

**BACHELOR OF ARTS IN BUSINESS ADMINISTRATION ANNUAL ASSESSMENT PLAN & FINDINGS
2010-2011 ACADEMIC YEAR**

2010 – 2011 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>				R		
<i>MGT 330: Management for Organizations</i>	M	M	M			
<i>BUS 330: Principles of Marketing</i>		R				R
<i>MGT 415: Group Behavior in Organizations</i>	M	R	R			
<i>MGT 435: Organizational Change</i>		M	R		R	
<i>ACC 205: Principles of Accounting I</i>		I	I	I	I	I
<i>ACC 206: Principles of Accounting II</i>				I		
<i>BUS 311: Business Law I</i>		R	I			R
<i>ECO 203: Principles of Macroeconomics</i>	I	I	R		R	
<i>ECO 204: Principles of Microeconomics</i>	R					
<i>BUS 303: Human Resources Management</i>		R			R	R
<i>BUS 308: Statistics for Managers</i>	R			R		R

<i>PHI 445: Personal and Organizational Ethics</i>		M	R	R	R	R
<i>BUS 401: Principles of Finance</i>			M		R	M
<i>BUS 402: Strategic Management and Business Policy</i>						

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: CPC Comprehensive Exam – Management Section	100% (of the sample selected) score at or above the average in the PAS “Online Campus” and “Traditional Campus” Aggregate Pools related to the Management section of				

	the CPC comprehensive exam when compared to other competitive programs.				
Direct Measure 2: CPC Comprehensive Exam Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	69	70	98.57%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: MGT 415 Final Project	100% (of the sample selected) must score 70% or higher on final project and demonstrate understanding of collaborating to achieve team goals.	1372	1555	88.23%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 2 – Alumni Survey	<p>70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating either “Agree” or “Strongly Agree.” The three questions used to gauge career success include:</p> <ul style="list-style-type: none"> (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track. (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. 	<p>#46 = 164 #52 = 177 #53 = 175</p>	190	<p>#46 = 86.31% #52 = 93.15% #53 = 92.10%</p>	<p>#46 = 1. EXCEEDS THE ACCEPTABLE TARGET #52 = 1. EXCEEDS THE ACCEPTABLE TARGET #53 = 1. EXCEEDS THE ACCEPTABLE TARGET</p>

	<ul style="list-style-type: none"> (#53) – Earning my degree from Ashford University resulted in making me more employable. 				
Indirect Measure 3: Graduate Satisfaction Survey	<p>70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with mastery of a program outcome by indicating either “High Quality” or “Very High Quality.” The three questions used to gauge student satisfaction include:</p> <ul style="list-style-type: none"> How would you rate the quality of the course material? How would you rate the quality of the course? How would you rate the quality of the instructor? 	<p>Course Material = 1256</p> <p>Course = 1264</p> <p>Instructor = 1271</p>	1462	<p>Course Material = 85.90%</p> <p>Course = 86.45%</p> <p>Instructor = 86.93%</p>	<p>Course Material = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>Course = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>Instructor = 1. EXCEEDS THE ACCEPTABLE TARGET</p>
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	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: CPC Comprehensive Exam Business Leadership Section	100% (of the sample selected) score at or above the average in the 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.				
Direct Measure 2: CPC Comprehensive Exam Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	69	70	98.57%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: MGT 330 Final Project	100% (of the sample selected) must score 70% or higher on final project and demonstrate understanding of their leadership styles.	1438	1754	81.98%	1. EXCEEDS THE ACCEPTABLE TARGET

<p>Indirect Measure 2 – Alumni Survey</p>	<p>70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating either “Agree” or “Strongly Agree.” The three questions used to gauge career success include:</p> <ul style="list-style-type: none"> (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track. (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. (#53) – Earning my degree from Ashford University resulted in making me more employable. 	<p>#46 = 164 #52 = 177 #53 = 175</p>	<p>190</p>	<p>#46 = 86.31% #52 = 93.15% #53 = 92.10%</p>	<p>#46 = 1. EXCEEDS THE ACCEPTABLE TARGET #52 = 1. EXCEEDS THE ACCEPTABLE TARGET #53 = 1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 3: Graduate Satisfaction Survey</p>	<p>70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with mastery of a program outcome by indicating either “High Quality” or “Very High Quality.” The three questions used to gauge student satisfaction include:</p> <ul style="list-style-type: none"> How would you rate the quality of the course material? 	<p>Course Material = 2226 Course = 2203 Instructor = 2153</p>	<p>2570</p>	<p>Course Material = 86.61% Course = 85.71% Instructor = 83.77%</p>	<p>Course Material = 1. EXCEEDS THE ACCEPTABLE TARGET Course = 1. EXCEEDS THE ACCEPTABLE TARGET Instructor = 1. EXCEEDS THE ACCEPTABLE TARGET</p>

	<ul style="list-style-type: none"> How would you rate the quality of the course? How would you rate the quality of the instructor? 				
PLO 3 - Evaluate a situation and apply an effective 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 4. INSUFFICIENT DATA
	00% (of the sample selected) score at or above the average in the PAS "Online Campus" and "Traditional Campus" Aggregate				

Direct Measure 1: CPC Comprehensive Exam – Business Leadership Section	Pools related to the Business Leadership section of the CPC comprehensive exam when compared to other competitive programs.				
Direct Measure 2: CPC Comprehensive Exam Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	69	70	98.57%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: MGT 435 Final Project	100% (of the sample selected) must score 70% or higher on final project and demonstrate understanding of applying effective leadership styles.	1379	1498	92.06%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 2 – Alumni Survey	70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating either “Agree” or “Strongly Agree.” The three questions used to gauge career success include: <ul style="list-style-type: none"> (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track. 	#46 = 164 #52 = 177 #53 = 175	190	#46 = 86.31% #52 = 93.15% #53 = 92.10%	#46 = 3. DOES NOT MEET THE ACCEPTABLE TARGET #52 = 3. DOES NOT MEET THE ACCEPTABLE TARGET #53 = 1. EXCEEDS THE ACCEPTABLE TARGET

	<ul style="list-style-type: none"> (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. (#53) – Earning my degree from Ashford University resulted in making me more employable. 				
Indirect Measure 3: Graduate Satisfaction Survey	<p>70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with mastery of a program outcome by indicating either “High Quality” or “Very High Quality.” The three questions used to gauge student satisfaction include:</p> <ul style="list-style-type: none"> How would you rate the quality of the course material? How would you rate the quality of the course? How would you rate the quality of the instructor? 	<p>Course Material = 9</p> <p>Course = 9</p> <p>Instructor = 12</p>	16	<p>Course Material = 56.25%</p> <p>Course = 56.25%</p> <p>Instructor = 75.00%</p>	<p>Course Material = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>Course = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>Instructor = 1. EXCEEDS THE ACCEPTABLE TARGET</p>
PLO 4 - Use technology tools related to their area of emphasis.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING	TOTAL NUMBER OF STUDENT	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT	1. EXCEEDS THE ACCEPTABLE TARGET

		ACCEPTABLE TARGET	RECORDS OBSERVED	RECORDS MEETING ACCEPTABLE TARGET	2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: CPC Comprehensive Exam – Information Management System Section	100% (of the sample selected) score at or above the average in the 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.				
Direct Measure 2: CPC Comprehensive Exam Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	69	70	98.57%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: BUS 401 Final Project	100% (of the sample selected) must score 70% or higher on final project and demonstrate understanding of the use of	900	1076	83.64%	1. EXCEEDS THE ACCEPTABLE TARGET

	technology tools related to their area of emphasis.				
Indirect Measure 2 – Alumni Survey	<p>70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating either “Agree” or “Strongly Agree.” The three questions used to gauge career success include:</p> <ul style="list-style-type: none"> (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track. (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. (#53) – Earning my degree from Ashford University resulted in making me more employable. 	<p>#46 = 164</p> <p>#52 = 177</p> <p>#53 = 175</p>	190	<p>#46 = 86.31%</p> <p>#52 = 93.15%</p> <p>#53 = 92.10%</p>	<p>#46 = 3. DOES NOT MEET THE ACCEPTABLE TARGET</p> <p>#52 = 3. DOES NOT MEET THE ACCEPTABLE TARGET</p> <p>#53 = 1. EXCEEDS THE ACCEPTABLE TARGET</p>
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	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: CPC Comprehensive Exam – Global Dimensions of Business Section	100% (of the sample selected) score at or above the average in the PAS “Online Campus” and “Traditional Campus” Aggregate Pools related to the Global Dimensions of Business section of the CPC comprehensive exam when compared to other competitive programs.				
Direct Measure 2: CPC Comprehensive Exam Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	69	70	98.57%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: MGT 435 Final Project	100% (of the sample selected) must score 70% or higher on final project and demonstrate understanding of managing change within a dynamic business environment.	1379	1498	92.06%	1. EXCEEDS THE ACCEPTABLE TARGET

<p>Indirect Measure 2 – Alumni Survey</p>	<p>70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating either “Agree” or “Strongly Agree.” The three questions used to gauge career success include:</p> <ul style="list-style-type: none"> (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track. (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. (#53) – Earning my degree from Ashford University resulted in making me more employable. 	<p>#46 = 164 #52 = 177 #53 = 175</p>	<p>190</p>	<p>#46 = 86.31% #52 = 93.15% #53 = 92.10%</p>	<p>#46 = 3. DOES NOT MEET THE ACCEPTABLE TARGET #52 = 3. DOES NOT MEET THE ACCEPTABLE TARGET #53 = 1. EXCEEDS THE ACCEPTABLE TARGET</p>
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	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: CPC Comprehensive Exam – Business Integration and Strategic Management Section	100% (of the sample selected) score at or above the average in the 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.				
Direct Measure 2: CPC Comprehensive Exam Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	69	70	98.57%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: BUS 402 Final Project	100% (of the sample selected) must score 70% or higher on final course paper and demonstrate understanding of creating a strategic business plan.	34	38	89.47%	1. EXCEEDS THE ACCEPTABLE TARGET

<p>Indirect Measure 2 – Alumni Survey</p>	<p>70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating either “Agree” or “Strongly Agree.” The three questions used to gauge career success include:</p> <ul style="list-style-type: none"> (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track. (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. (#53) – Earning my degree from Ashford University resulted in making me more employable. 	<p>#46 = 164 #52 = 177 #53 = 175</p>	<p>190</p>	<p>#46 = 86.31% #52 = 93.15% #53 = 92.10%</p>	<p>#46 = 3. DOES NOT MEET THE ACCEPTABLE TARGET #52 = 3. DOES NOT MEET THE ACCEPTABLE TARGET #53 = 1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 3: Graduate Satisfaction Survey</p>	<p>70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with mastery of a program outcome by indicating either “High Quality” or “Very High Quality.” The three questions used to gauge student satisfaction include:</p> <ul style="list-style-type: none"> How would you rate the quality of the course material? 	<p>Course Material = 9 Course = 9 Instructor = 12</p>	<p>16</p>	<p>Course Material = 56.25% Course = 56.25% Instructor = 75.00%</p>	<p>Course Material = 1. EXCEEDS THE ACCEPTABLE TARGET Course = 1. EXCEEDS THE ACCEPTABLE TARGET Instructor = 1. EXCEEDS THE ACCEPTABLE TARGET</p>

	<ul style="list-style-type: none"> • How would you rate the quality of the course? • How would you rate the quality of the instructor? 				
--	--	--	--	--	--

OVERALL RECOMMENDATIONS

The following recommendations are based on the Program Review Committee analysis as well as the External Reviewer’s analysis.

The BABA program is performing average and above average based on student’s scores on Final Projects and Survey results, respectively. Also, CPC exam results show that AU students have a high level of competency and are outperforming students in similar programs in comparable traditional and blended universities. However, the results also showed that AU BABA students are underperforming as compared to other students in similar programs in comparable strictly online universities. In addition, a formal evaluation of the BABA core courses resulted in the identification of certain courses that have curriculum that should be improved. Below, each area of concern is summarized and an Action Plan is recommended.

1) There is a low percentage of As and Bs in the final project (Direct Measure) for three of the courses associated with the learning assessment of a program outcome. These courses are BUS 401, BUS 402, and MGT 330.

a. Action - The program review chair together with the CB & PS Executive Dean and Academic Program Manager should evaluate each identified course for their efficacy in the core program and strengthened as necessary.

2) Based on analysis of CPC exam results it was determined that students performed poorly in the subject areas of Business Integration and Strategic Management, as well as in Marketing.

a. Action - Form a committee consisting of the program review chair, other CB & PS Full-Time Faculty, and CB & PS Academic Program Manager to evaluate and improve BABA courses and curriculum where indetified issues have been identified.

3) Based on a detailed curriculum evaluation of the BABA core courses it was determined that two courses have below average curriculum.

a. Action - Form a committee consisting of the program review chair, other CB & PS Full-Time Faculty, and CB & PS Academic Program Manager to further review each of the identified core courses for possible revisions.

b. Action - Consult the Ashford University Critical Thinking Task Force Committee for suggestions on how to incorporate or improve critical thinking in the course curriculum.

ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT				
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO 1, 2, 3, 4, 5, 6	TBD	The Bachelor of Arts in Business Administration Program Chair and Faculty	In Progress	2013-14 Academic Year
<i>Action Details</i>	Consult the Ashford University Critical Thinking Task Force Committee for suggestions on how to incorporate or improve critical thinking in the course curriculum.			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO 1, 2, 3, 4, 5, 6	TBD	The Bachelor of Arts in Business Administration Program Chair and Faculty	In Progress	2013-14 Academic Year
<i>Action Details</i>	Form a committee consisting of the program review chair, other CB & PS Full-Time Faculty, and CB & PS Academic Program Manager to further review each of the identified core courses for possible revisions.			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO 2, 4, 6	TBD	The Bachelor of Arts in Business	In Progress	2013-14 Academic Year

		Administration Program Chair and Faculty		
<i>Action Details</i>	<p>Evaluate BUS 401, BUS 402, and MGT 330. The program review chair together with the CB & PS Executive Dean and Academic Program Manager should evaluate each identified course for their efficacy in the core program and strengthened as necessary.</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>				