

**MASTER OF ARTS IN ORGANIZATIONAL MANAGEMENT: ANNUAL ASSESSMENT PLAN & FINDINGS
2010-2011 ACADEMIC YEAR**

<i>2010 – 2011 CURRICULUM MAP</i>		<i>I (INTRODUCED) R (REINFORCED) M (MASTERED)</i>			
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
	Understand cultural and economic trends and contexts that influence organizational change.	Demonstrate skill in critical thinking, data interpretation, and decision making necessary for developing innovative, effective problem-solving strategies within organizational culture.	Communicate knowledge and ideas basic to creating teams, managing organizational processes, and developing managerial capabilities in others.	Evaluate and apply resources and strategies that develop human capital and improve organizational performance.	Implement effective leadership within a learning organization that reflects current social, corporate, and global perspectives.
<i>BUS 600: Management Communications with Technology Tools</i>	R	R	R		R
<i>BUS 610: Organizational Behavior</i>	R		R	R	M
<i>OMM 612: Managing in Social Change</i>	M		R	R	R
<i>OMM 614: Innovation and Entrepreneurship</i>		M			
<i>OMM 625: Learning Organizations and Effectiveness</i>			M	R	R
<i>OMM 640: Business Ethics and Social Responsibility</i>	M	R			
<i>OMM 618: Human Resources Management</i>			M	M	M
<i>BUS 670: Legal Environment</i>		M	R	R	M

ANNUAL ASSESSMENT PLAN FINDINGS					
PLO 1 - Understand cultural and economic trends and contexts that influence organizational change.					
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

<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>N/A</p>	<p>MAOM 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% (of the sample selected) score 400 or higher on the CPC comprehensive exam.</p>	<p>45</p>	<p>45</p>	<p>45 out of 45 (100%) MAOM students scored 400 or higher on the CPC comprehensive exam.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Direct Measure 3: OMM 640 Final Paper</p>	<p>100% (of the sample selected) must score 70% or higher on final paper and demonstrate understanding of cultural and economic trends and contexts that influence organizational change.</p>	<p>883</p>	<p>942</p>	<p>883 out of 942 (93.74%) students sampled during the 2010-11 Academic Year scored a 70% or higher on the final paper and demonstrate understanding of</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				cultural and economic trends and contexts that influence organizational change.	
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. 	198/196/191	237	On average, 82.28% MAOM students who took the Ashford Alumni Survey in December 2010 “strongly agree” or “agree” that their Ashford University degree has contributed to career success.	1. EXCEEDS THE ACCEPTABLE TARGET
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? 	N/A	440	On average, 85.74% of students who took the End-of-Course survey for OMM 640 during the 2010-2011 Academic Year rated the course material, course,	1. EXCEEDS THE ACCEPTABLE TARGET

	<ul style="list-style-type: none">• How would you rate the quality of the course?• How would you rate the quality of the instructor?			<p>and instructor as “High Quality” or “Very High Quality.”</p> <p>On average, 85.23% of students who took the End-of-Course survey for OMM 612 during the 2010-2011 Academic Year rated the course material, course, and instructor as “High Quality” or “Very High Quality.”</p>	
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PLO 2 - Demonstrate skill in critical thinking, data interpretation, and decision making necessary for developing innovative, effective problem-solving strategies within organizational culture.					
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 - Legal Environment and Finance 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 Legal Environment and Finance section of the CPC comprehensive exam when compared to other competitive programs.	N/A	546	MAOM students' aggregate scores in the Legal Environment and Finance section of the CPC Comprehensive Exam were below the averages of the PAS "Online Campus" and	3. DOES NOT MEET THE ACCEPTABLE TARGET

				above the averages of the "Traditional Campus" pools.	
Direct Measure 2: CPC Comprehensive Exam-Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	45	45	45 out of 45 (100%) MAOM students scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: OMM 614 Final Paper	100% (of the sample selected) must score 70% or higher on final paper and demonstrate understanding of critical think skills, data interpretation, and decision making.	1063	1109	1,063 out of 1,109 (95.85%) students sampled during the 2010-11 Academic Year scored a 70% or higher on the final paper and demonstrate understanding of critical thinking skills, data interpretation, and decision making.	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	198/196/191	237	On average, 82.28% MAOM students who took the Ashford Alumni Survey in December 2010	1. EXCEEDS THE ACCEPTABLE TARGET

	<p>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>“strongly agree” or “agree” that their Ashford University degree has contributed to career success.</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? 	N/A	785	<p>On average, 80.64% of students who took the End-of-Course survey for OMM 614 during the 2010-2011 Academic Year rated the course material, course, and instructor as “High Quality” or “Very High Quality.”</p> <p>On average, 85.65% of students who took the End-of-Course survey for BUS 670 during the 2010-2011 Academic</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				Year rated the course material, course, and instructor as “High Quality” or “Very High Quality.”	
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PLO 3 - Communicate knowledge and ideas basic to creating teams, managing organizational processes, and developing managerial capabilities in others.					
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	MAOM students’ aggregate scores in the Management section of the CPC Comprehensive Exam were below the averages of the PAS “Online Campus” and “Traditional Campus” pools.	N/A	606	MAOM students’ aggregate scores in the Management section of the CPC Comprehensive Exam were below the averages of the PAS “Online Campus” and	3. DOES NOT MEET THE ACCEPTABLE TARGET

				“Traditional Campus” pools.	
Direct Measure 2: CPC Comprehensive Exam-Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	45	45	45 out of 45 (100%) MAOM students scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: OMM 625 Final Paper	100% (of the sample selected) must score 70% or higher on final paper and demonstrate understanding of how to communicate knowledge and ideas basic to creating teams, managing organizational processes, and developing managerial capabilities in others.	1015	1061	1,015 out of 1,061 (95.66%) students sampled during the 2010-11 Academic Year scored a 70% or higher on the final paper and demonstrated understanding of how to communicate knowledge and ideas basic to creating teams, managing organizational processes, and developing managerial capabilities in others.	1. EXCEEDS THE ACCEPTABLE TARGET

<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>198/196/191</p>	<p>237</p>	<p>On average, 82.28% MAOM students who took the Ashford Alumni Survey in December 2010 “strongly agree” or “agree” that their Ashford University degree has contributed to career success.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</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>458</p>	<p>On average, 84.08% of students who took the End-of-Course survey for OMM 625 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>

				On average, 88.43% of students who took the End-of-Course survey for OMM 618 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 4 - Evaluate and apply resources and strategies that develop human capital and improve organizational performance.					
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	622	MAOM 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 “Traditional Campus” pools.	3. DOES NOT MEET THE ACCEPTABLE TARGET

Direct Measure 2: CPC Comprehensive Exam-Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	45	45	45 out of 45 (100%) MAOM students scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: OMM618 Final Paper	100% (of the sample selected) must score 70% or higher on final paper and demonstrate understanding of applying resources and strategies that develop human capital and improve organizational performance.	889	949	889 out of 949 (93.68%) students sampled during the 2010-11 Academic Year scored a 70% or higher on the final paper and demonstrate understanding of applying resources and strategies that develop human capital and improve organizational performance.	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:	198/196/191	237	On average, 82.28% MAOM students who took the Ashford Alumni Survey in December 2010 "strongly agree" or	1. EXCEEDS THE ACCEPTABLE TARGET

	<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. 			“agree” that their Ashford University degree has contributed to career success.	
Indirect Measure 2: Graduate Satisfaction Survey	<p>70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with mastery of a program outcome by indicating either “High Quality” or “Very High Quality.” The three questions used to gauge student satisfaction include:</p> <ul style="list-style-type: none"> • 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	458	On average, 88.43% of students who took the End-of-Course survey for OMM 618 during the 2010-2011 Academic Year rated the course material, course, and instructor as “High Quality” or “Very High Quality.”	1. EXCEEDS THE ACCEPTABLE TARGET

PLO 5 - Implement effective leadership within a learning organization that reflects current social, corporate, and global perspectives.					
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

<p>Direct Measure 1: CPC Comprehensive Exam - Business Leadership Section</p>	<p>100% (of the sample selected) score at or above the average in the PAS “Online Campus” and “Traditional Campus” Aggregate Pools related to the Business Leadership section of the CPC comprehensive exam when compared to other competitive programs.</p>	<p>N/A</p>	<p>691</p>	<p>MAOM students aggregate scores in the Business Leadership section of the CPC Comprehensive Exam were below the averages of the PAS “Online Campus” and above the averages of the “Traditional Campus” pools.</p>	<p>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>45</p>	<p>45</p>	<p>45 out of 45 (100%) MAOM students scored 400 or higher on the CPC comprehensive exam.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Direct Measure 3: BUS610 Final Paper</p>	<p>100% (of the sample selected) must score 70% or higher on final paper and demonstrate understanding of implementing effective leadership within a learning organization that reflects current social, corporate, and global perspectives.</p>	<p>1120</p>	<p>1208</p>	<p>1,120 out of 1,208 (92.72%) students sampled during the 2010-11 Academic Year scored a 70% or higher on the final paper and demonstrate understanding of</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				implementing effective leadership within a learning organization that reflects current social, corporate, and global perspectives.	
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. 	198/196/191	237	On average, 82.28% MAOM students who took the Ashford Alumni Survey in December 2010 “strongly agree” or “agree” that their Ashford University degree has contributed to career success.	1. EXCEEDS THE ACCEPTABLE TARGET
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	N/A	N/A	On average, 86.00% of students who took the End-of-Course survey for BUS 610 during the 2010-	1. EXCEEDS THE ACCEPTABLE TARGET

	<p>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>2011 Academic Year rated the course material, course, and instructor as “High Quality” or “Very High Quality.”</p> <p>On average, 88.43% of students who took the End-of-Course survey for OMM 618 during the 2010-2011 Academic Year rated the course material, course, and instructor as “High Quality” or “Very High Quality.”</p> <p>On average, 85.65% of students who took the End-of-Course survey for BUS 670 during the 2010-2011 Academic Year rated the course material,</p>	
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				course, and instructor as “High Quality” or “Very High Quality.”	
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OVERALL RECOMMENDATIONS

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

ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT				
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
<i>PLOs 1-5</i>	<i>N/A</i>	<i>MA Organizational 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 MA Organizational Management Program Chair in collaboration with program faculty.</i>			