

BACHELOR OF ARTS IN BUSINESS ADMINISTRATION ANNUAL ASSESSMENT PLAN & FINDINGS 2018-2019 ACADEMIC YEAR

2018 – 2019 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.	1609	2254	71.38%	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.	532	580	90.17%	1. EXCEEDS THE ACCEPTABLE TARGET
	70% or more of students exiting the program will express satisfaction on the End of	377	473	91.28%	1. EXCEEDS THE ACCEPTABLE TARGET

<p>Indirect Measure 1: End of Program Survey</p>	<p>Program Survey by indicating either “Agree” or “Strongly Agree.” The item to be used will be:</p> <ul style="list-style-type: none"> • I effectively examined the role of competitive advantage in business environments using strategic and operational methods. 				
<p>PLO 2 - Compare and contrast regional, national, and international business environments.</p>					
<p>MEASURE</p>	<p>ACCEPTABLE TARGET</p>	<p>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</p>	<p>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</p>	<p>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</p>	<p>ASSESSMENT RESULTS:</p> <ol style="list-style-type: none"> 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
	<p>70% of BA Business Administration students must receive a proficient or distinguished</p>				

<p>Direct Measure 1: MGT 330 Final Paper</p>	<p>evaluation on relevant content criteria mapped to this PLO.</p>				
<p>Direct Measure 2: CPC Comprehensive Exam – Business Leadership Section</p>	<p>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.</p>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>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.</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>532</p>	<p>580</p>	<p>90.17%</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> <ul style="list-style-type: none"> • I effectively compared and contrasted regional, national, and international business environments. 	<p>364</p>	<p>413</p>	<p>88.14%</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>PLO 3 - Evaluate the legal, social, political, and economic environments of business.</p>					
<p>MEASURE</p>	<p>ACCEPTABLE TARGET</p>	<p>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</p>	<p>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</p>	<p>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</p>	<p>ASSESSMENT RESULTS:</p> <p>1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>2. MEETS THE ACCEPTABLE TARGET</p> <p>3. DOES NOT MEET THE ACCEPTABLE TARGET</p> <p>4. INSUFFICIENT DATA</p>

Direct Measure 1: BUS 402 Final Paper	70% of BA Business Administration students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	1027	1362	75.40%	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 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.	532	580	90.17%	1. EXCEEDS THE ACCEPTABLE TARGET

Direct Measure 3: CPC Comprehensive Exam Score					
Indirect Measure 1: 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"> • I effectively evaluated the legal, social, political, and economic environments of business. 	375	413	90.80%	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	<ol style="list-style-type: none"> 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA

<p>Direct Measure 1: BUS 402 Final Case Study</p>	<p>70% of BA Business Administration students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.</p>	<p>2681</p>	<p>4073</p>	<p>65.82%</p>	<p>3. DOES NOT MEET THE ACCEPTABLE TARGET</p>
<p>Direct Measure 2: CPC Comprehensive Exam – Information Management System Section</p>	<p>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.</p>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>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.</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>532</p>	<p>580</p>	<p>90.17%</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

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 analyzed financial information and other business data to ensure effective managerial decision-making	373	413	90.31%	1. EXCEEDS THE ACCEPTABLE TARGET
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

Direct Measure 1: MGT 435 Final Paper	70% of BA Business Administration students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	215	561	63.46%	3. DOES NOT MEET 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.	532	580	90.17%	1. EXCEEDS THE ACCEPTABLE TARGET

Direct Measure 3: CPC Comprehensive Exam Score					
Indirect Measure 1: 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"> • I designed effective solutions by diagnosing organizational problems. 	370	413	89.59%	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.	1804	2716	66.42%	3. DOES NOT MEET 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 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.	532	580	90.17%	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: <ul style="list-style-type: none"> • I effectively created a strategic business plan. 	364	413	88.14%	1. EXCEEDS THE ACCEPTABLE TARGET

OVERALL RECOMMENDATIONS

****Explanation of course action for intended outcomes not realized:**

ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT

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>				
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
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