

**BACHELOR OF ARTS IN BUSINESS ADMINISTRATION ANNUAL ASSESSMENT PLAN & FINDINGS
2014-2015 ACADEMIC YEAR**

2014 – 2015 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 218: Visual Literacy in Business</i>				I		
<i>MGT 330: Management for Organizations</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>	R		R		R	
<i>BUS 401: Principles of Finance</i>				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.	2129	2483	85.74%	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.	707	784	90.18%	1. EXCEEDS THE ACCEPTABLE TARGET
	70% or more of students exiting the program will express satisfaction on the End of	566	620	91.29%	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.	566	620	91.29%	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.	1487	1622	91.68%	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.	707	784	90.18%	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.	566	620	91.29%	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.	566	620	91.29%	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.	376	400	94.00%	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 above 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.	707	784	90.18%	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.	566	620	91.29%	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”	566	620	91.29%	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.	599	792	75.63%	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>707</p>	<p>784</p>	<p>90.18%</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>566</p>	<p>620</p>	<p>91.29%</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. 	566	620	91.29%	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

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.	1588	1710	92.87%	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.
		707	784	90.18%	1. EXCEEDS THE ACCEPTABLE TARGET

Direct Measure 3: CPC Comprehensive Exam Score	90% of BA Business Administration student must score 400 or higher on the CPC comprehensive exam.				
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.	566	620	91.29%	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.	566	620	91.29%	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.	651	713	91.30%	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.	707	784	90.18%	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.	566	620	91.29%	1. EXCEEDS THE ACCEPTABLE TARGET
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	or “Strongly Agree.” The item to be used will be: • 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 2014-15 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. 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 2015-16 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. A review of BUS 402 to determine the reasoning of poor performance with respects to the ideal target is suggested.

ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT

OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
<i>PLOs 1, 2, 3, 4, 5, 6</i>	<i>All</i>	<i>Bachelor of Arts in Business</i>	<i>Completed</i>	<i>Beginning of the 2015-16 academic year</i>

		Administration Program Chair		
<i>Action Details</i>	<p><i>Across program learning outcomes (PLOs), BA Business Administration students met or exceeded the acceptable targets for all 2014-15 assignment-based direct measures.</i></p> <p><i>A review of BA Business Administration student targets by faculty is suggested to assure targets appropriately reflect expected student learning performance in this degree program.</i></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
<i>Action Details</i>				
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