

**MASTER OF BUSINESS ADMINISTRATION (MBA): ANNUAL ASSESSMENT PLAN & FINDINGS  
2010-2011 ACADEMIC YEAR**

<i>2010 – 2011 CURRICULUM MAP</i>							
	<b>PLO 1</b>	<b>PLO 2</b>	<b>PLO 3</b>	<b>PLO 4</b>	<b>PLO 5</b>	<b>PLO 6</b>	<b>PLO 7</b>
	Solve managerial problems using critical thinking skills and quantitative analysis.	Evaluate the moral and ethical principles practiced in the organizational setting.	Analyze the use of managerial and leadership skills used to develop productive teams.	Evaluate the influence of internal and external forces within organizations.	Research business information to support the decision making process.	Assess internal and external communication practices used in business.	Analyze business opportunities and challenges from a global perspective.
<i>BUS 600: Management Communications with Technology Tools</i>	<b>I</b>	<b>I</b>	<b>I</b>	<b>I</b>	<b>I</b>	<b>I</b>	<b>I</b>
<i>BUS 610: Organizational Behavior</i>	<b>R</b>	<b>R</b>	<b>R</b>			<b>M</b>	<b>R</b>
<i>BUS 620: Managerial Marketing</i>	<b>R</b>			<b>R</b>	<b>R</b>	<b>R</b>	<b>R</b>
<i>BUS 670: Legal Environment</i>	<b>R</b>	<b>M</b>	<b>R</b>			<b>R</b>	
<i>MAT 540: Statistical Concepts for Research</i>							
<i>BUS 591: Financial Accounting &amp; Analysis</i>							

<i>BUS 642: Business Research Methods and Tools</i>	<b>R</b>			<b>R</b>	<b>M</b>		
<i>BUS 630: Managerial Accounting</i>	<b>R</b>				<b>R</b>	<b>R</b>	
<i>BUS 640: Managerial Economics</i>	<b>R</b>			<b>M</b>	<b>R</b>		<b>R</b>
<i>BUS 650: Managerial Finance</i>	<b>M</b>	<b>R</b>		<b>R</b>	<b>R</b>	<b>R</b>	
<i>BUS 644: Operations Management</i>	<b>M</b>	<b>M</b>	<b>M</b>	<b>R</b>	<b>R</b>	<b>M</b>	<b>M</b>

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

<b>ANNUAL ASSESSMENT PLAN FINDINGS</b>					
<b>PLO 1 - Solve managerial problems using critical thinking skills and quantitative analysis.</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 - Management Section</p>	<p>100% (of the sample selected) score at or above the average in the PAS "Online Campus" and "Traditional Campus" Aggregate Pools related to the management section of the CPC comprehensive exam when compared to other competitive programs.</p>	<p>N/A</p>	<p>N/A</p>	<p>MBA students' aggregate scores in the Management section of the CPC Comprehensive Exam were above the averages of the PAS "Online Campus" and below 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>123</p>	<p>123</p>	<p>123 out of 123 (100%) MBA students scored 400 or higher on the CPC comprehensive exam.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Direct Measure 3: BUS 650 Final Paper</p>	<p>100% (of the sample selected) must score 70% or higher on final paper and demonstrate an ability to solve managerial problems using critical thinking skills and quantitative analysis.</p>	<p>1296</p>	<p>1382</p>	<p>1,296 out of 1,382 (93.78%) MBA students sampled from July 1st 2010 to June 30th 2011 scored a 70% or higher on the final paper and demonstrate an ability to solve</p>	<p>3. DOES NOT MEET THE ACCEPTABLE TARGET</p>

				managerial problems using critical thinking skills and quantitative analysis.	
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"> <li>• (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track.</li> <li>• (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> <li>• (#53) – Earning my degree from Ashford University resulted in making me more employable.</li> </ul>	588/615/585	720	On average, 87.41% of MBA 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"> <li>• How would you rate the quality of the course material?</li> </ul>	N/A	473/447	On average, 76.88% of students who took the End-of-Course survey for BUS 650 during the 2010-2011 Academic Year rated the course material, course, and	1. EXCEEDS THE ACCEPTABLE TARGET

	<ul style="list-style-type: none"><li>• How would you rate the quality of the course?</li><li>• How would you rate the quality of the instructor?</li></ul>			instructor as “High Quality” or “Very High Quality.”	
				On average, 83.65% of students who took the End-of-Course survey for BUS 644 during the 2010-2011 Academic Year rated the course material, course, and instructor as “High Quality” or “Very High Quality.”	

PLO 2 - Evaluate the moral and ethical principles practiced in the organizational setting.					
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 Ethics Section	MBA 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.	N/A	N/A	MBA 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	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.	123	123	123 out of 123 (100%) MBA students scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: BUS 670 Summary Paper	100% (of the sample selected) must score 70% or higher on summary paper and demonstrate an ability to evaluate the moral and ethical principles practiced in the organizational setting.	1444	1606	1,444 out of 1,603 (90.08%) MBA students sampled from July 1st 2010 to June 30th 2011 scored a 70% or higher on the summary paper and demonstrate an ability to evaluate the moral and ethical principles practiced in the organizational setting.	3. DOES NOT MEET THE ACCEPTABLE TARGET
Indirect Measure 1: Alumni Survey	70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating either “Agree” or “Strongly Agree.” The three questions used to gauge career success	588/615/585	720	On average, 87.41% of MBA students who took the Ashford Alumni Survey in December 2010	1. EXCEEDS THE ACCEPTABLE TARGET



	<p>include:</p> <ul style="list-style-type: none"> <li>• (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track.</li> <li>• (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> <li>• (#53) – Earning my degree from Ashford University resulted in making me more employable.</li> </ul>			<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"> <li>• How would you rate the quality of the course material?</li> <li>• How would you rate the quality of the course?</li> <li>• How would you rate the quality of the instructor?</li> </ul>	N/A	473/785	<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, course, and instructor as “High Quality” or “Very High Quality.”</p> <p>On average, 83.65% of students who took the End-of-Course survey for BUS 644 during the 2010-2011 Academic Year rated the</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				course material, course, and instructor as “High Quality” or “Very High Quality.”	
<b>PLO 3 - Analyze the use of managerial and leadership skills used to develop productive teams.</b>					
<b>MEASURE</b>	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.	<b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b>	<b>ASSESSMENT RESULTS:</b>  <b>PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>ASSESSMENT RESULTS:</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 – 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	N/A	N/A	MBA students’ aggregate scores in the Business Leadership section of the CPC Comprehensive Exam were above	2. MEETS THE ACCEPTABLE TARGET

	when compared to other competitive programs.			the averages of the PAS “Online Campus” and “Traditional Campus” pools.	
Direct Measure 2: CPC Comprehensive Exam-Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	123	123	123 out of 123 (100%) MBA students scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: BUS 644 Final Paper	100% (of the sample selected) must score 70% or higher on final paper and demonstrate an ability to analyze the use of managerial and leadership skills used to develop productive teams.	1271	1367	1,271 out of 1,367 (92.98%) MBA students sampled from July 1st 2010 to June 30th 2011 scored a 70% or higher on the final paper and demonstrate an ability to analyze the use of managerial and leadership skills used to develop productive teams.	3. DOES NOT MEET THE ACCEPTABLE TARGET
Indirect Measure 1: Alumni Survey	70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating	588/615/585	720	On average, 87.41% of MBA students who took the Ashford	1. EXCEEDS THE ACCEPTABLE TARGET

	<p>either “Agree” or “Strongly Agree.” The three questions used to gauge career success include:</p> <ul style="list-style-type: none"> <li>• (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track.</li> <li>• (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> <li>• (#53) – Earning my degree from Ashford University resulted in making me more employable.</li> </ul>			<p>Alumni Survey in December 2010 “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"> <li>• How would you rate the quality of the course material?</li> <li>• How would you rate the quality of the course?</li> <li>• How would you rate the quality of the instructor?</li> </ul>	N/A	473	<p>On average, 83.65% of students who took the End-of-Course survey for BUS 644 during the 2010-2011 Academic Year rated the course material, course, and instructor as “High Quality” or “Very High Quality.”</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

PLO 4 - Evaluate the influence of internal and external forces within organizations.					
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	MBA students’ aggregate scores in the Business Integration and Strategic Management section of the CPC Comprehensive Exam were above the averages of the PAS “Online Campus” and “Traditional Campus” pools.	2. MEETS THE ACCEPTABLE TARGET

Direct Measure 2: CPC Comprehensive Exam-Score	90% must score 400 or higher on the CPC comprehensive exam.	123	123	123 out of 123 (100%) MBA students scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: BUS 640 Final Paper	100% (of the sample selected) must score 70% or higher on final project and demonstrate an ability to evaluate the influence of internal and external forces within organizations.	1398	1527	1,393 out of 1,527 (91.22%) MBA students sampled from July 1st 2010 to June 30th 2011 scored a 70% or higher on the final project and demonstrate an ability to evaluate the influence of internal and external forces within organizations.	3. DOES NOT MEET THE ACCEPTABLE TARGET
Indirect Measure 1: Alumni Survey	70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating either “Agree” or “Strongly Agree.” The three questions used to gauge career success include: • (#46) – I believe my Ashford degree will provide me with additional opportunities in	588/615/585	720	On average, 87.41% of MBA students who took the Ashford Alumni Survey in December 2010 “strongly agree” or “agree” that their Ashford University	1. EXCEEDS THE ACCEPTABLE TARGET

	<p>my current career track.</p> <ul style="list-style-type: none"> <li>• (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> <li>• (#53) – Earning my degree from Ashford University resulted in making me more employable.</li> </ul>			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"> <li>• How would you rate the quality of the course material?</li> <li>• How would you rate the quality of the course?</li> <li>• How would you rate the quality of the instructor?</li> </ul>	N/A	522	On average, 80.84% of students who took the End-of-Course survey for BUS 640 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

<b>PLO 5 - Research business information to support the decision making process.</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 - Information Management Systems 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 information management systems section of the CPC comprehensive exam when compared to other competitive programs.</p>	<p>N/A</p>	<p>N/A</p>	<p>MBA students' aggregate scores in the Information Management Systems section of the CPC Comprehensive Exam were above the averages of the PAS "Online Campus" and "Traditional Campus" pools.</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>123</p>	<p>123</p>	<p>123 out of 123 (100%) MBA students scored 400 or higher on the CPC comprehensive exam.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Direct Measure 3: BUS 642 Final Project</p>	<p>100% (of the sample selected) must score 70% or higher on final project and demonstrate an ability to research business information to support the decision making process.</p>	<p>73</p>	<p>85</p>	<p>73 out of 85 (85.88%) MBA students sampled from July 1st 2010 to June 30th 2011 scored a 70% or higher on the final project and demonstrate an ability to research business</p>	<p>3. DOES NOT MEET THE ACCEPTABLE TARGET</p>

				information to support the decision making process.	
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"> <li>• (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track.</li> <li>• (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> <li>• (#53) – Earning my degree from Ashford University resulted in making me more employable.</li> </ul>	588/615/585	720	On average, 87.41% of MBA 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"> <li>• How would you rate the quality of the course material?</li> <li>• How would you rate the quality of the course?</li> </ul>	N/A	32	On average, 84.38% of students who took the End-of-Course survey for BUS 642 during the 2010-2011 Academic Year rated the course material, course, and instructor as “High	1. EXCEEDS THE ACCEPTABLE TARGET

	• How would you rate the quality of the instructor?			Quality” or “Very High Quality.”	
<b>PLO 6 - Assess internal and external communication practices used in business.</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 - Management Section</p>	<p>100% (of the sample selected) score at or above the average in the PAS “Online Campus” and “Traditional Campus” Aggregate Pools related to the Management section of the CPC comprehensive exam when compared to other competitive programs.</p>	<p>N/A</p>	<p>N/A</p>	<p>MBA students’ aggregate scores in the Management section of the CPC Comprehensive Exam were above the averages of the PAS “Online Campus” and below the averages of the “Traditional Campus” pools.</p>	<p>3. DOES NOT MEET THE ACCEPTABLE TARGET</p>
<p>Direct Measure 2: CPC Comprehensive Exam-Score</p>	<p>90% must score 400 or higher on the CPC comprehensive exam.</p>	<p>123</p>	<p>123</p>	<p>123 out of 123 (100%) MBA 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 summary paper and demonstrate an ability to assess internal and external communication practices used in business.</p>	<p>1979</p>	<p>2125</p>	<p>1,979 out of 2,125 (93.13%) MBA students sampled from July 1st 2010 to June 30th 2011 scored a 70% or higher on the summary paper and demonstrate an ability to assess</p>	<p>3. DOES NOT MEET THE ACCEPTABLE TARGET</p>

				internal and external communication practices used in business.	
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"> <li>• (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track.</li> <li>• (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> <li>• (#53) – Earning my degree from Ashford University resulted in making me more employable.</li> </ul>	588/615/585	720	On average, 87.41% of MBA 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"> <li>• How would you rate the quality of the course material?</li> <li>• How would you rate the quality of the</li> </ul>	N/A	1381/473	On average, 86.00% of students who took the End-of-Course survey for BUS 610 during the 2010-2011 Academic Year rated the course material, course, and	1. EXCEEDS THE ACCEPTABLE TARGET

	<p>course?</p> <ul style="list-style-type: none"><li>• How would you rate the quality of the instructor?</li></ul>			<p>instructor as “High Quality” or “Very High Quality.”</p> <p>On average, 83.65% of students who took the End-of-Course survey for BUS 644 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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<b>PLO 7 - Analyze business opportunities and challenges from a global perspective.</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 – Global Dimensions of Business 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 global dimensions of business section of the CPC comprehensive exam when compared to other competitive programs.</p>	<p>N/A</p>	<p>N/A</p>	<p>MBA students’ aggregate scores in the Global Dimensions of Business section of the CPC Comprehensive Exam were below the averages of the PAS “Online Campus” and above the averages of the “Traditional Campus” pools.</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>123</p>	<p>123</p>	<p>123 out of 123 (100%) MBA students scored 400 or higher on the CPC comprehensive exam.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Direct Measure 3: BUS644 Final Project</p>	<p>100% (of the sample selected) must score 70% or higher on final paper and demonstrate an ability to analyze business opportunities and challenges from a global perspective.</p>	<p>1271</p>	<p>1367</p>	<p>1,271 out of 1,367 (92.98%) MBA students sampled from July 1st 2010 to June 30th 2011 scored a 70% or higher on the final paper and demonstrate an</p>	<p>3. DOES NOT MEET THE ACCEPTABLE TARGET</p>



				ability to analyze business opportunities and challenges from a global perspective.	
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"> <li>• (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track.</li> <li>• (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> <li>• (#53) – Earning my degree from Ashford University resulted in making me more employable.</li> </ul>	588/615/585	720	On average, 87.41% of MBA 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"> <li>• How would you rate the quality of the course material?</li> <li>• How would you rate the quality of the</li> </ul>	N/A	473	On average, 83.65% of students who took the End-of-Course survey for BUS 644 during the 2010-2011 Academic Year rated the course material, course, and	1. EXCEEDS THE ACCEPTABLE TARGET

	course? • How would you rate the quality of the instructor?			instructor as “High Quality” or “Very High Quality.”	
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<b>OVERALL RECOMMENDATIONS</b>				
<p>It is recommended that the College of Business and Professional Studies faculty review program learning outcomes, curriculum map, and assessment plan to ensure student learning can be effectively measured, program learning outcomes are accurately mapped to program course sequence, and targets are appropriately set. In addition, faculty should work closely with the College of Business and Professional Studies assessment analyst to examine additional measurement opportunities and work to increase precision of existing measures (e.g., through Waypoint rubric implementation). Lastly, additional data should be gathered, increasing sample size and improving the accuracy and generalizability of findings.</p>				
<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 1-7</i>	<i>2011-12 program assessment findings, with particular emphasis on quantitative sections of the CPC exam.</i>	<i>Faculty Committee and Assessment Analyst.</i>	<i>Complete</i>	<i>2011-2012 Assessment Cycle</i>
<i>Action Details</i>	<i>During the spring of 2010, the Dean of the College of Business and Professional Studies requested a faculty committee be formed to conduct a review of the Post Program Assessment Report and make recommendations for action related to the Master of Business Administration Program. The work of the committee resulted in a recommended program revision including changes to program descriptions, outcomes, and course sequence, including the creation of two new courses.</i>			