

**BACHELOR OF ARTS IN ORGANIZATIONAL MANAGEMENT: ANNUAL ASSESSMENT PLAN & FINDINGS
2011-2012 ACADEMIC YEAR**

2011 – 2012 CURRICULUM MAP

| | PLO 1 | PLO 2 | PLO 3 | PLO 4 | PLO 5 | PLO 6 |
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| | Examine one’s personal leadership style and determine its appropriateness to various organizational situations. | Demonstrate appropriate decision-making skills in organizational contexts. | Formulate strategies for effective team development. | Analyze alternative solutions for complex business problems. | Compare and contrast individual characteristics that influence work behaviors and organizational effectiveness. | Analyze the impact of social problems on the workplace at the individual, group, organizational, and societal levels. |
| <i>MGT 330: Management for Organizations</i> | I | I | I | I | | I |
| <i>MGT 380: Leadership for Organizations</i> | M | | R | | I | R |
| <i>MGT 415: Group Behavior in Organizations</i> | R | R | M | | R | R |
| <i>SOC 402: Contemporary Social Problems and the Workplace</i> | R | | | | | M |
| <i>COM 425: Communication in Organizations</i> | I | | | | I | |
| <i>MGT 435: Organizational Change</i> | | M | | | | |
| <i>BUS 303: Human Resources Management</i> | | | | R | | |

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| <i>MGT 450: Strategic Planning for Organizations</i> | | | | R | | |
| <i>PHI 445: Personal and Organizational Ethics</i> | M | R | M | | M | M |
| <i>MGT 460: Leadership Priorities and Practice</i> | M | | | M | | M |

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

| ANNUAL ASSESSMENT PLAN FINDINGS | | | | | |
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| PLO 1 - Examine one’s personal leadership style and determine its appropriateness to various organizational situations. | | | | | |
| 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 Leadership Section</p> | <p>BA Organizational Management students, on average, must 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>N/A</p> | <p>N/A</p> | <p>On average, Ashford University students in the BA Organizational Management program scored above the average of the Peregrine Academic Services Traditional aggregate pool, but below the average of the Online aggregate pool on the Business Leadership section of the CPC.</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>1536</p> | <p>1571S</p> | <p>1536 out of 1571 (97.77%) BA Organizational Management students sampled from July 1, 2011 to June 30, 2012 scored 400 or higher on the CPC comprehensive exam (Mean = 583.74, Standard</p> | <p>1. EXCEEDS THE ACCEPTABLE TARGET</p> |

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| | | | | Deviation = 100.65). | |
| Direct Measure 3: MGT 380 Final Project | 70% (of the sample selected) must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO. | 5380/4776 | 5854 | 5380 out of 5854 (92.90%) BA Organizational Management records evaluated from July 1, 2011 to June 30, 2012 indicate basic, proficient, or distinguished performance on the MGT 380 Final Paper content criteria mapping to PLO 1. 4776 out of 5854 (81.59%) BA Organizational Management records evaluated from July 1, 2011 to June 30, 2012 indicate proficient or distinguished performance on the MGT 380 Final Paper content criteria mapping to PLO 1. | 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>1483/1575/1578</p> | <p>1801</p> | <p>82.34% of BA Organizational Management alumni sampled during the 2010-11 and 2011-12 assessment cycles indicated that they agree or strongly agree that their Ashford University degree will provide them with additional opportunities in their career track. 87.45% agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities. 87.62% agree or strongly agree that earning their degree from Ashford University resulted in making</p> | <p>1. EXCEEDS THE ACCEPTABLE TARGET</p> |
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| | | | | them more employable. | |
| Indirect Measure 2: 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? | | 379/580/518 | <p>A majority of BA Organizational Management students sampled upon completion of MGT 380 (N = 379) indicated that they felt the course material (88.39%), course (89.45%), and instructor (86.55%) were high quality or very high quality.</p> <p>A majority of BA Organizational Management students sampled upon completion of MGT 460 (N = 580) indicated that they felt the course material (82.07%), course (89.31%), and instructor (89.14%) were high quality or</p> | 1. EXCEEDS THE ACCEPTABLE TARGET |

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| | | | | <p>very high quality.</p> <p>A majority of BA Organizational Management students sampled upon completion of PHI 445 (N = 518) indicated that they felt the course material (89.19%), course (89.77%), and instructor (90.55%) were high quality or very high quality.</p> | |
| <p>Indirect Measure 3: 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 two items used will be:</p> <ul style="list-style-type: none"> • The curriculum was relevant to my professional needs. • My instructors were well qualified to teach within their field of study. | 708/683 | 775 | <p>91.35% of BA Organizational Management students sampled upon completion of the program during the 2011-12 assessment cycle indicated that they agreed or strongly agreed that the curriculum was relevant to their professional needs. 88.13%</p> | |

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| | | | | agreed or strongly agreed that their instructors were well-qualified to teach within their field of study. | |
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| PLO 2 - Demonstrate appropriate decision-making skills in organizational contexts. | | | | | |
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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 | BA Organizational Management students, on average, 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. | N/A | 1583 | On average, Ashford University students in the BA Organizational Management program scored above the average of the Peregrine Academic Services Traditional aggregate pool, but below the | 3. DOES NOT MEET THE ACCEPTABLE TARGET |

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| | | | | average of the Online aggregate pool on the Management section of the CPC. | |
| Direct Measure 2: CPC Comprehensive Exam-Score | 90% (of the sample selected) score 400 or higher on the CPC comprehensive exam. | 1536 | 1571S | 1536 out of 1571 (97.77%) BA Organizational Management students sampled from July 1, 2011 to June 30, 2012 scored 400 or higher on the CPC comprehensive exam (Mean = 583.74, Standard Deviation = 100.65). | 1. EXCEEDS THE ACCEPTABLE TARGET |
| Direct Measure 3: MGT 435 Final Project | 70% (of the sample selected) must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO. | 3562/1446 | 3720/1497 | 3562 out of 3720 (95.75%) BA Organizational Management records evaluated from July 1, 2011 to February 6, 2012 indicate basic, proficient, or distinguished performance on the MGT 435 Final | 1. EXCEEDS THE ACCEPTABLE TARGET |

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| | | | | <p>Paper content criteria mapping to PLO 2.</p> <p>**The MGT 435 Final Paper assignment instructions were revised during the 2011-12 assessment cycle. The new Waypoint rubric for this assignment went into effect on February 7, 2012.**</p> <p>1446 out of 1497 (96.59%) BA Organizational Management records evaluated from February 7, 2012 to June 30, 2012 indicate basic, proficient, or distinguished performance on the MGT 435 Final Paper content criteria mapping to PLO 2.</p> | |
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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>1483/1575/1578</p> | <p>1801</p> | <p>82.34% of BA Organizational Management alumni sampled during the 2010-11 and 2011-12 assessment cycles indicated that they agree or strongly agree that their Ashford University degree will provide them with additional opportunities in their career track. 87.45% agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities. 87.62% agree or strongly agree that earning their degree from Ashford University resulted in making</p> | <p>1. EXCEEDS THE ACCEPTABLE TARGET</p> |
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| | | | | them more employable. | |
| Indirect Measure 2: End of Course 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? • How would you rate the quality of the instructor? | N/A | N/A | A majority of BA Organizational Management students sampled upon completion of MGT 435 (N = 462) indicated that they felt the course material (88.53%), course (91.99%), and instructor (89.61%) were high quality or very high quality. | 1. EXCEEDS THE ACCEPTABLE TARGET |
| Indirect Measure 3: 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” or “Strongly Agree.” The two items used will be: <ul style="list-style-type: none"> • The curriculum was relevant to my professional needs. • My instructors were well qualified to teach within their field of study. | 708/683 | 775 | 91.35% of BA Organizational Management students sampled upon completion of the program during the 2011-12 assessment cycle indicated that they agreed or strongly agreed that the curriculum was relevant to their professional | |

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| | | | | needs. 88.13% agreed or strongly agreed that their instructors were well-qualified to teach within their field of study. | |
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| PLO 3 - Formulate strategies for effective team 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 | N/A | On average, Ashford University students in the BA Organizational Management program scored above the average of the Peregrine Academic Services Traditional aggregate pool, but below the | 3. DOES NOT MEET THE ACCEPTABLE TARGET |

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| | | | | average of the Online aggregate pool on the Business Leadership section of the CPC. | |
| Direct Measure 2: CPC Comprehensive Exam-Score | 90% (of the sample selected) score 400 or higher on the CPC comprehensive exam. | 1536 | 15715 | 1536 out of 1571 (97.77%) BA Organizational Management students sampled from July 1, 2011 to June 30, 2012 scored 400 or higher on the CPC comprehensive exam (Mean = 583.74, Standard Deviation = 100.65). | 1. EXCEEDS THE ACCEPTABLE TARGET |
| Direct Measure 3: MGT 415 Final Project | 70% (of the sample selected) must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO. | 1518 | 1732 | 1518 out of 1732 (87.64%) BA Organizational Management records evaluated from July 1, 2011 to June 30, 2012 indicate basic, proficient, or distinguished performance on | 1. EXCEEDS THE ACCEPTABLE TARGET |

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| | | | | the MGT 415 Final Paper content criteria mapping to PLO 3. | |
| 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"> • (#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. | 1483/1575/1578 | 1801 | <p>82.34% of BA Organizational Management alumni sampled during the 2010-11 and 2011-12 assessment cycles indicated that they agree or strongly agree that their Ashford University degree will provide them with additional opportunities in their career track. 87.45% agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities. 87.62% agree or strongly agree that earning their</p> | 1. EXCEEDS THE ACCEPTABLE TARGET |

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| | | | | degree from Ashford University resulted in making them more employable. | |
| Indirect Measure 2: End of Course 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? • How would you rate the quality of the instructor? | N/A | 415/445 | <p>A majority of BA Organizational Management students sampled upon completion of MGT 415 (N = 394) indicated that they felt the course material (86.29%), course (88.83%), and instructor (86.05%) were high quality or very high quality.</p> <p>A majority of BA Organizational Management students sampled upon completion of PHI 445 (N = 518) indicated that they felt the course material (89.19%), course (89.77%), and</p> | 1. EXCEEDS THE ACCEPTABLE TARGET |

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| | | | | instructor (90.55%) were high quality or very high quality. | |
| Indirect Measure 3: 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” or “Strongly Agree.” The two items used will be: <ul style="list-style-type: none"> • The curriculum was relevant to my professional needs. • My instructors were well qualified to teach within their field of study. | 708/683 | 775 | 91.35% of BA Organizational Management students sampled upon completion of the program during the 2011-12 assessment cycle indicated that they agreed or strongly agreed that the curriculum was relevant to their professional needs. 88.13% agreed or strongly agreed that their instructors were well-qualified to teach within their field of study. | |

| PLO 4 - Analyze alternative solutions for complex business problems. | | | | | |
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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 | 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 Integration and Strategic Management Section | 100% (of the sample selected) score at or above the average in the PAS “Online Campus” and “Traditional Campus” Aggregate Pools related to the Business Integration and Strategic Management section of the CPC comprehensive exam when compared to other competitive programs. | N/A | N/A | On average, Ashford University students in the BA Organizational Management program scored above the average of the Peregrine Academic Services Traditional aggregate pool, but below the average of the Online aggregate pool on the Business | 3. DOES NOT MEET THE ACCEPTABLE TARGET |

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| | | | | Integration and Strategic Management section of the CPC. | |
| Direct Measure 2: CPC Comprehensive Exam-Score | 90% must score 400 or higher on the CPC comprehensive exam. | 1536 | 1571S | 1536 out of 1571 (97.77%) BA Organizational Management students sampled from July 1, 2011 to June 30, 2012 scored 400 or higher on the CPC comprehensive exam (Mean = 583.74, Standard Deviation = 100.65). | 1. EXCEEDS THE ACCEPTABLE TARGET |
| Direct Measure 3: MGT460 | 70% (of the sample selected) must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO. | 1728 | 1822 | 1728 out of 1822 (94.84%) BA Organizational Management records evaluated from July 1, 2011 to June 30, 2012 indicate basic, proficient, or distinguished performance on the MGT 460 Final Paper content | 1. EXCEEDS THE ACCEPTABLE TARGET |

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| | | | | criteria mapping to PLO 4. | |
| 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"> • (#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. | 1483/1575/1578 | 1801 | <p>82.34% of BA Organizational Management alumni sampled during the 2010-11 and 2011-12 assessment cycles indicated that they agree or strongly agree that their Ashford University degree will provide them with additional opportunities in their career track. 87.45% agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities. 87.62% agree or strongly agree that earning their degree from Ashford University</p> | 1. EXCEEDS THE ACCEPTABLE TARGET |

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| | | | | resulted in making them more employable. | |
| 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? • How would you rate the quality of the instructor? | N/A | 580 | A majority of BA Organizational Management students sampled upon completion of MGT 460 (N = 580) indicated that they felt the course material (82.07%), course (89.31%), and instructor (89.14%) were high quality or very high quality. | 1. EXCEEDS THE ACCEPTABLE TARGET |
| Indirect Measure 3: 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” or “Strongly Agree.” The two items used will be: <ul style="list-style-type: none"> • The curriculum was relevant to my professional needs. • My instructors were well qualified to teach within their field of study. | 708/683 | 775 | 91.35% of BA Organizational Management students sampled upon completion of the program during the 2011-12 assessment cycle indicated that they agreed or strongly agreed that the curriculum was relevant to their | |

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| | | | | professional needs. 88.13% agreed or strongly agreed that their instructors were well-qualified to teach within their field of study. | |
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| PLO 5 - Compare and contrast individual characteristics that influence work behaviors and organizational effectiveness. | | | | | |
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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 Communications Section</p> | <p>BA Organizational Management students, on average, must score at or above the average in the PAS “Online Campus” and “Traditional Campus” Aggregate Pools related to the Business Communications section of the CPC comprehensive exam when compared to other competitive programs.</p> | <p>N/A</p> | <p>N/A</p> | <p>On average, Ashford University students in the BA Organizational Management program scored above the average of the Peregrine Academic Services Traditional aggregate pool, but below the average of the Online aggregate pool on the Business Communications section of the CPC.</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>1536</p> | <p>1571S</p> | <p>1536 out of 1571 (97.77%) BA Organizational Management students sampled from July 1, 2011 to June 30, 2012 scored 400 or higher on the CPC comprehensive exam (Mean = 583.74, Standard</p> | <p>1. EXCEEDS THE ACCEPTABLE TARGET</p> |

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| | | | | Deviation = 100.65). | |
| Direct Measure 3: MGT415 Final Project | 70% (of the sample selected) must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO. | 1581 | 1733 | 1581 out of 1733 (91.23%) BA Organizational Management records evaluated from July 1, 2011 to June 30, 2012 indicate basic, proficient, or distinguished performance on the MGT 415 Final Paper content criteria mapping to PLO 5. | 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 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. | 1483/1575/1578 | 1801 | 82.34% of BA Organizational Management alumni sampled during the 2010-11 and 2011-12 assessment cycles indicated that they agree or strongly agree that their Ashford University degree will provide them with | 1. EXCEEDS THE ACCEPTABLE TARGET |

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| | <ul style="list-style-type: none"> • (#53) – Earning my degree from Ashford University resulted in making me more employable. | | | <p>additional opportunities in their career track. 87.45% agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities. 87.62% agree or strongly agree that earning their degree from Ashford University resulted in making them more employable.</p> | |
| Indirect Measure 2: 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? | N/A | 518 | <p>A majority of BA Organizational Management students sampled upon completion of PHI 445 (N = 518) indicated that they felt the course material (89.19%), course (89.77%), and instructor</p> | 1. EXCEEDS THE ACCEPTABLE TARGET |

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| | <ul style="list-style-type: none"> • How would you rate the quality of the instructor? | | | (90.55%) were high quality or very high quality. | |
| Indirect Measure 3: 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 two items used will be:</p> <ul style="list-style-type: none"> • The curriculum was relevant to my professional needs. • My instructors were well qualified to teach within their field of study. | 708/683 | 775 | 91.35% of BA Organizational Management students sampled upon completion of the program during the 2011-12 assessment cycle indicated that they agreed or strongly agreed that the curriculum was relevant to their professional needs. 88.13% agreed or strongly agreed that their instructors were well-qualified to teach within their field of study. | |

| PLO 6 - Analyze the impact of social problems on the workplace at the individual, group, organizational, and societal levels. | | | | | |
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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>BA Organizational Management students, on average, must 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>N/A</p> | <p>On average, Ashford University students in the BA Organizational Management program scored above the averages of the Peregrine Academic Services Traditional and Online aggregate pools on the Business Ethics section of the CPC.</p> | <p>2. MEETS 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>1536</p> | <p>1571S</p> | <p>1536 out of 1571 (97.77%) BA Organizational Management students sampled from July 1, 2011 to June 30, 2012 scored 400 or higher on the CPC comprehensive exam (Mean = 583.74, Standard Deviation = 100.65).</p> | <p>1. EXCEEDS THE ACCEPTABLE TARGET</p> |

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| <p>Direct Measure 3: SOC402 Final Project</p> | <p>70% (of the sample selected) must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.</p> | <p>1753</p> | <p>1881</p> | <p>1753 out of 1881 (93.20%) BA Organizational Management records evaluated from July 1, 2011 to June 30, 2012 indicate basic, proficient, or distinguished performance on the SOC 402 Final Paper content criteria mapping to PLO 6.</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 new job opportunities. • (#53) – Earning my degree from Ashford University resulted in making me more employable. | <p>1483/1575/1578</p> | <p>1801</p> | <p>82.34% of BA Organizational Management alumni sampled during the 2010-11 and 2011-12 assessment cycles indicated that they agree or strongly agree that their Ashford University degree will provide them with additional opportunities in their career track.</p> | <p>1. EXCEEDS THE ACCEPTABLE TARGET</p> |

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| | | | | <p>87.45% agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities.</p> <p>87.62% agree or strongly agree that earning their degree from Ashford University resulted in making them more employable.</p> | |
| <p>Indirect Measure 2: 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? | N/A | 580/518/404 | <p>A majority of BA Organizational Management students sampled upon completion of MGT 460 (N = 580) indicated that they felt the course material (82.07%), course (89.31%), and instructor (89.14%) were</p> | <p>1. EXCEEDS THE ACCEPTABLE TARGET</p> |

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| | | | | <p>high quality or very high quality.</p> <p>A majority of BA Organizational Management students sampled upon completion of PHI 445 (N = 518) indicated that they felt the course material (89.19%), course (89.77%), and instructor (90.55%) were high quality or very high quality.</p> <p>A majority of BA Organizational Management students sampled upon completion of SOC 402 (N = 404) indicated that they felt the course material (89.11%), course (89.11%), and instructor (87.38%) were high quality or</p> | |
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| | | | | very high quality. | |
| Indirect Measure 3: 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” or “Strongly Agree.” The two items used will be: <ul style="list-style-type: none"> • The curriculum was relevant to my professional needs. • My instructors were well qualified to teach within their field of study. | 708/683 | 775 | 91.35% of BA Organizational Management students sampled upon completion of the program during the 2011-12 assessment cycle indicated that they agreed or strongly agreed that the curriculum was relevant to their professional needs. 88.13% agreed or strongly agreed that their instructors were well-qualified to teach within their field of study. | |

OVERALL RECOMMENDATIONS

Across program learning outcomes (PLOs), BA Organizational Management students met or exceeded acceptable and ideal targets for most 2011-12 assessment measures. Results from the Alumni Survey, End of Course Survey, and End of Program Survey indicate that most students are satisfied with their degree program, instructors, and courses aligned with mastery of a PLO. Student performance on assignment-based measures of each PLO was also high, relative to the targets set for 2011-12.

Although acceptable and ideal targets were met for the CPC overall score, BA Organizational Management students did not meet the acceptable targets for specific CPC sections selected to correspond to BA Organizational Management PLOs. BA Organizational Management students' average scores on these sections exceeded those of the Peregrine Academic Services Traditional aggregate pool for all PLOs, but were below the averages of the Online aggregate pool for all sections except the Business Ethics section (PLO 6). The Program Chair and College of Business and Professional Studies Faculty may want to further explore the sections corresponding to PLOs 1-5 and the associated data.

Overall, it is recommended that College of Business and Professional Studies Faculty review each program assessment plan (including measures used and targets set) in preparation for the 2012-13 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>PLO 1</i> | <i>The revised MGT 460 course guide once the course revisions have been approved by the Executive Dean of the CBPS. Faculty will then review and compare student learning outcome data related to student achievement of PLO 1 pre- and post-action.</i> | <i>The Academic Department Chair, Faculty, Program Manager, Curriculum Coordinators, Assessment Analysts</i> | <i>Complete</i> | <i>December 2012</i> |
| Action Details | <i>Revise MGT 460 to more adequately address and reinforce student learning and understanding of PLO 1.</i> | | | |