

# Executive Master of Business Administration Program

College of Business

(1440-1441AH)

## Key Performance Indicators Report

### Note:

**The Executive MBA program does not have Last year's Benchmark (Internal Benchmarks) because the program is newly established.**

**1440 – 1441 H.**

Key Performance Indicators Data for Executive Master of Business Administration, Program male and female students, Year 1440-1441 H.

Code	Key Performance Indicators	Actual Benchmark 1440-1441			Target Benchmark	Internal Benchmark 1439-1440	External Benchmark University of Hail	New Target Benchmark
		Male	Female	Overall				
KPI-PG-1	Percentage of achieved indicators of the program operational plan objective	63%	68%	66%	60%	The Executive MBA program does not have last year's Benchmark (Internal Benchmarks) because the program is newly established	71.9%	68%
KPI-PG-2	Students' Evaluation of quality of learning experience in the program	4.05	4.05	4.05	4.00		4.49	4.3
KPI-PG-3	Students' evaluation of the quality of the courses.	4.22	4.07	4.15	4.00		4.48	4.3
KPI-PG-4	Students' evaluation of the quality of scientific supervision	Not applicable	Not applicable	Not applicable	----		Not available	3
KPI-PG-5	Average time for students' graduation	Not applicable	Not applicable	Not applicable	----		In-Progress	4
KPI-PG-6	Rate of students dropping out of the program	13%	0%	7%	15%		In-Progress	5%
KPI-PG-7	Graduates' employability	Not applicable	Not applicable	Not applicable	----		In-Progress	2%
KPI-PG-8	Employers' evaluation of the program graduates' competency	Not applicable	Not applicable	Not applicable	----		Not available	3

Code	Key Performance Indicators	Actual Benchmark 1440-1441			Target Benchmark	Internal Benchmark 1439-1440	External Benchmark University of Hail	New Target Benchmark
		Male	Female	Overall				
KPI-PG-9	Students' satisfaction with the provided services	3.82	4.06	3.94	3.00		3.43	4
KPI-PG-10	Ratio of students to faculty members	1:4	1:1	1:3	1:3		7.42:1	1:3
KPI-PG-11	Percentage of faculty members' distribution based on academic ranking	Assist: 68 % Assoc: 32 % Prof: 0 %	Assist: 82 % Assoc: 9 % Prof: 9 %	Assist: 75 % Assoc: 21 % Prof: 4 %	Assist: 80 % Assoc: 16 % Prof: 4 %		Assist: 57.1 % Assoc: 28.6 % Prof: 14.3 %	Assist: 80 % Assoc: 16 % Prof: 4 %
KPI-PG-12	Proportion of faculty members leaving the program	5%	9%	7%	10%		0%	5%
KPI-PG-13	Satisfaction of beneficiaries with learning resources	3.85	4.00	3.93	3.00		3.65	4
KPI-PG-14	Satisfaction of beneficiaries with research facilities and equipment	3.85	4.16	4.01	3.00		Not applicable	4.3
KPI-PG-15	Percentage of publications of faculty member	68%	82%	75%	65%		57.1%	80%
KPI-	Rate of published research per faculty member	1:1.79	1:2.63	1:2.21	1:1.50		2.14:1	1:2.25

Code	Key Performance Indicators	Actual Benchmark 1440-1441			Target Benchmark	Internal Benchmark 1439-1440	External Benchmark University of Hail	New Target Benchmark
		Male	Female	Overall				
PG-16								
KPI- PG-17	Citations rate in refereed journals per faculty member	1:0.72	1:0.36	1:0.54	1:0.25		0.27:1	1:0.55
KPI- PG-18	Percentage of students' publication	Not applicable	Not applicable	Not applicable	-----		0%	10%
KPI- PG-19	Number of patents, innovative products, and awards of excellence	zero	zero	zero	2		0%	2
		zero	zero	zero			0%	

**Key Performance Indicators Data KPI for Executive Master of Business Administration,  
College of Business in main campus, Year 1440-1441 H.**

Code	Key Performance Indicators	Male	Female	KPI for Executive Master of Business Administration
KPI-PG-1	Percentage of achieved indicators of the program operational plan objective	63%	68%	66%
KPI-PG-2	Students' Evaluation of quality of learning experience in the program	4.05	4.05	4.05
KPI-PG-3	Students' evaluation of the quality of the courses.	4.22	4.07	4.15
KPI-PG-4	Students' evaluation of the quality of scientific supervision	Not applicable	Not applicable	Not applicable
KPI-PG-5	Average time for students' graduation	Not applicable	Not applicable	Not applicable
KPI-PG-6	Rate of students dropping out of the program	13%	0%	7%
KPI-PG-7	Graduates' employability	Not applicable	Not applicable	Not applicable
KPI-PG-8	Employers' evaluation of the program graduates' competency	Not applicable	Not applicable	Not applicable
KPI-PG-9	Students' satisfaction with the provided services	3.82	4.06	3.94
KPI-PG-10	Ratio of students to faculty members	1:4	1:1	1:3
KPI-PG-11	Percentage of faculty members' distribution based on academic ranking	Assist: 68 % Assoc: 32 % Prof: 0 %	Assist: 82% Assoc: 9 % Prof: 9 %	Assist: 75% Assoc: 21% Prof: 4%
KPI-PG-12	Proportion of faculty members leaving the program	5%	9%	7%
KPI-PG-13	Satisfaction of beneficiaries with learning resources	3.85	4.00	3.93
KPI-PG-14	Satisfaction of beneficiaries with research facilities and equipment	3.85	4.16	4.01

Code	Key Performance Indicators	Male	Female	KPI for Executive Master of Business Administration
KPI-PG-15	Percentage of publications of faculty member	68%	82%	75%
KPI-PG-16	Rate of published research per faculty member	1:1.79	1:2.63	1:2.21
KPI-PG-17	Citations rate in refereed journals per faculty member	1:0.72	1:0.36	1:0.54
KPI-PG-18	Percentage of students' publication	Not applicable	Not applicable	Not applicable
KPI-PG-19	Number of patents, innovative products, and awards of excellence	zero	zero	zero
		zero	zero	zero

## Standard 1: Mission and Goals

Table1: KPI-PG-01: Percentage of achieved indicators of the program operational plan objectives.

NCAAA KPI Reference Number: KPI-PG- KPI-I- 01: Percentage of achieved indicators of the program operational plan objectives							
Jouf University KPI Reference Number: KPI-PG-01							
Actual Benchmark 1440-1441				Target	Internal Benchmark*	External Benchmark	New Target
Level	Male	Female	Average	Benchmark	1439-1440	University of Hail	Benchmark
The program	63%	68%	66%	60%	—	71.9%	68%

### ✚ KPI Analysis of Percentage of achieved indicators of the Executive Master of Business Administration program operational plan objectives

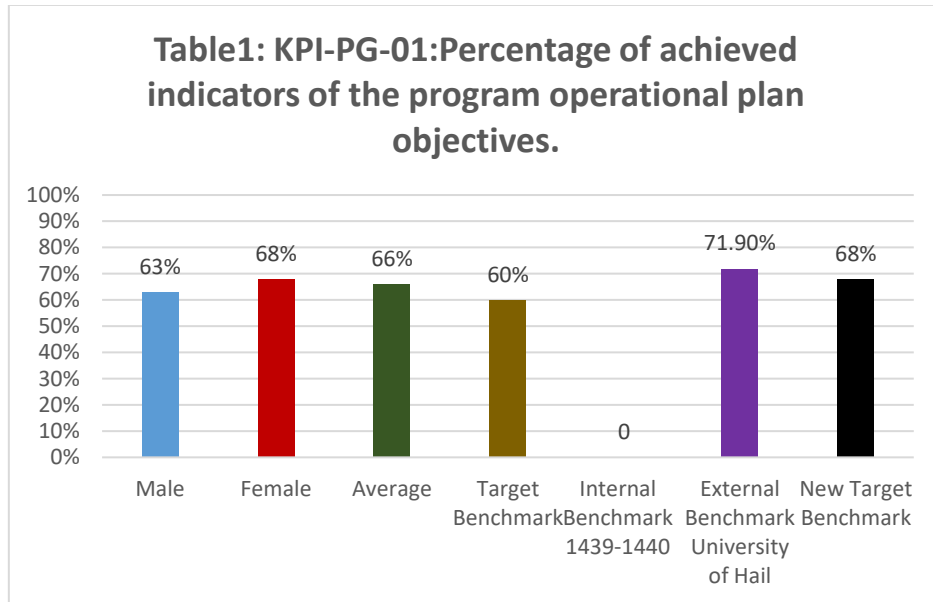


Figure 1: Percentage of achieved indicators of the Executive Master of Business Administration program operational plan objectives

#### The results show that:

- The female section achieved a higher rate of increase than the male section
- The program achieved the Target Benchmark
- There were no indications for the last year.
- The external scale was implemented, and the comparisons showed actual reference results less than University of Hail (71.9%)

#### *The previous result is due to the following reasons:*

- Continuous evaluation of the goals, identifying strengths and weaknesses, preparing the necessary improvement plans and following up on their implementation

#### **Strengths:**

- There is a committee specialized in the operational plan to follow up its implementation and measure its indicators

**Weakness:**

Lack of sufficient awareness by all faculty members of the importance of implementing and achieving the operational plan

**Recommendations:**

Conducting more seminars and meetings to discuss the objectives and activities of the operational plan at the faculty level

**\* Explain:**

**1. Why this internal benchmark provider was chosen?**

The Committee of the Strategic Plan in the Executive Master of Business Administration program was chosen because it is the responsible body at the program

**2. How was the benchmark calculated?**

Percentage of performance indicators of the operational plan objectives of the program that achieved the targeted annual level to the total number of indicators targeted for these objectives in the same year.

**3. Name of the internal benchmark provider.**

The KPI is provided by the Committee of the Strategic Plan **the Executive Master of Business Administration program**

**\* Explain:**

**Why this external provider was chosen?**

The justification of using the external benchmark the Executive Master of Business Administration program in University of Hail is as follows:

- University of Hail was chosen because it was recently being accredited by the NCAAA, in addition to its collaboration agreement with the JU to provide the required data for the NCAAA KPIs.
- University of Hail similar to Jouf university in governance, infrastructure and budgetary systems.
- the Executive Master of Business Administration program at University of Hail is similar to the program offered by Jouf University and serve a similar demographic.

**2. How was the benchmark calculated?**

Percentage of performance indicators of the operational plan objectives of the program that achieved the targeted annual level to the total number of indicators targeted for these objectives in the same year.

**3. Name of the external provider.**

The KPI is provided by the Executive Master of Business Administration program at University of Hail.



### Standard 3: Teaching and Learning

Table2: KPI-PG-02 Students' evaluation of quality of learning experience in the program.

NCAAA KPI Reference Number: KPI-PG- KPI-I- 02: Students' evaluation of quality of learning experience in the program							
Jouf University KPI Reference Number: KPI-PG-02							
Actual Benchmark 1440-1441				Target Benchmark	Internal Benchmark* 1439-1440	External Benchmark University of Hail	New Target Benchmark
Level	Male	Female	Average				
The program	4.05	4.05	4.05	4	—	4.49	4.3

#### KPI Analysis of Students' evaluation of learning experience in the program

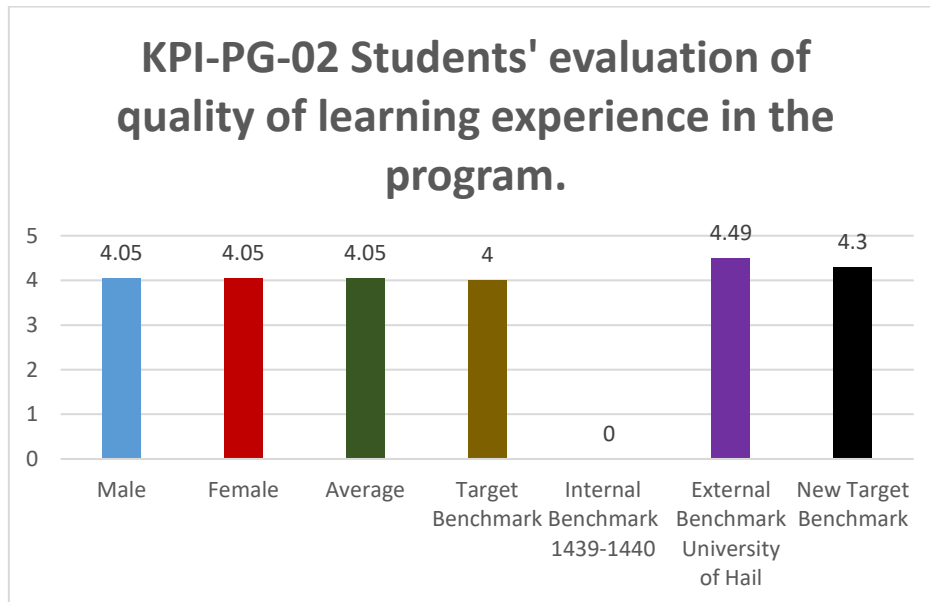


Figure 2: The Students' evaluation of quality of learning experience in the Executive Master of Business Administration program. (Male, female)

#### The results show that:

- above shows that the students' evaluation of quality of learning experience in the Executive Master of Business Administration program is (4.05).
- The program achieved the Target Benchmark
- As it clears that is no different between the male and female sections (4.05).
- There were no indications for the last year.
- The external scale was implemented, and the comparisons showed actual reference results less than University of Hail (4.49)

**The previous results are due to:**

- Implement the program plan and courses appropriately
- Linking the theoretical aspects to the practical aspects in the courses
- Effective and continuous communication between faculty and students

**Strengths:**

- Surveys are conducted regularly of quality of learning experience in the Executive Master of Business Administration program from final year students' perspective.
- the Executive Master of Business Administration program continuously improves all aspects of equality learning experience for the students.

**Weakness:**

Some problems related to psychological and social pressures of students

**Recommendations:**

- Both years results below the target benchmark value of (3-4) and thus the new benchmark is kept at its original value of (3-4).
- Developed the improvement plan for all aspects of student learning experiences in the Executive Master of Business Administration program
- Key performance indicator must be made known to all stakeholders

**\* Explain:**

**1. Why this internal benchmark provider was chosen?**

The Committee of the Teaching and Learning in the Executive Master of Business Administration program was chosen because it is the responsible body at the program quality of learning experience.

**2. How was the benchmark calculated?**

Average of overall rating of final year students for the quality of learning experience in the Executive Master of Business Administration program on a five-point scale in an annual survey.

**3. Name of the internal benchmark provider.**

The KPI is provided by the Committee of the Teaching and Learning in the Executive Master of Business Administration program

**\* Explain:**

**Why this external provider was chosen?**

The justification of using the external benchmark the Executive Master of Business Administration program in University of Hail is as follows:

- University of Hail was chosen because it was recently being accredited by the NCAAA, in addition to its collaboration agreement with the JU to provide the required data for the NCAAA KPIs.
- University of Hail similar to Jouf university in governance, infrastructure and budgetary systems.
- the Executive Master of Business Administration program at University of Hail is similar to the program offered by Jouf University and serve a similar demographic.

## **2. How was the benchmark calculated?**

Average of overall rating of final year students for the quality of learning experience in the Business Administration program on a five-point scale in an annual survey

## **3. Name of the external provider.**

The KPI is provided by the Executive Master of Business Administration program at University of Hail.

Table3: KPI-PG-03 Students' evaluation of the quality of the courses.

NCAAA KPI Reference Number: KPI-PG- 03: Students' evaluation of the quality of the courses							
Jouf University KPI Reference Number: KPI-PG-03							
Actual Benchmark 1440-1441				Target Benchmark	Internal Benchmark* 1439-1440	External Benchmark University of Hail	New Target Benchmark
Level	Male	Female	Average				
The program	4.22	4.07	4.15	4	—	4.48	4.3

**KPI Analysis of Students' evaluation of the quality of the courses in the Executive Master of Business Administration program**

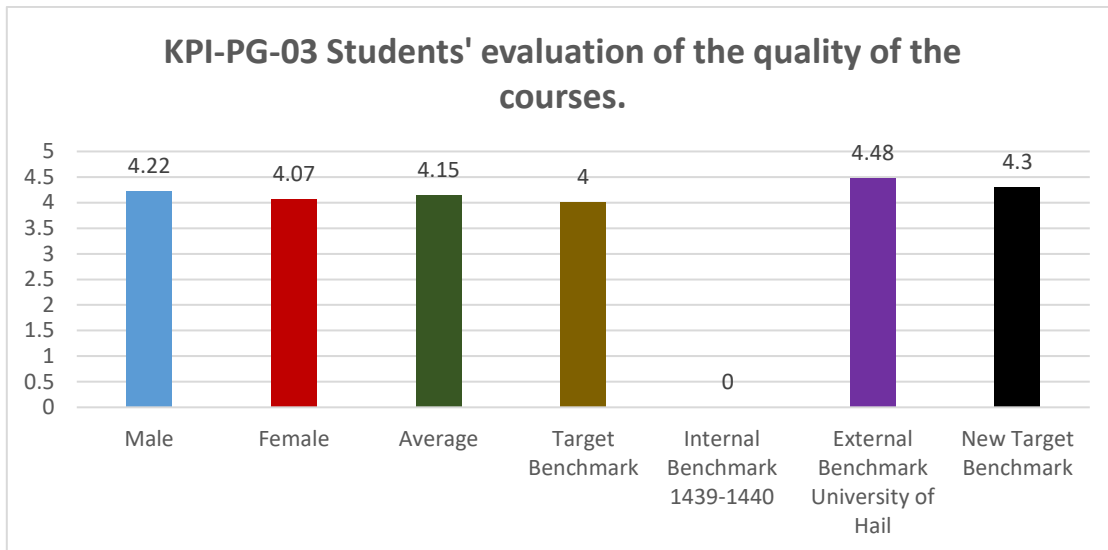


Figure3: The Students' evaluation of the quality of the courses in the Executive Master of Business Administration program. (Male, female)

**The results show that**

- above shows that the students' evaluation of quality of the courses in the Executive Master of Business Administration program is (4.13).
- The program achieved the Target Benchmark
- There were no indications for the last year.

The male section achieved a higher rate than the female section

- The external scale was implemented, and the comparisons showed actual reference results less than University of Hail (4.48)

**The previous results are due to:**

- Courses and assessment methods are reviewed periodically by the course coordinators and program review committees
- Course coordinators update their teaching strategies on an ongoing basis each semester  
Incorporating active learning strategies
- Assessment methods are comprehensive and cover the intended learning outcomes of the training course (CLO).
  - Course topics and references are continuously updated

#### **Strengths:**

Interest in developing the courses of the program

#### **Recommendations:**

Utilizing students' opinions in making decisions about the educational process and educational effectiveness

#### **\* Explain:**

##### **1. Why this internal benchmark provider was chosen?**

To compare the Executive Master of Business Administration program KPI with last year's KPI.

##### **2. How was the benchmark calculated?**

Average students overall rating for the quality of courses on a five-point scale in an annual survey.

##### **3. Name of the internal benchmark provider.**

The KPI is provided by the Quality unit in the Executive Master of Business Administration program.

#### **\* Explain:**

##### **Why this external provider was chosen?**

The justification of using the external benchmark the Executive Master of Business Administration program in University of Hail is as follows:

- University of Hail was chosen because it was recently being accredited by the NCAAA, in addition to its collaboration agreement with the JU to provide the required data for the NCAAA KPIs.
- University of Hail similar to Jouf university in governance, infrastructure and budgetary systems.
- the Executive Master of Business Administration program at University of Hail is similar to the program offered by Jouf University and serve a similar demographic.

##### **2. How was the benchmark calculated?**

Students' evaluation of the quality of the courses in the Executive Master of Business Administration program on a five-point scale in an annual survey.

##### **3. Name of the external provider.**

The KPI is provided by the Executive Master of Business Administration program at University of Hail.

**Table 4: KPI-PG-04 Students' evaluation of the quality of scientific supervision.**

NCAAA KPI Reference Number: KPI-PG- 04:Students' evaluation of the quality of scientific supervision							
Jouf University KPI Reference Number: KPI-PG-04							
Actual Benchmark 1440-1441				Target Benchmark	Internal Benchmark* 1439-1440	External Benchmark University of Hail	New Target Benchmark
Level	Male	Female	Average				
The program	Not applicable	Not applicable	Not applicable	-----	-----	Not available	3


✚ KPI Analysis of the quality of scientific supervision

**Not applicable**

The students have not yet taken the scientific research course

Table 5: KPI-PG-05 Average time for students' graduation.

NCAAA KPI Reference Number: KPI-PG- 05: Average time for students' graduation							
Jouf University KPI Reference Number: KPI-PG-05							
Actual Benchmark 1440-1441				Target Benchmark	Internal Benchmark* 1439-1440	External Benchmark University of Hail	New Target Benchmark
Level	Male	Female	Average				
The program	Not applicable	Not applicable	Not applicable	---	----	In-Progress	4

 KPI Analysis of the Average time for students' graduation.

**Not applicable**

There are no graduates for this year

Table 6: KPI-PG-06 Rate of students dropping out of the program

NCAAA KPI Reference Number: KPI-PG- 06: Rate of students dropping out of the program.							
Jouf University KPI Reference Number: KPI-PG-06							
Actual Benchmark 1440-1441				Target Benchmark	Internal Benchmark* 1439-1440	External Benchmark University of Hail	New Target Benchmark
Level	Male	Female	Average				
The program	13%	0%	7%	15%	—	In-Progress	5%

**KPI Analysis of the Rate of students dropping out of the program.**

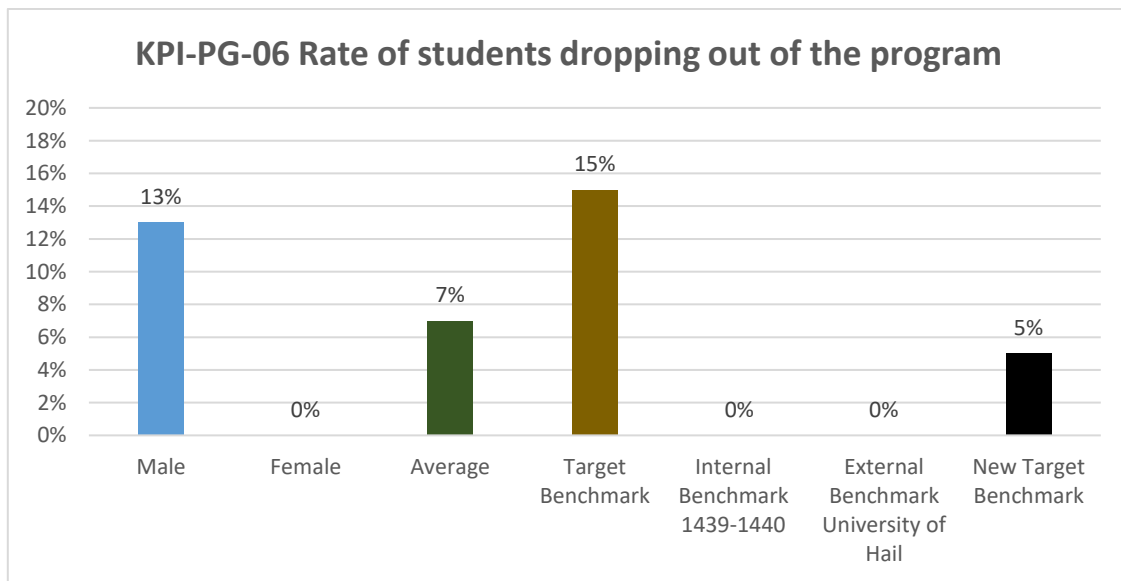


Figure 4: Rate of students dropping out of the

**The results show that**

- above shows that the **Rate of students dropping out of the program** in the Executive Master of Business Administration program is (7%).
  - The program achieved the Target Benchmark
  - There were no indications for the last year.
    - The female section achieved a lower rate than the male section
- This indicator has not been calculated at the University of Hail -

**The previous results are due to:**

- Failing students not benefiting from academic advising services
- Some of the social, psychological and health problems that students face

**Strengths:**

**Rate of students dropping out of the program** is lower in female section compared to other male section.

**Weakness:**



Lack of sufficient awareness of defaulting students to benefit from academic advising services

**Recommendations:**

prepare a study by academic guidance to identify the causes and develop appropriate solutions

**\* Explain:**

**1. Why this internal benchmark provider was chosen?**

To compare the Executive Master of Business Administration program KPI with last year's KPI.

**2. How was the benchmark calculated?**

the Rate of students dropping out of the program

**3. Name of the internal benchmark provider.**

The KPI is provided by the Quality unit in the Executive Master of Business Administration program

**\* Explain:**

**Why this external provider was chosen?**

The justification of using the external benchmark the Executive Master of Business Administration program in University of Hail is as follows:

- University of Hail was chosen because it was recently being accredited by the NCAAA, in addition to its collaboration agreement with the JU to provide the required data for the NCAAA KPIs.
- University of Hail similar to Jouf university in governance, infrastructure and budgetary systems.
- the Executive Master of Business Administration program at University of Hail is similar to the program offered by Jouf University and serve a similar demographic.

**2. How was the benchmark calculated?**

the Rate of students dropping out of the program

**3. Name of the external provider.**

The KPI is provided by the Executive Master of Business Administration program at University of Hail.

Table 7: KPI-PG-07 Graduates' employability

NCAAA KPI Reference Number: KPI-PG- 07: Graduates' employability.							
Jouf University KPI Reference Number: KPI-PG-07							
Actual Benchmark 1440-1441				Target Benchmark	Internal Benchmark* 1439-1440	External Benchmark University of Hail	New Target Benchmark
Level	Male	Female	Average				
The program	Not applicable	Not applicable	Not applicable	-----	-----	In-Progress	2%

 KPI Analysis of the Graduates' employability.

**Not applicable**

There are no graduates for this year

Table 8: KPI-PG-08Employers' evaluation of the program graduates 'competency

NCAAA KPI Reference Number: KPI-PG- 08: Employers' evaluation of the program graduates 'competency.							
Jouf University KPI Reference Number: KPI-PG-08							
Actual Benchmark 1440-1441				Target Benchmark	Internal Benchmark* 1439-1440	External Benchmark University of Hail	New Target Benchmark
Level	Male	Female	Average				
The program	Not applicable	Not applicable	Not applicable	-----	-----	Not available	3

✚ KPI Analysis of the Employers' evaluation of the program graduates 'competency.

**Not applicable**

There are no graduates for this year

#### Standard 4: STUDENTS

Table 9: KPI-PG-09 Students' satisfaction with the provided services.

NCAAA KPI Reference Number: KPI-PG- 09: Students' satisfaction with the provided services.							
Jouf University KPI Reference Number: KPI-PG-09							
Actual Benchmark 1440-1441				Target Benchmark	Internal Benchmark* 1439-1440	External Benchmark University of Hail	New Target Benchmark
Level	Male	Female	Average				
The program	3.82	4.06	3.94	3	-----	3.43	4

#### KPI Analysis of the Students' satisfaction with the provided services

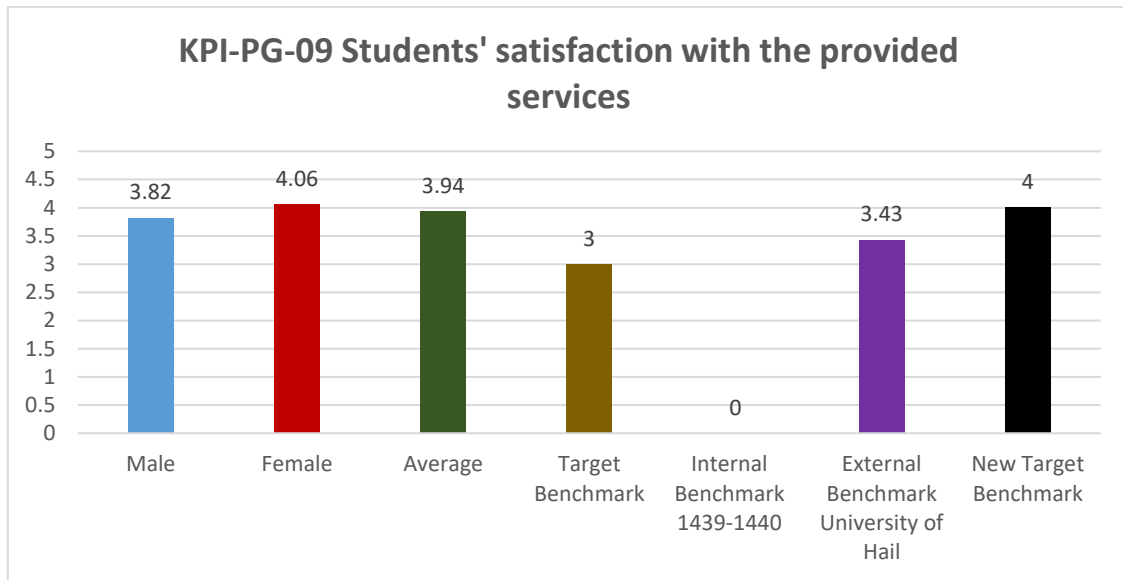


Figure 5: Students' satisfaction with the provided services in the Executive Master of Business Administration program, (male , female)

#### The results show that

- above shows that the Students' evaluation of **Students' satisfaction with the provided services** in the Executive Master of Business Administration program is (3.94).
- The program achieved the Target Benchmark
- There were no indications for the last year.
  - The female section achieved a higher rate than the male section
- The external scale was implemented, and the comparisons showed actual reference results more than University of Hail (3.43)

#### The previous result returns to:

Although the indicator has almost reached the target level, it is noted that it is lower than last year, and this is largely due to the increase in the number of students participating in responding to the questionnaire, and this is a good sign.

**Strengths:**

Increased interest in the services provided to students

**Weakness:**

Students expect more career assistance from the program regarding employment

Student representation on advisory boards and related communities must be improved.

**Recommendations:**

Preparing a study to determine the most important deficiencies in the services provided to female students

**\* Explain:**

**1. Why this internal benchmark provider was chosen?**

To compare the Executive Master of Business Administration program KPI with last year's KPI.

**2. How was the benchmark calculated?**

Average of students' satisfaction rate with the various services offered by the program (restaurants, transportation, sports facilities, academic advising, ...) on a five-point scale in an annual survey.

**3. Name of the internal benchmark provider.**

The KPI is provided by the Quality unit in the Executive Master of Business Administration program

**\* Explain:**

**Why this external provider was chosen?**

The justification of using the external benchmark the Executive Master of Business Administration program in University of Hail is as follows:

- University of Hail was chosen because it was recently being accredited by the NCAAA, in addition to its collaboration agreement with the JU to provide the required data for the NCAAA KPIs.
- University of Hail similar to Jouf university in governance, infrastructure and budgetary systems.
- the Executive Master of Business Administration program at University of Hail is similar to the program offered by Jouf University and serve a similar demographic.

**2. How was the benchmark calculated?**

Average of students' satisfaction rate with the various services offered by the program (restaurants, transportation, sports facilities, academic advising, ...) on a five-point scale in an annual survey.

**3. Name of the external provider.**

The KPI is provided by the Executive Master of Business Administration program at University of Hail.

## Standard 5: FACULTY MEMBER

Table 10: KPI-PG-10 Ratio of students to faculty members.

NCAAA KPI Reference Number: KPI-PG- 10: Ratio of students to faculty members.							
Jouf University KPI Reference Number: KPI-PG-10							
Actual Benchmark 1440-1441				Target Benchmark	Internal Benchmark* 1439-1440	External Benchmark University of Hail	New Target Benchmark
Level	Male	Female	Average				
The program	1:4	1:1	1:3	1:3	-----	7.42:1	1:3

### KPI Analysis of the Ratio of students to faculty members

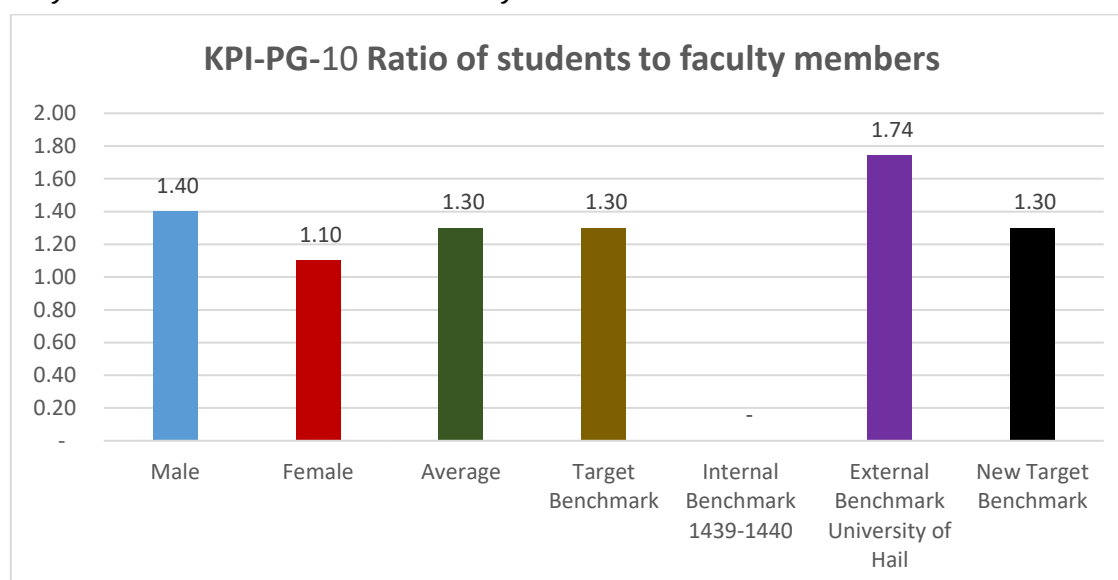


Figure 6: Ratio of students to faculty members in the Executive Master of Business Administration program, (male, female)

### The results show that

- above shows that the students' evaluation of **Ratio of students to faculty members** in the Executive Master of Business Administration program is **(1:3)**.
- The program achieved the Target Benchmark
- There were no indications for the last year.
  - The female section achieved a higher rate than the male section
- The external scale was implemented, and the comparisons showed actual reference results less than University of Hail (7.42:1)

### The previous result returns to:

- The increase in the number of male and female students enrolled in the university with the stability of the number of the teaching staff

**Strengths:**

Having a sufficient number of faculty members

**Weakness:**

The number of female students increased at a rate greater than the increase in the number of faculty members

**Recommendations:**

Preparing a program to motivate students to enroll in a master's program

**\* Explain:**

**1. Why this internal benchmark provider was chosen?**

To compare the Executive Master of the Business Administration program KPI with last year's KPI.

**2. How was the benchmark calculated?**

Ratio of the total number of students to the total number of full-time and fulltime equivalent teaching staff in the program.

**3. Name of the internal benchmark provider.**

The KPI is provided by the Quality unit in the Executive Master of Business Administration program.

**\* Explain:**

**Why this external provider was chosen?**

The justification of using the external benchmark the Executive Master of Business Administration program in University of Hail is as follows:

- University of Hail was chosen because it was recently being accredited by the NCAAA, in addition to its collaboration agreement with the JU to provide the required data for the NCAAA KPIs.
- University of Hail similar to Jouf university in governance, infrastructure and budgetary systems.
- the Executive Master of Business Administration program at University of Hail is similar to the program offered by Jouf University and serve a similar demographic.

**2. How was the benchmark calculated?**

Ratio of the total number of students to the total number of full-time and fulltime equivalent teaching staff in the program.

**3. Name of the external provider.**

The KPI is provided by the Executive Master of Business Administration program at University of Hail.

Table 11: KPI-PG-11 Percentage of faculty members' distribution based on academic ranking.

NCAAA KPI Reference Number: KPI-PG- 11: Percentage of faculty members' distribution based on academic ranking.							
Jouf University KPI Reference Number: KPI-PG-11							
Actual Benchmark 1440-1441				Target Benchmark	Internal Benchmark* 1439-1440	External Benchmark University of Hail	New Target Benchmark
Level	Male	Female	Average				
The program	Assist: 68 % Assoc: 32 % Prof: 0 %	Assist: 82% Assoc: 9 % Prof: 9 %	Assist: 75% Assoc: 21% Prof: 4%	Assist: 80% Assoc: 16% Prof: 4%	-----	Assist: 57.1% Assoc: 28.6% Prof: 14.3%	Assist: 80% Assoc: 16% Prof: 4%

KPI Analysis of the Percentage of faculty members' distribution based on academic ranking.

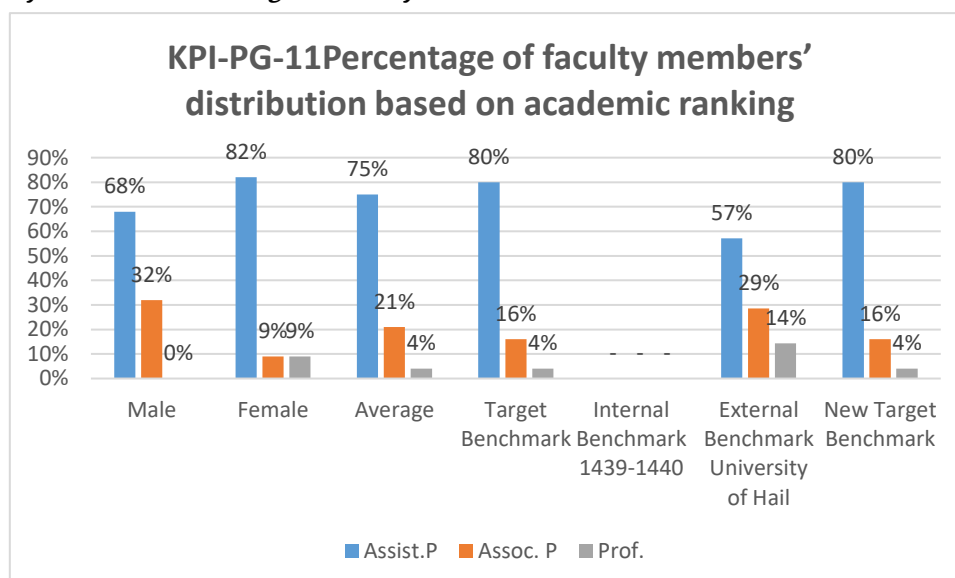


Figure 7: Percentage of faculty members' distribution based on academic ranking in the Executive Master of Business Administration program, .( male , female)

**The results show that**

- above shows that the Students' evaluation of **Percentage of faculty members' distribution based on academic ranking** in the Executive Master of Business Administration program is

**Assist:75%**

**Assoc:21%**

**Prof: 4%**

- The program did not achieve the Target Benchmark

- There were no indications for the last year.



**The previous result is due to the following reasons:**

- Increasing the administrative burden assigned to faculty members

**Strengths:**

Continuous continuing to increase the proportion of Assoc. P, and prof.

**Weakness:**

Increasing the administrative burden on faculty members

**Recommendations:**

Continuation increases the teaching member in female section (Ass. Professor and A. Professor)

**\* Explain:**

**1. Why this internal benchmark provider was chosen?**

To compare the Executive Master of Business Administration program KPI with last year's KPI.

**2. How was the benchmark calculated?**

**Percentage of faculty members' distribution based on academic ranking** in the program.

**3. Name of the internal benchmark provider.**

The KPI is provided by the Quality unit in the Executive Master of Business Administration program.

**\* Explain:**

**Why this external provider was chosen?**

The justification of using the external benchmark the Executive Master of Business Administration program in University of Hail is as follows:

- University of Hail was chosen because it was recently being accredited by the NCAAA, in addition to its collaboration agreement with the JU to provide the required data for the NCAAA KPIs.
- University of Hail similar to Jouf university in governance, infrastructure and budgetary systems.
- the Executive Master of Business Administration program at University of Hail is similar to the program offered by Jouf University and serve a similar demographic.

**2. How was the benchmark calculated?**

**Percentage of faculty members' distribution based on academic ranking** in the program.

**3. Name of the external provider.**

The KPI is provided by the Executive Master of Business Administration program at University of Hail.

Table 12: KPI-PG-12 Proportion of faculty members leaving the program.

NCAAA KPI Reference Number: KPI-PG- 12: Proportion of faculty members leaving the program.							
Jouf University KPI Reference Number: KPI-PG-12							
Actual Benchmark 1440-1441				Target Benchmark	Internal Benchmark* 1439-1440	External Benchmark University of Hail	New Target Benchmark
Level	Male	Female	Average				
The program	5%	9%	7%	10%	—	0%	5%



### KPI Analysis of the Proportion of faculty members leaving the program

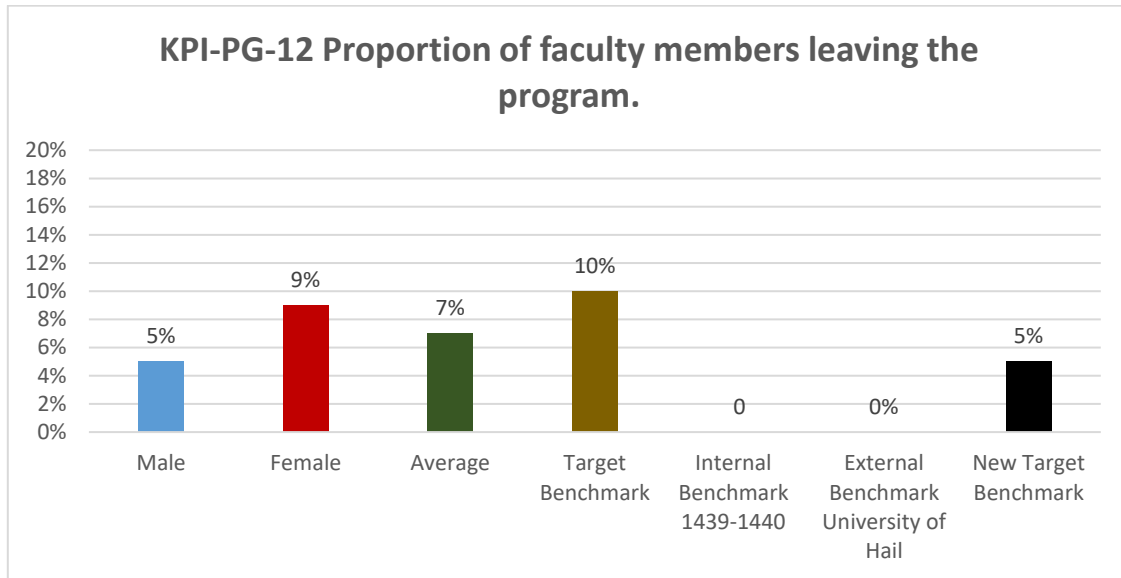


Figure 8: Proportion of faculty members leaving the program in the Executive Master of Business Administration program., (male , female)

### The results show that

- above shows that the **Proportion of faculty members leaving the program** in the Executive Master of Business Administration program is **(7%)**.
- The program achieved the Target Benchmark
- There were no indications for the last year.
  - The female section achieved a lower rate than the male section
- The external scale was implemented, and the comparisons showed actual reference results more than University of Hail (7.42:1)

### The previous result returns to:

**Resignation of some faculty members**

### Strengths:

The low ratio is a strong point of the program

### Weakness:

Increasing the administrative burden on faculty members

### Recommendations:

Maintaining a decrease in this percentage by following up on measuring the satisfaction of faculty members

### \* Explain:

#### 1. Why this internal benchmark provider was chosen?

To compare in the Executive Master of Business Administration program KPI with last year's KPI.

#### 2. How was the benchmark calculated?

Proportion of teaching staff leaving the program annually for reasons other than age retirement to the total number of teaching staff.

#### 3. Name of the internal benchmark provider.

The KPI is provided by the Quality unit in the Executive Master of Business Administration program.

### \* Explain\*

#### Why this external provider was chosen?

The justification of using the external benchmark the Executive Master of Business Administration program in University of Hail is as follows:

- University of Hail was chosen because it was recently being accredited by the NCAAA, in addition to its collaboration agreement with the JU to provide the required data for the NCAAA KPIs.
- University of Hail similar to Jouf university in governance, infrastructure and budgetary systems.
- the Executive Master of Business Administration program at University of Hail is similar to the program offered by Jouf University and serve a similar demographic.

#### 2. How was the benchmark calculated?

Proportion of teaching staff leaving the program annually for reasons other than age retirement to the total number of teaching staff.

#### 3. Name of the external provider.

The KPI is provided by the Executive Master of Business Administration program at University of Hail.

## Standard 6: Learning Resources, Facilities, and Equipment

Table 13: KPI-PG- 13Satisfaction of beneficiaries with learning resources.

NCAAA KPI Reference Number: KPI-PG- 13: 13 Satisfaction of beneficiaries with learning resources.							
Jouf University KPI Reference Number: KPI-PG-13							
Actual Benchmark 1440-1441				Target Benchmark	Internal Benchmark* 1439-1440	External Benchmark University of Hail	New Target Benchmark
Level	Male	Female	Average				
The program	3.85	4.00	3.93	3.5	-----	3.65	4



### KPI Analysis of the Satisfaction of beneficiaries with learning resources

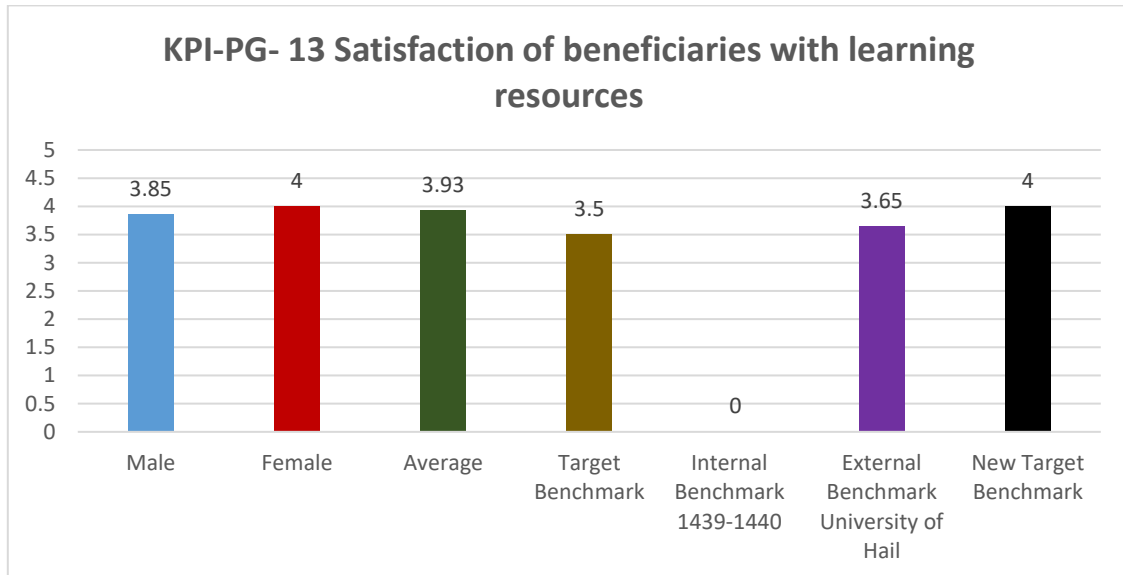


Figure 9: Satisfaction of beneficiaries with learning resources in the Executive Master of Business Administration program, .( male , female)

### The results show that

- above shows that the **Satisfaction of beneficiaries with learning resources** in the Executive Master of Business Administration program is **(3.93)**.
- The program achieved the Target Benchmark
- There were no indications for the last year.
  - The female section achieved a higher rate than the male section
- The external scale was implemented, and the comparisons showed actual reference results more than University of Hail (3.65)

**The previous result is due to the following reasons:**

prepared Workshops for creating more awareness about the facilities provided for them

**Strengths:**

The beneficiaries' satisfaction with the learning resources increased

**Weakness:**

Students and Faculty members are not using these resources well which are available for them

**Recommendations:**

- Increase the number of books and references Update books and references
- Conduct periodic questionnaires to identify needs
- More workshops on how to use the digital library

**\* Explain:**

**1. Why this internal benchmark provider was chosen?**

To compare the Executive Master of Business Administration program KPI with last year's KPI.

**2. How was the benchmark calculated?**

Average of beneficiaries' satisfaction rate with the adequacy and diversity of learning resources (references, journals, databases... etc.) on a five-point scale in an annual survey.

**3. Name of the internal benchmark provider.**

The KPI is provided by the Quality unit in the Executive Master of Business Administration program.

**\* Explain:**

**Why this external provider was chosen?**

The justification of using the external benchmark the Executive Master of Business Administration program in University of Hail is as follows:

- University of Hail was chosen because it was recently being accredited by the NCAAA, in addition to its collaboration agreement with the JU to provide the required data for the NCAAA KPIs.
- University of Hail similar to Jouf university in governance, infrastructure and budgetary systems.
- the Executive Master of Business Administration program at University of Hail is similar to the program offered by Jouf University and serve a similar demographic.

**2. How was the benchmark calculated?**

Average of beneficiaries' satisfaction rate with the adequacy and diversity of learning resources (references, journals, databases... etc.) on a five-point scale in an annual survey.

**3. Name of the external provider.**

The KPI is provided by the Executive Master of Business Administration program at University of Hail.

Table 14: KPI-PG- 14 Satisfaction of beneficiaries with research facilities and equipment.

NCAAA KPI Reference Number: KPI-PG- 14: Satisfaction of beneficiaries with research facilities and equipment..							
Jouf University KPI Reference Number: KPI-PG-14							
Actual Benchmark 1440-1441				Target Benchmark	Internal Benchmark* 1439-1440	External Benchmark University of Hail	New Target Benchmark
Level	Male	Female	Average				
The program	3.85	4.16	4.01	3.5	-----	Not applicable	4.3



#### KPI Analysis of the Satisfaction of beneficiaries with research facilities and equipment

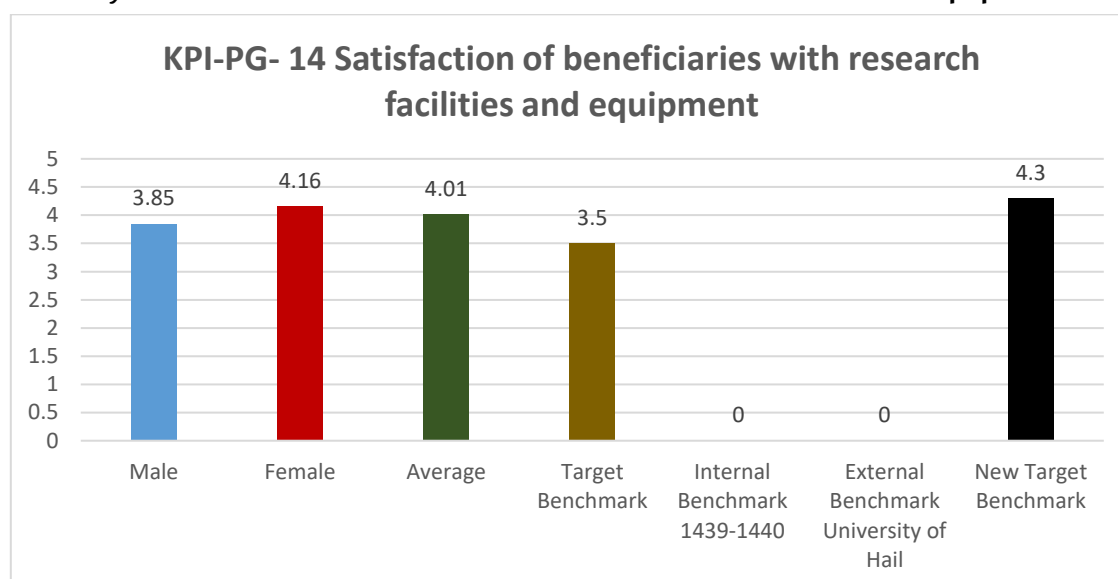


Figure 10: Satisfaction of beneficiaries with research facilities and equipment in the Executive Master of Business Administration program, .( male , female)

#### The results show that

- above shows that the Satisfaction of beneficiaries with research facilities and equipment in the Executive Master of Business Administration program is (4.01).
- The program achieved the Target Benchmark
- There were no indications for the last year.
- The female section achieved a higher rate than the male section
- This indicator has not been calculated at the University of Hail

#### The previous result is due to the following reasons:

prepared Workshops for creating more awareness about the facilities provided for them



#### Strengths:

The beneficiaries' satisfaction with the facilities and equipment is high

**Weakness:**

Students and Faculty members are not using these resources well which are available for them

**Recommendations:**

Preparing a study to Identifying the problems that may reduce the satisfaction of the beneficiaries

**\* Explain:**

**1. Why this internal benchmark provider was chosen?**

To compare the Executive Master of Business Administration program KPI with last year's KPI.

**2. How was the benchmark calculated?**

Average of **Satisfaction of beneficiaries with research facilities and equipment** on a five-point scale in an annual survey.

**3. Name of the internal benchmark provider.**

The KPI is provided by the Quality unit in the Executive Master of Business Administration program.

**\* Explain:**

**Why this external provider was chosen?**

The justification of using the external benchmark the Executive Master of Business Administration program in University of Hail is as follows:

- University of Hail was chosen because it was recently being accredited by the NCAAA, in addition to its collaboration agreement with the JU to provide the required data for the NCAAA KPIs.
- University of Hail similar to Jouf university in governance, infrastructure and budgetary systems.
- the Executive Master of Business Administration program at University of Hail is similar to the program offered by Jouf University and serve a similar demographic.

**2. How was the benchmark calculated?**

Average of **Satisfaction of beneficiaries with research facilities and equipment** on a five-point scale in an annual survey.

**3. Name of the external provider.**

The KPI is provided by the Executive Master of Business Administration program at University of Hail.

## Standard 7: RESEARCH AND PROJECTS

Table 15: KPI-PG- 15 Percentage of publications of faculty members.

NCAAA KPI Reference Number: KPI-PG- 15: Percentage of publications of faculty members								
Jouf University KPI Reference Number: KPI-PG-15								
Actual Benchmark 1440-1441				Target Benchmark	Internal Benchmark* 1439-1440	External Benchmark University of Hail	New Benchmark	Target
Level	Male	Female	Average					
The program	68%	82%	75%	65%	-----	57.1%		80%



### KPI Analysis of the Percentage of publications of faculty members

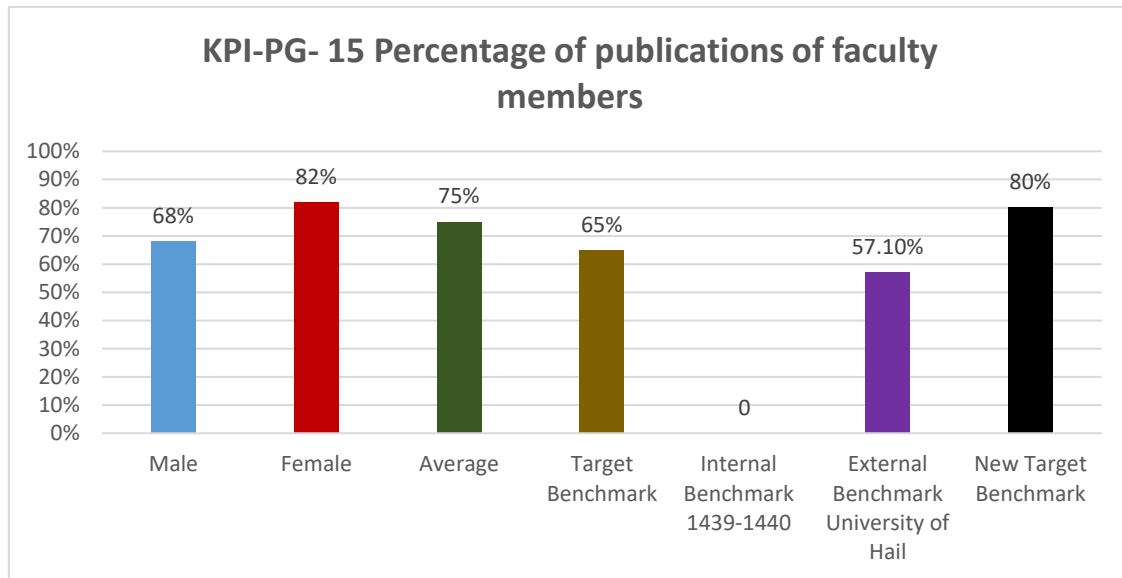


Figure 11: Percentage of publications of faculty members in the Executive Master of Business Administration program, .( male , female)

#### The results show that:

- above shows that the **Percentage of publications of faculty members** in the Executive Master of Business Administration program is **(75%)**.
- The program achieved the Target Benchmark
- There were no indications for the last year.
- The female section achieved a higher rate than the male section
- The external scale was implemented, and the comparisons showed actual reference results more than University of Hail (57.1%)

#### The previous result is due to the following reasons:



- Faculties are motivated to increase the number of research and publications.
- The Deanship of Scientific Research implements several procedures to encourage scientific research (Scientific Excellence Awards).

**Strengths:**

Encouraging faculty members for scientific research

**Weakness:**

Increasing the administrative burden on faculty members

**Recommendations:**

Preparing a study to determine the problems that faculty members face in scientific research and publishing

**\* Explain:**

**1. Why this internal benchmark provider was chosen?**

To compare in the Executive Master of Business Administration program KPI with last year's KPI.

**2. How was the benchmark calculated?**

The average number of refereed and/or published research per each faculty member during the year (total number of refereed and/or published research to the total number of full-time or equivalent faculty members during the year).

**3. Name of the internal benchmark provider.**

The KPI is provided by the Quality unit in the Executive Master of Business Administration program.

**\* Explain:**

**Why this external provider was chosen?**

The justification of using the external benchmark the Executive Master of Business Administration program in University of Hail is as follows:

- University of Hail was chosen because it was recently being accredited by the NCAAA, in addition to its collaboration agreement with the JU to provide the required data for the NCAAA KPIs.
- University of Hail similar to Jouf university in governance, infrastructure and budgetary systems.
- the Executive Master of Business Administration program at University of Hail is similar to the program offered by Jouf University and serve a similar demographic.

**2. How was the benchmark calculated?**

The average number of refereed and/or published research per each faculty member during the year (total number of refereed and/or published research to the total number of full-time or equivalent faculty members during the year).

**3. Name of the external provider.**

The KPI is provided by the Executive Master of Business Administration program at University of Hail.

Table 16: KPI-PG- 16Rate of published research per faculty member

NCAAA KPI Reference Number: KPI-PG- 16: Rate of published research per faculty member							
Jouf University KPI Reference Number: KPI-PG-16							
Actual Benchmark 1440-1441				Target Benchmark	Internal Benchmark* 1439-1440	External Benchmark University of Hail	New Target Benchmark
Level	Male	Female	Average				
The program	1:1.79	1:2.63	1:2.21	1:1.50	—	2.14:1	1:2.25



KPI Analysis of the Rate of published research per faculty member

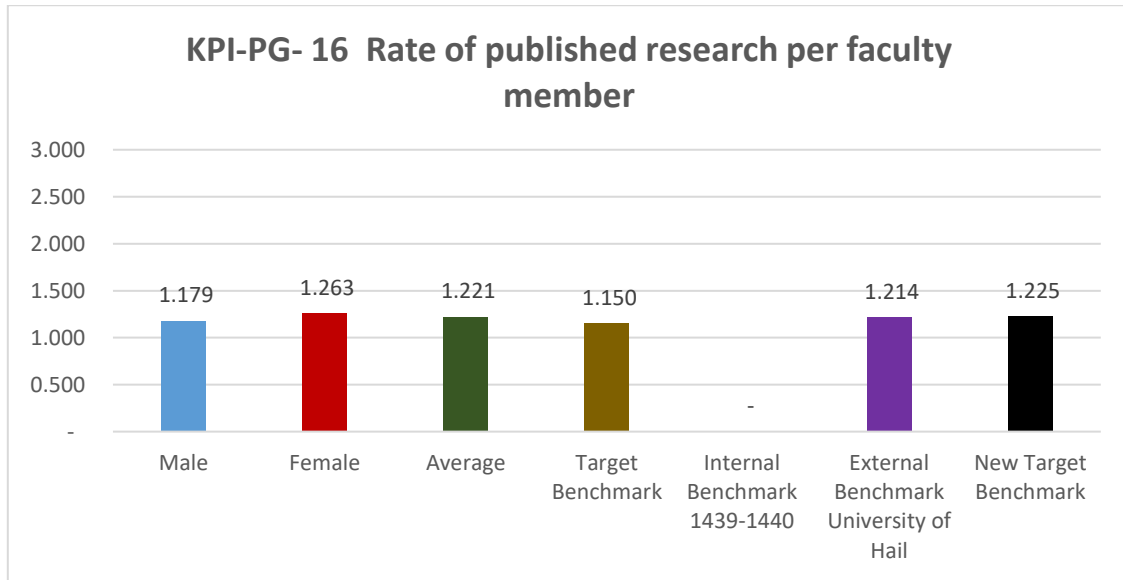


Figure 12: Rate of published research per faculty member in the Executive Master of Business Administration program, .( male , female)

The results show that

- above shows that the **Percentage of publications of faculty members** in the Executive Master of Business Administration program is **(1:2.21)**.
- The program achieved the Target Benchmark
- There were no indications for the last year.
- The female section achieved a higher rate than the male section
- The external scale was implemented, and the comparisons showed actual reference results more than University of Hail (2.14:1)

The previous result is due to the following reasons:

- Faculties are motivated to increase the number of research and publications.

- The Deanship of Scientific Research implements several procedures to encourage scientific research (Scientific Excellence Awards).

#### Strengths:

##### Encouraging the publication of research

##### Weakness:

Increasing the administrative burden on faculty members

##### + Recommendations:

Organize Research seminars periodically and the latest research topics are discussed.

##### \* Explain:

##### 1. Why this internal benchmark provider was chosen?

To compare the Executive Master of Business Administration program KPI with last year's KPI.

##### 2. How was the benchmark calculated?

The average number of refereed and/or published research per each faculty member during the year (total number of refereed and/or published research to the total number of full-time or equivalent faculty members during the year).

##### 3. Name of the internal benchmark provider.

The KPI is provided by the Quality unit in the Executive Master of Business Administration program.

##### \* Explain\*

##### Why this external provider was chosen?

The justification of using the external benchmark the Executive Master of Business Administration program in University of Hail is as follows:

- University of Hail was chosen because it was recently being accredited by the NCAAA, in addition to its collaboration agreement with the JU to provide the required data for the NCAAA KPIs.
- University of Hail similar to Jouf university in governance, infrastructure and budgetary systems.
- the Executive Master of Business Administration program at University of Hail is similar to the program offered by Jouf University and serve a similar demographic.

##### 2. How was the benchmark calculated?

The average number of refereed and/or published research per each faculty member during the year (total number of refereed and/or published research to the total number of full-time or equivalent faculty members during the year).

##### 3. Name of the external provider.

The KPI is provided by the Executive Master of Business Administration program at University of Hail.

Table 17: KPI-PG- 17 Citations rate in refereed journals per faculty member.

NCAAA KPI Reference Number: KPI-PG- 17: Citations rate in refereed journals per faculty member.							
Jouf University KPI Reference Number: KPI-PG-17							
Actual Benchmark 1440-1441				Target Benchmark	Internal Benchmark* 1439-1440	External Benchmark University of Hail	New Target Benchmark
Level	Male	Female	Average				
The program	1:0.72	1:0.36	1:0.54	1:0.25	-----	0.27:1	1:0.55

KPI Analysis of the Citations rate in refereed journals per faculty member

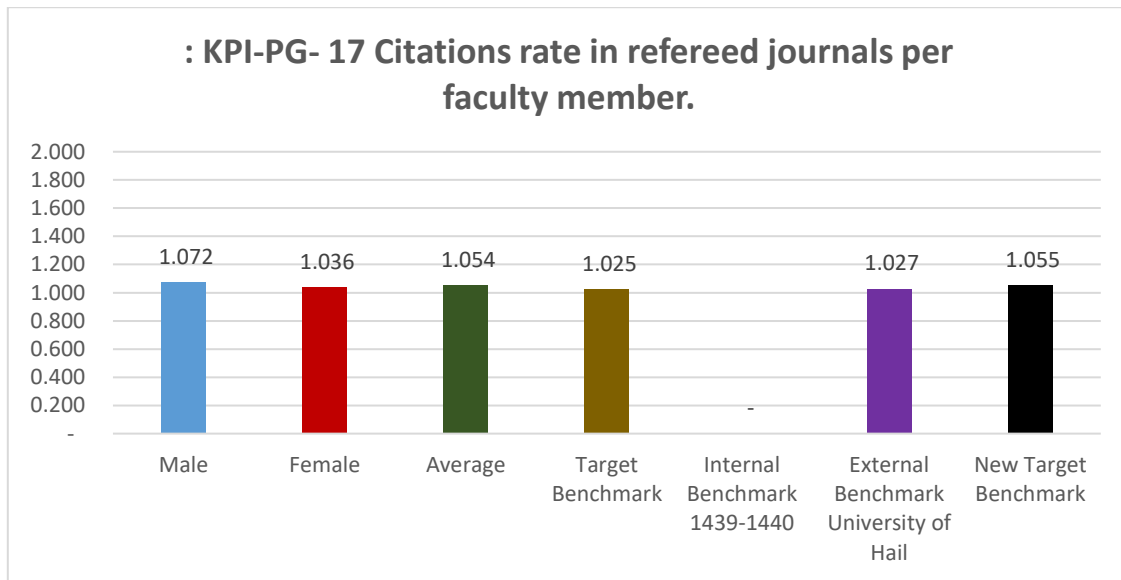


Figure 13: Citations rate in refereed journals per faculty member in the Executive Master of Business Administration program, ( male , female)

The results show that

- above shows that the Citations rate in refereed journals per faculty member in the Executive Master of Business Administration program is (1:0.54).
- The program achieved the Target Benchmark
- There were no indications for the last year.
- The female section achieved a lower rate than the male section
- The external scale was implemented, and the comparisons showed actual reference results more than University of Hail (0.27:1)

The previous result is due to the following reasons:

interest of faculty members in tracking scientific citations for their research

### Strengths:

Increasing the interest of faculty members in scientific publishing in international journals

### Weakness:

Increased administrative burden

### Recommendations:

Preparing and organizing workshops to train faculty members on how to download and publish their research in a way that helps to cite it

### \* Explain:

#### 1. Why this internal benchmark provider was chosen?

To compare in the Executive Master of Business Administration program KPI with last year's KPI.

#### 2. How was the benchmark calculated?

The average number of citations in refereed journals from published research per faculty member in the program (total number of citations in refereed journals from published research for full-time or equivalent faculty members to the total research published).

#### -3. Name of the internal benchmark provider.

The KPI is provided by the Quality unit in the Executive Master of Business Administration program.

### \* Explain:

#### Why this external provider was chosen?

The justification of using the external benchmark the Executive Master of Business Administration program in University of Hail is as follows:

- University of Hail was chosen because it was recently being accredited by the NCAAA, in addition to its collaboration agreement with the JU to provide the required data for the NCAAA KPIs.
- University of Hail similar to Jouf university in governance, infrastructure and budgetary systems.
- the Executive Master of Business Administration program at University of Hail is similar to the program offered by Jouf University and serve a similar demographic.

#### 2. How was the benchmark calculated?

The average number of citations in refereed journals from published research per faculty member in the program (total number of citations in refereed journals from published research for full-time or equivalent faculty members to the total research published).

#### 3. Name of the external provider.

The KPI is provided by the Executive Master of Business Administration program at University of Hail.

Table 18: KPI-PG- 18Percentage of students' publication.

NCAAA KPI Reference Number: KPI-PG- 18: Percentage of students' publication..								
Jouf University KPI Reference Number: KPI-PG-18								
Actual Benchmark 1440-1441				Target Benchmark	Internal Benchmark* 1439-1440	External Benchmark University of Hail	New Benchmark	Target
Level	Male	Female	Average					
The program	Not applicable	Not applicable	Not applicable	----	-----	0		10%

## Not applicable

The students have not yet taken the scientific research course

Table 19A,B: KPI-PG- 19Number of patents, innovative products, and awards of excellence.

NCAAA KPI Reference Number: KPI-PG- 19: A. Number of patents, innovative products..								
Jouf University KPI Reference Number: KPI-PG-19								
Actual Benchmark 1440-1441				Target Benchmark	Internal Benchmark* 1439-1440	External Benchmark University of Hail	New Benchmark	Target
Level	Male	Female	Average					
The program	zero	zero	zero	2	-----	0		2

## KPI Analysis of the Number of patents, innovative products

### The results show that

- None of the male and female students were achieved the target Benchmark
- The program achieved the Target Benchmark
- There were no indications for the last year

### The previous result is due to the following reasons:

- Program novelty

### Strengths:

- Encouraging faculty members for students and motivating them

### Weaknesses:

- Lack of awareness of students about the importance of obtaining scientific awards

### Recommendations:

- Preparing workshops to clarify the importance of scientific awards and how they can be obtained

NCAAA KPI Reference Number: KPI-PG- 19: B. Awards of excellence							
Jouf University KPI Reference Number: KPI-PG-19							
Actual Benchmark 1440-1441				Target Benchmark	Internal Benchmark* 1439-1440	External Benchmark University of Hail	New Target Benchmark
Level	Male	Female	Average				
The program	zero	zero	zero	2		0	2

### KPI Analysis of the Awards of excellence

#### The results show that

- None of the male and female students were achieved the target Benchmark

#### The previous result is due to the following reasons:

- Program novelty

#### Strengths:

- Encouraging faculty members for students and motivating them

#### Weaknesses:

- Lack of awareness of students about the importance of obtaining scientific awards

#### Recommendations:

- Preparing workshops to clarify the importance of scientific awards and how they can be obtained

#### \* Explain:

##### 1. Why this internal benchmark provider was chosen?

To compare in the Executive Master of Business Administration program KPI with last year's KPI.

##### 2. How was the benchmark calculated?

Number of patents, innovative products, and awards of excellence.

##### 3. Name of the internal benchmark provider.

The KPI is provided by the Quality unit in the Executive Master of Business Administration program.

#### \* Explain:

##### Why this external provider was chosen?

The justification of using the external benchmark the Executive Master of Business Administration program in University of Hail is as follows:

- University of Hail was chosen because it was recently being accredited by the NCAAA, in addition to its collaboration agreement with the JU to provide the required data for the NCAAA KPIs.
- University of Hail similar to Jouf university in governance, infrastructure and budgetary systems.

- the Executive Master of Business Administration program at University of Hail is similar to the program offered by Jouf University and serve a similar demographic.

**2. How was the benchmark calculated?**

Number of patents, innovative products, and awards of excellence.

**3. Name of the external provider.**

The KPI is provided by the Executive Master of Business Administration program at University of Hail.



# Executive Master of Business Administration Program

College of Business

(1440-1441 AH)

## Improvement Action Plan

Directions: Based on the “Analysis of KPIs and Benchmarks”, list the recommendations identified and proceed to establish a continuous improvement action plan.

No.	Recommendations	Actions	Assessment Mechanism or Criteria	Responsible Person	Start Date	Completion Date
1.	Complete the preparation of the program's operational plan in light of the college's executive plan	Complete the preparation of the program's operational plan in light of the college's executive plan	An operational plan for the program	Program Coordinator	5/1/1442 AH	6/10/1442 AH
2.	Developed the improvement plan for all aspects of student learning experiences in the Executive Master of Business Administration program	Prepar a plan for all aspects of student learning experiences in the Executive Master of Business Administration program	a plan for all aspects of student learning experiences	Plans and Programs Committee	5/1/1442 AH	6/10/1442 AH
3.	Utilizing students' opinions in making decisions about the educational process and educational effectiveness	Discussing the results of student opinion questionnaires in the department council	Meeting minutes	Measurement and Evaluation Committee	5/1/1442 AH	6/10/1442 AH
4.	prepare a study by academic	prepare a study by academic	a study by academic	Academic guidance	5/1/1442	6/10/1442

No.	Recommendations	Actions	Assessment Mechanism or Criteria	Responsible Person	Start Date	Completion Date
	guidance to identify the causes and develop appropriate solutions	guidance to identify the causes and develop appropriate solutions	guidance	Unit	AH	AH
5.	Preparing a study to determine the most important deficiencies in the services provided to female students	Preparing a study to determine the most important deficiencies in the services provided to female students	A study	Measurement and Evaluation Committee	5/1/1442 AH	6/10/1442 AH
6.	Preparing a program to motivate students to enroll in a master's program	Preparing a program to motivate students to enroll in a master's program	A program	Program Coordinator	5/1/1442 AH	6/10/1442 AH
7.	Maintaining a decrease in this percentage by following up on measuring the satisfaction of faculty members	Maintaining a decrease in this percentage by following up on measuring the satisfaction of faculty members		Program Coordinator	5/1/1442 AH	6/10/1442 AH
8.	Increase the number of books and references Update books and references	Increase the number of books and references Update books and references	A program	Program Coordinator	5/1/1442 AH	6/10/1442 AH
9.	More workshops on how to use the digital library	More workshops on how to use the digital library	Workshop attendance sheet	The Committee for Postgraduate Studies and Scientific Research	5/1/1442 AH	6/10/1442 AH
10.	Preparing a study to determine the problems that faculty members face in scientific research and publishing	Preparing a study to determine the problems that faculty members face in scientific research and publishing	A study	The Committee for Postgraduate Studies and Scientific Research	5/1/1442 AH	6/10/1442 AH
11.	Organize Research seminars periodically and the latest research topics are discussed	Organize Research seminars periodically and the latest research topics are discussed	seminars attendance sheet	The Committee for Postgraduate Studies and	5/1/1442 AH	6/10/1442 AH

No.	Recommendations	Actions	Assessment Mechanism or Criteria	Responsible Person	Start Date	Completion Date
				Scientific Research		
12.	Preparing and organizing workshops to train faculty members on how to download and publish their research in a way that helps to cite it	Preparing and organizing workshops to train faculty members on how to download and publish their research in a way that helps to cite it	Workshop attendance sheet	The Committee for Postgraduate Studies and Scientific Research	5/1/1442 AH	6/10/1442 AH
13.	Preparing workshops to clarify the importance of scientific awards and how they can be obtained	Preparing workshops to clarify the importance of scientific awards and how they can be obtained	Workshop attendance sheet	The Committee for Postgraduate Studies and Scientific Research	5/1/1442 AH	6/10/1442 AH

Action Plan Analysis (List the strengths and recommendations for improvement of the program Action Plan).

**Strengths:**

- 1) The students were comfortable and satisfied with the various services offered by the program especially academic advising provided to them.

**Recommendations for improvement:**

- 1) Improve the supportive learning resources.