هيئة تقويم التعليم والتدريب
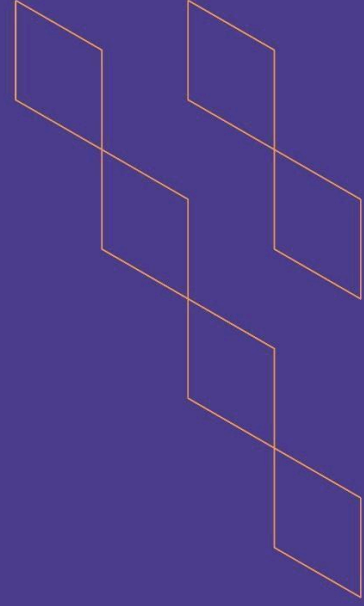Education & Training Evaluation Commission

مؤشرات الأداء الرئيسة
للبرامج الأكاديمية
(بكالوريوس)

KPI Report

College: Al-Darb University college

Program: Business Administration

Year: 2025

بِسْمِ اللَّهِ الرَّحْمَـٰنِ الرَّحِيمِ

Introduction

Performance indicators are important tools for evaluating the quality of academic programs and following up on their performance, and they contribute to continuous development and decision-making support.

The National Center for Academic Accreditation and Assessment has identified 11 main indicators to follow up on performance at the programmatic level, all of which are consistent with the 2022 program accreditation standards , and these indicators are the minimum required to be measured periodically, and additional performance indicators can be used if the program deems it necessary to ensure quality. The program is expected to measure key performance indicators with benchmarking using appropriate tools, such as: (opinion polls, statistical data ... According to the nature and objective of each indicator, as well as determining the following values for each index:

- Actual performance level

- Target performance level

- Internal reference performance level (internal benchmarking)

- External reference performance level (external reference comparison)

- New Target Performance Level

This results in a report to describe and analyze the results of each indicator (including performance changes and comparisons according to location and gender of students), and

an accurate and objective identification of strengths and areas for improvement.

KPIs for Academic Programs (Bachelor) 2022

description	Key Performance Indicators	Icon	Standard
The average overall grade of the final year students about their educational experience in the program, student satisfaction with the various services provided by the program (restaurants, transportation, sports facilities, restaurants, academic, career, psychological counseling) ...Students' satisfaction with the adequacy and diversity of learning resources (references, periodicals, databases ... etc) on a five-point scale in Annual survey.	Students' Evaluation of quality of learning experience in the program	KPI-P-01	-2- Teaching and learning
Students' overall average grade of course quality on a five-point scale in an annual survey.	Students' evaluation of the quality of the courses	KPI-P-02	
Percentage of undergraduate students who completed the program within the minimum prescribed period For the program every batch.	Completion rate (%)	KPI-P-03	
The percentage of first-year students in the program who continue in the program for the following year to the total number of first-year students in the same year.	First-year retention rate	KPI-P-04	

Percentage of students or graduates passing professional and/or national tests, or their average and median scores (if any).	Students' performance in the professional and/or national examinations patriotism	KPI-P-05	
Percentage of program graduates who: a. Hire within 12 months b. Enrolled in graduate programs during their first year of graduation to The total number of graduates in the same year.	Graduate Recruitment and Enrollment Graduate Programs	KPI-P-06	

description	Key Performance Indicators	Icon	Standard
Employers' overall average estimate of the competence of the program's graduates, on a five-point scale in an annual survey.	Employers' Evaluation of Efficiency Program Graduates	KPI-P-07	
Ratio of total number of students to total number of full-time faculty members or equivalent.	Ratio of students to teaching staff	KPI-P-8	-4- Faculty
Percentage of full-time faculty who published at least one research during the year to the total program faculty.	Percentage of scientific publications of faculty members	KPI-P-9	
Average number of peer-reviewed and/or published research per faculty member during the year (total number of refereed and/or published research to total number of full-time faculty members or equivalent) during the year.(	Rate of published research per Faculty member	KPI-P-10	
Average number of citations in refereed journals from published scientific research (total number of citations in refereed journals from published scientific research for full-time faculty members or equivalent to total published research).	Citations rate in refereed journals per faculty member	KPI-P-11	

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Code	Indicator	2022	2023	2024	Current value 2025	Target (Last year)	Internal benchmark	External benchmark	New Target (For next year)
KPI-P-01 STD2	Students' Evaluation of quality of learning experience in the program	3.56	*3.16*	*4,10*	2.1	3.50			4
KPI-P-02 STD2	Students' evaluation of the quality of the courses	4.18	2023 1:4.26 2023 2:4.33	20241: 4.26 20242: 4.13 2024-3 :4.50	2.1	4			4.5
KPI-P-03 STD2	Completion rate **(%)**	1st: 26% 2nd: 61%	2023 -1: 43% 2023 -2: 0	2024-1 : 68 % 2024-2 :33.96 %	2025- 1: 68% 2025- 2 :33.96% 50.98 %	45%			65%
KPI-P-04 STD2	First-year retention rate	Male: Female: Branch: DNA Overall:	99%	99%	67%	80%			80%
KPI-P-05 STD2	Students' performance in the professional and/or national examinations patriotism	NA	79	0	4	80			85%
KPI-P-06 STD2	Graduates' a- employability b- enrolment in postgraduate programs	0	0	0	0	20			10%
KPI-P-07 STD2	Employers' Evaluation of Efficiency Program Graduates	5	NA	NA	*N/A*	4			5
KPI-P-08 STD4	Ratio of students to teaching staff	46 Male: Female:	2023 1:47: 1	20241: 47:1 20242: 48:1	20251 :42:1 20252 :40:1	40:1			40:1

		Branch: 1st: 60:1 2nd: 50:1 Average: 55:1	2023 2:48:1 2023 3:42:1 Average: 45:1	20243:42:1 Average: 46:1	Average: 41:1			
KPI-P-09 STD4	Percentage of scientific publications of faculty members	0	0	45%	11.11%	60%		30%
KPI-P-10 STD4	Rate of published research per Faculty member	0	0	75%	16,66%	80%		30%
KPI-P-11 STD4	Citations rate in refereed journals per faculty member	0	0	0	0	10%		10%

KPI Analysis for each KPI from 1 to 11

- **Analysis**
- The scientific research, graduates employability and their enrolment in postgraduate programs and the social services committees did not achieve their initiatives and need to work on it.
- Religiously maintaining proper student-teacher ratio especially in classes where skills are developed among learners.
- Training and Orientation programs for faculties to appraise them about work related to Quality Assurance and Planning and Development unit.
- **strengths**

Recommendations :

- Increase efforts in the scientific research, graduates employability and the social services committees.

- Encourage students in the extracurricular and cultural activities, dramatics and sports.

- Registering a few numbers of students especially in the skill development classes