

**BACHELOR OF ARTS IN BUSINESS ADMINISTRATION ANNUAL ASSESSMENT PLAN & FINDINGS
2013-2014 ACADEMIC YEAR**

2013 – 2014 CURRICULUM MAP

	PLO 1 Collaborate to achieve team goals.	PLO 2 Develop an awareness of their leadership style.	PLO 3 Evaluate a situation and apply an effective leadership style.	PLO 4 Use technology tools related to their area of emphasis.	PLO 5 Manage change within a dynamic business environment.	PLO 6 Create a strategic business plan.
<i>CGD 2018: 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	RR		R	R
<i>MGT 435: Organizational Change</i>	R	R	RR		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>	R		R		R	
<i>BUS 401: Principles of Finance</i>				R		R
<i>BUS 402: Strategic Management and Business Policy</i>	M	M	M	M	M	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 BA Business Administration students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	3242	3625	89.43%	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.	698	746	93.56%	1. EXCEEDS THE ACCEPTABLE TARGET
	70% or more of students exiting the program will express satisfaction on the End of	647	736	87.91%	1. EXCEEDS THE ACCEPTABLE TARGET

Indirect Measure 1: End of Program Survey	Program Survey by indicating either “Agree” or “Strongly Agree.” The item to be used will be: • I understand the learning objectives of my courses.				
Indirect Measure 2: 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” or “Strongly Agree.” The item to be used will be: • The curriculum was relevant to my professional needs.	651	736	88.45%	1. EXCEEDS THE ACCEPTABLE TARGET

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
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					4. INSUFFICIENT DATA
Direct Measure 1: MGT 330 Final Paper	70% of BA Business Administration students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	1656	1735	95.45%	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 below 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.	698	746	93.56%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: 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” or “Strongly Agree.” The item to be used will be: • I understand the learning objectives of my courses.	647	736	87.91%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 2: 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” or “Strongly Agree.” The item to be used will be: • The curriculum was relevant to my professional needs.	651	736	88.45%	1. EXCEEDS THE ACCEPTABLE TARGET
PLO 3 - Evaluate a situation and apply an effective leadership style.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING	TOTAL NUMBER OF STUDENT	ASSESSMENT RESULTS:	ASSESSMENT RESULTS:

		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 Case Study	70% of BA Business Administration students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	2861	3522	81.23%	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	N/A	N/A	N/A	On average BA Business Administration students scored below the average of the Peregrine Academic Services Online Aggregate

	when compared to other competitive programs.				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.	698	746	93.56%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: 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” or “Strongly Agree.” The item to be used will be: • I understand the learning objectives of my courses.	647	736	87.91%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 2: 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”	651	736	88.45%	1. EXCEEDS THE ACCEPTABLE TARGET

	<p>or “Strongly Agree.” The item to be used will be:</p> <ul style="list-style-type: none"> • The curriculum was relevant to my professional needs. 				
PLO 4 - Use technology tools related to their area of emphasis.					
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 Case Study	70% of BA Business Administration students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	500	705	70.92%	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 System 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>698</p>	<p>746</p>	<p>93.56%</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 1: 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 item to be used will be:</p>	<p>647</p>	<p>736</p>	<p>87.91%</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

	<ul style="list-style-type: none"> I understand the learning objectives of my courses. 				
Indirect Measure 2: 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 item to be used will be:</p> <ul style="list-style-type: none"> The curriculum was relevant to my professional needs. 	651	736	88.45%	1. EXCEEDS THE ACCEPTABLE TARGET

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
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Direct Measure 1: MGT 435 Final Paper	70% of BA Business Administration students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	1736	1866	93.03%	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.
	90% of BA Business Administration student must score 400 or higher on the CPC comprehensive exam.	698	746	93.56%	1. EXCEEDS THE ACCEPTABLE TARGET

Direct Measure 3: CPC Comprehensive Exam Score					
Indirect Measure 1: 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” or “Strongly Agree.” The item to be used will be: • I understand the learning objectives of my courses.	647	736	87.91%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 2: 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” or “Strongly Agree.” The item to be used will be: • The curriculum was relevant to my professional needs.	651	736	88.45%	1. EXCEEDS THE ACCEPTABLE TARGET
PLO 6 - Create a strategic business plan.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS	ASSESSMENT RESULTS:

		ACCEPTABLE TARGET		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 Case Study	70% of BA Business Administration students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	4102	4929	83.22%	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.	698	746	93.56%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: 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” or “Strongly Agree.” The item to be used will be: • I understand the learning objectives of my courses.	647	736	87.91%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 2: 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”	651	736	88.45%	1. EXCEEDS THE ACCEPTABLE TARGET

	or "Strongly Agree." The item to be used will be: <ul style="list-style-type: none"> The curriculum was relevant to my professional needs. 				
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OVERALL RECOMMENDATIONS

Across program learning outcomes (PLOs), BA Business Administration students met or exceeded the acceptable targets for all 2013-14 assignment-based direct measures. However, while BUS 402 (used as a measure of PLO 3, 4, and 6) met or exceeded both acceptable and ideal targets, students underperformed in comparison to other measures.

Student scores met or exceeded both the acceptable and ideal targets for each section of the CPC Exam tested for their respective PLOs with the exception of the Business Leadership section (used as a measure of PLO 2 and 3). In addition, BA Business Administration students' met the acceptable target, but not the ideal target, of the overall CPC exam score.

The End of Program Survey (EOPS) responses met or exceeded the acceptable and ideal targets based on responses specific to the following items: the curriculum was relevant to my professional needs and the student understands the learning outcomes of each course.

In preparation for the 2014-15 assessment cycle, it is recommended that the Faculty perform an in-depth review of each program assessment plan (including measures used and targets set). In particular, Faculty may want to review targets set for assignments in courses using Waypoint, CPC Exam sections, and all survey measures to ensure that these targets remain appropriate and meaningful. In addition, faculty may want to consider why students' underperformed in the Business Leadership section.

ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT				
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION

PLOs 3, 4, 6	Revised Assignments and new Waypoint rubrics	The Academic Department Chair, Faculty, Program Manager, Curriculum Specialists, and Assessment Analysts	Completed	The revised BUS 402 went live on August 4, 2014
Action Details	<p>Revise Assignments and develop new Waypoint rubrics for BUS 402</p> <p>Rationale: While students met the acceptable and ideal targets set for BUS 402 as a direct measure, BUS 402 will undergo a course revision to improve content and to better align with Program Learning Outcomes 3, 4, and 6. In addition, new rubrics will be developed because of the development of new assignments and to better determine student achievement of PLO 3, 4, 6.</p>			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
TBD	Revised rubrics	Academic Department Chair, Faculty, and Assessment Analyst	Not started	Will begin in the 2014-15 academic year
Action Details	<p>Faculty will participate in a study to determine the effectiveness and appropriateness of the Waypoint rubrics for each course in the BA Business Administration program.</p>			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
Action Details				
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Action Details				
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION

Action Details	
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