

**BACHELOR OF ARTS IN BUSINESS ADMINISTRATION ANNUAL ASSESSMENT PLAN & FINDINGS
2015-2016 ACADEMIC YEAR**

2015 – 2016 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	
<i>BUS 308: Statistics for Managers</i>				R		R

Office of Learning Assessment and Program Review



<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.	3427	3955	86.65%	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.	755	850	88.82%	1. EXCEEDS THE ACCEPTABLE TARGET
	70% or more of students exiting the program will express satisfaction on the End of	578	648	89.19%	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.	563	648	86.89%	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.	2053	2221	92.44%	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 below 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.	755	850	88.82%	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.	578	648	89.19%	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.	563	648	86.89%	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.	3080	3266	94.30%	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 below 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.	755	850	88.82%	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.	578	648	89.19%	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”	563	648	86.89%	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.	554	641	86.43%	1. EXCEEDS 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 Management 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>755</p>	<p>850</p>	<p>88.82%</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>578</p>	<p>648</p>	<p>89.19%</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. 	563	648	86.89%	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.	863	915	94.32%	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.	755	850	88.82%	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.	578	648	89.19%	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.	563	648	86.89%	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.	605	647	93.51%	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.	755	850	88.82%	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.	578	648	89.19%	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”	563	648	86.89%	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 2015-16 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 did not meet the acceptable or ideal targets of the overall CPC exam score.

Additionally, the program chair and FSBT faculty are updating all PLOs for the BA in Business Administration program. The PLOs have not been updated in nearly 30 years and need to be revised to reflect current ideas, skills, methods, and employer expectations of knowledge, skills, and abilities of entry-level managers. The curriculum map and assessment plan will need to be updated accordingly.

ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT				
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
<i>TBD</i>	<i>New Direct Measure</i>	<i>The Bachelor of Arts in Business Administration Program Chair and faculty</i>	<i>Not Started</i>	<i>To be completed in the 2016-17 academic year</i>

<i>Action Details</i>	<i>The 2015/2016 BA Business Administration program review findings indicate a weakness and/or learning gap in Operations Management disciplines, and will design course MGT XXX: Foundations of Production and Operations Management.</i>			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
<i>PLOs: 1, 2, 3, 4, 5, 6</i>	<i>Updated Curriculum Map and Assessment Plan with new PLOs and key assignments</i>	<i>The Bachelor of Arts in Business Administration Program Chair, Faculty, Assessment Analyst, and Program Manager</i>	<i>Completed</i>	<i>New PLOs will be implemented in the 2017-18 academic year</i>
<i>Action Details</i>				
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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