

**BACHELOR OF ARTS IN BUSINESS ADMINISTRATION ANNUAL ASSESSMENT PLAN & FINDINGS  
2012-2013 ACADEMIC YEAR**

*2012 – 2013 CURRICULUM MAP*

	<b>PLO 1</b> Collaborate to achieve team goals.	<b>PLO 2</b> Develop an awareness of their leadership style.	<b>PLO 3</b> Evaluate a situation and apply an effective leadership style.	<b>PLO 4</b> Use technology tools related to their area of emphasis	<b>PLO 5</b> Manage change within a dynamic business environment.	<b>PLO 6</b> Create a strategic business plan.
<i>CGD 218: Visual Literacy in Business</i>				I		
<i>MGT 330: Management for Operations</i>	I	I	I		I	I
<i>BUS 330: Principles of Marketing</i>				I		I
<i>MGT 415: Group Behavior in Organizations</i>	R	R	R		R	R
<i>MGT 435: Organizational Change</i>	R	R	R		R	R
<i>ACC 205: Principles of Accounting I</i>				I		I
<i>ACC 206: Principles of Accounting II</i>				I		I
<i>BUS 311: Business Law I</i>				I		R
<i>ECO 203: Principles of Macroeconomics</i>				I		R
<i>ECO 204: Principles of Microeconomics</i>				I		R
<i>BUS 303: Human Resources Management</i>	R				R	R
<i>BUS 308: Statistics for Managers</i>				R		R

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

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


<b>ANNUAL ASSESSMENT PLAN FINDINGS</b>					
<b>PLO 1 - Collaborate to achieve team goals.</b>					
<b>MEASURE</b>	<b>ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b>	<b>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA</b>
Direct Measure 1: BUS 402 Final paper	70% of BA Business Administration students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	564	645	87.44%	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 Peregrine Academic Services (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, BA Business Administration students scored above the average of the Peregrine Academic Services Online Aggregate Pool, and above the average of the Traditional Aggregate Pool on the Management section of the Common Professional Component comprehensive exam.
Direct Measure 3: CPC Comprehensive Exam Score	90% of BA Business Administration student must score 400 or higher on the CPC comprehensive exam.	642	680	94.41%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: Alumni Survey – 21	70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great	#6 = 34 #16 = 43	48	#6 = 70.83% #16 = 89.58%	#6 = 2. MEETS THE ACCEPTABLE TARGET

<p>Months Since Graduation</p>	<p>Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> <li>• (#6) – Are you currently using your Ashford degree in a related occupation?</li> </ul> <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> <li>• (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> <li>• (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.</li> </ul>	<p>#17 = 44</p>		<p>#17 = 91.67%</p>	<p>#16 = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>#17 = 1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 2: Alumni Survey – 37 Months Since Graduation</p>	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> <li>• (#6) – Are you currently using your Ashford degree in a related occupation?</li> </ul> <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>As the data for the BA Business Administration reflect fewer than 10 students, findings will not be reported for the 2012-13 assessment cycle.</p>

	<ul style="list-style-type: none"> <li>• (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> <li>• (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.</li> </ul>				
<p>Indirect Measure 3: Alumni Survey - Aggregate of 21 and 37 Months Since Graduation</p>	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> <li>• (#6) – Are you currently using your Ashford degree in a related occupation?</li> </ul> <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> <li>• (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> <li>• (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.</li> </ul>	N/A	N/A	N/A	<p>As the data for the BA Business Administration reflect fewer than 10 students, findings will not be reported for the 2012-13 assessment cycle.</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</p>	<p>Course Material = 104</p>	<p>121</p>	<p>Course Material = 85.95%</p>	<p>Course Material = 1. EXCEEDS THE ACCEPTABLE TARGET</p>

<p>Indirect Measure 4: End of Course Survey</p>	<p>Quality” or “Very High Quality.” The three questions used to gauge student satisfaction include:</p> <ul style="list-style-type: none"> <li>• How would you rate the quality of the course material?</li> <li>• How would you rate the quality of the course?</li> <li>• How would you rate the quality of the instructor?</li> </ul>	<p>Course = 101 Instructor = 107</p>		<p>Course = 83.47% Instructor = 88.43%</p>	<p>Course = 1. EXCEEDS THE ACCEPTABLE TARGET Instructor = 1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 5: 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"> <li>• I understood the application of the Learning Objectives.</li> <li>• The curriculum was relevant to my academic needs.</li> <li>• The curriculum was relevant to my professional needs.</li> </ul>	<p>Learning Objectives = 616 Academic Needs = 627 Professional Needs = 599</p>	<p>686</p>	<p>Learning Objectives = 89.79% Academic Needs = 91.40% Professional Needs = 87.32%</p>	<p>Learning Objectives = 1. EXCEEDS THE ACCEPTABLE TARGET Academic Needs = 1. EXCEEDS THE ACCEPTABLE TARGET Professional Needs = 1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p><b>PLO 2 - Develop an awareness of their leadership style.</b></p>					
<p><b>MEASURE</b></p>	<p><b>ACCEPTABLE TARGET</b></p>	<p><b>TOTAL NUMBER OF STUDENT RECORDS</b></p>	<p><b>TOTAL NUMBER OF STUDENT</b></p>	<p><b>ASSESSMENT RESULTS:</b></p>	<p><b>ASSESSMENT RESULTS:</b></p>

		MEETING ACCEPTABLE TARGET	RECORDS OBSERVED	PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: BUS 402 Final Paper	70% of BA Business Administration students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	564	645	87.44%	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 Peregrine Academic Services (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, BA Business Administration students scored above the average of the Peregrine Academic Services Online Aggregate Pool, and above the average of the



					Traditional Aggregate Pool on the Business Leadership section of the Common Professional Component comprehensive exam.
Direct Measure 3: CPC Comprehensive Exam Score	90% of BA Business Administration student must score 400 or higher on the CPC comprehensive exam.	642	680	94.41%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: Alumni Survey – 21 Months Since Graduation	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> <li>• (#6) – Are you currently using your Ashford degree in a related occupation?</li> </ul> <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> <li>• (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> </ul>	<p>#6 = 34</p> <p>#16 = 43</p> <p>#17 = 44</p>	48	<p>#6 = 70.83%</p> <p>#16 = 89.58%</p> <p>#17 = 91.67%</p>	<p>#6 = 2. MEETS THE ACCEPTABLE TARGET</p> <p>#16 = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>#17 = 1. EXCEEDS THE ACCEPTABLE TARGET</p>

	<ul style="list-style-type: none"> <li>• (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.</li> </ul>				
<p>Indirect Measure 2: Alumni Survey – 37 Months Since Graduation</p>	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> <li>• (#6) – Are you currently using your Ashford degree in a related occupation?</li> </ul> <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> <li>• (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> <li>• (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.</li> </ul>	N/A	N/A	N/A	<p>As the data for the BA Business Administration reflect fewer than 10 students, findings will not be reported for the 2012-13 assessment cycle.</p>
<p>Indirect Measure 3: Alumni Survey - Aggregate of 21 and 37 Months Since Graduation</p>	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> <li>• (#6) – Are you currently using your Ashford degree in a related occupation?</li> </ul>	N/A	N/A	N/A	<p>As the data for the BA Business Administration reflect fewer than 10 students, findings will not be reported</p>

	<p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> <li>• (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> <li>• (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.</li> </ul>				for the 2012-13 assessment cycle.
Indirect Measure 4: 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"> <li>• How would you rate the quality of the course material?</li> <li>• How would you rate the quality of the course?</li> <li>• How would you rate the quality of the instructor?</li> </ul>	<p>Course Material = 104</p> <p>Course = 101</p> <p>Instructor = 107</p>	121	<p>Course Material = 85.95%</p> <p>Course = 83.47%</p> <p>Instructor = 88.43%</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 5: 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"> <li>• I understood the application of the Learning Objectives.</li> <li>• The curriculum was relevant to my academic needs.</li> <li>• The curriculum was relevant to my professional needs.</li> </ul>	<p>Learning Objectives = 616</p> <p>Academic Needs = 627</p> <p>Professional Needs = 599</p>	<p>686</p>	<p>Learning Objectives = 89.79%</p> <p>Academic Needs = 91.40%</p> <p>Professional Needs = 87.32%</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: BUS 402 Final Paper	70% of BA Business Administration students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	2876	3232	88.98%	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 Peregrine Academic Services (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, BA Business Administration students scored above the average of the Peregrine Academic Services Online Aggregate Pool, and above the average of the Traditional Aggregate Pool on the Business Leadership section of the Common Professional Component

					comprehensive exam.
Direct Measure 3: CPC Comprehensive Exam Score	90% of BA Business Administration student must score 400 or higher on the CPC comprehensive exam.	642	680	94.41%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: Alumni Survey – 21 Months Since Graduation	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> <li>(#6) – Are you currently using your Ashford degree in a related occupation?</li> </ul> <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> <li>(#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> <li>(#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.</li> </ul>	<p>#6 = 34</p> <p>#16 = 43</p> <p>#17 = 44</p>	48	<p>#6 = 70.83%</p> <p>#16 = 89.58%</p> <p>#17 = 91.67%</p>	<p>#6 = 2. MEETS THE ACCEPTABLE TARGET</p> <p>#16 = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>#17 = 1. EXCEEDS THE ACCEPTABLE TARGET</p>
	70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great	N/A	N/A	N/A	As the data for the BA Business

<p>Indirect Measure 2: Alumni Survey – 37 Months Since Graduation</p>	<p>Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> <li>• (#6) – Are you currently using your Ashford degree in a related occupation?</li> </ul> <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> <li>• (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> <li>• (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.</li> </ul>				<p>Administration reflect fewer than 10 students, findings will not be reported for the 2012-13 assessment cycle.</p>
<p>Indirect Measure 3: Alumni Survey - Aggregate of 21 and 37 Months Since Graduation</p>	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> <li>• (#6) – Are you currently using your Ashford degree in a related occupation?</li> </ul> <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>As the data for the BA Business Administration reflect fewer than 10 students, findings will not be reported for the 2012-13 assessment cycle.</p>

	<ul style="list-style-type: none"> <li>• (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> <li>• (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.</li> </ul>				
Indirect Measure 4: 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"> <li>• How would you rate the quality of the course material?</li> <li>• How would you rate the quality of the course?</li> <li>• How would you rate the quality of the instructor?</li> </ul>	<p>Course Material = 104</p> <p>Course = 101</p> <p>Instructor = 107</p>	121	<p>Course Material = 85.95%</p> <p>Course = 83.47%</p> <p>Instructor = 88.43%</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 5: 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"> <li>• I understood the application of the Learning Objectives.</li> </ul>	<p>Learning Objectives = 616</p> <p>Academic Needs = 627</p> <p>Professional Needs = 599</p>	686	<p>Learning Objectives = 89.79%</p> <p>Academic Needs = 91.40%</p>	<p>Learning Objectives = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>Academic Needs = 1. EXCEEDS THE ACCEPTABLE TARGET</p>



	<ul style="list-style-type: none"> <li>The curriculum was relevant to my academic needs.</li> <li>The curriculum was relevant to my professional needs.</li> </ul>			Professional Needs = 87.32%	Professional Needs = 1. EXCEEDS THE ACCEPTABLE TARGET
<b>PLO 4 - Use technology tools related to their area of emphasis.</b>					
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	1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: BUS 402 Final Paper	80% of BA Business Administration students must score 70% or higher on the final project and demonstrate an ability to use technology tools related to their area of emphasis.	521	647	80.52%	2. MEETS THE ACCEPTABLE TARGET
	BA Business Administration students, on average, will score at or above the average in the Peregrine Academic Services (PAS) Online	N/A	N/A	N/A	On average, BA Business Administration

<p>Direct Measure 2: CPC Comprehensive Exam – Information Management System Section</p>	<p>Campus and Traditional Campus Aggregate Pools related to the Information Management Systems section of the CPC comprehensive exam when compared to other competitive programs.</p>				<p>students scored above the average of the Peregrine Academic Services Online Aggregate Pool, and above the average of the Traditional Aggregate Pool on the Information Management Systems section of the Common Professional Component comprehensive exam.</p>
<p>Direct Measure 3: CPC Comprehensive Exam Score</p>	<p>90% of BA Business Administration student must score 400 or higher on the CPC comprehensive exam.</p>	<p>642</p>	<p>680</p>	<p>94.41%</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 1: Alumni Survey – 21 Months Since Graduation</p>	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:  • (#6) – Are you currently using your Ashford degree in a related occupation?</p>	<p>#6 = 34 #16 = 43 #17 = 44</p>	<p>48</p>	<p>#6 = 70.83% #16 = 89.58% #17 = 91.67%</p>	<p>#6 = 2. MEETS THE ACCEPTABLE TARGET  #16 = 1. EXCEEDS THE ACCEPTABLE TARGET</p>

	<p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> <li>• (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> <li>• (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.</li> </ul>				#17 = 1. EXCEEDS THE ACCEPTABLE TARGET
<p>Indirect Measure 2: Alumni Survey – 37 Months Since Graduation</p>	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> <li>• (#6) – Are you currently using your Ashford degree in a related occupation?</li> </ul> <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> <li>• (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> </ul>	N/A	N/A	N/A	<p>As the data for the BA Business Administration reflect fewer than 10 students, findings will not be reported for the 2012-13 assessment cycle.</p>

	<ul style="list-style-type: none"> <li>• (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.</li> </ul>				
<p>Indirect Measure 3: Alumni Survey - Aggregate of 21 and 37 Months Since Graduation</p>	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> <li>• (#6) – Are you currently using your Ashford degree in a related occupation?</li> </ul> <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> <li>• (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> <li>• (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.</li> </ul>	N/A	N/A	N/A	<p>As the data for the BA Business Administration reflect fewer than 10 students, findings will not be reported for the 2012-13 assessment cycle.</p>
<p>Indirect Measure 4: 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>	<p>Course Material = 104</p> <p>Course = 101</p> <p>Instructor = 107</p>	121	<p>Course Material = 85.95%</p> <p>Course = 83.47%</p> <p>Instructor = 88.43%</p>	<p>Course Material = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>Course = 1. EXCEEDS THE ACCEPTABLE TARGET</p>

	<ul style="list-style-type: none"> <li>• How would you rate the quality of the course material?</li> <li>• How would you rate the quality of the course?</li> <li>• How would you rate the quality of the instructor?</li> </ul>				Instructor = 1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 5: 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"> <li>• I understood the application of the Learning Objectives.</li> <li>• The curriculum was relevant to my academic needs.</li> <li>• The curriculum was relevant to my professional needs.</li> </ul>	<p>Learning Objectives = 616</p> <p>Academic Needs = 627</p> <p>Professional Needs = 599</p>	686	<p>Learning Objectives = 89.79%</p> <p>Academic Needs = 91.40%</p> <p>Professional Needs = 87.32%</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>
<b>PLO 5 - Manage change within a dynamic business environment.</b>					
<b>MEASURE</b>	<b>ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b>	<b>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING</b>	<b>ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET</b>

				ACCEPTABLE TARGET	2. MEETS THE ACCEPTABLE TARGET  3. DOES NOT MEET THE ACCEPTABLE TARGET  4. INSUFFICIENT DATA
Direct Measure 1: BUS 402 Final Paper	70% of BA Business Administration students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	3512	3881	90.49%	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: CPC Comprehensive Exam – Global Dimensions of Business Section	BA Business Administration students, on average, will score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Global Dimensions of Business section of the CPC comprehensive exam when compared to other competitive programs.	N/A	N/A	N/A	On average, BA Business Administration students scored above the average of the Peregrine Academic Services Online Aggregate Pool, and above the average of the Traditional Aggregate Pool on the Global

					Dimensions of Business section of the Common Professional Component comprehensive exam.
Direct Measure 3: CPC Comprehensive Exam Score	90% of BA Business Administration student must score 400 or higher on the CPC comprehensive exam.	642	680	94.41%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: Alumni Survey – 21 Months Since Graduation	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> <li>• (#6) – Are you currently using your Ashford degree in a related occupation?</li> </ul> <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> <li>• (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> </ul>	<p>#6 = 34</p> <p>#16 = 43</p> <p>#17 = 44</p>	48	<p>#6 = 70.83%</p> <p>#16 = 89.58%</p> <p>#17 = 91.67%</p>	<p>#6 = 2. MEETS THE ACCEPTABLE TARGET</p> <p>#16 = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>#17 = 1. EXCEEDS THE ACCEPTABLE TARGET</p>

	<ul style="list-style-type: none"> <li>• (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.</li> </ul>				
<p>Indirect Measure 2: Alumni Survey – 37 Months Since Graduation</p>	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> <li>• (#6) – Are you currently using your Ashford degree in a related occupation?</li> </ul> <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> <li>• (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> <li>• (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.</li> </ul>	N/A	N/A	N/A	<p>As the data for the BA Business Administration reflect fewer than 10 students, findings will not be reported for the 2012-13 assessment cycle.</p>
<p>Indirect Measure 3: Alumni Survey - Aggregate of 21 and 37 Months Since Graduation</p>	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> <li>• (#6) – Are you currently using your Ashford degree in a related occupation?</li> </ul>	N/A	N/A	N/A	<p>As the data for the BA Business Administration reflect fewer than 10 students, findings will not be reported</p>



	<p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> <li>• (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> <li>• (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.</li> </ul>				for the 2012-13 assessment cycle.
Indirect Measure 4: 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"> <li>• How would you rate the quality of the course material?</li> <li>• How would you rate the quality of the course?</li> <li>• How would you rate the quality of the instructor?</li> </ul>	<p>Course Material = 104</p> <p>Course = 101</p> <p>Instructor = 107</p>	121	<p>Course Material = 85.95%</p> <p>Course = 83.47%</p> <p>Instructor = 88.43%</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 5: 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"> <li>• I understood the application of the Learning Objectives.</li> <li>• The curriculum was relevant to my academic needs.</li> <li>• The curriculum was relevant to my professional needs.</li> </ul>	<p>Learning Objectives = 616</p> <p>Academic Needs = 627</p> <p>Professional Needs = 599</p>	<p>686</p>	<p>Learning Objectives = 89.79%</p> <p>Academic Needs = 91.40%</p> <p>Professional Needs = 87.32%</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 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
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					4. INSUFFICIENT DATA
Direct Measure 1: BUS 402 Final Paper	70% of BA Business Administration students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	4095	4526	90.47%	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: CPC Comprehensive Exam – Business Integration and Strategic Management Section	BA Business Administration students, on average, will score at or above the average in the Peregrine Academic Services (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.	N/A	N/A	N/A	On average, BA Business Administration students scored above 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 Common Professional Component

					comprehensive exam.
Direct Measure 3: CPC Comprehensive Exam Score	90% of BA Business Administration student must score 400 or higher on the CPC comprehensive exam.	642	680	94.41%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: Alumni Survey – 21 Months Since Graduation	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> <li>(#6) – Are you currently using your Ashford degree in a related occupation?</li> </ul> <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> <li>(#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> <li>(#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.</li> </ul>	<p>#6 = 34</p> <p>#16 = 43</p> <p>#17 = 44</p>	48	<p>#6 = 70.83%</p> <p>#16 = 89.58%</p> <p>#17 = 91.67%</p>	<p>#6 = 2. MEETS THE ACCEPTABLE TARGET</p> <p>#16 = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>#17 = 1. EXCEEDS THE ACCEPTABLE TARGET</p>
	70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great	N/A	N/A	N/A	As the data for the BA Business

<p>Indirect Measure 2: Alumni Survey – 37 Months Since Graduation</p>	<p>Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> <li>• (#6) – Are you currently using your Ashford degree in a related occupation?</li> </ul> <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> <li>• (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> <li>• (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.</li> </ul>				<p>Administration reflect fewer than 10 students, findings will not be reported for the 2012-13 assessment cycle.</p>
<p>Indirect Measure 3: Alumni Survey - Aggregate of 21 and 37 Months Since Graduation</p>	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> <li>• (#6) – Are you currently using your Ashford degree in a related occupation?</li> </ul> <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>As the data for the BA Business Administration reflect fewer than 10 students, findings will not be reported for the 2012-13 assessment cycle.</p>

	<ul style="list-style-type: none"> <li>• (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> <li>• (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.</li> </ul>				
Indirect Measure 4: 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"> <li>• How would you rate the quality of the course material?</li> <li>• How would you rate the quality of the course?</li> <li>• How would you rate the quality of the instructor?</li> </ul>	<p>Course Material = 104</p> <p>Course = 101</p> <p>Instructor = 107</p>	121	<p>Course Material = 85.95%</p> <p>Course = 83.47%</p> <p>Instructor = 88.43%</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 5: 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"> <li>• I understood the application of the Learning Objectives.</li> </ul>	<p>Learning Objectives = 616</p> <p>Academic Needs = 627</p> <p>Professional Needs = 599</p>	686	<p>Learning Objectives = 89.79%</p> <p>Academic Needs = 91.40%</p>	<p>Learning Objectives = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>Academic Needs = 1. EXCEEDS THE ACCEPTABLE TARGET</p>

	<ul style="list-style-type: none"> <li>• The curriculum was relevant to my academic needs.</li> <li>• The curriculum was relevant to my professional needs.</li> </ul>			Professional Needs = 87.32%	Professional Needs = 1. EXCEEDS THE ACCEPTABLE TARGET
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**OVERALL RECOMMENDATIONS**

*Across program learning outcomes (PLOs), BA Business Administration students met or exceeded the acceptable targets for all 2012-13 assessment measures. Results from the End of Course Survey, End of Program Survey, and Alumni Survey indicate that students have favorable opinions about the quality of the courses, the program, and faculty of the Business Administration program.*

*BA Business Administration students’ performance exceeded the acceptable and ideal targets for the selected CPC sections associated with all the PLOs and is closely approaching the ideal target for the CPC overall score.*

*In preparation for the 2013-14 assessment cycle, it is recommended that the faculty review each measure and targets set for each PLO to ensure that they remain appropriate and meaningful.*

<b>ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT</b>				
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
<b>PLO 1</b>	<b>TBD</b>	<b>The Bachelor of Arts in Business Administration Program Chair</b>	<b>Completed</b>	<b>Before the end of the 2013-14 assessment cycle</b>
<i>Action Details</i>	<b>The goal of this action is to ensure that all the measures/key assignments identified in the BA Business Administration Assessment Plan are, in fact, aligned and mapped to the PLO to which the</b>			

	<b>measure is associated. By ensuring that the set targets for each PLO is appropriate will allow faculty to more accurately determine student learning and mastery of a PLO.</b>			
<b>OUTCOME</b>	<b>MEASURE</b>	<b>KEY/RESPONSIBLE PERSONNEL</b>	<b>STATUS</b>	<b>ANTICIPATED DATE OF COMPLETION</b>
<b>PLO 1</b>	<b>Replacement for BUS 402 Final Paper</b>	<b>The Bachelor of Arts in Business Administration Program Chair</b>	<b>Completed</b>	<b>Before the end of the 2013-14 assessment cycle</b>
<i>Action Details</i>	<b>One area of opportunity is the choice of the MGT 415 Final Paper as a key assignment for PLO 1. The MGT 415 Group Behavior in Organizations Final Paper is a better reflection of collaboration to achieve team goals than the BUS 402 Final Paper.</b>			
<b>OUTCOME</b>	<b>MEASURE</b>	<b>KEY/RESPONSIBLE PERSONNEL</b>	<b>STATUS</b>	<b>ANTICIPATED DATE OF COMPLETION</b>
<i>Action Details</i>				
<b>OUTCOME</b>	<b>MEASURE</b>	<b>KEY/RESPONSIBLE PERSONNEL</b>	<b>STATUS</b>	<b>ANTICIPATED DATE OF COMPLETION</b>
<i>Action Details</i>				
<b>OUTCOME</b>	<b>MEASURE</b>	<b>KEY/RESPONSIBLE PERSONNEL</b>	<b>STATUS</b>	<b>ANTICIPATED DATE OF COMPLETION</b>
<i>Action Details</i>				