

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

| <i>2011– 2012 CURRICULUM MAP</i> | | <i>I (INTRODUCED) R (REINFORCED) M (MASTERED)</i> | | | | |
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| | 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> | R | | 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 | | | | | |
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| 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 |
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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>744</p> | <p>On average, Ashford University students in the MA Organizational Management program scored above the average of the Peregrine Academic Services Traditional aggregate pool, but below the average of the Online aggregate pool of Master's level data on the Business Ethics 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>732</p> | <p>744</p> | <p>732 out of 744 (98.39%) MA Organizational Management students sampled from July 1, 2011 to June 30, 2012 scored 400 or higher on the CPC comprehensive exam (Mean = 601.49, Standard Deviation = 96.07).</p> | <p>1. EXCEEDS THE ACCEPTABLE TARGET</p> |

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| <p>Direct Measure 3: OMM 640 Final Paper</p> | <p>90% (of the sample selected) must score 70% or higher on the final project and demonstrate understanding of cultural and economic trends and contexts that influence organizational change.</p> | <p>955</p> | <p>1018</p> | <p>955 out of 1018 (93.81%) MA Organizational Management students sampled from July 1, 2011 to June 30, 2012 scored 70% or higher on the OMM 640 Final Project.</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>324/332/312</p> | <p>400</p> | <p>81% of MA 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. 83% agree or strongly agree that earning their degree from Ashford University</p> | <p>1. EXCEEDS THE ACCEPTABLE TARGET</p> |

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| | | | | gives them the confidence to pursue new job opportunities. 78% agree or strongly agree that earning their 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 | 382/339 | <p>A majority of MA Organizational Management students sampled upon completion of OMM 612 (N =382) indicated that they felt the course material (84.82%), course (85.08%), and instructor (85.60%) were high quality or very high quality.</p> <p>A majority of MA Organizational Management students sampled upon completion</p> | 1. EXCEEDS THE ACCEPTABLE TARGET |

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| | | | | of OMM 640 (N =339) indicated that they felt the course material (88.79%), course (85.55%), and instructor (82.30%) 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. | 290/279 | 323 | 89.78% of MA 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. 86.38% also agreed or strongly agreed that their instructors were well-qualified to teach within their field of study. | 1. EXCEEDS THE ACCEPTABLE TARGET |

| PLO 2 - Demonstrate skill in critical thinking, data interpretation, and decision making necessary for developing innovative, effective problem-solving strategies within organizational culture. | | | | | |
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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 - Legal Environment and Finance Section | MA 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 Legal Environment and Finance section of the CPC comprehensive exam when compared to other competitive programs. | N/A | 743 | On average, Ashford University students in the MA Organizational Management program scored above the average of the Peregrine Academic Services Traditional aggregate pool, | 3. DOES NOT MEET THE ACCEPTABLE TARGET |

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| | | | | but below the average of the Online aggregate pool of Master's level data on the Legal Environment of Business 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. | 732 | 744 | 732 out of 744 (98.39%) MA Organizational Management students sampled from July 1, 2011 to June 30, 2012 scored 400 or higher on the CPC comprehensive exam (Mean = 601.49, Standard Deviation = 96.07). | 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. | 1054 | 1139 | 1054 out of 1139 (92.54%) MA Organizational Management students sampled from July 1, 2011 to June 30, 2012 scored 70% or higher on the | 1. EXCEEDS THE ACCEPTABLE TARGET |

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| | | | | OMM 614 Research Paper. | |
| 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. | 324/332/312 | 400 | <p>81% of MA 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. 83% agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities. 78% agree or strongly agree that earning their degree from Ashford University resulted in making</p> | 1. EXCEEDS THE ACCEPTABLE TARGET |

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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? | N/A | 785 | <p>A majority of MA Organizational Management students sampled upon completion of OMM 614 (N =369) indicated that they felt the course material (85.37%), course (85.09%), and instructor (86.99%) were high quality or very high quality.</p> <p>A majority of MA Organizational Management students sampled upon completion of BUS 670 (N =280) indicated that they felt the course material (84.64%), course (83.21%), and instructor (82.50%) were</p> | 1. EXCEEDS THE ACCEPTABLE TARGET |

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| | | | | 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. | 290/279 | 323 | 89.78% of MA 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. 86.38% also agreed or strongly agreed that their instructors were well-qualified to teach within their field of study. | 1. EXCEEDS THE ACCEPTABLE TARGET |

| PLO 3 - Communicate knowledge and ideas basic to creating teams, managing organizational processes, and developing managerial capabilities in others. | | | | | |
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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 | MA 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 | 744 | On average, Ashford University students in the MA Organizational Management program scored below the averages of the Peregrine Academic Services Traditional and | 3. DOES NOT MEET THE ACCEPTABLE TARGET |

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| | | | | Online aggregate pools of Master's level data 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. | 732 | 744 | 732 out of 744 (98.39%) MA Organizational Management students sampled from July 1, 2011 to June 30, 2012 scored 400 or higher on the CPC comprehensive exam (Mean = 601.49, Standard Deviation = 96.07). | 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. | 994 | 1050 | 994 out of 1050 (94.67%) MA Organizational Management students sampled from July 1, 2011 to June 30, 2012 scored 70% or higher on the OMM 625 Reflective Paper. | 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>324/332/312</p> | <p>400</p> | <p>81% of MA 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. 83% agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities. 78% agree or strongly agree that earning their degree from Ashford University resulted in making them more employable.</p> | <p>1. EXCEEDS THE ACCEPTABLE TARGET</p> |
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| <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? | <p>N/A</p> | <p>316/320</p> | <p>A majority of MA Organizational Management students sampled upon completion of OMM 625 (N =316) indicated that they felt the course material (80.38%), course (83.23%), and instructor (82.28%) were high quality or very high quality.</p> <p>A majority of MA Organizational Management students sampled upon completion of OMM 618 (N =320) indicated that they felt the course material (92.19%), course (92.81%), and instructor (90.31%) were high quality or very high quality.</p> | <p>1. EXCEEDS THE ACCEPTABLE TARGET</p> |
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| <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. | <p>290/279</p> | <p>323</p> | <p>89.78% of MA 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. 86.38% also 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 4 - Evaluate and apply resources and strategies that develop human capital and improve organizational performance. | | | | | |
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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 | MA 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 Integration and Strategic Management section of the CPC comprehensive exam when compared to other competitive programs. | N/A | 744 | On average, Ashford University students in the MA Organizational Management program scored below the averages of the Peregrine Academic Services Traditional and Online aggregate pools of Master's level data on the Business Integration and | 3. DOES NOT MEET THE ACCEPTABLE TARGET |

| | | | | Strategic Management Section of the CPC. | |
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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. | 732 | 744 | 732 out of 744 (98.39%) MA Organizational Management students sampled from July 1, 2011 to June 30, 2012 scored 400 or higher on the CPC comprehensive exam (Mean = 601.49, Standard Deviation = 96.07). | 1. EXCEEDS THE ACCEPTABLE TARGET |
| Direct Measure 3: OMM618 Final Paper | 90% (of the sample selected) must score 70% or higher on the research project and demonstrate understanding of applying resources and strategies that develop human capital and improve organizational performance. | 972 | 1000 | 972 out of 1000 (97.20%) MA Organizational Management students sampled from July 1, 2011 to June 30, 2012 scored 70% or higher on the OMM 618 Research Project. | 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 | 324/332/312 | 400 | 81% of MA Organizational Management alumni sampled | 1. EXCEEDS THE ACCEPTABLE TARGET |

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| | <p>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>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. 83% agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities. 78% 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</p> | <p>N/A</p> | <p>320</p> | <p>A majority of MA Organizational Management students sampled</p> | <p>1. EXCEEDS THE ACCEPTABLE TARGET</p> |

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| | <p>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>upon completion of OMM 618 (N =320) indicated that they felt the course material (92.19%), course (92.81%), and instructor (90.31%) 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. | 290/279 | 323 | <p>89.78% of MA 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. 86.38% also 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> |

| PLO 5 - Implement effective leadership within a learning organization that reflects current social, corporate, and global perspectives. | | | | | |
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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 Leadership Section</p> | <p>MA 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>744</p> | <p>On average, Ashford University students in the MA Organizational Management program scored above the average of the Peregrine Academic Services Traditional aggregate pool, but below the average of the Online aggregate pool of Master's level data 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>732</p> | <p>744</p> | <p>732 out of 744 (98.39%) MA Organizational Management students sampled from July 1, 2011 to June 30, 2012 scored 400 or higher on the CPC comprehensive exam (Mean =</p> | <p>1. EXCEEDS THE ACCEPTABLE TARGET</p> |

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| | | | | 601.49, Standard Deviation = 96.07). | |
| Direct Measure 3: BUS610 Final Paper | 90% (of the sample selected) must score 70% or higher on the summary paper and demonstrate understanding of implementing effective leadership within a learning organization that reflects current social, corporate, and global perspectives. | 1216 | 1312 | 1216 out of 1312 (92.68%) MA Organizational Management students sampled from July 1, 2011 to June 30, 2012 scored 70% or higher on the BUS 610 Summary Paper. | 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. • (#53) – Earning my degree from Ashford University resulted in making me more employable. | 324/332/312 | 400 | 81% of MA 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. 83% agree or strongly agree that | 1. EXCEEDS THE ACCEPTABLE TARGET |

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| | | | | <p>earning their degree from Ashford University gives them the confidence to pursue new job opportunities. 78% 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 | 475/320/280 | <p>A majority of MA Organizational Management students sampled upon completion of BUS 610 (N =475) indicated that they felt the course material (88.84%), course (89.89%), and instructor (85.05%) were high quality or very high quality.</p> <p>A majority of MA Organizational</p> | 1. EXCEEDS THE ACCEPTABLE TARGET |

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| | | | | <p>Management students sampled upon completion of OMM 618 (N =320) indicated that they felt the course material (92.19%), course (92.81%), and instructor (90.31%) were high quality or very high quality.</p> <p>A majority of MA Organizational Management students sampled upon completion of BUS 670 (N =280) indicated that they felt the course material (84.64%), course (83.21%), and instructor (82.50%) were high quality or very high quality.</p> | |
| 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" | 290/279 | 323 | 89.78% of MA Organizational Management | 1. EXCEEDS THE ACCEPTABLE TARGET |

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|--|--|--|--|---|--|
| | <p>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. | | | <p>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. 86.38% also agreed or strongly agreed that their instructors were well-qualified to teach within their field of study.</p> | |
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OVERALL RECOMMENDATIONS

Across program learning outcomes (PLOs), MA Organizational Management students met or exceeded the acceptable and ideal targets for most 2011-12 assessment measures. Findings for survey-based measures suggest that most MA Organizational Management students feel positively about their instructors, degree program, curriculum, and courses aligned with mastery of a PLO. In addition, students appear to be performing at an acceptable level on all assignment-based measures, and at an ideal level on the CPC Exam, overall.

MA Organizational Management students did not meet the acceptable targets for CPC sections selected to correspond to specific PLOs. Although they outperformed the Peregrine Academic Services Traditional aggregate pool of Master's level data on the Business Ethics (PLO 1), Legal Environment of Business (PLO 2), and Business Leadership (PLO 5) sections, they failed to exceed the averages earned by the Online aggregate pool. Furthermore, MA Organizational Management students' average scores on the Management (PLO 3) and Business Integration and Strategic Management (PLO 4) sections were lower than those of both aggregate pools. The Program Chair and College of Business and Professional Studies Faculty may want to further examine CPC section data, with an emphasis on PLOs 3 and 4.

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 OMM 640 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</i> | <i>Complete</i> | <i>April 2013</i> |
| Action Details | <i>Revise OMM 640 to more adequately address and reinforce student learning and understanding of PLO 1.</i> | | | |