

## BACHELOR OR ARTS IN BUSINESS INFORMATION SYSTEMS ANNUAL ASSESSMENT PLAN & FINDINGS 2013-2014 ACADEMIC YEAR

### 2013 – 2014 CURRICULUM MAP

	<b>PLO 1</b> Utilize analytical, logical, and critical thinking abilities to analyze user requirements and to design, develop, and deploy effective Information Systems solutions.	<b>PLO 2</b> Evaluate appropriate enterprise solutions for business success.	<b>PLO 3</b> Manage relationships with technology providers and customers.	<b>PLO 4</b> Analyze alternatives to complex business problems and alternatives.	<b>PLO 5</b> Evaluate the business as an integrated information system including the relations among the functional areas, and the application of long-range planning, systems implementation, and control processes.
<i>MGT 330: Management for Organizations</i>		<b>I</b>		<b>I</b>	<b>I</b>
<i>ECO 204: Principles of Microeconomics</i>		<b>R</b>		<b>R</b>	
<i>ACC 205: Principles of Accounting</i>		<b>R</b>		<b>R</b>	
<i>INF 220: IS Principles</i>	<b>I</b>	<b>R</b>	<b>I</b>	<b>R</b>	<b>R</b>
<i>BUS 311: Business Law I</i>	<b>R</b>	<b>R</b>	<b>R</b>	<b>R</b>	<b>R</b>
<i>BUS 308: Statistics for Managers</i>	<b>R</b>	<b>R</b>		<b>R</b>	
<i>COM 340: Technical Writing</i>	<b>R</b>	<b>R</b>	<b>R</b>	<b>R</b>	<b>R</b>
<i>INF 231: Programming Concepts</i>	<b>R</b>	<b>R</b>		<b>R</b>	
<i>INF 340: Business Systems Analysis</i>	<b>M</b>	<b>R</b>	<b>R</b>	<b>R</b>	<b>R</b>
<i>INF 322: Database Management Systems</i>	<b>R</b>	<b>R</b>			
<i>INF 325: Telecommunications &amp; Networking Concepts</i>	<b>R</b>	<b>R</b>		<b>R</b>	
<i>BUS 352: e-Business</i>	<b>R</b>		<b>R</b>	<b>R</b>	
<i>INF 410: Project Management</i>	<b>R</b>		<b>R</b>	<b>R</b>	<b>M</b>

<i>INF 336: Project Procurement Management</i>	<b>R</b>		<b>M</b>	<b>R</b>	
<i>MGT 497: Strategic Technology Planning for Organizations</i>	<b>M</b>	<b>M</b>		<b>M</b>	<b>M</b>

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

<b>ANNUAL ASSESSMENT PLAN FINDINGS</b>					
<b>PLO 1 - Utilize analytical, logical, and critical thinking abilities to analyze user requirements and to design, develop, and deploy effective Information Systems solutions.</b>					
<b>MEASURE</b>	<b>ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b>	<b>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>ASSESSMENT RESULTS:</b> 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: INF 340 Final Project	80% of BA Business Information Systems students must score a 70% or higher on the INF 340 Final Paper utilize analytical, logical, and critical thinking abilities to analyze user	220	241	91.29%	1. EXCEEDS THE ACCEPTABLE TARGET

	requirements and to design, develop, and deploy effective Information Systems solutions.				
Direct Measure 2: CPC Comprehensive Exam- Information Management Systems Section	BA Business Information Systems students, on average, must 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.	On average, Ashford University students in the BA Business Information Systems program scored above the averages of the Peregrine Academic Services Traditional and Online aggregate pools on the Information Management Systems section of the Common Professional Component.	N/A	N/A	1. EXCEEDS THE ACCEPTABLE TARGET
		219	225	97.33%	1. EXCEEDS THE ACCEPTABLE TARGET

Direct Measure 3: CPC Comprehensive Exam-Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.				
Indirect Measure 1: End of Program Survey - I understand the learning objectives of my courses	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.	N/A	N/A	87.55%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 2: End of Program Survey - The curriculum was relevant to my professional needs	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.	N/A	N/A	81.56%	1. EXCEEDS THE ACCEPTABLE TARGET

**PLO 2 - Evaluate appropriate enterprise solutions for business success.**

MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING	TOTAL NUMBER OF STUDENT	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT	ASSESSMENT RESULTS:
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		<b>ACCEPTABLE TARGET</b>	<b>RECORDS OBSERVED</b>	<b>RECORDS MEETING ACCEPTABLE TARGET</b>	<b>1. EXCEEDS THE ACCEPTABLE TARGET</b> <b>2. MEETS THE ACCEPTABLE TARGET</b> <b>3. DOES NOT MEET THE ACCEPTABLE TARGET</b> <b>4. INSUFFICIENT DATA</b>
Direct Measure 1: MGT 497 Final Paper	70% (of the sample selected) must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	562	792	70.95%	2. MEETS THE ACCEPTABLE TARGET
Direct Measure 2: CPC Comprehensive Exam- Business Integration and Strategic Management Section	BA Business Information Systems, on average, must 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.	On average, Ashford University students in the BA Business Information Systems program scored above the averages of the	N/A	N/A	1. EXCEEDS THE ACCEPTABLE TARGET

		Peregrine Academic Services Traditional and Online aggregate pools on the Business Integration and Strategic Management section of the CPC.			
Direct Measure 3: CPC Comprehensive Exam-Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	219	225	97.33%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: End of Program Survey - I understand the learning objectives of my courses	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.	N/A	N/A	87.55%	1. EXCEEDS THE ACCEPTABLE TARGET

<p>Indirect Measure 2: End of Program Survey - The curriculum was relevant to my professional needs</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"> <li>• The curriculum was relevant to my professional needs.</li> </ul>	<p>N/A</p>	<p>N/A</p>	<p>81.56%</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
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**PLO 3 - Manage relationships with technology providers and customers.**

<p><b>MEASURE</b></p>	<p><b>ACCEPTABLE TARGET</b></p>	<p><b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b></p>	<p><b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b></p>	<p><b>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b></p>	<p><b>ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET  2. MEETS THE ACCEPTABLE TARGET  3. DOES NOT MEET THE ACCEPTABLE TARGET  4. INSUFFICIENT DATA</b></p>
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Direct Measure 1: INF 336 Research Paper	70% of BA Business Information Systems records must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to PLO 3.	206	216	95.37%	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: CPC Comprehensive Exam-Management Section	BA Business Information Systems students, on average, just 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.	On average BA Business Information Systems 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.	N/A	N/A	1. EXCEEDS THE ACCEPTABLE TARGET

Direct Measure 3: CPC Comprehensive Exam-Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	219	225	97.33%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: End of Program Survey - I understand the learning objectives of my courses	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.	N/A	N/A	87.55%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 2: End of Program Survey - The curriculum was relevant to my professional needs	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.	N/A	N/A	81.56%	1. EXCEEDS THE ACCEPTABLE TARGET

**PLO 4 - Analyze alternatives to complex business problems and alternatives.**

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: MGT 497 Final Paper	70% (of the sample selected) must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	562	792	70.95%	2. MEETS THE ACCEPTABLE TARGET
Direct Measure 2: CPC Comprehensive Exam-Global Dimensions of Business Section	BA Business Information Systems students, on average, must score at or above the average in the Peregrine Academic Services (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.	On average BA Business Information Systems students scored above the average of the Peregrine Academic	N/A	N/A	1. EXCEEDS THE ACCEPTABLE TARGET

		Services Online Aggregate Pool, and above the average of the Traditional Aggregate Pool on the Global Dimensions of Business section of the Common Professional Component comprehensive exam.			
Direct Measure 3: CPC Comprehensive Exam-Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	219	225	97.33%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: End of Program Survey - I understand the learning objectives of my courses	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.	N/A	N/A	87.55%	1. EXCEEDS THE ACCEPTABLE TARGET

<p>Indirect Measure 2: End of Program Survey - The curriculum was relevant to my professional needs</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"> <li>• The curriculum was relevant to my professional needs.</li> </ul>	<p>N/A</p>	<p>N/A</p>	<p>81.56%</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
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**PLO 5 - Evaluate the business as an integrated information system including the relations among the functional areas, and the application of long-range planning, systems implementation, and control processes.**

<p><b>MEASURE</b></p>	<p><b>ACCEPTABLE TARGET</b></p>	<p><b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b></p>	<p><b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b></p>	<p><b>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b></p>	<p><b>ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET  2. MEETS THE ACCEPTABLE TARGET  3. DOES NOT MEET THE ACCEPTABLE TARGET  4. INSUFFICIENT DATA</b></p>
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<p>Direct Measure 1: MGT 497 Final Project</p>	<p>70% of BA Business Information Systems students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.</p>	<p>562</p>	<p>792</p>	<p>70.95%</p>	<p>2. MEETS THE ACCEPTABLE TARGET</p>
<p>Direct Measure 2: CPC Comprehensive Exam- Management Section</p>	<p>On average, BA Business Information Systems students must 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.</p>	<p>On average BA Business Information Systems 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>N/A</p>	<p>N/A</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

Direct Measure 3: CPC Comprehensive Exam-Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	219	225	97.33%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: End of Program Survey - I understand the learning objectives of my courses	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.	N/A	N/A	87.55%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 2: End of Program Survey - The curriculum was relevant to my professional needs	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.	N/A	N/A	81.56%	1. EXCEEDS THE ACCEPTABLE TARGET

**OVERALL RECOMMENDATIONS**

*Students in the BA Business Information Systems program met or exceeded most acceptable and ideal targets for 2013-14 assessment measures across all program learning outcomes (PLOs). Results of the End of Program Survey suggest that a majority of students are satisfied with the curriculum meeting their professional needs and that they understand the learning objectives of their courses.*

*Acceptable and Ideal targets were met for both the overall CPC score and individual section scores chosen for each PLOs. BA Business Information students scored above the average scores of the Peregrine Academic Services Traditional and Online Aggregate pools.*

*Overall it is recommended that Forbes School of Business Faculty review each program assessment plan (including measures and targets set) in preparation for the 2014-15 assessment cycle. 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.*

ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT				
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
<i>N/A</i>	<i>Calibration of Waypoint Rubrics of BA Business Information Systems Rubrics</i>	<i>Program Chair</i>	<i>Complete</i>	<i>June 30, 2015</i>
<i>Action Details</i>	<i>Faculty will participate in a study to determine the effectiveness and appropriateness of the Waypoint rubrics for each course in the BA Business Information Systems program</i>			