

**BACHELOR OF ARTS IN HUMAN RESOURCES MANAGEMENT: ANNUAL ASSESSMENT PLAN & FINDINGS
2010-2011 ACADEMIC YEAR**

2010 – 2011 CURRICULUM MAP

| | PLO 1 | PLO 2 | PLO 3 | PLO 4 | PLO 5 |
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| | Evaluate internal and external organizational environments and the impact of their interrelationships on human resource functions. | Analyze the process of job analysis, staffing, appraisal and compensation, training, career planning, and organizational development. | Examine the interaction among management, labor, and labor law. | Assess and develop methods designed to prevent employer liability and labor relation issues (antidiscrimination statutes, employee and labor relations, union and non-union environment issues. | Analyze the ethical, legal, and safety challenges faced in the workplace. |
| <i>MGT 330: Management for Organizations</i> | I | | | | |
| <i>BUS 303: Human Resources Management</i> | R | I | I | | I |
| <i>BUS 318: Organizational Behavior</i> | R | | | | |
| <i>ECO 204: Principles of Microeconomics</i> | R | | | | |
| <i>MGT 435: Organizational Change</i> | R | R | R | | |
| <i>ACC 205: Principles of Accounting</i> | R | | | | |
| <i>BUS 311: Business Law I</i> | | | | I | |
| <i>BUS 330: Principles of Marketing</i> | R | R | R | | |
| <i>BUS 370: Organizational Development</i> | | R | | M | R |
| <i>BUS 372: Employee and Labor Relations</i> | | | M | M | |

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| <i>BUS 375: Employee Training</i> | | | R | | M |
| <i>PHI 445: Personal and Organizational Ethics</i> | | | | R | M |
| <i>BUS 401: Principles of Finance</i> | R | | | | |
| <i>BUS 434: Compensation and Benefits Management</i> | | M | | | |
| <i>MGT 490: Strategic Human Resources Planning</i> | M | | | | |

I (INTRODUCED) R (REINFORCED) M (MASTERED)

| ANNUAL ASSESSMENT PLAN FINDINGS | | | | | |
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| PLO 1 - Evaluate internal and external organizational environments and the impact of their interrelationships on human resource functions. | | | | | |
| 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 |
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| <p>Direct Measure 1: 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>N/A</p> | <p>N/A</p> | <p>BAHRM students’ aggregate scores in the Business Integration and Strategic Management 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>3. DOES NOT MEET THE ACCEPTABLE TARGET</p> |
| <p>Direct Measure 2: CPC Comprehensive Exam-Score</p> | <p>90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.</p> | <p>53</p> | <p>53</p> | <p>53 out of 53 (100%) BAHRM students scored 400 or higher on the CPC comprehensive exam. Mean = 549.98 Standard Deviation = 90.26</p> | <p>1. EXCEEDS THE ACCEPTABLE TARGET</p> |

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| <p>Direct Measure 3: MGT 490 Final Project</p> | <p>100% (of the sample selected) must score 70% or higher on final project and demonstrate an ability to evaluate internal and external organizational environments and the impact of their interrelationships on human resource functions.</p> | <p>54</p> | <p>56</p> | <p>54 out of 56 (96.43%) BAHRM students sampled from July 1st 2010 to June 30th 2011 scored a 70% or higher on the final project and demonstrate an ability to evaluate internal and external organizational environments and the impact of their interrelationships on human resource functions.</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 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 | <p>N/A</p> | <p>N/A</p> | <p>Because the cell size is less than ten, the data for this measure will not be reported.</p> | <p>4. INSUFFICIENT DATA</p> |

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| | <p>new job opportunities.</p> <ul style="list-style-type: none"> • (#53) – Earning my degree from Ashford University resulted in making me more employable. | | | | |
| <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"> • 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? | 45 | 51 | <p>On average, 88.24% of students who took the End-of-Course survey for MGT 490 during the 2010-2011 Academic Year rated the course material, course, and instructor as “High Quality” or “Very High Quality.”</p> | <p>1. EXCEEDS THE ACCEPTABLE TARGET</p> |

| PLO 2 - Analyze the process of job analysis, staffing, appraisal and compensation, training, career planning, and organizational development. | | | | | |
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| 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 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. | N/A | 545 | BAHRM 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 | 3. DOES NOT MEET THE ACCEPTABLE TARGET |

| | | | | averages of the “Traditional Campus” pools. | |
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| Direct Measure 2: CPC Comprehensive Exam-Score | 90% (of the sample selected) score 400 or higher on the CPC comprehensive exam. | 53 | 53 | 53 out of 53 (100%) BAHRM students scored 400 or higher on the CPC comprehensive exam. Mean = 549.98 Standard Deviation = 90.26 | 1. EXCEEDS THE ACCEPTABLE TARGET |
| Direct Measure 3: BUS 434 Final Project | 100% (of the sample selected) must score 70% or higher on final project and demonstrate an ability to analyze the process of job analysis, staffing, appraisal and compensation, training, career planning, and organizational development. | 88 | 92 | 88 out of 92 (95.65%) BAHRM students sampled from July 1st 2010 to June 30th 2011 scored a 70% or higher on the final project and demonstrate an ability to analyze the process of job analysis, staffing, appraisal and compensation, training, career planning, and organizational development. | 1. EXCEEDS THE ACCEPTABLE TARGET |

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| <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 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>N/A</p> | <p>N/A</p> | <p>Because the cell size is less than ten, the data for this measure will not be reported.</p> | <p>4. INSUFFICIENT DATA</p> |
| <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"> • 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>N/A</p> | <p>107</p> | <p>On average, 89.72% of students who took the End-of-Course survey for BUS 434 during the 2010-2011 Academic Year rated the course material, course, and instructor as “High Quality” or “Very High Quality.”</p> | <p>1. EXCEEDS THE ACCEPTABLE TARGET</p> |

| PLO 3 - Examine the interaction among management, labor, and labor law. | | | | | |
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| 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. | N/A | 593 | On average BA Business Leadership students scored above the average of the Peregrine Academic Services Online Aggregate Pool and above the average of the Traditional Aggregate Pool on | 2. MEETS THE ACCEPTABLE TARGET |

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| | | | | the Business Ethics section of the Common Professional Component comprehensive exam. | |
| Direct Measure 2: CPC Comprehensive Exam-Score | 90% (of the sample selected) score 400 or higher on the CPC comprehensive exam. | 53 | 53 | 53 out of 53 (100%) BAHRM students scored 400 or higher on the CPC comprehensive exam. Mean = 549.98 Standard Deviation = 90.26 | 1. EXCEEDS THE ACCEPTABLE TARGET |
| Direct Measure 3: BUS 372 Final Project | 100% (of the sample selected) must score 70% or higher on final project and demonstrate an ability to examine the interaction among management, labor, and labor law. | 193 | 212 | 193 out of 212 (91.04%) BAHRM students sampled from July 1st 2010 to June 30th 2011 scored a 70% or higher on the final project and demonstrate an ability to examine the interaction among management, | 1. EXCEEDS THE ACCEPTABLE TARGET |

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| | | | | labor, and labor law. | |
| Indirect Measure 1: 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. • (#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. | N/A | N/A | Because the cell size is less than ten, the data for this measure will not be reported. | 4. INSUFFICIENT DATA |
| Indirect Measure 2: Graduate Satisfaction Survey | 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: <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? | N/A | 172 | On average, 79.46% of students who took the End-of-Course survey for BUS 372 during the 2010-2011 Academic Year rated the course material, course, and instructor as “High | 1. EXCEEDS THE ACCEPTABLE TARGET |

| | <ul style="list-style-type: none"> How would you rate the quality of the instructor? | | | Quality” or “Very High Quality.” | |
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| PLO 4 - Assess and develop methods designed to prevent employer liability and labor relation issues (antidiscrimination statutes, employee and labor relations, union and non-union environment issues. | | | | | |
| 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 – 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. | N/A | 593 | BAHRM 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 | 3. DOES NOT MEET THE ACCEPTABLE TARGET |

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| | | | | “Traditional Campus” pools. | |
| Direct Measure 2: CPC Comprehensive Exam-Score | 90% must score 400 or higher on the CPC comprehensive exam. | 53 | 53 | 53 out of 53 (100%) BAHRM students scored 400 or higher on the CPC comprehensive exam. Mean = 549.98 Standard Deviation = 90.26 | 1. EXCEEDS THE ACCEPTABLE TARGET |
| Direct Measure 3: BUS370 Final Paper | 100% (of the sample selected) must score 70% or higher on final project and demonstrate an ability to assess and develop methods designed to prevent employer liability and labor relation issues. | 268 | 280 | 268 out of 280 (95.71%) BAHRM students sampled from July 1st 2010 to June 30th 2011 scored a 70% or higher on the final project and demonstrate an ability to assess and develop methods designed to prevent employer liability and labor relation issues. | 1. EXCEEDS THE ACCEPTABLE TARGET |
| Indirect Measure 1: Alumni Survey | 70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has | N/A | N/A | Because the cell size is less than ten, the data for | 4. INSUFFICIENT DATA |

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|---|--|------------|----------------|---|---|
| | <p>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>this measure will not be reported.</p> | |
| <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"> • 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>N/A</p> | <p>251/172</p> | <p>On average, 92.30% of students who took the End-of-Course survey for BUS 370 during the 2010-2011 Academic Year rated the course material, course, and instructor as “High Quality” or “Very High Quality.”</p> <p>On average, 79.46% of students who took the End-of-Course</p> | <p>1. EXCEEDS THE ACCEPTABLE TARGET</p> |

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| | | | | survey for BUS 372 during the 2010-2011 Academic Year rated the course material, course, and instructor as "High Quality" or "Very High Quality." | |
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| PLO 5 - Analyze the ethical, legal, and safety challenges faced in the workplace. | | | | | |
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| 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 |
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|---|--|------------|------------|---|---|
| <p>Direct Measure 1: 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>N/A</p> | <p>582</p> | <p>BAHRM 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>3. DOES NOT MEET THE ACCEPTABLE TARGET</p> |
| <p>Direct Measure 2: CPC Comprehensive Exam-Score</p> | <p>90% must score 400 or higher on the CPC comprehensive exam.</p> | <p>53</p> | <p>53</p> | <p>53 out of 53 (100%) BAHRM students scored 400 or higher on the CPC comprehensive exam. Mean = 549.98 Standard Deviation = 90.26</p> | <p>1. EXCEEDS THE ACCEPTABLE TARGET</p> |
| <p>Direct Measure 3: CPC Comprehensive Exam – Legal Environment 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 Legal Environment section of the CPC comprehensive exam</p> | <p>N/A</p> | <p>609</p> | <p>BAHRM students’ aggregate scores in the Legal Environment of Business section of the CPC Comprehensive</p> | <p>3. DOES NOT MEET THE ACCEPTABLE TARGET</p> |

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|---|--|-----|-----|---|--|
| | when compared to other competitive programs. | | | Exam were below the averages of the PAS "Online Campus" and above the averages of the "Traditional Campus" pools. | |
| Direct Measure 4: BUS375 Final Project | 100% (of the sample selected) must score 70% or higher on final project and demonstrate an ability to analyze the ethical, legal, and safety challenges faced in the workplace. | 156 | 181 | 156 out of 181 (86.19%) BAHRM students sampled from July 1st 2010 to June 30th 2011 scored a 70% or higher on the final project and demonstrate an ability to analyze the ethical, legal, and safety challenges faced in the workplace. | 3. DOES NOT MEET THE ACCEPTABLE TARGET |
| Indirect Measure 1: 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 | N/A | N/A | Because the cell size is less than ten, the data for this measure will not be reported. | 4. INSUFFICIENT DATA |

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|---|---|-----|----------|--|----------------------------------|
| | <p>my current career track.</p> <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. | | | | |
| <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"> • 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? | N/A | 179/1601 | <p>On average, 87.90% of students who took the End-of-Course survey for BUS 375 during the 2010-2011 Academic Year rated the course material, course, and instructor as “High Quality” or “Very High Quality.”</p> <p>On average, 86.80% of students who took the End-of-Course survey for PHI 445 during the 2010-2011 Academic Year rated the course material, course, and</p> | 1. EXCEEDS THE ACCEPTABLE TARGET |

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| | | | | instructor as “High Quality” or “Very High Quality.” | |
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| OVERALL RECOMMENDATIONS | | | | |
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| <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.</p> | | | | |
| ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT | | | | |
| OUTCOME | MEASURE | KEY/RESPONSIBLE PERSONNEL | STATUS | ANTICIPATED DATE OF COMPLETION |
| <i>PLOs 1-5</i> | <i>N/A</i> | <i>BA Human Resources Management Program Chair</i> | <i>Complete</i> | <i>June 2012</i> |
| Action Details | <i>Data will continue to be collected and outcome-related actions will be developed by the BA Human Resources Management Program Chair in collaboration with program faculty.</i> | | | |