

**BACHELOR OR ARTS IN BUSINESS INFORMATION SYSTEMS ANNUAL ASSESSMENT PLAN & FINDINGS  
2010-2011 ACADEMIC YEAR**

**2010 – 2011 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>
<i>ECO 204: Principles of Microeconomics</i>		<b>I</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>		
<i>BUS 311: Business Law I</i>	<b>R</b>	<b>R</b>		<b>R</b>	
<i>BUS 308: Statistics for Managers</i>	<b>R</b>	<b>R</b>			
<i>COM 340: Technical Writing</i>			<b>R</b>		<b>R</b>
<i>INF 231: Programming Concepts</i>	<b>R</b>			<b>R</b>	
<i>INF 340: Business Systems Analysis</i>	<b>R</b>			<b>R</b>	<b>R</b>
<i>INF 322: Database Management Systems</i>	<b>R</b>				
<i>INF 325: Telecommunications &amp; Networking Concepts</i>		<b>R</b>		<b>R</b>	
<i>BUS 352: e-Business</i>			<b>R</b>	<b>R</b>	
<i>INF 410: Project Management</i>					<b>R</b>

<i>INF 336: Project Procurement Management</i>	<b>R</b>				
<i>MGT 497: Strategic Technology Planning for Organizations</i>	<b>M</b>	<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: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA</b>
Direct Measure 1: INF 340 Final Project	100% (of the sample selected) must score 70% or higher on final project and demonstrate an ability to utilize analytical, logical, and critical thinking abilities to	148	163	90.80%	3. DOES NOT MEET THE ACCEPTABLE TARGET

	analyze user requirements and to design, develop, and deploy effective information system solutions.				
Direct Measure 2: CPC Comprehensive Exam- Information Management Systems 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.	BABIS students’ aggregate scores in the Information Management Systems section of the CPC Comprehensive Exam were below the averages of the PAS “Online Campus” and above the averages of the “Traditional Campus” pools.	N/A	N/A	3. DOES NOT MEET THE ACCEPTABLE TARGET
Direct Measure 3: CPC Comprehensive Exam-Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	38	40	95.00%	1. EXCEEDS THE ACCEPTABLE TARGET
	70% or more of the Ashford University alumni (within 5 years of graduation) will indicate	N/A	N/A	N/A	4. INSUFFICIENT DATA

<p>Indirect Measure 1: Alumni Survey</p>	<p>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"> <li>• (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track.</li> <li>• (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> <li>• (#53) – Earning my degree from Ashford University resulted in making me more employable.</li> </ul>				
<p>Indirect Measure 2: 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"> <li>• How would you rate the quality of the course material?</li> <li>• How would you rate the quality of the course?</li> </ul>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>4. INSUFFICIENT DATA</p>

	<ul style="list-style-type: none"> <li>How would you rate the quality of the instructor?</li> </ul>				
<b>PLO 2 - Evaluate appropriate enterprise solutions for business success.</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: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA</b>
Direct Measure 1: INF 325 Final Project	100% (of the sample selected) must score 70% or higher on final project and demonstrate an ability to evaluate appropriate enterprise solutions for business success.	145	149	97.32%	3. DOES NOT MEET THE ACCEPTABLE TARGET

<p>Direct Measure 2: CPC Comprehensive Exam- Business Integration and Strategic Management Section</p>	<p>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.</p>	<p>BABIS students’ aggregate scores in the Business Integration and Strategic Management section of the CPC Comprehensive Exam were above the averages of the PAS “Online Campus” and “Traditional Campus” pools.</p>	<p>N/A</p>	<p>N/A</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Direct Measure 3: CPC Comprehensive Exam-Score</p>	<p>90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.</p>	<p>38</p>	<p>40</p>	<p>95.00%</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 1: 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</p>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>4. INSUFFICIENT DATA</p>

	<p>questions used to gauge career success include:</p> <ul style="list-style-type: none"> <li>• (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track.</li> <li>• (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> <li>• (#53) – Earning my degree from Ashford University resulted in making me more employable.</li> </ul>				
<p>Indirect Measure 2: 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"> <li>• How would you rate the quality of the course material?</li> <li>• How would you rate the quality of the course?</li> <li>• How would you rate the quality of the instructor?</li> </ul>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>4. INSUFFICIENT DATA</p>



<b>PLO 3 - Manage relationships with technology providers and customers.</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: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA</b>
Direct Measure 1: BUS 352 Final Project	100% (of the sample selected) must score 70% or higher on final project and demonstrate an ability to manage relationships with technology providers and customers.	123	142	86.62%	3. DOES NOT MEET THE ACCEPTABLE TARGET

<p>Direct Measure 2: CPC Comprehensive Exam-Business Ethics Section</p>	<p>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 Ethics section of the CPC comprehensive exam when compared to other competitive programs.</p>	<p>BABIS students’ aggregate scores in the Business Ethics section of the CPC Comprehensive Exam were below the averages of the PAS “Online Campus” and above the averages of the “Traditional Campus” pools.</p>	<p>N/A</p>	<p>N/A</p>	<p>3. DOES NOT MEET THE ACCEPTABLE TARGET</p>
<p>Direct Measure 3: CPC Comprehensive Exam-Management Section</p>	<p>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.</p>	<p>BABIS students’ aggregate scores in the Management section of the CPC Comprehensive Exam were above the averages of the PAS “Online Campus” and</p>	<p>N/A</p>	<p>N/A</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

		"Traditional Campus" pools.			
Direct Measure 4: CPC Comprehensive Exam-Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	38	40	95.00%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: 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"> <li>• How would you rate the quality of the course material?</li> <li>• How would you rate the quality of the course?</li> <li>• How would you rate the quality of the instructor?</li> </ul>	N/A	N/A	N/A	4. INSUFFICIENT DATA

<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"> <li>• (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track.</li> <li>• (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> <li>• (#53) – Earning my degree from Ashford University resulted in making me more employable.</li> </ul>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>4. INSUFFICIENT DATA</p>
<p><b>PLO 4 - Analyze alternatives to complex business problems and alternatives.</b></p>					
<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</b></p>	<p><b>1. EXCEEDS THE ACCEPTABLE TARGET  2. MEETS THE ACCEPTABLE TARGET</b></p>

				ACCEPTABLE TARGET	3. DOES NOT MEET THE ACCEPTABLE TARGET  4. INSUFFICIENT DATA
Direct Measure 1: INF 336 Final Project	100% (of the sample selected) must score 70% or higher on final project and demonstrate an ability to analyze alternatives to complex business problems and alternatives.	92	95	96.84%	3. DOES NOT MEET THE ACCEPTABLE TARGET
Direct Measure 2: 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.	BABIS students' aggregate scores in the Global Dimensions of Business section of the CPC Comprehensive Exam were below the averages of the PAS "Online Campus" and above the averages of the	N/A	N/A	3. DOES NOT MEET THE ACCEPTABLE TARGET

		"Traditional Campus" pools.			
Direct Measure 3: CPC Comprehensive Exam-Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	38	40	95.00%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: 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"> <li>• (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track.</li> <li>• (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> <li>• (#53) – Earning my degree from Ashford University resulted in making me more employable.</li> </ul>	N/A	N/A	N/A	4. INSUFFICIENT DATA

<p>Indirect Measure 2: 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"> <li>• How would you rate the quality of the course material?</li> <li>• How would you rate the quality of the course?</li> <li>• How would you rate the quality of the instructor?</li> </ul>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>4. INSUFFICIENT DATA</p>
<p><b>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.</b></p>					
<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</b></p>

					<b>3. DOES NOT MEET THE ACCEPTABLE TARGET</b>  <b>4. INSUFFICIENT DATA</b>
Direct Measure 1: MGT 497 Final Project	100% (of the sample selected) must score 70% or higher on final project and demonstrate an ability evaluate the business as an integrated information system.	31	38	81.58%	3. DOES NOT MEET THE ACCEPTABLE TARGET
Direct Measure 2: 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.	BABIS students' aggregate scores in the Management section of the CPC Comprehensive Exam were above the averages of the PAS "Online Campus" and "Traditional Campus" pools.	N/A	N/A	1. EXCEEDS THE ACCEPTABLE TARGET



<p>Direct Measure 3: CPC Comprehensive Exam - Score</p>	<p>90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.</p>	<p>38</p>	<p>40</p>	<p>95.00%</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Direct Measure 4: CPC Comprehensive Exam - Business Leadership Section</p>	<p>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.</p>	<p>BABIS students' aggregate scores in the Business Leadership section of the CPC Comprehensive Exam were below the averages of the PAS "Online Campus" and above the averages of the "Traditional Campus" pools.</p>	<p>N/A</p>	<p>N/A</p>	<p>3. DOES NOT MEET THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 1: 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</p>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>4. INSUFFICIENT DATA</p>

	<p>questions used to gauge career success include:</p> <ul style="list-style-type: none"> <li>• (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track.</li> <li>• (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> <li>• (#53) – Earning my degree from Ashford University resulted in making me more employable.</li> </ul>				
<p>Indirect Measure 2: 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"> <li>• How would you rate the quality of the course material?</li> <li>• How would you rate the quality of the course?</li> <li>• How would you rate the quality of the instructor?</li> </ul>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>4. INSUFFICIENT DATA</p>
<p><b>OVERALL RECOMMENDATIONS</b></p>					

*It is recommended that the College of Business and Professional Studies faculty review program learning outcomes, curriculum map, and assessment plan to ensure student learning can be effectively measured, program learning outcomes are accurately mapped to program course sequence, and targets are appropriately set. In addition, faculty should work closely with the College of Business and Professional Studies assessment analyst to examine additional measurement opportunities and work to increase precision of existing measures (e.g., through Waypoint rubric implementation). Lastly, additional data should be gathered, increasing sample size and improving the accuracy and generalizability of findings.*

ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT				
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
<b>1, 2, 3, 4, 5</b>	<i>To be determined during subsequent assessment cycles.</i>	<i>Program Chair</i>	<i>Complete</i>	<i>2011-12 AY</i>
<i>Action Details</i>	<i>Data will continue to be collected and outcome-related actions will be developed by the BA Business Information Systems Program Chair in collaboration with program faculty.</i>			