</p>	<p>The average work at the end of the semester, 2018-2 puts us above the goal.</p>	<p>Improvement actions: - Workshops for the elaboration of syllables by competences. Development of methodological Guidelines for research.</p>	<p>The final average yield for the 2018-2 semester was 16.12.</p> <p>Planned actions: - Improvement of Teachers. - Standardization of syllables. - Uniformization of methodological criteria of investigation for Teachers of Thesis.</p>	<p align="center">Generates innovative ideas applicable to solving problems of organizations</p> <table border="1"> <thead> <tr> <th>Period</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>2017-I</td> <td>18.43</td> </tr> <tr> <td>2017-II</td> <td>16.14</td> </tr> <tr> <td>2018-I</td> <td>16.21</td> </tr> <tr> <td>2018-II</td> <td>16.12</td> </tr> </tbody> </table>	Period	Score	2017-I	18.43	2017-II	16.14	2018-I	16.21	2018-II	16.12
Period	Score														
2017-I	18.43														
2017-II	16.14														
2018-I	16.21														
2018-II	16.12														
<p>2. Students are able to evaluate public policies. The overall result must be equal to or greater than 16.</p>	<p>Type of evaluation: Summative, internal, direct.</p> <p>Instruments: Presentation of the Public Policy Evaluation Report.</p>	<p>The average performance at the end of the 2018-2 semester indicates that there was a decrease that moves us away from the goal.</p>	<p>Improvement actions: - Organize seminars and / or talks with public officials to compare how public policies are executed.</p>	<p>The final average yield of the 2018-2 half was 14.47</p> <p>Planned actions: -Invitations to various public officials to explain how public policies are defined.</p>	<p align="center">Make business decisions with strategic vision</p> <table border="1"> <thead> <tr> <th>Period</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>2017-I</td> <td>17.00</td> </tr> <tr> <td>2017-II</td> <td>16.81</td> </tr> <tr> <td>2018-I</td> <td>15.53</td> </tr> <tr> <td>2018-II</td> <td>14.47</td> </tr> </tbody> </table>	Period	Score	2017-I	17.00	2017-II	16.81	2018-I	15.53	2018-II	14.47
Period	Score														
2017-I	17.00														
2017-II	16.81														
2018-I	15.53														
2018-II	14.47														
<p>3. Students can manage public administrative systems. The overall result must be equal to the top 16.</p>	<p>Type of evaluation: Formative, internal, direct</p> <p>Instrument: Presentation of the annual report.</p>	<p>The average work at the end of the semester, 2018-2 was less than 16.</p>	<p>Improvement actions: -Organise seminars and / or talks with specialists in public administration systems.</p>	<p>The final average yield of the 2018-2 half was 15.82.</p> <p>Planned actions: - Invite experts in public administration systems in different sectors of the State.</p>	<p align="center">Evaluate contextual situations that affect the development of organizations</p> <table border="1"> <thead> <tr> <th>Period</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>2017-I</td> <td>18.43</td> </tr> <tr> <td>2017-II</td> <td>16.76</td> </tr> <tr> <td>2018-I</td> <td>16.23</td> </tr> <tr> <td>2018-II</td> <td>15.82</td> </tr> </tbody> </table>	Period	Score	2017-I	18.43	2017-II	16.76	2018-I	16.23	2018-II	15.82
Period	Score														
2017-I	18.43														
2017-II	16.76														
2018-I	16.23														
2018-II	15.82														

<p>4. Students can evaluate projects and public management programs. . The overall result must be equal to or greater than 16.</p>	<p>Type of Evaluation: Formative, internal, direct.</p> <p>Instruments: Presentation and analysis of public management programs and projects.</p>	<p>The average work at the end of the semester, 2018-2 shows a growth that puts us above the goal.</p>	<p>Improvement actions: - Application of role play in real cases of decision making in the public sector and feedback of experiences.</p>	<p>The final average yield of the 2018-2 half was 17.66</p> <p>Planned actions: - Continue with invitations to specialists in decision making in the public sector.</p>	<table border="1"> <caption>Evaluate public management programs and projects</caption> <thead> <tr> <th>Period</th> <th>Average Yield</th> </tr> </thead> <tbody> <tr> <td>2017-I</td> <td>15.33</td> </tr> <tr> <td>2017-II</td> <td>16.00</td> </tr> <tr> <td>2018-I</td> <td>17.35</td> </tr> <tr> <td>2018-II</td> <td>17.66</td> </tr> </tbody> </table> <p>GOAL: 16</p>	Period	Average Yield	2017-I	15.33	2017-II	16.00	2018-I	17.35	2018-II	17.66
Period	Average Yield														
2017-I	15.33														
2017-II	16.00														
2018-I	17.35														
2018-II	17.66														

DOCTORATE IN ADMINISTRATION

<p>1. Students are able to generate innovative ideas applicable to solving problems of organizations. The overall result must be equal to or greater than 16.</p>	<p>Type of Evaluation: Summative, internal, direct. Instruments: Presentation of innovative project.</p>	<p>The average work at the end of the semester, 2018-2 was 16.</p>	<p>Improvement actions: - Redesign the research courses that make up the phase of theoretical and methodological foundation of the program. Invite officials of CONCYTEC, CEPLAN, IDB, IMF to seminars, talks and / or conferences on innovation.</p>	<p>The final average performance of semester 2018-2 was 16. The objective has been achieved. Actions planned: - Continue the implementation of seminars and / or training workshops on research skills that make possible original and innovative contributions.</p>	<p align="center">Generates innovative ideas applicable to solving problems of organizations</p> <table border="1"> <thead> <tr> <th>Semester</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>2017-1</td> <td>17.32</td> </tr> <tr> <td>2017-2</td> <td>17.95</td> </tr> <tr> <td>2018-1</td> <td>17.20</td> </tr> <tr> <td>2018-2</td> <td>16.00</td> </tr> </tbody> </table> <p>GOAL: 16</p>	Semester	Score	2017-1	17.32	2017-2	17.95	2018-1	17.20	2018-2	16.00
Semester	Score														
2017-1	17.32														
2017-2	17.95														
2018-1	17.20														
2018-2	16.00														
<p>2. Students are able to make business decisions with strategic vision. The general result must be equal to or greater than 16.</p>	<p>Type of evaluation: Formative, internal, direct Instruments: Presentation of a decision making case in a company.</p>	<p>The average work at the end of semester 2018-2 is 16.</p>	<p>Improvement actions: - Implement and / or improve courses that strengthen the knowledge of ICTs and the use of BIG Data.</p>	<p>The final average yield of semester 2018-2 was 16. The objective has been reached. Planned actions: - Continue with the incorporation of ICT and BIG Data for strategic decision making.</p>	<p align="center">Make business decisions with strategic vision</p> <table border="1"> <thead> <tr> <th>Semester</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>2017-1</td> <td>16.41</td> </tr> <tr> <td>2017-2</td> <td>16.90</td> </tr> <tr> <td>2018-1</td> <td>16.40</td> </tr> <tr> <td>2018-2</td> <td>16.00</td> </tr> </tbody> </table> <p>GOAL: 16</p>	Semester	Score	2017-1	16.41	2017-2	16.90	2018-1	16.40	2018-2	16.00
Semester	Score														
2017-1	16.41														
2017-2	16.90														
2018-1	16.40														
2018-2	16.00														
<p>3. Students can evaluate situations that influence the development of organizations. The general result must be equal to or greater than 16.</p>	<p>Type of evaluation: Formative, internal, direct Instruments: Presentation of a contextual analysis report for the development of an SME(PYME).</p>	<p>The average work at the end of the semester, 2018-2 is 18.</p>	<p>Improvement actions: - Increase of agreements with SMEs.</p>	<p>The final average yield for the 2018-2 semester was 18. The objective has been exceeded. Actions planned: -Invite executives and experts in strategic companies to learn about the experiences in the development of organizations.</p>	<p align="center">Evaluate contextual situations that affect the development of organizations</p> <table border="1"> <thead> <tr> <th>Semester</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>2017-1</td> <td>17.41</td> </tr> <tr> <td>2017-2</td> <td>15.30</td> </tr> <tr> <td>2018-1</td> <td>16.93</td> </tr> <tr> <td>2018-2</td> <td>18.00</td> </tr> </tbody> </table> <p>GOAL: 16</p>	Semester	Score	2017-1	17.41	2017-2	15.30	2018-1	16.93	2018-2	18.00
Semester	Score														
2017-1	17.41														
2017-2	15.30														
2018-1	16.93														
2018-2	18.00														

<p>4. Students can make contributory proposals for national development. The general result must be equal to or greater than 16.</p>	<p>Type of evaluation: Formative, internal, direct Instruments: Management model for the innovative presentation of SMEs.</p>	<p>The average work at the end of semester 2018-2 was greater than the goal.</p>	<p>Improvement actions: - Generate database to store management models for SMEs.</p>	<p>The final average yield for the 2018-2 semester was 18.71. The goal has been overcome. Actions planned: - Promote applied research in the field of administrative sciences, to ensure that they are able to undertake and guide research processes and generate new knowledge applicable to innovation and development of organizations.</p>	<p>Formulate contributory proposals for national development</p> <table border="1"> <thead> <tr> <th>Semester</th> <th>Average Yield</th> </tr> </thead> <tbody> <tr> <td>2017-1</td> <td>15.18</td> </tr> <tr> <td>2017-2</td> <td>16.35</td> </tr> <tr> <td>2018-1</td> <td>16.15</td> </tr> <tr> <td>2018-2</td> <td>18.71</td> </tr> </tbody> </table> <p>GOAL: 16</p>	Semester	Average Yield	2017-1	15.18	2017-2	16.35	2018-1	16.15	2018-2	18.71
Semester	Average Yield														
2017-1	15.18														
2017-2	16.35														
2018-1	16.15														
2018-2	18.71														