

BACHELOR OF ARTS IN BUSINESS ADMINISTRATION ANNUAL ASSESSMENT PLAN & FINDINGS 2017-2018 ACADEMIC YEAR

2017 – 2018 CURRICULUM MAP

	PLO 1 Examine the role of competitive advantage in business environments using strategic and operational methods	PLO 2 Compare and contrast regional, national, and international business environments.	PLO 3 Evaluate the legal, social, political, and economic environments of business.	PLO 4 Analyze financial information and other business data to ensure effective managerial decision-making.	PLO 5 Design effective solutions by diagnosing organizational problems.	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			I	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 & Business Policy</i>	M	M	M	M	M	M

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

ANNUAL ASSESSMENT PLAN FINDINGS					
PLO 1 - Examine the role of competitive advantage in business environments using strategic and operational methods.					
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 proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	2530	3530	71.67%	2. MEETS 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.	694	694	100.00%	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.	641	694	92.36%	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 effectively examined the role of competitive advantage in business environments using strategic and operational methods.	567	604	93.87%	1. EXCEEDS THE ACCEPTABLE TARGET

PLO 2 - Compare and contrast regional, national, and international business environments.

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 330 Final Paper	70% of BA Business Administration students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	648	834	77.70%	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: CPC Comprehensive Exam –	BA Business Administration students, on average, will score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Business Leadership	694	694	100.00%	1. EXCEEDS THE ACCEPTABLE TARGET

Business Leadership Section	section of the CPC comprehensive exam when compared to other competitive programs.				
Direct Measure 3: CPC Comprehensive Exam Score	90% of BA Business Administration student must score 400 or higher on the CPC comprehensive exam.	641	694	92.36%	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 effectively compared and contrasted regional, national, and international business environments.	537	604	88.9%	1. EXCEEDS THE ACCEPTABLE TARGET
PLO 3 - Evaluate the legal, social, political, and economic environments of business.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET

				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 proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	2103	2872	73.22%	2. MEETS 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.	694	694	100.00%	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.	641	694	92.36%	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 effectively evaluated the legal, social, political, and economic environments of business.	554	599	92.48%	1. EXCEEDS THE ACCEPTABLE TARGET
PLO 4 - Analyze financial information and other business data to ensure effective managerial decision-making.					
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 proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	2114	3006	70.32%	2. MEETS THE ACCEPTABLE TARGET
Direct Measure 2: CPC Comprehensive Exam – Information Management System 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 Information Management Systems section of the CPC comprehensive exam when compared to other competitive programs.	694	694	100.00%	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.	641	694	92.36%	1. EXCEEDS THE ACCEPTABLE TARGET
	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either “Agree”	554	604	91.72%	1. EXCEEDS THE ACCEPTABLE TARGET

Indirect Measure 1: End of Program Survey	or “Strongly Agree.” The item to be used will be: • I effectively analyzed financial information and other business data to ensure effective managerial decision-making				
PLO 5 - Design effective solutions by diagnosing organizational problems.					
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
	70% of BA Business Administration students must receive a proficient or distinguished	694	883	78.60%	1. EXCEEDS THE ACCEPTABLE TARGET

Direct Measure 1: MGT 435 Final Paper	evaluation on relevant content criteria mapped to this PLO.				
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.	694	694	100.00%	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.	641	694	92.36%	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 designed effective solutions by diagnosing organizational problems.	550	597	92.12%	1. EXCEEDS THE ACCEPTABLE TARGET
PLO 6 - Create a strategic business plan.					

MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: BUS 402 Final Case Study	70% of BA Business Administration students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	1555	2137	72.77%	2. MEETS THE ACCEPTABLE TARGET
Direct Measure 2: CPC Comprehensive Exam – Business Integration	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	694	694	100.00%	1. EXCEEDS THE ACCEPTABLE TARGET

and Strategic Management Section	comprehensive exam when compared to other competitive programs.				
Direct Measure 3: CPC Comprehensive Exam Score	90% of BA Business Administration student must score 400 or higher on the CPC comprehensive exam.	641	694	92.36%	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 effectively created a strategic business plan.	529	605	87.43%	1. EXCEEDS THE ACCEPTABLE TARGET

OVERALL RECOMMENDATIONS

Overall, it is recommended that the Program Chair for the Bachelor of Arts in Business Administration review the assessment plans (including measures used, alignment mapping, and targets set) and Curriculum Map in preparation for the 2018-2019 assessment cycle. This will determine the appropriateness of the assignments and mapping for each PLO.

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>CPC Sub-Test</i>	<i>The Program Chair for the Bachelor of Arts in Business Administration</i>	<i>Not Started</i>	
<i>Action Details</i>	<i>Examine the CPC sub-test to ensure alignment with each PLO.</i>			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
<i>Action Details</i>				
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