

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

**2011 – 2012 CURRICULUM MAP**

	<b>PLO 1</b>	<b>PLO 2</b>	<b>PLO 3</b>	<b>PLO 4</b>	<b>PLO 5</b>	<b>PLO 6</b>
	Apply proven project management principles to business situations.	Systematically initiate, plan, execute, control, and close a well-documented project.	Identify and apply successful team development and management strategies.	Evaluate the implications of project management to organizational effectiveness.	Construct and implement an approach for using contracting and procurement activities to fulfill project goals.	Align project goals with the corporate strategic planning process.
<i>MGT 330: Management for Organizations</i>	I	I	I	I	I	I
<i>BUS 311: Business Law I</i>			R	R		
<i>BUS 303: Human Resources Management</i>	R			R		R
<i>ECO 204: Principles of Microeconomics</i>	R			R	R	
<i>ACC 205: Principles of Accounting</i>		R			R	
<i>ACC 206: Principles of Accounting II</i>	R	R				
<i>BUS 308: Statistics for Managers</i>	R		R	R	R	
<i>PHI 445: Personal and Organizational Ethics</i>	R		R	R		R
<i>INF 342: Project Quality Assurance</i>	R	M		R		R

<i>INF 336: Project Procurement Management</i>		R		R	M	
<i>INF 337: Integrated Cost and Schedule Control</i>	R			M		
<i>INF 338: Leadership and Communication Skills for Project Management</i>	R		M			R
<i>INF 410: Project Management</i>	M	M				R
<i>MGT 435: Organizational Change</i>		R	M			R
<i>BUS 402: Strategic Management &amp; Business Policy</i>		M				M

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

<b>ANNUAL ASSESSMENT PLAN FINDINGS</b>					
<b>PLO 1 - Apply proven project management principles to business situations.</b>					
<b>MEASURE</b>	<b>ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b>	<b>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA</b>

<p>Direct Measure 1: CPC Comprehensive Exam-Score</p>	<p>90% of all project management students taking the end of program comprehensive exam will score at least 400 or higher on the CPC comprehensive exam (out of 650).</p>	<p>34</p>	<p>36</p>	<p>34 out of 36 (94.44%) BA Project Management students scored 400 or higher on the CPC comprehensive exam</p> <ul style="list-style-type: none"> <li>• Mean = 539.24</li> <li>• Standard Deviation = 99.06</li> </ul>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Direct Measure 2: INF410 Final Paper</p>	<p>On the capstone Final Paper evaluation rubric (containing separate evaluation criteria for each of the ISLOs assessed by this measure), the performance rating of 70% of all project management students completing the assignment must receive a basic, proficient, or distinguished evaluation (where rubric performance levels are non-performance, below expectations, basic, proficient, and distinguished).</p>	<p>28</p>	<p>29</p>	<p>28 out of 29 (96.55%) BA Project Management students received a 70% or higher on the End of Program (INF 410) Final Paper.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 1: Alumni Survey</p>	<p>On the alumni survey (containing separate items for each of the ISLOs assessed by this measure), at least 70% of project management alumni will indicate that their level of achievement of each of the core ISLOs prepared them “well” or “very well” for their current position.</p>	<p>1</p>	<p>4</p>	<p>1 out of 4 (25.00%) Project Management alumni indicated that their program prepared them “well” or “very well” for their current position.</p>	<p>3. DOES NOT MEET THE ACCEPTABLE TARGET</p>

<p>Indirect Measure 2: End of Program Survey</p>	<p>On the end of program survey instrument (containing separate items for each of the ISLOs assessed by this measure), at least 70% of project management students will indicate that they were “successful” or “very successful” in achieving the general program and specialization ISLOs.</p>	<p>18</p>	<p>22</p>	<p>18 of 22 (81.82%) of BA Project Management students during the 2011-12 assessment cycle indicated that they agreed or strongly agreed that the curriculum was relevant to their professional needs. 18 of 22 (81.82%) agreed or strongly agreed that their instructors were prepared. 17 of 22 (77.27%) agreed or strongly agreed that their instructors were well-qualified to teach within their field of study.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
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PLO 2 - Systematically initiate, plan, execute, control, and close a well-documented project.					
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-Score	90% of all project management students taking the end of program comprehensive exam will score at least 400 or higher on the CPC comprehensive exam (out of 650).	34	36	34 out of 36 (94.44%) BA Project Management students scored 400 or higher on the CPC comprehensive exam <ul style="list-style-type: none"> <li>• Mean = 539.24</li> <li>• Standard Deviation = 99.06</li> </ul>	1. EXCEEDS THE ACCEPTABLE TARGET

<p>Direct Measure 2: INF410 Final Paper</p>	<p>On the capstone Final Paper evaluation rubric (containing separate evaluation criteria for each of the ISLOs assessed by this measure), the performance rating of 70% of all project management students completing the assignment must receive a basic, proficient, or distinguished evaluation (where rubric performance levels are non-performance, below expectations, basic, proficient, and distinguished).</p>	<p>28</p>	<p>29</p>	<p>28 out of 29 (96.55%) BA Project Management students received a 70% or higher on the End of Program (INF 410) Final Paper.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 1: Alumni Survey</p>	<p>On the alumni survey (containing separate items for each of the ISLOs assessed by this measure), at least 70% of project management alumni will indicate that their level of achievement of each of the core ISLOs prepared them “well” or “very well” for their current position.</p>	<p>1</p>	<p>4</p>	<p>1 out of 4 (25.00%) Project Management alumni indicated that their program prepared them “well” or “very well” for their current position.</p>	<p>3. DOES NOT MEET THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 2: End of Program Survey</p>	<p>On the end of program survey instrument (containing separate items for each of the ISLOs assessed by this measure), at least 70% of project management students will indicate that they were “successful” or “very successful” in achieving the general program and specialization ISLOs.</p>	<p>18</p>	<p>22</p>	<p>18 of 22 (81.82%) of BA Project Management students during the 2011-12 assessment cycle indicated that they agreed or strongly agreed that the curriculum was relevant to their professional</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				needs. 18 of 22 (81.82%) agreed or strongly agreed that their instructors were prepared. 17 of 22 (77.27%) agreed or strongly agreed that their instructors were well-qualified to teach within their field of study.	
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PLO 3 - Identify and apply successful team development and management strategies.					
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-Score	90% of all project management students taking the end of program comprehensive exam will score at least 400 or higher on the CPC comprehensive exam (out of 650).	34	36	34 out of 36 (94.44%) BA Project Management students scored 400 or higher on the CPC comprehensive exam <ul style="list-style-type: none"> <li>• Mean = 539.24</li> <li>• Standard Deviation = 99.06</li> </ul>	1. EXCEEDS THE ACCEPTABLE TARGET

<p>Indirect Measure 1: Alumni Survey</p>	<p>On the alumni survey (containing separate items for each of the ISLOs assessed by this measure), at least 70% of project management alumni will indicate that their level of achievement of each of the core ISLOs prepared them “well” or “very well” for their current position.</p>	<p>1</p>	<p>4</p>	<p>1 out of 4 (25.00%) Project Management alumni indicated that their program prepared them “well” or “very well” for their current position.</p>	<p>3. DOES NOT MEET THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 2: End of Program Survey</p>	<p>On the end of program survey instrument (containing separate items for each of the ISLOs assessed by this measure), at least 70% of project management students will indicate that they were “successful” or “very successful” in achieving the general program and specialization ISLOs.</p>	<p>18</p>	<p>22</p>	<p>18 of 22 (81.82%) of BA Project Management students during the 2011-12 assessment cycle indicated that they agreed or strongly agreed that the curriculum was relevant to their professional needs. 18 of 22 (81.82%) agreed or strongly agreed that their instructors were prepared. 17 of 22 (77.27%) agreed or strongly agreed that their instructors were</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				well-qualified to teach within their field of study.	
<b>PLO 4 - Evaluate the implications of project management to organizational effectiveness.</b>					
<b>MEASURE</b>	<b>ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b>	<b>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>1. EXCEEDS THE ACCEPTABLE TARGET</b>  <b>2. MEETS THE ACCEPTABLE TARGET</b>  <b>3. DOES NOT MEET THE ACCEPTABLE TARGET</b>  <b>4. INSUFFICIENT DATA</b>
Direct Measure 1: CPC Comprehensive Exam-Score	90% of all project management students taking the end of program comprehensive exam will score at least 400 or higher on the CPC comprehensive exam (out of 650).	34	36	34 out of 36 (94.44%) BA Project Management students scored 400 or higher on the CPC comprehensive exam • Mean = 539.24 • Standard Deviation = 99.06	1. EXCEEDS THE ACCEPTABLE TARGET

<p>Indirect Measure 1: Alumni Survey</p>	<p>On the alumni survey (containing separate items for each of the ISLOs assessed by this measure), at least 70% of project management alumni will indicate that their level of achievement of each of the core ISLOs prepared them “well” or “very well” for their current position.</p>	<p>1</p>	<p>4</p>	<p>1 out of 4 (25.00%) Project Management alumni indicated that their program prepared them “well” or “very well” for their current position.</p>	<p>3. DOES NOT MEET THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 2: End of Program Survey</p>	<p>On the end of program survey instrument (containing separate items for each of the ISLOs assessed by this measure), at least 70% of project management students will indicate that they were “successful” or “very successful” in achieving the general program and specialization ISLOs.</p>	<p>18</p>	<p>22</p>	<p>18 of 22 (81.82%) of BA Project Management students during the 2011-12 assessment cycle indicated that they agreed or strongly agreed that the curriculum was relevant to their professional needs. 18 of 22 (81.82%) agreed or strongly agreed that their instructors were prepared. 17 of 22 (77.27%) agreed or strongly agreed that their instructors were</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				well-qualified to teach within their field of study.	
<b>PLO 5 - Construct and implement an approach for using contracting and procurement activities to fulfill project goals.</b>					
<b>MEASURE</b>	<b>ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b>	<b>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA</b>

<p>Direct Measure 1: INF336 Research Paper</p>	<p>On the Research Paper evaluation rubric (containing separate evaluation criteria for each of the ISLOs assessed by this measure), the performance rating of 70% of all project management students completing the assignment must receive a basic, proficient, or distinguished evaluation (where rubric performance levels are non-performance, below expectations, basic, proficient, and distinguished).</p>	<p>49</p>	<p>58</p>	<p>49 out of 58 (84.48%) BA Project Management scored 70% or higher on the INF 336 Final Paper.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 1: Alumni Survey</p>	<p>On the alumni survey (containing separate items for each of the ISLOs assessed by this measure), at least 70% of project management alumni will indicate that their level of achievement of each of the core ISLOs prepared them “well” or “very well” for their current position.</p>	<p>1</p>	<p>4</p>	<p>1 out of 4 (25.00%) Project Management alumni indicated that their program prepared them “well” or “very well” for their current position.</p>	<p>3. DOES NOT MEET THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 2: End of Program Survey</p>	<p>On the end of program survey instrument (containing separate items for each of the ISLOs assessed by this measure), at least 70% of project management students will indicate that they were “successful” or “very successful” in achieving the general program and specialization ISLOs.</p>	<p>18</p>	<p>22</p>	<p>18 of 22 (81.82%) of BA Project Management students during the 2011-12 assessment cycle indicated that they agreed or strongly agreed that the curriculum was relevant to their professional</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				needs. 18 of 22 (81.82%) agreed or strongly agreed that their instructors were prepared. 17 of 22 (77.27%) agreed or strongly agreed that their instructors were well-qualified to teach within their field of study.	
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PLO 6 - Align project goals with the corporate strategic planning process.					
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: INF410 Final Paper	On the capstone Final Paper evaluation rubric (containing separate evaluation criteria for each of the ISLOs assessed by this measure), the performance rating of 70% of all project management students completing the assignment must receive a basic, proficient, or distinguished evaluation (where rubric performance levels are non-performance, below expectations, basic, proficient, and distinguished).	28	29	28 out of 29 (96.55%) BA Project Management students received a 70% or higher on the End of Program (INF 410) Final Paper.	1. EXCEEDS THE ACCEPTABLE TARGET



<p>Indirect Measure 1: Alumni Survey</p>	<p>On the alumni survey (containing separate items for each of the ISLOs assessed by this measure), at least 70% of project management alumni will indicate that their level of achievement of each of the core ISLOs prepared them “well” or “very well” for their current position.</p>	<p>1</p>	<p>4</p>	<p>1 out of 4 (25.00%) Project Management alumni indicated that their program prepared them “well” or “very well” for their current position.</p>	<p>3. DOES NOT MEET THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 2: End of Program Survey</p>	<p>On the end of program survey instrument (containing separate items for each of the ISLOs assessed by this measure), at least 70% of project management students will indicate that they were “successful” or “very successful” in achieving the general program and specialization ISLOs.</p>	<p>18</p>	<p>22</p>	<p>18 of 22 (81.82%) of BA Project Management students during the 2011-12 assessment cycle indicated that they agreed or strongly agreed that the curriculum was relevant to their professional needs. 18 of 22 (81.82%) agreed or strongly agreed that their instructors were prepared. 17 of 22 (77.27%) agreed or strongly agreed that their instructors were</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				well-qualified to teach within their field of study.	
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## OVERALL RECOMMENDATIONS

During the 2011-12 assessment cycle, BA Project Management students met or exceeded the targets set for the direct measures for all program learning outcomes, with mixed responses to selected survey items and relatively high performance on the Common Professional Component (CPC) Comprehensive Exam and assignment-based measures.

Student performance on the measures of PLOs 1, 2, 3, 4, 5, and 6 (INF 336 Research Paper, INF 410 End of Program Final Paper, and the CPC Comprehensive Exam) exceeded the targets. BA Project Management students' records indicated a basic, proficient, or distinguished performance on relevant content criteria mapped to PLOs 1, 2, 5, and 6. The target for the CPC Comprehensive Exam (measure for PLOs 1, 3, and 4) was also exceeded as 34 out of 36 (94.44%) BA Project Management students scored over 400 out of 650. Seven sections are included in the comprehensive exam: Business Finance; Accounting; Management; Legal Environment of Business; Economics; Business Ethics and Quantitative Techniques and Statistics.

Although BA Project Management students met or exceeded the targets for the direct measures for all PLOs, the indirect measures reveal a slightly different story. During the 2011-12 assessment cycle, BA Project Management students did not meet the target for the Alumni Survey (at least 70% will indicate that their program prepared them for their current position) as only 1 of 4 alumni indicated that their program prepared them well or very well for their current position. However, this could be due to the low BA Project Management Alumni response rate during the 2011-12 academic year. The Program Chair and Forbes School of Business Faculty will revisit these findings when more data becomes available. On the End of Program Survey, BA Project Management students did meet the target as agreed or strongly agreed that the curriculum was relevant to their professional needs and the instructors were prepared (81.82%), and 77.27% students agreed or strongly agreed that their instructors were well-qualified to teach within their field of study.

The Forbes School of Business Faculty will review each program assessment plan (including measures used and targets set) in preparation for the 2012-13 assessment cycle. In particular, Faculty will review targets set for assignments in courses using Waypoint, the CPC Comprehensive Exam, and all survey measures and items to ensure that these targets remain appropriate and meaningful.

<b>ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT</b>				
<b>OUTCOME</b>	<b>MEASURE</b>	<b>KEY/RESPONSIBLE PERSONNEL</b>	<b>STATUS</b>	<b>ANTICIPATED DATE OF COMPLETION</b>
<i>PLOs 1 and 5</i>	<i>The revised ECO 204 course guide once the course revisions have been approved by the Executive Dean of the CBPS. Faculty will review and compare student learning outcome data related to the student achievement of PLOs 1 and 5 pre and post action.</i>	<i>Academic Department Chair, Faculty, Course Developer, Instructional Designers, Program Manager, Curriculum Coordinators</i>	<i>Complete</i>	<i>March 2013</i>
<b>Action Details</b>	<i>Revise ECO 204: Principles of Macroeconomics to adequately address and reinforce PLOs 1 and 5.</i>			