

**BACHELOR OF ARTS IN BUSINESS ADMINISTRATION ANNUAL ASSESSMENT PLAN & FINDINGS
2011-2012 ACADEMIC YEAR**

2011 – 2012 CURRICULUM MAP

	PLO 1 Analyze the major systems of criminal justice and how the functions of police, prosecution, courts, and corrections are interrelated.	PLO 2 Evaluate the issues and management of personnel administration in criminal justice.	PLO 3 Analyze the judicial processes of the U.S. Constitution.	PLO 4 Explain ethical issues within the criminal justice system.	PLO 5 Evaluate research in the areas of criminal justice and public policy as it pertains to the effect on society, victims, and rehabilitation.	PLO 6 Apply forensic methods and crime scene investigation to real-world situations.
<i>CGD 218: Visual Literacy in Business</i>				R		
<i>MGT 330: Management for Organizations</i>	M	M	R		R	R
<i>BUS 330: Principles of Marketing</i>		R	R	R	R	R
<i>MGT 415: Group Behavior in Organizations</i>	M	R	R		R	R
<i>MGT 435: Organizational Change</i>	R	R	M		M	R
<i>ACC 205: Principles of Accounting I</i>				I	I	I
<i>ACC 206: Principles of Accounting II</i>				R	R	R
<i>BUS 311: Business Law I</i>		R	R		R	R
<i>ECO 203: Principles of Macroeconomics</i>		I	R		R	R
<i>ECO 204: Principles of Microeconomics</i>				R	R	R
<i>BUS 303: Human Resources Management</i>	I	R	I		R	R
<i>BUS 308: Statistics for Managers</i>	R			R		R

<i>PHI 445: Personal and Organizational Ethics</i>	R	R			R	R
<i>BUS 401: Principles of Finance</i>		R	R	R	R	R
<i>BUS 402: Strategic Management and Business Policy</i>	R	R	R		R	M

I (Introduced), **R** (Reinforced), or **M** (Mastered).

ANNUAL ASSESSMENT PLAN FINDINGS					
PLO 1 - Collaborate to achieve team goals.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: MGT 415 Final Paper	70% (of the sample selected) must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	2003	2307	86.82%	1. EXCEEDS THE ACCEPTABLE TARGET

Direct Measure 2: CPC Comprehensive Exam – Management Section	BA Business Administration students, on average, will score at or above the average in the PAS “Online Campus” and “Traditional Campus” Aggregate Pools related to the Management section of the CPC comprehensive exam when compared to other competitive programs.	N/A	N/A	N/A	On average, Ashford University students in the BA Business Administration program scored above the average of the Peregrine Academic Services Traditional aggregate pool, but below the average of the Online aggregate pool on the Management section of the CPC.
Direct Measure 3: CPC Comprehensive Exam Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	524	546	95.97%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: Alumni Survey	70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating either “Agree” or “Strongly Agree.” The three questions used to gauge career success include:	#46 = 305 #52 = 321	353	#46 = 86.40% #52 = 86.79%	#46 = 1. EXCEEDS THE ACCEPTABLE TARGET

	<ul style="list-style-type: none"> (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track. (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. (#53) – Earning my degree from Ashford University resulted in making me more employable. 	#53 = 313		#53 = 80.19%	<p>#52 = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>#53 = 1. EXCEEDS THE ACCEPTABLE TARGET</p>
Indirect Measure 2: End of Course Survey	<p>70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with mastery of a program outcome by indicating either “High Quality” or “Very High Quality.” The three questions used to gauge student satisfaction include:</p> <ul style="list-style-type: none"> How would you rate the quality of the course material? How would you rate the quality of the course? How would you rate the quality of the instructor? 	<p>Course Material = 264</p> <p>Course = 259</p> <p>Instructor = 232</p>	300	<p>Course Material = 88.00%</p> <p>Course = 86.33%</p> <p>Instructor = 77.33%</p>	<p>Course Material = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>Course = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>Instructor = 1. EXCEEDS THE ACCEPTABLE TARGET</p>
Indirect Measure 3: End of Program Survey	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either “Agree”	Learning Objectives = 253	288	Learning Objectives = 87.85%	Learning Objectives = 1. EXCEEDS THE ACCEPTABLE TARGET

	<p>or “Strongly Agree.” The three items used will be:</p> <ul style="list-style-type: none"> • I understood the application of the Learning Objectives. • The curriculum was relevant to my academic needs. • The curriculum was relevant to my professional needs. 	<p>Academic Needs = 250</p> <p>Professional Needs = 249</p>		<p>Academic Needs = 86.80%</p> <p>Professional Needs = 86.46%</p>	<p>Academic Needs = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>Professional Needs = 1. EXCEEDS THE ACCEPTABLE TARGET</p>
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PLO 2 - Develop an awareness of their leadership style.

MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
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Direct Measure 1: MGT 330 Final Paper	70% (of the sample selected) must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	3038	3270	92.91%	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: CPC Comprehensive Exam – Business Leadership Section	BA Business Administration students, on average, will score at or above the average in the PAS “Online Campus” and “Traditional Campus” Aggregate Pools related to the Business Leadership section of the CPC comprehensive exam when compared to other competitive programs.	N/A	N/A	N/A	On average, Ashford University students in the BA Business Administration program scored above the average of the Peregrine Academic Services Traditional aggregate pool, but below the average of the Online aggregate pool on the Business Leadership section of the CPC.
Direct Measure 3: CPC Comprehensive Exam Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	524	546	95.97%	1. EXCEEDS THE ACCEPTABLE TARGET
	70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has	#46 = 305	353	#46 = 86.40%	#46 = 1. EXCEEDS THE ACCEPTABLE TARGET

<p>Indirect Measure 1: Alumni Survey</p>	<p>contributed to career success by indicating either “Agree” or “Strongly Agree.” The three questions used to gauge career success include:</p> <ul style="list-style-type: none"> • (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track. • (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#53) – Earning my degree from Ashford University resulted in making me more employable. 	<p>#52 = 321</p> <p>#53 = 313</p>		<p>#52 = 86.79%</p> <p>#53 = 80.19%</p>	<p>#52 = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>#53 = 1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 2: End of Course Survey</p>	<p>70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with mastery of a program outcome by indicating either “High Quality” or “Very High Quality.” The three questions used to gauge student satisfaction include:</p> <ul style="list-style-type: none"> • How would you rate the quality of the course material? • How would you rate the quality of the course? • How would you rate the quality of the instructor? 	<p>Course Material = 264</p> <p>Course = 259</p> <p>Instructor = 232</p>	<p>300</p>	<p>Course Material = 88.00%</p> <p>Course = 86.33%</p> <p>Instructor = 77.33%</p>	<p>Course Material = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>Course = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>Instructor = 1. EXCEEDS THE ACCEPTABLE TARGET</p>

<p>Indirect Measure 3: End of Program Survey</p>	<p>70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either “Agree” or “Strongly Agree.” The three items used will be:</p> <ul style="list-style-type: none"> • I understood the application of the Learning Objectives. • The curriculum was relevant to my academic needs. • The curriculum was relevant to my professional needs. 	<p>Learning Objectives = 253</p> <p>Academic Needs = 250</p> <p>Professional Needs = 249</p>	<p>288</p>	<p>Learning Objectives = 87.85%</p> <p>Academic Needs = 86.80%</p> <p>Professional Needs = 86.46%</p>	<p>Learning Objectives = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>Academic Needs = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>Professional Needs = 1. EXCEEDS THE ACCEPTABLE TARGET</p>
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PLO 3 - Evaluate a situation and apply an effective leadership style.

MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET
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					4. INSUFFICIENT DATA
Direct Measure 1: MGT 435 Final Paper	70% (of the sample selected) must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	749	772	97.02%	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: CPC Comprehensive Exam – Business Leadership Section	BA Business Administration students, on average, will score at or above the average in the PAS “Online Campus” and “Traditional Campus” Aggregate Pools related to the Business Leadership section of the CPC comprehensive exam when compared to other competitive programs.	N/A	N/A	N/A	On average, Ashford University students in the BA Business Administration program scored above the average of the Peregrine Academic Services Traditional aggregate pool, but below the average of the Online aggregate pool on the Business Leadership section of the CPC.
	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	524	546	95.97%	1. EXCEEDS THE ACCEPTABLE TARGET

<p>Direct Measure 3: CPC Comprehensive Exam Score</p>					
<p>Indirect Measure 1: Alumni Survey</p>	<p>70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating either “Agree” or “Strongly Agree.” The three questions used to gauge career success include:</p> <ul style="list-style-type: none"> • (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track. • (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#53) – Earning my degree from Ashford University resulted in making me more employable. 	<p>#46 = 305</p> <p>#52 = 321</p> <p>#53 = 313</p>	<p>353</p>	<p>#46 = 86.40%</p> <p>#52 = 86.79%</p> <p>#53 = 80.19%</p>	<p>#46 = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>#52 = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>#53 = 1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 2: End of Course Survey</p>	<p>70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with mastery of a program outcome by indicating either “High Quality” or “Very High Quality.” The three</p>	<p>Course Material = 264</p> <p>Course = 259</p>	<p>300</p>	<p>Course Material = 88.00%</p> <p>Course = 86.33%</p>	<p>Course Material = 1. EXCEEDS THE ACCEPTABLE TARGET</p>

	<p>questions used to gauge student satisfaction include:</p> <ul style="list-style-type: none"> • How would you rate the quality of the course material? • How would you rate the quality of the course? • How would you rate the quality of the instructor? 	Instructor = 232		Instructor = 77.33%	<p>Course = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>Instructor = 1. EXCEEDS THE ACCEPTABLE TARGET</p>
Indirect Measure 3: End of Program Survey	<p>70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either “Agree” or “Strongly Agree.” The three items used will be:</p> <ul style="list-style-type: none"> • I understood the application of the Learning Objectives. • The curriculum was relevant to my academic needs. • The curriculum was relevant to my professional needs. 	<p>Learning Objectives = 253</p> <p>Academic Needs = 250</p> <p>Professional Needs = 249</p>	288	<p>Learning Objectives = 87.85%</p> <p>Academic Needs = 86.80%</p> <p>Professional Needs = 86.46%</p>	<p>Learning Objectives = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>Academic Needs = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>Professional Needs = 1. EXCEEDS THE ACCEPTABLE TARGET</p>
PLO 4 - Use technology tools related to their area of emphasis.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS	TOTAL NUMBER OF STUDENT	ASSESSMENT RESULTS:	1. EXCEEDS THE ACCEPTABLE TARGET

		MEETING ACCEPTABLE TARGET	RECORDS OBSERVED	PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: CPC Comprehensive Exam – Information Management System Section	BA Business Administration students, on average, will score at or above the average in the PAS “Online Campus” and “Traditional Campus” Aggregate Pools related to the Information Management Systems section of the CPC comprehensive exam when compared to other competitive programs.	N/A	N/A	N/A	On average, Ashford University students in the BA Business Administration program scored above the averages of the Peregrine Academic Services Traditional aggregate pools and Online aggregate pools on the Information Management Systems section of the CPC.
	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	524	546	95.97%	1. EXCEEDS THE ACCEPTABLE TARGET

Direct Measure 3: CPC Comprehensive Exam Score					
Indirect Measure 1: CGD 218 Final Project	90% (of the sample selected) must score 70% or higher on the final project and demonstrate an ability to use technology tools related to their area of emphasis.	980	1165	84.12%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 2: Alumni Survey	<p>70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating either “Agree” or “Strongly Agree.” The three questions used to gauge career success include:</p> <ul style="list-style-type: none"> (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track. (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. (#53) – Earning my degree from Ashford University resulted in making me more employable. 	<p>#46 = 305</p> <p>#52 = 321</p> <p>#53 = 313</p>	353	<p>#46 = 86.40%</p> <p>#52 = 86.79%</p> <p>#53 = 80.19%</p>	<p>#46 = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>#52 = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>#53 = 1. EXCEEDS THE ACCEPTABLE TARGET</p>

<p>Indirect Measure 3: End of Course Survey</p>	<p>70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with mastery of a program outcome by indicating either “High Quality” or “Very High Quality.” The three questions used to gauge student satisfaction include:</p> <ul style="list-style-type: none"> • How would you rate the quality of the course material? • How would you rate the quality of the course? • How would you rate the quality of the instructor? 	<p>Course Material = 264</p> <p>Course = 259</p> <p>Instructor = 232</p>	<p>300</p>	<p>Course Material = 88.00%</p> <p>Course = 86.33%</p> <p>Instructor = 77.33%</p>	<p>Course Material = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>Course = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>Instructor = 1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 4: End of Program Survey</p>	<p>70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either “Agree” or “Strongly Agree.” The three items used will be:</p> <ul style="list-style-type: none"> • I understood the application of the Learning Objectives. • The curriculum was relevant to my academic needs. • The curriculum was relevant to my professional needs. 	<p>Learning Objectives = 253</p> <p>Academic Needs = 250</p> <p>Professional Needs = 249</p>	<p>288</p>	<p>Learning Objectives = 87.85%</p> <p>Academic Needs = 86.80%</p> <p>Professional Needs = 86.46%</p>	<p>Learning Objectives = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>Academic Needs = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>Professional Needs = 1. EXCEEDS THE ACCEPTABLE TARGET</p>

PLO 5 - Manage change within a dynamic business environment.

MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: MGT 435 Final Paper	70% (of the sample selected) must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	1114	1157	96.28%	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: CPC Comprehensive Exam –	BA Business Administration students, on average, will score at or above the average in the PAS “Online Campus” and “Traditional Campus” Aggregate Pools related to the Global Dimensions of Business section of the	N/A	N/A	N/A	On average, Ashford University students in the BA Business Administration program scored

Global Dimensions of Business Section	CPC comprehensive exam when compared to other competitive programs.				above the averages of the Peregrine Academic Services Traditional aggregate pools and Online aggregate pools on the Global Dimensions of Business section of the CPC.
Direct Measure 3: CPC Comprehensive Exam Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	524	546	95.97%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: Alumni Survey	<p>70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating either “Agree” or “Strongly Agree.” The three questions used to gauge career success include:</p> <ul style="list-style-type: none"> (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track. 	<p>#46 = 305</p> <p>#52 = 321</p> <p>#53 = 313</p>	353	<p>#46 = 86.40%</p> <p>#52 = 86.79%</p> <p>#53 = 80.19%</p>	<p>#46 = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>#52 = 1. EXCEEDS THE ACCEPTABLE TARGET</p>

	<ul style="list-style-type: none"> (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. (#53) – Earning my degree from Ashford University resulted in making me more employable. 				#53 = 1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 2: End of Course Survey	<p>70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with mastery of a program outcome by indicating either “High Quality” or “Very High Quality.” The three questions used to gauge student satisfaction include:</p> <ul style="list-style-type: none"> How would you rate the quality of the course material? How would you rate the quality of the course? How would you rate the quality of the instructor? 	<p>Course Material = 264</p> <p>Course = 259</p> <p>Instructor = 232</p>	300	<p>Course Material = 88.00%</p> <p>Course = 86.33%</p> <p>Instructor = 77.33%</p>	<p>Course Material = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>Course = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>Instructor = 1. EXCEEDS THE ACCEPTABLE TARGET</p>
Indirect Measure 3: End of Program Survey	<p>70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either “Agree” or “Strongly Agree.” The three items used will be:</p> <ul style="list-style-type: none"> I understood the application of the Learning Objectives. 	<p>Learning Objectives = 253</p> <p>Academic Needs = 250</p>	288	<p>Learning Objectives = 87.85%</p> <p>Academic Needs = 86.80%</p>	Learning Objectives = 1. EXCEEDS THE ACCEPTABLE TARGET

	<ul style="list-style-type: none"> • The curriculum was relevant to my academic needs. • The curriculum was relevant to my professional needs. 	Professional Needs = 249		Professional Needs = 86.46%	Academic Needs = 1. EXCEEDS THE ACCEPTABLE TARGET Professional Needs = 1. EXCEEDS THE ACCEPTABLE TARGET
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PLO 6 - Create a strategic business plan.

MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
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<p>Direct Measure 1: BUS 402 Final Case Study</p>	<p>70% (of the sample selected) must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.</p>	<p>3367</p>	<p>3815</p>	<p>88.26%</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Direct Measure 2: CPC Comprehensive Exam – Business Integration and Strategic Management Section</p>	<p>BA Business Administration students, on average, will score at or above the average in the PAS “Online Campus” and “Traditional Campus” Aggregate Pools related to the Business Integration and Strategic Management section of the CPC comprehensive exam when compared to other competitive programs.</p>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>On average, BA Business Administration students scored at the average of the Peregrine Academic Services Online aggregate pool, and above the average of the Traditional aggregate pool on the Business Integration and Strategic Management section of the CPC.</p>
<p>Direct Measure 3: CPC Comprehensive Exam Score</p>	<p>90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.</p>	<p>524</p>	<p>546</p>	<p>95.97%</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

<p>Indirect Measure 1: Alumni Survey</p>	<p>70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating either “Agree” or “Strongly Agree.” The three questions used to gauge career success include:</p> <ul style="list-style-type: none"> • (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track. • (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#53) – Earning my degree from Ashford University resulted in making me more employable. 	<p>#46 = 305</p> <p>#52 = 321</p> <p>#53 = 313</p>	<p>353</p>	<p>#46 = 86.40%</p> <p>#52 = 86.79%</p> <p>#53 = 80.19%</p>	<p>#46 = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>#52 = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>#53 = 1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 2: End of Course Survey</p>	<p>70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with mastery of a program outcome by indicating either “High Quality” or “Very High Quality.” The three questions used to gauge student satisfaction include:</p> <ul style="list-style-type: none"> • How would you rate the quality of the course material? 	<p>Course Material = 264</p> <p>Course = 259</p> <p>Instructor = 232</p>	<p>300</p>	<p>Course Material = 88.00%</p> <p>Course = 86.33%</p> <p>Instructor = 77.33%</p>	<p>Course Material = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>Course = 1. EXCEEDS THE ACCEPTABLE TARGET</p>

	<ul style="list-style-type: none"> How would you rate the quality of the course? How would you rate the quality of the instructor? 				Instructor = 1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 3: End of Program Survey	<p>70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either “Agree” or “Strongly Agree.” The three items used will be:</p> <ul style="list-style-type: none"> I understood the application of the Learning Objectives. The curriculum was relevant to my academic needs. The curriculum was relevant to my professional needs. 	<p>Learning Objectives = 253</p> <p>Academic Needs = 250</p> <p>Professional Needs = 249</p>	288	<p>Learning Objectives = 87.85%</p> <p>Academic Needs = 86.80%</p> <p>Professional Needs = 86.46%</p>	<p>Learning Objectives = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>Academic Needs = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>Professional Needs = 1. EXCEEDS THE ACCEPTABLE TARGET</p>

OVERALL RECOMMENDATIONS

Students in the BA Business Administration program met or exceeded most acceptable and ideal targets for 2011-12 assessment measures, across program learning outcomes (PLOs). A large majority of responses to selected survey items were favorable, revealing that students feel positively about the quality of the BA Business Administration courses, faculty, and program.

BA Business Administration students' performance exceeded the acceptable and ideal targets for the CPC overall score (associated with all PLOs), CPC sections identified as measures of PLOs 4-6, and assignment-based direct measures of PLOs 1-3, 5, and 6. BA Business Administration students did not meet the acceptable target for the Management (PLO 1) or Business Leadership (PLOs 2 and 3) sections of the CPC, exceeding the average scores of the Peregrine Academic Services Traditional aggregate pool, but not the Online aggregate pool. The acceptable target was also unmet for the CGD 218 Final Paper, an indirect measure of PLO 4, with fewer than 90% of BA Business Administration students receiving a C grade or better. The Program Chair and

Faculty of the College of Business and Professional Studies may find it useful to further examine these measures and their associated PLOs during their review of the assessment data.

In preparation for the 2012-13 assessment cycle, it is recommended that Faculty review each 2011-12 assessment plan (including measures used and targets set). In particular, Faculty may want to review targets set for assignments in courses using Waypoint and CPC exam sections to ensure that these targets remain appropriate and meaningful.

ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT				
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO 4	CGD 218 Final Assignment	The Bachelor of Arts in Business Administration Academic Department Chair, Faculty, Program Manager, Curriculum Coordinators	Completed	The new CGD 218 went live on July 3, 2012
Action Details	<p>Revise CGD218 final paper assignment to reinforce student learning and understanding of technology tools related to the study of business administration.</p> <p>Rationale: 980 out of 1165 (84.12%) CGD218 students sampled from July 1, 2011 to June 30, 2012 scored 70% or higher on the CGD218 final project. It does not meet the Acceptable Target of 90% of the sample selected must score 70% or higher on the final project. The rationale for revising the final paper assignment for CGD 218 is to more adequately support the reinforce PLO 4.</p>			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION

<i>Action Details</i>				
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
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