



EXERCEO BUSINESS
INTERNATIONAL
COLLEGE

Student Outcomes Performance Report for Year 2019

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A. Objective

1. To identify and track performance outcomes of students
2. To identify and select relevant benchmarks for the performance of students
3. To use trend data and benchmarks on the performance of students to review the quality and relevance of the courses covered under this report.

B. Targeted Participants and Courses

The collection of data for tracking and measuring the performance of student outcomes apply to all students studying in Exerceo Business International College (Exerceo).

The performance of student outcomes applied to all active courses except for the following courses which are:

- a. Non - CPE registered Courses such as short courses which are either less than 30 days duration or less than 50 contact hours.
- b. Non-active courses, these referred to those courses that are offered by Exerceo but did not commence classes with valid reason(s)

Courses not covered in the analysis

The following courses will not be covered in this analysis as it is either not offered or does not have any student:

- a. Preparatory Course for Pearson LCCI Level 3 Accounting and Finance
- b. Preparatory Course for Admission to Government School Primary 2 to Primary 5



- c. Preparatory Course for Admission to Government School Secondary 1 to Secondary 3
- d. Certificate in English (Beginner Level 1 and Beginner Level 2)
- e. Advanced Diploma in Construction Management (Chinese)
- f. Advanced Diploma in Hotel and Tourism Management
- g. Diploma in Business Administration
- h. Diploma in Construction Management (Chinese)
- i. Higher Diploma in Business Management
- j. Foundation Diploma for Higher Education Studies.



C. Methodology

The measurement of student performance outcomes is conducted in 4 stages:

Stage 1 Identification and selection of indicators

Stage 2 Identification and selection of the benchmark

Stage 3 Set targets for selected indicators for benchmark comparison

Stage 4 Evaluation of the student performance outcomes

Stage 1 Identification and selection of indicators

The management team identified and selected the following indicators:

a. Attrition Rate

Attrition rate refers to the percentage of students who leave their courses prematurely. This is calculated as the no. of students premature leaving the course they are studying in divided by the total no. of students at the beginning of the year plus no. of new students.

$$\text{Attrition Rate (\%)} = \frac{A}{B} \times 100$$

Where:

A = no. of attrition cases (withdrawal, terminated or transfer out)

B = no. of students in the beginning of the year + no. of new admission for
the year



b. Completion Rate

Completion rate refers to the percentage of students who have completed the course. This is calculated as the no. of students completed the course measured against the no. of students who are supposed to complete the course.

$$\text{Completion Rate (\%)} = \frac{C}{D} \times 100$$

Where:

C = no. of student who have completed the course

D = no. of student who have completed the course + no. of attrition cases

c. Graduation Rate

Graduation Rate refers to the percentage of students who have successfully graduated from the course they have studied. This is calculated as the no. of graduates measured against the no. of students who are supposed to graduate from the course.

$$\text{Graduation Rate} = \frac{E}{E + A + F}$$

Where:

E = no. of graduates

A = no. of attrition cases

F = no. of students who are supposed to graduate but failed to graduate



d. Progression Rate

Progression rate refers to proportion of students continuing their studies in the next higher study level within the college.

$$\text{Progression Rate} = \frac{G}{H}$$

Where:

G = no. of students continuing the studies in the next higher study level within the college

H = no. of students who have graduated and eligible for progression to the next higher level within the college

Stage 2 Identification and Selection of the Benchmark

The management selected the internal benchmark for comparing the following student performance indicators:

- a. Attrition Rate
- b. Completion Rate
- c. Graduation Rate
- d. Progression Rate



Stage 3 Set targets for selected indicators for benchmark comparison

The college set the targets for selected indicators during the annual Corporate/Strategic Planning Meeting.

The college follows the below sequence in comparing the results against targets of student performance indicators using internal benchmark:

- a. Average of 3 years results (current and previous 2 years) if available;
- b. Average of 2 years results (current and previous 1 year) if 3 year results are not available
- c. Previous year results if 2 year results are not available
- d. Current year results if no other previous year result is available.

Stage 4 Evaluation of Student Performance Outcomes

- a. The assigned staff (Student Support Services) shall compute the student outcome data (attrition, completion, graduation and progression no.) for each of the active courses into the 'Tracking of Student Outcomes' spreadsheet on a quarterly basis.
- b. The responsible staff shall prepare student performance outcome charts (course level and college level), evaluate the 3-year trends for setting of indicator targets.
- c. Recommend improvement actions for improving the quality of courses and relevant processes.



D. Results Analysis

D.1 By Course Level

I. 2019 Student Outcomes – By Course

Chart A: Summary of 2019 Results

S/N	Courses	Attrition Rate	Completion Rate	Graduation Rate	Progression Rate
1	ADVANCED DIPLOMA IN BUSINESS MANAGEMENT (CHINESE)	NA	NA	100.0%	0.0%
2	DIPLOMA IN BUSINESS MANAGEMENT (CHINESE)	33.3%	66.7%	66.7%	0.0%
3	DIPLOMA IN BUSINESS ADMINISTRATION AND SKILLS (MANDARIN)	4.1%	89.9%	89.9%	2.5%
4	PEARSON BTEC LEVEL 4 HIGHER NATIONAL CERTIFICATE IN BUSINESS (CHINESE)	0.0%	100.0%	100.0%	0.0%
5	PEARSON BTEC LEVEL 5 HIGHER NATIONAL DIPLOMA IN BUSINESS (CHINESE)	0.0%	NA	NA	0.0%
6	PEARSON BTEC LEVEL 7 EXTENDED DIPLOMA IN STRATEGIC MANAGEMENT AND LEADERSHIP (QCF) (CHINESE)	18.2%	81.8%	81.8%	NA
7	DIPLOMA IN CONSTRUCTION MANAGEMENT (CHINESE)	NA	NA	NA	NA
8	DIPLOMA IN FINANCE MANAGEMENT (FT)	66.7%	NA	NA	NA
9	DIPLOMA IN FINANCE MANAGEMENT (Mandarin)	0.0%	100.0%	100.0%	0.0%
10	ADVANCED DIPLOMA IN BUSINESS ADMINISTRATION AND SKILLS (MANDARIN)	0.0%	100.0%	100.0%	0.0%
11	CERTIFICATE IN ENGLISH LANGUAGE (BEGINNER)	3.8%	94.4%	0.0%	0.0%
12	PEARSON LCCI LEVEL 2 DIPLOMA IN BOOKKEEPING&ACCOUNTING	5.9%	80.0%	80.0%	0.0%
13	OTHM LEVEL 7 DIPLOMA IN STRATEGIC MANAGEMENT AND LEADERSHIP	0.0%	NA	NA	NA
14	POST-GRADUATE DIPLOMA IN MANAGEMENT AND LEADERSHIP (MANDARIN)	13.0%	NA	NA	NA

Analysis for 2019 Results – By Course

a. Advanced Diploma in Business Management (Chinese) – Part-time

The Advanced Diploma in Business Management (ADBM) (Chinese) had a total of 6 students started their studies since 2018. There was no attrition in 2019 which showed an improvement in the attrition rate as compared with 2018. All 6 students completed their studies by 2019 with 2 nos. student graduated in 2018 and 4 nos. graduated in 2019. Although there were 4 nos. of students graduated in 2019, all of them had feedback to their respective Sales & Marketing staff that they are not keen to progress to ADBM (Chinese). There was no new student enrolment in 2019.

Attrition Rate: Not tracked in 2019 due to zero enrolment.

Completion Rate: Not tracked in 2019 due to zero enrolment.

b. Diploma in Business Management (Chinese) – Part-time

6 no. of students studied the Diploma in Business Management (Chinese) course in 2019. 2 no. of students left before completing the course (due to personal and work reasons) which contributed to the high attrition rate of 33%. Comparing the attrition rate with 10.2% in 2018, the attrition rate in 2019 fell by 23.1%. However, the remaining 4 no. of students completed and graduated in 2019. None of the students progressed to 'Advanced Diploma in Business Management (Chinese).

There was no new student enrolment in 2019.

c. Diploma in Business Administration and Skills (Mandarin) – Part-time

In all, there were 221 no. of students studying Diploma in Business Administration and Skills in 2019, these comprises 132 no. of new students and 89 no. of existing students. The high numbers of students and enrolments in 2019 showed that the Diploma in Business Administration and Skills course is well received by students.

There were 9 nos. of students who left prematurely in 2019 contributing to an attrition rate of 4.1%. The attrition rate improved by 1.1% as compared with 2018.

80 no. of students completed their course. These resulted in Completion Rate of 89.9% (80 students completed + 9 students attrition)

80 no. of students out of 89 students (attritions + graduates) graduated from the course contributing to Graduation Rate of 89.9%.

2 no. of students progressed to Advanced Diploma in Business Administration and skills (Mandarin). These resulted in 2.5% in progression rate.

d. Pearson BTEC Level 4 HNC in Business (Chinese) – Part-time

There were 15 no. of students studied Pearson BTEC Level 4 HNC in Business in 2019. These students started the course in 2018.

There was no student premature leaving the course resulted in 'Zero' attrition rate. All student completed and graduated from their course in 2019, resulted in 100% completion rate and 100% graduation rate. However, none of the graduate progress to Pearson BTEC Level 5 HND Diploma in Business. These resulted in 'Zero' progression rate from this course. There was no new student enrolment in 2019.

The course was 'Teach-out' status in 2019.



e. Pearson BTEC Level 5 HND in Business (QCF) (Chinese) – Part-time

The only 2 no. of students who started their studies in 2018 completed their studies in 2019. There was no student premature leaving the course in 2019 resulting in 'Zero' attrition rate. Both the completion rate and graduation rate achieved 100%. No student progress to higher level study. There was no new student enrolment in 2019.

The course was 'Teach-out' status in 2019.

f. Pearson BTEC Level 7 Extended Diploma in Strategic Management and Leadership (QCF) (Chinese) – Part-time

11 no. of students continue with their study in this course in 2019. 2 no. of students premature leaving the course resulted in 18.2% attrition rate. The remaining 9 students completed and graduated from the course in 2019 resulted in 81.8% for both completion rate and graduation rate. There is no progression path for this course. There was no new student enrolment in 2019.

g. Diploma in Financial Management – Full-time

There were 3 new students enrolled in 2019. 2 no. of students leave the course prematurely due to work reasons in the 3rd Quarter of 2019 resulted in 66.7% attrition rate. The remaining student continue her course into year 2020.

Completion Rate: Not applicable

Graduation Rate: Not applicable

Progression Rate: Not applicable



h. Diploma in Financial Management – Part-time

There were altogether 4 no. of students (1 no. from 2018 and 3 new students in 2019) in this course. No student premature leaving the course resulted in 'Zero' attrition rate. 2 no. of students completed and graduated from the course in the 3rd Quarter of 2019, resulted in 100% for both completion rate and graduation rate. There was no student progression.

i. Advanced Diploma in Business Administration and Skills (Mandarin) – Part-time

13 no. of students continue their studies from 2018 into 2019. There were 2 new student enrolments making a total of 15 students. No student premature leaving the course resulted in 'Zero' attrition rate. 13 no. of students completed their course. 2 no. of students graduated from the course and 2 no. of students are expected to complete their course by 2nd quarter of 2020. No student progress to higher level,

Attrition Rate: 0 %
Completion Rate: 100%
Graduation Rate: 100 %
Progression Rate: 0 %

j. Certificate in English (Beginner) – Part-time

There were 26 no. of students (10 students continue from 2018 and 16 new student enrolments in 2019) in total studied this course in 2019. 1 no. of student leave the course prematurely resulted in 3.8% attrition rate. 17 no. of students completed the course resulted in 94.4% completion rate. There was no student graduated from the course. 8 no. of students continue the course into 2020.



k. Preparatory Course for Pearson LCCI Level 2 Diploma in Bookkeeping and Accounting – Part-time

There were 17 students studied the course in 2019. 1 no. of student premature left the course resulted in 5.9% attrition rate. 4 no. of student completed the course resulting in 80% completion rate. As this is a preparatory course, the graduation rate is not applicable. There was no student progress to higher level.

m OTHM Level 7 Diploma in Strategic Management and Leadership – Part-time

The course started in August 2019. A total of 17 students study the course in 2019. There were no student premature leaving the course from August to December 2019. These resulted in 'Zero' attrition rate.

Attrition Rate: 0 %

Completion Rate: Not Applicable (student study yet to reach this stage)

Graduation Rate: Not Applicable

Progression Rate: Not Applicable

n. Post-Graduate Diploma in Management and Leadership (Mandarin) – Part-time

The course started in 1st Quarter of 2019. There were 16 no. of students studying the course in 2019. There were 2 no. students premature left the course resulted in 12.5% attrition rate.

Attrition Rate: 12.5%

Completion Rate: Not applicable as student has yet to reach this stage

Graduation Rate: Not applicable

Progression Rate: Not applicable



II. Performance Measurement and Analysis – 3-year Trend (2017 to 2019)

Exerceo started tracking its student performance outcomes in 2017 by College level. In 2018, it improved its tracking to course level and in a quarterly basis so that the student performance outcome's results and analyses will reflect the actual student outcome for each course when they are used as inputs for review and making improvement to the courses. In 2019, Exerceo further improved its' tracking to tracking by monthly basis so that any adverse results could be shared with the management and staff in a faster manner for intervention action(s).

In the absent of 2017 results by course level, Exerceo shall utilize the student performance outcomes for year 2018 and 2019 for this year 3-year trend analysis including calculating the 3-year average score. However, Exerceo shall analyses the 3-year trend student performance outcomes by college level for year 2017 to 2019.



The Analysis

i. Attrition Rate (2017 to 2019)

Courses	2017	2018	2019	Average (2018-2019) Based on Student no.
ADVANCED DIPLOMA IN BUSINESS MANAGEMENT (CHINESE)	Tracked by College Level in 2017	0.0%	NA	0.0%
DIPLOMA IN BUSINESS MANAGEMENT (CHINESE)		10.2%	33.3%	12.7%
DIPLOMA IN BUSINESS ADMINISTRATION AND SKILLS (MANDARIN)		5.2%	4.1%	4.5%
PEARSON BTEC LEVEL 4 HIGHER NATIONAL CERTIFICATE IN BUSINESS (CHINESE)		25.0%	0.0%	15.4%
PEARSON BTEC LEVEL 5 HIGHER NATIONAL DIPLOMA IN BUSINESS (CHINESE)		27.5%	0.0%	23.1%
PEARSON BTEC LEVEL 7 EXTENDED DIPLOMA IN STRATEGIC MANAGEMENT AND LEADERSHIP (QCF) (CHINESE)		8.0%	18.2%	10.3%
DIPLOMA IN CONSTRUCTION MANAGEMENT (CHINESE)		NA	NA	NA
DIPLOMA IN FINANCE MANAGEMENT (FT)		NA	66.7%	66.7%
DIPLOMA IN FINANCE MANAGEMENT (Mandarin)		16.7%	0.0%	10.0%
ADVANCED DIPLOMA IN BUSINESS ADMINISTRATION AND SKILLS (MANDARIN)		0.0%	0.0%	0.0%
CERTIFICATE IN ENGLISH LANGUAGE (BEGINNER)		9.1%	3.8%	5.1%
PREPARATORY COURSE FOR PEARSON LCCI LEVEL 2 DIPLOMA IN BOOKKEEPING & ACCOUNTING		0.0%	5.9%	3.6%
OTHM LEVEL 7 DIPLOMA IN STRATEGIC MANAGEMENT AND LEADERSHIP		NA	0.0%	0.0%
PEARSON BTEC LEVEL 4 HNC IN CONSTRUCTION AND THE BUILT ENVIRONMENT (QCF) (CHINESE)		0%	NA	NA
POST-GRADUATE DIPLOMA IN MANAGEMENT AND LEADERSHIP (MANDARIN)		NA	13.0%	13.0%



a. Diploma in Business Management (Chinese) – Part-time

The attrition rate for the course increased from 10.2% in 2018 to 33.3% in 2019. The higher attrition rate (33.3% in 2019) was due to 2 no. of students out of a total of 6 no. of students left the course prematurely due to work commitment in the 1st Quarter of 2019. In comparison, there were 49 no. of students in 2018. The average attrition rate based on the student number (total no. of student left the course prematurely divided by total no. of students in 2018 and 2019) was 12.7%.

b. Diploma in Business Administration and Skills (Mandarin) – Part-time

The Diploma in Business Administration and Skills course had seen the highest enrolments and no. of students in both 2018 (172 students) and 2019 (221 students). Both years (2018 & 2019) showed 9 no. of students each left the course prematurely. Majority of these students had cited work commitments as the main reason for leaving prematurely despite Exerceo's effort to repeat the lessons (increased Exerceo's operation expenses) in other days of the week so as students have more opportunities to attend classes to suit their working time. The average attrition rate (2018 – 5.2% & 2019 – 4.1%) was 4.5% due to the good number of students (total – 393 students).

c. Pearson BTEC Level 4 HNC in Business (Chinese) – Part-time

The Pearson BTEC Level 4 HNC in Business (Chinese) which was listed under ‘teach-out’ showed 6 no. of students left the course prematurely in 2018 and zero attrition in 2019. The no. of students studied in 2018 was 24 and in 2019 was 15 (total: 39 no. of students). As the course is listed as ‘teach-out’, the course will not be continued after all the students graduated from the course in 2019.

The average attrition rate for 2017 to 2019 for the course was 15.4%.

d. Pearson BTEC Level 5 HND in Business (Chinese)

The Pearson BTEC Level 5 HND in Business (Chinese) was listed under ‘teach-out’ in 2019. 3 no. of students left the course prematurely in 2018 out of 11 no. of students. There was no attrition in 2019. As the course was listed as ‘teach-out’, the course will not be continued after all the students have graduated from the course in 2019.

The average attrition rate for 2017 to 2019 for the course was 23.1%.

e. Pearson BTEC Level 7 Extended Diploma Strategic Management and Leadership (QCF) (Chinese) – Part-time

The Pearson BTEC Level 7 Diploma in Strategic Management and Leadership (QCF) (Chinese) experienced 2 no. of students left the course prematurely (also for work reason) each in 2018 and 2019 resulted in attrition rate of 8.0% for 2018 and 18.2% for 2019. There were 25 students in 2018 and 11 students in 2019. There was no enrolment in 2019.

The average attrition rate for year 2017 to 2019 for the course was 10.3%.



f. Diploma in Finance Management (Mandarin) – Full-time

The Diploma in Financial Management (Mandarin) – Full-time did not have any student in 2018. In 2019, there were 3 no. of students enrolled in 2019 but 2 no. of students left the course prematurely due to work issue and the need to return to home country. The low no. of students studying the course coupled with the 2 no. of attritions resulted in 66.7% attrition rate for 2019.

In the absence of data for 2017 and 2018, the average attrition rate for year for the course was 66.7% (2019 result).

g. Diploma in Finance Management (Mandarin) – Part-time

The Diploma in Financial Management (Chinese) – Part-time had 6 no. of students in 2018 and 4 no. of students in 2019. 1 no. of student left the course prematurely in the 3rd Quarter of 2018. There was no attrition in 2019.

The average attrition rate for the course was 10.0%.

h. Advanced Diploma in Business Administration and Skills (Mandarin) – Part-time

The Advanced Diploma in Business Administration and Skills (Mandarin) – Part-time had 13 no. of students in 2018 and 15 no. of students in 2019. There was no attrition in 2018 and 2019 resulting in 'Zero' attrition rate for both 2018 and 2019.



i. Certificate in English Language (Beginner) – Part-time

The Certificate in English Language (Beginner) had 11 students in 2018 and 26 students in 2019. 1 no. of student each left the course prematurely in 2018 and 2019. The 3.8% attrition rate achieved in 2019 is better than the 9.1% achieved in 2018 which showed an improvement trend from 2018. The average attrition rate (2018 and 2019) was 5.1%.

J. Preparatory Course for Pearson LCCI Level 2 Diploma in Bookkeeping and Accounting

These Preparatory Course had 11 students in 2018 and 17 students in 2019. 1 no. student left the course prematurely in 2019 contributing to an increased of 5.9% attrition rate in 2019 as compared with zero (0) % in 2018.

The average attrition rate over 2018 and 2019 was 3.6%.

j. OTHM Level 7 Diploma in Strategic Management and Leadership – Part-time

The OTHM Level 7 Diploma in Strategic Management and Leadership course started student enrolment in 2019. There is no trend recorded.

k. Post-Graduate Diploma in Management and Leadership (Mandarin) – Part-time

The Post-graduate Diploma in Management and Leadership (Mandarin) course started student enrolment in 2019. There is no trend record.



ii. Completion Rate (2017 to 2019)

Courses	2017	2018	2019	Average (2018 - 2019)
ADVANCED DIPLOMA IN BUSINESS MANAGEMENT (CHINESE)	Tracked by College Level in 2017	100.00%	NA	NA
DIPLOMA IN BUSINESS MANAGEMENT (CHINESE)		89.60%	66.70%	87.0%
DIPLOMA IN BUSINESS ADMINISTRATION AND SKILLS (MANDARIN)		52.60%	89.90%	83.3%
PEARSON BTEC LEVEL 4 HIGHER NATIONAL CERTIFICATE IN BUSINESS (CHINESE)		57.10%	100.00%	75.0%
PEARSON BTEC LEVEL 5 HIGHER NATIONAL DIPLOMA IN BUSINESS (CHINESE)		NA	NA	NA
PEARSON BTEC LEVEL 7 EXTENDED DIPLOMA IN STRATEGIC MANAGEMENT AND LEADERSHIP (QCF) (CHINESE)		66.70%	81.80%	76.0%
DIPLOMA IN CONSTRUCTION MANAGEMENT (CHINESE)		NA	NA	NA
DIPLOMA IN FINANCE MANAGEMENT (FT)		NA	NA	NA
DIPLOMA IN FINANCE MANAGEMENT (Mandarin)		NA	100.00%	100.00%
ADVANCED DIPLOMA IN BUSINESS ADMINISTRATION AND SKILLS (MANDARIN)		NA	100.00%	100.00%
CERTIFICATE IN ENGLISH LANGUAGE (BEGINNER)		NA	94.40%	89.0%
PREPARATORY COURSE FOR PEARSON LCCI LEVEL 2 DIPLOMA IN BOOKKEEPING&ACCOUNTING		NA	80.00%	80.00%
OTHM LEVEL 7 DIPLOMA IN STRATEGIC MANAGEMENT AND LEADERSHIP		NA	NA	NA
POST-GRADUATE DIPLOMA IN MANAGEMENT AND LEADERSHIP (MANDARIN)		NA	NA	NA
PEARSON BTEC LEVEL 4 HNC IN CONSTRUCTION AND THE BUILT ENVIRONMENT		100.00%	NA	NA

a. Advanced Diploma in Business Management (Chinese) – Part-time

All students completed their studies in 2018, there was no enrolment in 2019. The 3-year trend for this course will not be applicable.

b. Diploma in Business Management (Chinese) – Part-time

The course had 48 students in 2018. 43 students completed their studies in 2018 and the remaining 6 students completed their studies in 2019. The completion rate was 89.6% for 2018 and 67% for 2019. The trend threaded downward due to 2 no. of students (out of remaining 6 students) left the course prematurely in the 1Q of 2019. The course did not continue as there was no enrolment in 2019. The average completion rate over 2018 and 2019 was 87%.

c. Diploma in Business Administration and Skills (Mandarin) – Part-time

The above course attracted the most enrolments (132 no.) in 2019 and the highest amount of 80 students completing the course. Compared to 2018, where the high attrition rate resulted in only 52.6% completion rate, it showed an improved trend with 89.9% completion rate in 2019. The average rate (2018 & 2019) was 83.3%.

d. Pearson BTEC Level 4 HNC in Business (Chinese) – Part-time

The course had 24 no. of students in 2018 comprising 18 no. of new students in 2018. No student enrolled in 2019 due to the course being listed as 'teach-out'. Due to attrition of 9 no. of students in 2018, the completion rate for 2108 was 52.6%. All remaining 15 no. students completed the course in 2019 resulting in 100% completion rate in 2019. The course showed an improved completion rate trend (2018 and 2019).



e. Pearson BTEC Level 7 Extended Diploma in Strategic Management and Leadership (QCF) (Chinese) – Part-time

The Pearson BTEC Level 7 Extended Diploma in Strategic Management and Leadership had 25 students in 2018 and 11 students in 2019 with zero enrolment for 2019. Due to 2 no. of attrition each for 2018 and 2019, the completion rate achieved were 66.7% and 81.8% respectively showed an upward trend. The average completion rate was 76% (2018 & 2019).

f. Diploma in Financial Management (Mandarin) – Part-time

The course had only 1 student in 2018 and 3 students in 2019. The 3-year trend is not available as the student in 2018 has yet to reach this stage.

g. Advanced Diploma in Business Administration and Skills (Mandarin) – Part-time

Since the course does not any student reaching the completion stage in 2018, the 3-year trend is not available.

h. Certificate in English Language (Beginner) – Part-time

Since the course does not any student reaching the completion stage in 2018, the 3-year trend is not available.

i. Preparatory Course for Pearson LCCI Level 2 Diploma in Bookkeeping and Leadership – Part-time

Since the course does not any student reaching the completion stage in 2018, the 3-year trend is not available.



iii. Graduation Rate (2017 to 2019)

Courses	2017	2018	2019	Average (2018-2019)
ADVANCED DIPLOMA IN BUSINESS MANAGEMENT (CHINESE)	Tracked by College Level in 2017	100.00%	100.00%	100.00%
DIPLOMA IN BUSINESS MANAGEMENT (CHINESE)		89.60%	66.70%	87.0%
DIPLOMA IN BUSINESS ADMINISTRATION AND SKILLS (MANDARIN)		52.60%	89.90%	83.0%
PEARSON BTEC LEVEL 4 HIGHER NATIONAL CERTIFICATE IN BUSINESS (CHINESE)		33.3%	100.00%	45.5%
PEARSON BTEC LEVEL 5 HIGHER NATIONAL DIPLOMA IN BUSINESS (CHINESE)		NA	NA	NA
PEARSON BTEC LEVEL 7 EXTENDED DIPLOMA IN STRATEGIC MANAGEMENT AND LEADERSHIP (QCF) (CHINESE)		66.70%	81.80%	76.5%
DIPLOMA IN CONSTRUCTION MANAGEMENT (CHINESE)		NA	NA	NA
DIPLOMA IN FINANCE MANAGEMENT (FT)		NA	NA	NA
DIPLOMA IN FINANCE MANAGEMENT (Mandarin)		NA	100.00%	100.00%
ADVANCED DIPLOMA IN BUSINESS ADMINISTRATION AND SKILLS (MANDARIN)		NA	100.00%	100.00%
CERTIFICATE IN ENGLISH LANGUAGE (BEGINNER)		NA	0.00%	0.00%
PREPARATORY COURSE FOR PEARSON LCCI LEVEL 2 DIPLOMA IN BOOKKEEPING&ACCOUNTING		NA	NA	NA
OTHM LEVEL 7 DIPLOMA IN STRATEGIC MANAGEMENT AND LEADERSHIP		NA	NA	NA
PEARSON BTEC LEVEL 4 HNC DIPLOMA IN CONSTRUCTION AND THE BUILT ENVIRONMENT (QCF) (CHINESE)		100.00%	NA	NA
POST-GRADUATE DIPLOMA IN MANAGEMENT AND LEADERSHIP (Mandarin)		NA	NA	NA

a. Advanced Diploma in Business Management (Chinese) – Part-time

The advanced Diploma in Business Management (Chinese) course had 6 students in 2018 and 4 students in 2019. There were 6 students graduated in 2018 and the remaining 4 students graduated in 2019. All students successfully completed the course. The 3-year trend showed a positive trend. The average graduation rate was 100% (2018 & 2019).

b. Diploma in Business Management (Chinese) – Part-time

The Diploma in Business Management had 48 students in 2018 and 6 students in 2019. With 6 no. of students and 2 attrition cases in 2019, the graduation rate achieved in 2019 was 66.7% due to small no. of student base. The graduation rate for 2018 was 89.6%. Comparing the 2018 and 2019 results, the 3-year trend pointed to the negative direction. The average graduation rate was 87% (2018 & 2019).

c. Diploma in Business Administration and Skills (Mandarin) – Part-time

The course had 172 students studied in 2018 and 221 students studied in 2019. The graduation rate for 2018 was 52.6% resulted from 10 students graduated the course and 9 students left the course prematurely. The graduation rate for 2019 was 89.9% resulted from 80 no. of students graduated and 9 students left the course prematurely. Comparing the results, the graduation rate showed an upward positive trend. The average graduation rate was 83%.

d. Pearson BTEC Level 4 HNC in Business (Chinese) – Part-time

The course had 24 students studied in 2018 and 15 students studied in 2019. The graduation rate achieved for 2018 was 33.3% resulted from 3 students graduated and 6 students left the course prematurely. All 15 students completed their study in 2019, 2 students graduated in 2019 while the remaining 13 students are expected to graduate in 2020. As there is no attrition rate for this course in 2019, the graduation rate calculated for 2019 was 100%. Comparing with 2018 results, the graduation rate showed an upward trend for this course. The average graduation rate was 45.5% (2018 & 2019) due to the poor no. achieved in 2018.

e. Pearson BTEC Level 7 Extended Diploma in Strategic Management and Leadership (QCF) (Chinese) – Part-time

The course had 25 students studied in 2018 and 11 students studied in 2019. The graduation rate achieved in 2018 was 66.7% resulted from 2 students left the course prematurely and 4 students graduated. The graduation rate for 2019 was 81.8% resulted from 2 students left the course prematurely and 9 students graduated. Comparing the results with 2018, the graduation rate showed an improvement of 15% with an upward trend. The average graduation rate was 76.5% for 2018 & 2019.

f. Diploma in Financial Management (Mandarin) – Part-time

As there were no graduation results in 2018, the 3-year trend is not available.



g. Advanced Diploma in Business Administration and Skills (Mandarin) – Part-time

As there were no graduation results in 2018, the 3-year trend is not available.

h. Certificate in English Language (Beginner) – Part-time

As there were no graduation results in 2018, the 3-year trend is not available.

i. Preparatory Course for Pearson LCCI Level 2 Diploma in Bookkeeping and Leadership – Part-time

As there were no graduation results in 2018, the 3-year trend is not available.



iv. Progression Rate (2017 to 2019)

Courses	2017	2018	2019	Average (2018-2019) Based on student no.
ADVANCED DIPLOMA IN BUSINESS MANAGEMENT (CHINESE)	Tracked by College Level in 2017	0.0%	0.0%	0.0%
DIPLOMA IN BUSINESS MANAGEMENT (CHINESE)		0.0%	0.0%	0.0%
DIPLOMA IN BUSINESS ADMINISTRATION AND SKILLS (MANDARIN)		50.0%	2.5%	7.8%
PEARSON BTEC LEVEL 4 HIGHER NATIONAL CERTIFICATE IN BUSINESS (CHINESE)		0.0%	0.0%	0.0%
PEARSON BTEC LEVEL 5 HIGHER NATIONAL DIPLOMA IN BUSINESS (CHINESE)		NA	NA	NA
PEARSON BTEC LEVEL 7 EXTENDED DIPLOMA IN STRATEGIC MANAGEMENT AND LEADERSHIP (QCF) (CHINESE)		NA	0.0%	0.0%
DIPLOMA IN CONSTRUCTION MANAGEMENT (CHINESE)		NA	NA	NA
DIPLOMA IN FINANCE MANAGEMENT (FT)		NA	NA	NA
DIPLOMA IN FINANCE MANAGEMENT (Mandarin)		NA	0.0%	0.0%
ADVANCED DIPLOMA IN BUSINESS ADMINISTRATION AND SKILLS (MANDARIN)		0.0%	0.0%	0.0%
CERTIFICATE IN ENGLISH LANGUAGE (BEGINNER)		0.0%	0.0%	0.0%
PREPARATORY COURSE FOR PEARSON LCCI LEVEL 2 DIPLOMA IN BOOKKEEPING&ACCOUNTING		0.0%	0.0%	0.0%
OTHM LEVEL 7 DIPLOMA IN STRATEGIC MANAGEMENT AND LEADERSHIP		NA	NA	NA
POST-GRADUATE DIPLOMA IN MANAGEMENT AND LEADERSHIP (MANDARIN)		NA	NA	NA

From the above computed table, the only course with progression was Diploma in Business Administration and Skills (Mandarin). There were 5 students out of 10 students who graduated progressed to Advanced Diploma in 2018 resulted in 50%



progression rate. In 2019, 2 students out of 80 graduates progressed to higher level study resulted in 2.5% progression rate. The progression rate showed a downward trend when the results (2019 & 2019) were compared. As most of our students are studying part-time, the feedback we received were most of them are not keen to further or progress their study as they felt that a 'Diploma' certificate is adequate to meet their needs.

The following courses recorded 'Zero' progression rate for 2018 and 2019 and therefore not feasible to plot the 3-years trend:

- a. Advanced Diploma in Business Management (Chinese)
- b. Diploma in Business Management (Chinese)
- c. Pearson BTEC Level 4 HNC in Business (Chinese)
- d. Advanced Diploma in Business Administration and Skills (Mandarin)
- e. Certificate in English Language (Beginner)
- f. Preparatory Course for Pearson LCCI Diploma in Bookkeeping and Accounting

The following course's progression rate is only available in 2019 and will not be feasible to plot the 3-year trend:

- a. Pearson BTEC Level 7 Extended Diploma in Strategic Management and Leadership (QCF) (Chinese)
- b. Diploma in Finance Management (Mandarin)



D.2 By College Level

Exerceo conducted the 2019 Strategic Planning in the 1st Quarter of 2019 and set the target for selected key performance indicators, namely Attrition Rate at 10%, Graduation Rate at 85% and Progression Rate at 12%.

Summary of Student Performance Outcomes Results – 2017 to 2019

Year/ Outcomes	Attrition Rate		Completion Rate		Graduation Rate		Progression Rate	
	X %	Y %	X %	Y %	X %	Y %	X %	Y %
2017	3.0	NA	NA	NA	97.0	NA	8.0	NA
2018	8.2	50	75.5	40	75.5	50	5.7	NA
2019	5.7	66.7	90.6	62.5	88	62.5	2.04	NA

Where:

X refer to the rate (%) achieved for that particular year

Y refers to the no. of courses (%) that met the set target for 2019 divided by the total no. of courses (applicable)



A. Comparison of 2019 Results Against Strategic Plan's Key Performance Indicators

Student Performance Outcomes	Strategic Plan KPI Set Targets	2019 Results	Remarks
Attrition Rate	10%	5.7%	Result met set target
Graduation Rate	85%	90.6%	Result met set target
Progression Rate	12%	2.04%	Results failed to meet set target

I. Attrition Rate

For the year 2019, Exerceo achieved 5.7% for Attrition Rate which met the set target of 10% for 2019. The factors contributing to the achievement were:

- a. Competent and dedicate lecturers in delivering interesting classroom lessons
- b. Delicate sales consultants and student support service staff in providing efficient services to students
- c. Duplicate lessons within the same week at Exerceo expenses to enable students to attend classes.



II. Graduation Rate

For the year 2019, Exerceo achieved 90.6% for Graduation Rate which met the 2019 KPI set target of 85%. The factors contributing to the achievement were:

- a. Better student attendance rate for classroom lessons as shown from the lower attrition rate
- b. Students took the opportunity to attend duplicate lessons which enhance their learning experiences.

III. Progression Rate

For the year 2019, the Progression Rate achieved was 2.04% which failed to meet the 2019 KPI set target of 12%. The feedback from the students was they does not have the aspiration to pursue a 2nd certificate after they have graduated.

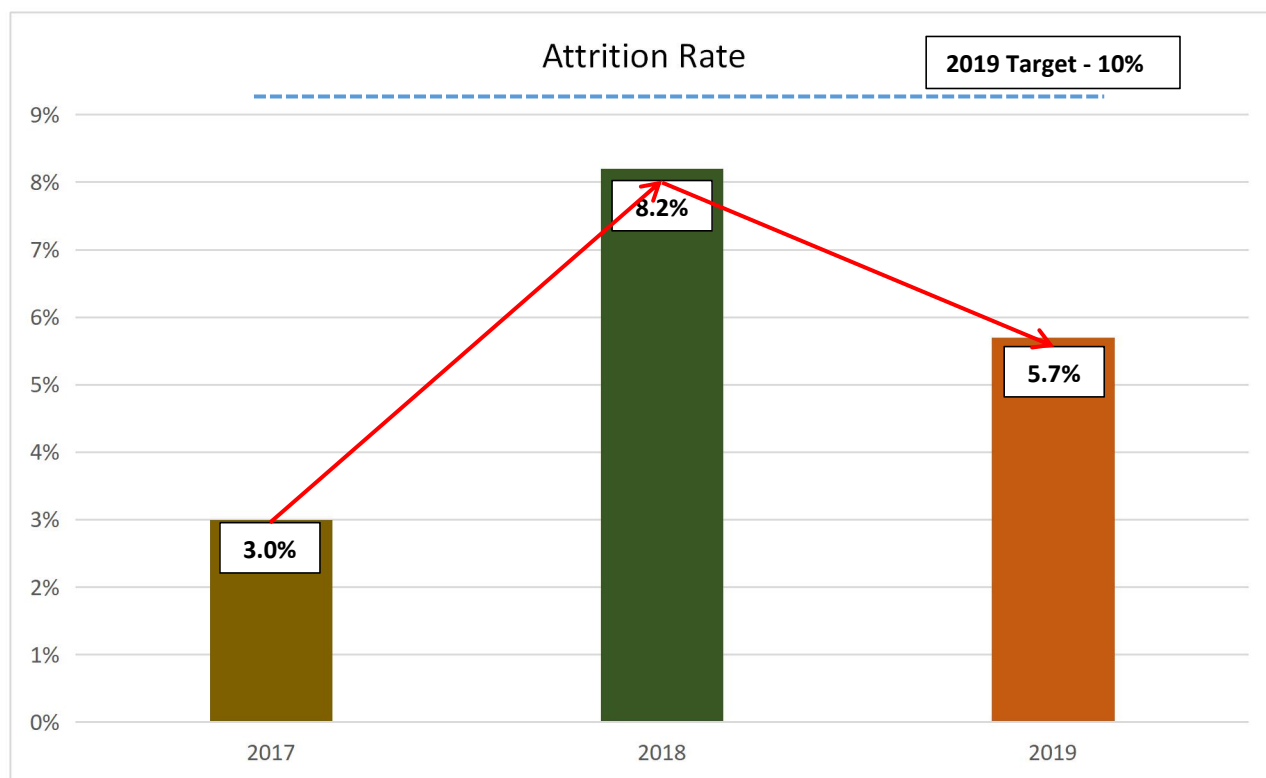


B. 3-Year Performance Measurement and Analysis (College Level)

A. Attrition Rate (2017 to 2019)

The 5.7% attrition rate in 2019 seen an improvement of 2.5% from the 8.2% achieved in 2018. The 2019 attrition rate showed an improved trend as compared with the 2018 result. The 2019 achievement of 5.7% met the set target of 10%. The no. of courses achieving Zero '0' attrition rate had also improved from 3 no. in 2018 to 5 no. in 2019.

Year / Performance Outcome	2017 (%)	2018 (%)	2019 (%)	3-year Average (%)
Attrition Rate	3.0	8.2	5.70	5.63

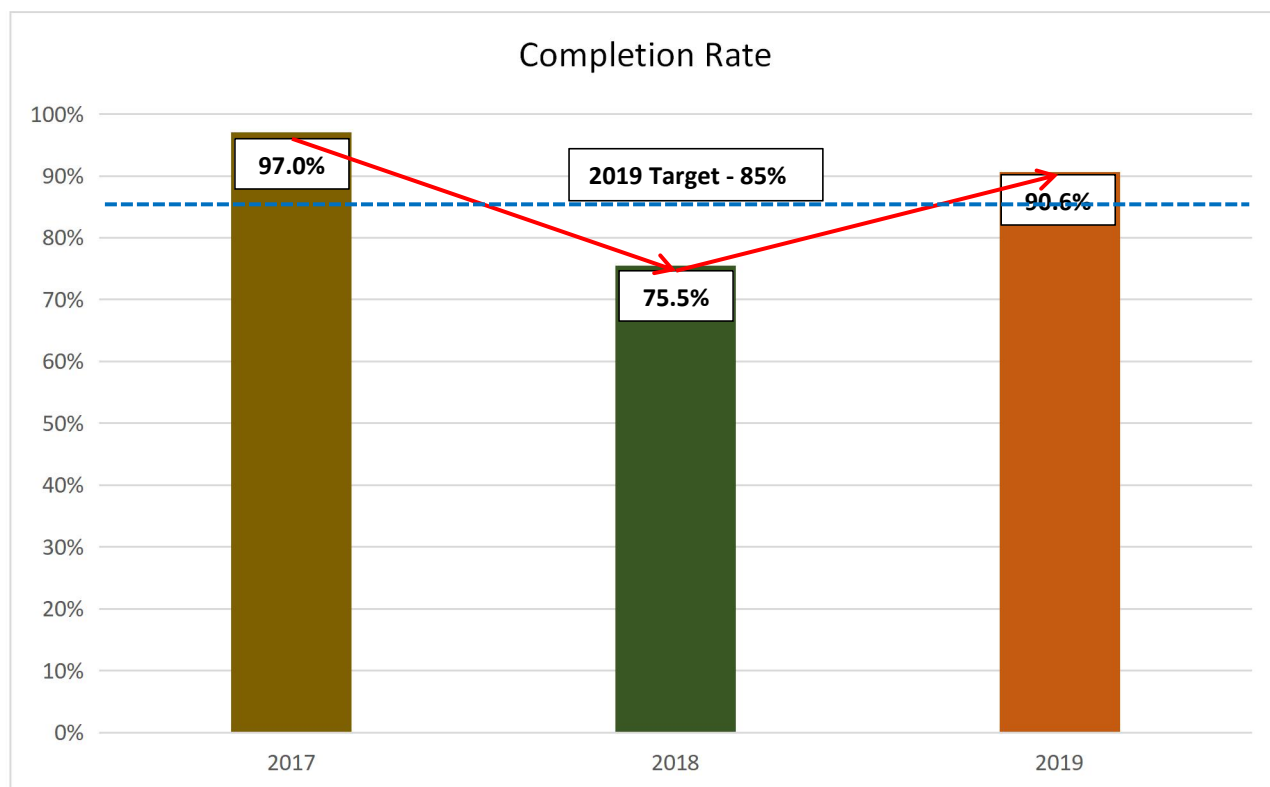




B. Completion Rate (2017 to 2019)

Exerceo achieved 90.6% for the completion rate which is 15.1% better as compared with 75.5% achieved in 2018. Comparing against 2018 results, it showed an upward trend but if compared with 2017 and 2018, it showed a declining trend. The 90.6% Completion Rate achieved in 2019 met the target set at 85%. The contributing factors to better completion rate in 2019 were lower number of attrition cases and courses with higher number of students.

Year / Performance Outcome	2017 (%)	2018 (%)	2019 (%)	3-year Average (%)
Completion Rate	97.0	75.5	90.60	83.1

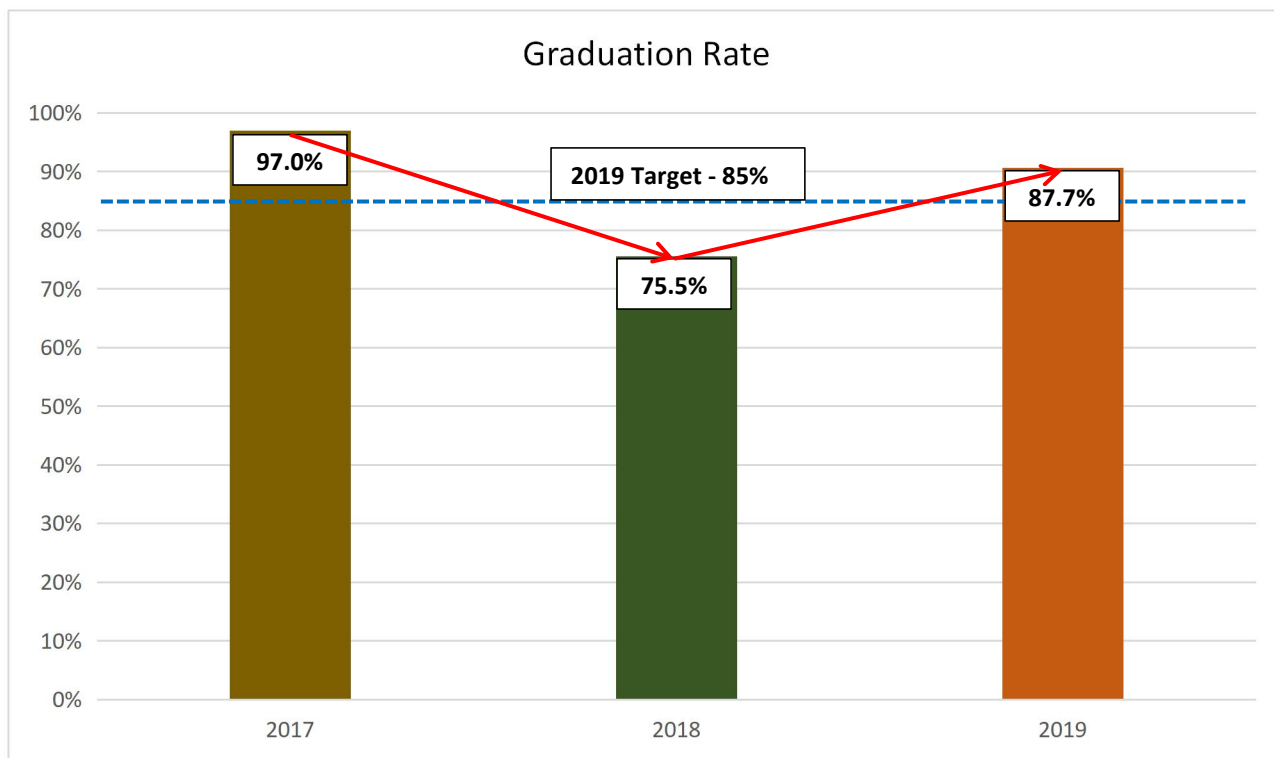




C. Graduation Rate

Exerceo achieved 88.0% Graduation Rate in 2019 which is 12.5% higher than the 75.5% achieved in 2018. Comparing against 2018 results, it showed an upward trend but if compared with 2017 and 2018, it showed a declining trend. What more important is that the 88.0% Graduation Rate met the 2019 KPI target set at 85%. The better results achieved in 2019 was due to improved attrition rate and duplicate lessons offered to students. Exerceo should continue to improve on its attrition rate to improve the graduation rate.

Year / Performance Outcome	2017 (%)	2018 (%)	2019 (%)	3-year Average (%)
Graduation Rate	97.0	75.5	87.70	87.7

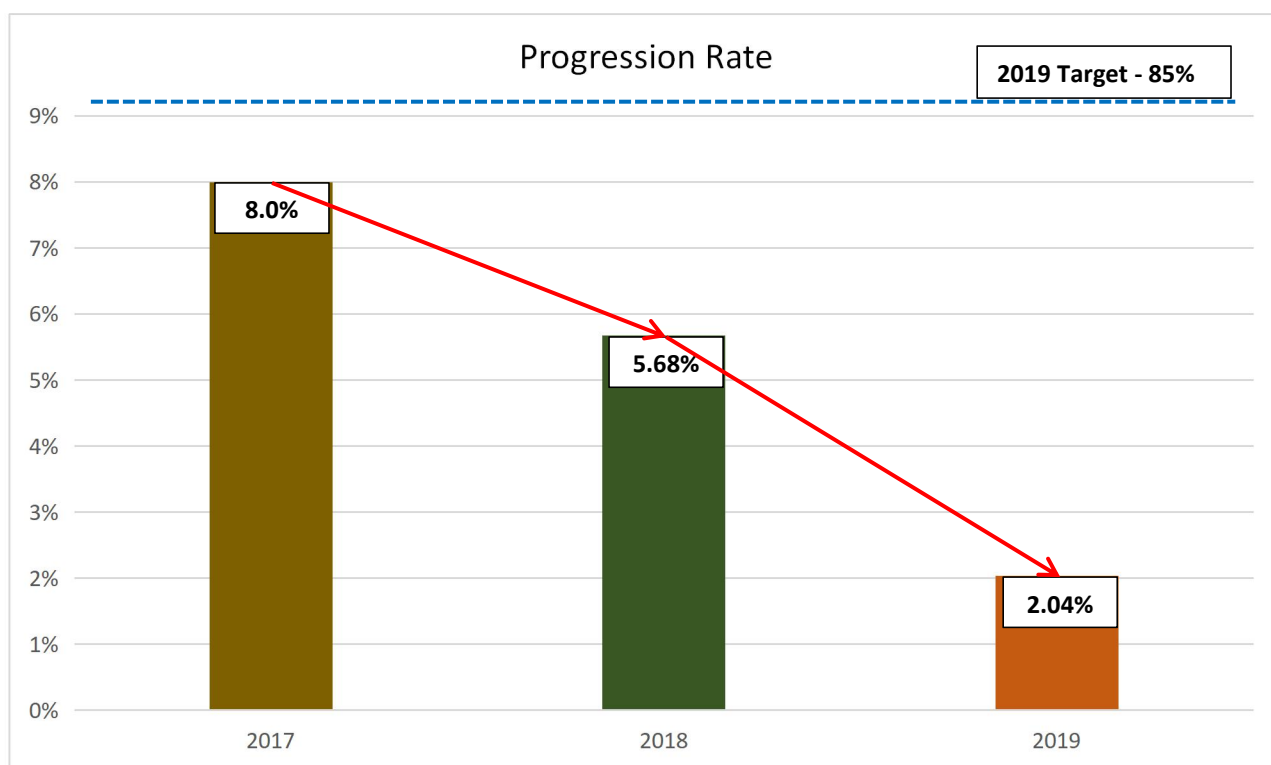




D. Progression Rate

The 2.04 % Progression Rate achieved in 2019 declined 3.7% from the 5.7% achieved in 2018. The result failed to meet the 2019 target set at 12.0%. The general feedback from students (mentioned by both lecturers and sales consultants) was they does not have the aspiration to pursue a 2nd certificate after graduation. Exerceo should look for ways to improve the progression rate and lower the target to an achievable level for year 2020.

Year / Performance Outcome	2017 (%)	2018 (%)	2019 (%)	3-year Average (%)
Progression Rate	8.0	5.68	2.04	5.24





E. Recommended Actions for improvement

No.	Actions	Responsible Person	Timeline	Remarks
1	<p>New Learning Management System</p> <p>To invest in a new Learning Management System for enhancing student learning experience such as:</p> <ul style="list-style-type: none"> a. To upload previous teaching materials and course notes on-line for student revision and reference; b. To conduct on-line learning offering more learning opportunities; c. To conduct on-line tutorials for enhancing student's learning; and d. A communication channel between lecturer and students to enhance sharing and clarification of course lessons / curriculum. 	Xue Yong	31/03/2020	
2	<p>Reduction in Attrition Numbers</p> <p>To reduce the attrition number for improving attrition rate, completion rate and graduation rate through raising student's awareness on important of attendance. To start</p> <ul style="list-style-type: none"> a. Conducting student attendance checking on a weekly basis; b. Compiled attendance rates and enlist Sales Consultants assistance to contact students when students failed to attend class for continuous 2 sessions. 	Admin. Officer	01/02/2020	