

**BACHELOR OF ARTS IN FINANCE ANNUAL ASSESSMENT PLAN & FINDINGS
2012-2013 ACADEMIC YEAR**

2012 – 2013 CURRICULUM MAP

	PLO 1 Analyze the major systems of criminal justice and how the functions of police, prosecution, courts, and corrections are interrelated.	PLO 2 Evaluate the issues and management of personnel administration in criminal justice.	PLO 3 Analyze the judicial processes of the U.S. Constitution.	PLO 4 Explain ethical issues within the criminal justice system.	PLO 5 Evaluate research in the areas of criminal justice and public policy as it pertains to the effect on society, victims, and rehabilitation.
<i>MGT 330: Management for Organizations</i>	I				I
<i>BUS 311: Business Law I</i>	I			I	
<i>PHI 445: Personal and Organizational Ethics</i>				R	
<i>ECO 203: Principles of Macroeconomics</i>	I	I			R
<i>ECO 204: Principles of Microeconomics</i>					R
<i>ACC 205: Principles of Accounting I</i>	I	I	I		
<i>ACC 206: Principles of Accounting II</i>	R	I	I		
<i>BUS 215: Personal Finance Management</i>		I	R		
<i>BUS 308: Statistics for Managers</i>		R			
<i>ECO 316: Financial Institutions and Markets</i>				R	R
<i>BUS 323: Risk Management and Insurance</i>	R	R			R
<i>BUS 401: Principles of Finance</i>	M	R		R	R

<i>BUS 405: Principles of Investments</i>		M			
<i>BUS 450: International Finance</i>		R	R		R
<i>BUS 402: Strategic Management and Business Policy</i>	M	M	M	M	M

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

ANNUAL ASSESSMENT PLAN FINDINGS					
PLO 1 - Demonstrate problem solving skills including the ability to analyze business and financial conditions.					
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 401 Final Project	70% of BA Finance students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	303	320	94.69%	1. EXCEEDS THE ACCEPTABLE TARGET

Direct Measure 2: CPC Comprehensive Exam – Accounting Section	BA Finance 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 Accounting section of the CPC comprehensive exam when compared to other competitive programs.	N/A	N/A	N/A	On average, BA Finance students scored above the average of the Peregrine Academic Services Online Aggregate Pool, and above the average of the Traditional Aggregate Pool on the Accounting section of the Common Professional Component comprehensive exam.
Direct Measure 3: CPC Comprehensive Exam Score	90% must score 400 or higher on the CPC comprehensive exam.	27	27	100.00%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: Alumni Survey – 21 Months Since Graduation	70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:	N/A	N/A	N/A	As the data reflect fewer than 10 BA Finance alumni respondents at the 21 months after graduation

	<ul style="list-style-type: none"> • (#6) – Are you currently using your Ashford degree in a related occupation? <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 				<p>threshold, findings will not be reported for the 2012-13 assessment cycle.</p>
<p>Indirect Measure 2: Alumni Survey - 37 Months Since Graduation</p>	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> • (#6) – Are you currently using your Ashford degree in a related occupation? <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>As the data reflect fewer than 10 BA Finance alumni respondents at the 21 months after graduation threshold, findings will not be reported for the 2012-13 assessment cycle.</p>

	<ul style="list-style-type: none"> • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 				
<p>Indirect Measure 3: Alumni Survey - Aggregate of 21 and 37 Months Since Graduation</p>	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> • (#6) – Are you currently using your Ashford degree in a related occupation? <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. 	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>As the data reflect fewer than 10 BA Finance alumni respondents at the 21 months after graduation threshold, findings will not be reported for the 2012-13 assessment cycle.</p>

	<ul style="list-style-type: none"> (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 				
<p>Indirect Measure 4: End of Course 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? How would you rate the quality of the course? How would you rate the quality of the instructor? 	<p>Course Material = 10</p> <p>Course = 13</p> <p>Instructor = 14</p>	17	<p>Course Material = 58.82%</p> <p>Course = 76.47%</p> <p>Instructor = 82.35%</p>	<p>Course Material = 3. DOES NOT MEET THE ACCEPTABLE TARGET</p> <p>Course = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>Instructor = 1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 5: 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 three items used will be:</p> <ul style="list-style-type: none"> The curriculum was relevant to my professional needs. My instructors were prepared. 	<p>Curriculum = 56</p> <p>Instructor Prepared = 52</p> <p>Instructor Qualified = 57</p>	64	<p>Curriculum = 87.50%</p> <p>Instructor Prepared = 81.25%</p> <p>Instructor Qualified = 89.06%</p>	<p>Curriculum = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>Instructor Prepared = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>Instructor Qualified = 1. EXCEEDS THE ACCEPTABLE TARGET</p>

	<ul style="list-style-type: none"> • My instructors were well qualified to teach within their field of study. 				
PLO 2 - Apply financial theories to conduct financial analysis.					
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 – Business Finance Section	BA Finance 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 Business Finance section of the CPC comprehensive exam when compared to other competitive programs.	N/A	N/A	N/A	On average, BA Finance students scored above the average of the Peregrine Academic Services Online Aggregate Pool, and

					above the average of the Traditional Aggregate Pool on the Business Finance section of the Common Professional Component comprehensive exam.
Direct Measure 2: CPC Comprehensive Exam Score	90% must score 400 or higher on the CPC comprehensive exam.	27	27	100.00%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: Alumni Survey – 21 Months Since Graduation	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> • (#6) – Are you currently using your Ashford degree in a related occupation? <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p>	N/A	N/A	N/A	As the data reflect fewer than 10 BA Finance alumni respondents at the 21 months after graduation threshold, findings will not be reported for the 2012-13 assessment cycle.

	<ul style="list-style-type: none"> • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 				
<p>Indirect Measure 2: Alumni Survey - 37 Months Since Graduation</p>	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> • (#6) – Are you currently using your Ashford degree in a related occupation? <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. 	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>As the data reflect fewer than 10 BA Finance alumni respondents at the 21 months after graduation threshold, findings will not be reported for the 2012-13 assessment cycle.</p>

	<ul style="list-style-type: none"> • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 				
<p>Indirect Measure 3: Alumni Survey - Aggregate of 21 and 37 Months Since Graduation</p>	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> • (#6) – Are you currently using your Ashford degree in a related occupation? <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 	N/A	N/A	N/A	<p>As the data reflect fewer than 10 BA Finance alumni respondents at the 21 months after graduation threshold, findings will not be reported for the 2012-13 assessment cycle.</p>
	80% of BA Finance students must score 70% or higher on final project and demonstrate an	61	95	64.21%	3. DOES NOT MEET THE ACCEPTABLE TARGET

<p>Indirect Measure 4: BUS 405 Final Project</p>	<p>ability to apply financial theories to conduct financial analysis.</p>				
<p>Indirect Measure 5: End of Course 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? • How would you rate the quality of the course? • How would you rate the quality of the instructor? 	<p>Course Material = 10 Course = 13 Instructor = 14</p>	<p>17</p>	<p>Course Material = 58.82% Course = 76.47% Instructor = 82.35%</p>	<p>Course Material = 3. DOES NOT MEET THE ACCEPTABLE TARGET Course = 1. EXCEEDS THE ACCEPTABLE TARGET Instructor = 1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 6: 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 three items used will be:</p> <ul style="list-style-type: none"> • The curriculum was relevant to my professional needs. • My instructors were prepared. 	<p>Curriculum = 56 Instructor Prepared = 52 Instructor Qualified = 57</p>	<p>64</p>	<p>Curriculum = 87.50% Instructor Prepared = 81.25% Instructor Qualified = 89.06%</p>	<p>Curriculum = 1. EXCEEDS THE ACCEPTABLE TARGET Instructor Prepared = 1. EXCEEDS THE ACCEPTABLE TARGET Instructor Qualified = 1. EXCEEDS THE ACCEPTABLE TARGET</p>

	<ul style="list-style-type: none"> • My instructors were well qualified to teach within their field of study. 				
PLO 3 - Understand how to measure and achieve the efficiency use of financial resources.					
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 405 Final Paper	70% of BA Organizational Management students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	60	75	80.00%	1. EXCEEDS THE ACCEPTABLE TARGET

<p>Direct Measure 2: CPC Comprehensive Exam - Quantitative Research Techniques and Statistics Section</p>	<p>BA Finance 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 Quantitative Research Techniques and Statistics 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 Finance students scored above the average of the Peregrine Academic Services Online Aggregate Pool, and above the average of the Traditional Aggregate Pool on the Quantitative Techniques and Statistics section of the Common Professional Component comprehensive exam.</p>
<p>Direct Measure 3: CPC Comprehensive Exam Score</p>	<p>90% must score 400 or higher on the CPC comprehensive exam.</p>	<p>27</p>	<p>27</p>	<p>100.00%</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 1: Alumni Survey – 21 Months Since Graduation</p>	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>As the data reflect fewer than 10 BA Finance alumni respondents at the 21 months after graduation threshold, findings</p>

	<ul style="list-style-type: none"> • (#6) – Are you currently using your Ashford degree in a related occupation? <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 				<p>will not be reported for the 2012-13 assessment cycle.</p>
<p>Indirect Measure 2: Alumni Survey - 37 Months Since Graduation</p>	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> • (#6) – Are you currently using your Ashford degree in a related occupation? <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>As the data reflect fewer than 10 BA Finance alumni respondents at the 21 months after graduation threshold, findings will not be reported for the 2012-13 assessment cycle.</p>

	<ul style="list-style-type: none"> • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 				
<p>Indirect Measure 3: Alumni Survey - Aggregate of 21 and 37 Months Since Graduation</p>	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> • (#6) – Are you currently using your Ashford degree in a related occupation? <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. 	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>As the data reflect fewer than 10 BA Finance alumni respondents at the 21 months after graduation threshold, findings will not be reported for the 2012-13 assessment cycle.</p>

	<ul style="list-style-type: none"> (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 				
Indirect Measure 4: BUS 450 Final Paper	80% of BA Business Economics students must score 70% or higher on the final paper and demonstrate an understanding of how to measure and achieve the efficiency use of financial resources.	53	59	89.83%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 5: End of Course 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 = 10</p> <p>Course = 13</p> <p>Instructor = 14</p>	17	<p>Course Material = 58.82%</p> <p>Course = 76.47%</p> <p>Instructor = 82.35%</p>	<p>Course Material = 3. DOES NOT MEET THE ACCEPTABLE TARGET</p> <p>Course = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>Instructor = 1. EXCEEDS THE ACCEPTABLE TARGET</p>
Indirect Measure 6: 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”	<p>Curriculum = 56</p> <p>Instructor Prepared = 52</p>	64	<p>Curriculum = 87.50%</p> <p>Instructor Prepared = 81.25%</p>	Curriculum = 1. EXCEEDS THE ACCEPTABLE TARGET

	<p>or “Strongly Agree.” The three items used will be:</p> <ul style="list-style-type: none"> • The curriculum was relevant to my professional needs. • My instructors were prepared. • My instructors were well qualified to teach within their field of study. 	Instructor Qualified = 57		Instructor Qualified = 89.06%	<p>Instructor Prepared = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>Instructor Qualified = 1. EXCEEDS THE ACCEPTABLE TARGET</p>
PLO 4 - Evaluate the political, social, legal, regulatory, and technological issues in the context of micro and macro-finance.					
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: CPC Comprehensive Exam – Information	BA Finance 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	N/A	N/A	N/A	On average, BA Finance students scored above the average of the Peregrine Academic

<p>Management Systems Section</p>	<p>section of the CPC comprehensive exam when compared to other competitive programs.</p>				<p>Services Online Aggregate Pool, and above the average of the Traditional Aggregate Pool on the Information Management Systems section of the Common Professional Component comprehensive exam.</p>
<p>Direct Measure 2: CPC Comprehensive Exam – Legal Environment of Business Section</p>	<p>BA Finance 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 Legal Environment of Business 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 Finance students scored above the average of the Peregrine Academic Services Online Aggregate Pool, and above the average of the Traditional Aggregate Pool on the Information Management section of the Common Professional Component comprehensive exam.</p>

<p>Direct Measure 3: CPC Comprehensive Exam Score</p>	<p>90% must score 400 or higher on the CPC comprehensive exam.</p>	<p>27</p>	<p>27</p>	<p>100.00%</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 1: Alumni Survey – 21 Months Since Graduation</p>	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> • (#6) – Are you currently using your Ashford degree in a related occupation? <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>As the data reflect fewer than 10 BA Finance alumni respondents at the 21 months after graduation threshold, findings will not be reported for the 2012-13 assessment cycle.</p>
	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great</p>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>As the data reflect fewer than 10 BA</p>

<p>Indirect Measure 2: Alumni Survey - 37 Months Since Graduation</p>	<p>Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> • (#6) – Are you currently using your Ashford degree in a related occupation? <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 				<p>Finance alumni respondents at the 21 months after graduation threshold, findings will not be reported for the 2012-13 assessment cycle.</p>
<p>Indirect Measure 3: Alumni Survey - Aggregate of 21 and 37 Months Since Graduation</p>	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> • (#6) – Are you currently using your Ashford degree in a related occupation? 	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>As the data reflect fewer than 10 BA Finance alumni respondents at the 21 months after graduation threshold, findings will not be reported</p>

	<p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 				for the 2012-13 assessment cycle.
Indirect Measure 4: ECO 316 Final Paper	80% of BA Finance students must score 70% or higher on the final paper and demonstrate an ability to evaluate the political, social, legal, regulatory, and technological issues in the context of micro and macro-finance.	69	81	85.19%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 5: End of Course 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? 	<p>Course Material = 10</p> <p>Course = 13</p> <p>Instructor = 14</p>	17	<p>Course Material = 58.82%</p> <p>Course = 76.47%</p> <p>Instructor = 82.35%</p>	<p>Course Material = 3. DOES NOT MEET THE ACCEPTABLE TARGET</p> <p>Course = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>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? 				
Indirect Measure 6: 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 three items used will be:</p> <ul style="list-style-type: none"> The curriculum was relevant to my professional needs. My instructors were prepared. My instructors were well qualified to teach within their field of study. 	<p>Curriculum = 56</p> <p>Instructor Prepared = 52</p> <p>Instructor Qualified = 57</p>	64	<p>Curriculum = 87.50%</p> <p>Instructor Prepared = 81.25%</p> <p>Instructor Qualified = 89.06%</p>	<p>Curriculum = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>Instructor Prepared = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>Instructor Qualified = 1. EXCEEDS THE ACCEPTABLE TARGET</p>

PLO 5 - Understand the business as an integrated system including the relations among the functional areas, and the application long-range planning, implementation and control systems.

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
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					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 Finance students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	399	441	90.48%	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: CPC Comprehensive Exam - Business Integration and Strategic Management Section	BA Finance 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 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 Finance students scored below the average of the Peregrine Academic Services Online Aggregate Pool, and below the average of the Traditional Aggregate Pool on the Business Integration and Strategic

					Management section of the Common Professional Component comprehensive exam.
Direct Measure 3: CPC Comprehensive Exam Score	90% must score 400 or higher on the CPC comprehensive exam.	27	27	100.00%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: Alumni Survey – 21 Months Since Graduation	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> • (#6) – Are you currently using your Ashford degree in a related occupation? <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p>	N/A	N/A	N/A	As the data reflect fewer than 10 BA Finance alumni respondents at the 21 months after graduation threshold, findings will not be reported for the 2012-13 assessment cycle.

	<ul style="list-style-type: none"> • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 				
<p>Indirect Measure 2: Alumni Survey - 37 Months Since Graduation</p>	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> • (#6) – Are you currently using your Ashford degree in a related occupation? <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>As the data reflect fewer than 10 BA Finance alumni respondents at the 21 months after graduation threshold, findings will not be reported for the 2012-13 assessment cycle.</p>

<p>Indirect Measure 3: Alumni Survey - Aggregate of 21 and 37 Months Since Graduation</p>	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> • (#6) – Are you currently using your Ashford degree in a related occupation? <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>As the data reflect fewer than 10 BA Finance alumni respondents at the 21 months after graduation threshold, findings will not be reported for the 2012-13 assessment cycle.</p>
<p>Indirect Measure 4: End of Course 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>	<p>Course Material = 10 Course = 13 Instructor = 14</p>	<p>17</p>	<p>Course Material = 58.82% Course = 76.47% Instructor = 82.35%</p>	<p>Course Material = 3. DOES NOT MEET THE ACCEPTABLE TARGET Course = 1. EXCEEDS THE ACCEPTABLE TARGET</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? 				Instructor = 1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 5: 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 three items used will be:</p> <ul style="list-style-type: none"> • The curriculum was relevant to my professional needs. • My instructors were prepared. • My instructors were well qualified to teach within their field of study. 	<p>Curriculum = 56</p> <p>Instructor Prepared = 52</p> <p>Instructor Qualified = 57</p>	64	<p>Curriculum = 87.50%</p> <p>Instructor Prepared = 81.25%</p> <p>Instructor Qualified = 89.06%</p>	<p>Curriculum = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>Instructor Prepared = 1. EXCEEDS THE ACCEPTABLE TARGET</p> <p>Instructor Qualified = 1. EXCEEDS THE ACCEPTABLE TARGET</p>

OVERALL RECOMMENDATIONS

In the BA Finance program students met or exceeded the acceptable and ideal targets for all assignment-based direct and indirect measures with the exception of the BUS 405 Final Project as an indirect measure (program learning outcome (PLO) 2), which did not meet either acceptable or ideal targets.

Student responses for the End of Course Survey (EOCS) varied respective to the PLO measured. The course selected as an indirect measure of PLO 5 met or exceeded both acceptable and ideal targets, the courses selected to measure PLO 3 and PLO 4 met or exceeded the acceptable target but failed to meet the ideal target, and the courses selected to measure PLO 1 and PLO 2 failed to meet the acceptable and ideal targets.

BA Finance students met or exceeded acceptable and ideal targets for the Overall CPC Exam score. The scores for each measured section of the CPC exam specific to their respective PLO also managed positive results. The acceptable and ideal targets were met or exceeded for the CPC Sections addressed in

PLO 1,2,3, and 4; however, failed to meet the acceptable or ideal targets addressing the Business Integration and Strategic Management section of the CPC (PLO 5).

The End of Program Survey (EOPS) responses met or exceeded the acceptable target but did not meet the ideal target. It failed to meet the ideal target due to student responses specific to whether or not the student believed the instructor was prepared. The survey’s results were based on responses specific to the following questions: the curriculum was relevant to my professional needs, my instructors were prepared, and my instructors were well qualified within their program of study.

In the BA Finance program, data for the Alumni Survey were not available as there are too few students to report.

Overall, it is recommended that Faculty review the 2011-12 and 2012-13 assessment plan (including measures and targets set) in preparation for the 2013-14 assessment cycle. In addition, it appears that further research should be conducted to consider the student’s perception of the quality of the courses within the BA Finance program based on findings from both the EOCS.

ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT				
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO 5	BUS 402 Written Assignments and Rubrics	The Bachelor of Arts in Finance Academic Department Chair, faculty, AU Governance, Program Manager, Curriculum Coordinator, and Assessment Analyst	Completed	Revised BUS 402 went live on August 5, 2014

<i>Action Details</i>	<p>Revise written assignments and rubrics in BUS 402 to ensure students are better able to understand the business as an integrated system including the relations among the functional areas, and the application long-range planning, implementation, and control systems.</p> <p>Rationale: The content of the BUS 402 course, assignments, and rubrics has not been revised since 11/2010. The course needs to be revised to ensure assignments and rubrics are aligned with PLO 5.</p>			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
<i>Action Details</i>				
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