

**MASTER OF BUSINESS ADMINISTRATION (MBA): ANNUAL ASSESSMENT PLAN & FINDINGS
2011-2012 ACADEMIC YEAR**

<i>2011 – 2012 CURRICULUM MAP</i>							
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7
	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>	I	I	I	I	I	I	I
<i>BUS 610: Organizational Behavior</i>	R	R	M	R	R	M	R
<i>BUS 620: Managerial Marketing</i>	R	R		R	R	R	R
<i>BUS 670: Legal Environment</i>	R	M	R	R		R	R
<i>MAT 540: Statistical Concepts for Research</i>	R				R		
<i>BUS 591: Financial Accounting & Analysis</i>	R				R		

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

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

ANNUAL ASSESSMENT PLAN FINDINGS					
PLO 1 - Solve managerial problems using critical thinking skills and quantitative analysis.					
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 - Management Section</p>	<p>Master of Business Administration students, on average, will 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>1228</p>	<p>On average, Ashford University students in the Master of Business Administration program scored above the average of the Peregrine Academic Services Traditional aggregate pool, but below the average of the Online aggregate pool on the Management 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>1216</p>	<p>1227</p>	<p>1216 out of 1227 (99.10%) Master of Business Administration students sampled from July 1, 2011 to June 30, 2012 scored 400 or higher on the CPC comprehensive exam (Mean = 598.33, Standard Deviation = 83.92).</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

<p>Direct Measure 3: BUS 650 Final Paper</p>	<p>90% (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>1284</p>	<p>1341</p>	<p>1284 out of 1341 (95.75%) Master of Business Administration students sampled from July 1, 2011 to June 30, 2012 scored 70% or higher on the BUS 650 Final Paper.</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>588/615/585</p>	<p>720</p>	<p>81.67% of Master of Business Administration 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. 85.42% agree or strongly agree that earning their degree from Ashford University gives them the</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				confidence to pursue new job opportunities. 81.25% 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	335	A majority of Master of Business Administration students sampled upon completion of BUS 650 (N =335) indicated that they felt the course material (83.58%), course (83.28%), and instructor (81.19%) were high quality or very high quality.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 3: End of Program Survey	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either “Agree” or “Strongly Agree.” The three items used will be: <ul style="list-style-type: none"> • I understood the application of the Learning 	452/451/445	493	91.68% of Master of Business Administration students sampled upon completion of the program	1. EXCEEDS THE ACCEPTABLE TARGET

	<p>Objectives.</p> <ul style="list-style-type: none"> • The curriculum was relevant to my academic needs. • The curriculum was relevant to my professional needs. 			<p>during the 2011-12 assessment cycle indicated that they agreed or strongly agreed that they understood the application of the learning objectives. 91.48% agreed or strongly agreed that the curriculum was relevant to their academic needs. 90.27% agreed or strongly agreed that the curriculum was relevant to their professional needs.</p>	
--	---	--	--	---	--

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	Master of Business Administration students, on average, will 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.	N/A	1228	On average, Ashford University students in the Master of Business Administration program scored above the averages of the Peregrine Academic Services Traditional and Online aggregate	2. MEETS THE ACCEPTABLE TARGET

				pools on the Business Ethics 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.	1216	1227	1216 out of 1227 (99.10%) Master of Business Administration students sampled from July 1, 2011 to June 30, 2012 scored 400 or higher on the CPC comprehensive exam (Mean = 598.33, Standard Deviation = 83.92).	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: BUS 670 Summary Paper	90% (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.	1299	1449	1299 out of 1449 (89.65%) Master of Business Administration students sampled from July 1, 2011 to June 30, 2012 scored 70% or higher on the BUS 670 Summary Paper.	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	81.67% of Master of Business Administration alumni sampled	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"> • (#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. 85.42% agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities. 81.25% 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</p>	<p>321/309/309</p>	<p>380</p>	<p>A majority of Master of Business Administration</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

	<p>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>students sampled upon completion of BUS 670 (N =380) indicated that they felt the course material (84.47%), course (81.32%), and instructor (81.32%) 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 three items used will be:</p> <ul style="list-style-type: none"> • I understood the application of the Learning Objectives. • The curriculum was relevant to my academic needs. • The curriculum was relevant to my professional needs. 	<p>452/451/445</p>	<p>493</p>	<p>91.68% of Master of Business Administration students sampled upon completion of the program during the 2011-12 assessment cycle indicated that they agreed or strongly agreed that they understood the application of the learning objectives. 91.48% agreed or strongly agreed that the curriculum was relevant to their academic needs.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				90.27% agreed or strongly agreed that the curriculum was relevant to their professional needs.	
PLO 3 - Analyze the use of managerial and leadership skills used to develop productive teams.					
MEASURE	Acceptable Target	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: CPC Comprehensive Exam – Business Leadership Section	Master of Business Administration students, on average, will 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	N/A	1228	On average, Ashford University students in the Master of Business Administration	3. DOES NOT MEET THE ACCEPTABLE TARGET

	comprehensive exam when compared to other competitive programs.			program scored above the average of the Peregrine Academic Services Traditional aggregate pool, but below the average of the Online aggregate pool on the Business Leadership section of the CPC.	
Direct Measure 2: CPC Comprehensive Exam-Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	1216	1227	1216 out of 1227 (99.10%) Master of Business Administration students sampled from July 1, 2011 to June 30, 2012 scored 400 or higher on the CPC comprehensive exam (Mean = 598.33, Standard Deviation = 83.92).	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: BUS 610 Final Paper	90% (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.	1635	1773	1635 out of 1773 (92.22%) Master of Business Administration students sampled	1. EXCEEDS THE ACCEPTABLE TARGET

				from July 1, 2011 to June 30, 2012 scored 70% or higher on the BUS 610 Final Paper.	
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. 	588/615/585	720	81.67% of Master of Business Administration 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. 85.42% agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities. 81.25% agree or strongly agree that	1. EXCEEDS THE ACCEPTABLE TARGET

				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? 	444/426/423	497	A majority of Master of Business Administration students sampled upon completion of BUS 610 (N =497) indicated that they felt the course material (89.34%), course (85.71%), and instructor (85.11%) were high quality or very high quality.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 3: End of Program Survey	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either “Agree” or “Strongly Agree.” The three items used will be: <ul style="list-style-type: none"> • I understood the application of the Learning Objectives. • The curriculum was relevant to my academic needs. 	452/451/445	493	91.68% of Master of Business Administration students sampled upon completion of the program during the 2011-12 assessment cycle indicated that they agreed or strongly	1. EXCEEDS THE ACCEPTABLE TARGET

	<ul style="list-style-type: none">• The curriculum was relevant to my professional needs.			agreed that they understood the application of the learning objectives. 91.48% agreed or strongly agreed that the curriculum was relevant to their academic needs. 90.27% agreed or strongly agreed that the curriculum was relevant to their professional needs.	
--	---	--	--	---	--

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	Master of Business Administration students, on average, will 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	1228	On average, Ashford University students in the Master of Business Administration program scored above the average of the Peregrine Academic Services Traditional aggregate pool, but below the average of the Online aggregate pool on the Business	2. MEETS THE ACCEPTABLE TARGET

				Integration and Strategic Management section of the CPC.	
Direct Measure 2: CPC Comprehensive Exam-Score	90% must score 400 or higher on the CPC comprehensive exam.	1216	1227	1216 out of 1227 (99.10%) Master of Business Administration students sampled from July 1, 2011 to June 30, 2012 scored 400 or higher on the CPC comprehensive exam (Mean = 598.33, Standard Deviation = 83.92).	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: BUS 640 Final Paper	90% (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.	1096	1205	1096 out of 1205 (90.95%) Master of Business Administration students sampled from July 1, 2011 to June 30, 2012 scored 70% or higher on the BUS 640 Final 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	588/615/585	720	81.67% of Master of Business Administration alumni sampled	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"> • (#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. 85.42% agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities. 81.25% agree or strongly agree that earning their degree from Ashford University resulted in making them more employable.</p>	
Indirect Measure 2: End of Course Survey	70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with mastery of a	230/240/246	294	A majority of Master of Business Administration	1. EXCEEDS THE ACCEPTABLE TARGET

	<p>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>students sampled upon completion of BUS 640 (N =294) indicated that they felt the course material (78.23%), course (81.63%), and instructor (83.67%) 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 three items used will be:</p> <ul style="list-style-type: none"> • I understood the application of the Learning Objectives. • The curriculum was relevant to my academic needs. • The curriculum was relevant to my professional needs. 	452/451/445	493	<p>91.68% of Master of Business Administration students sampled upon completion of the program during the 2011-12 assessment cycle indicated that they agreed or strongly agreed that they understood the application of the learning objectives. 91.48% agreed or strongly agreed that the curriculum was relevant to their academic needs.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				90.27% agreed or strongly agreed that the curriculum was relevant to their professional needs.	
PLO 5 - Research business information to support the decision making 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

<p>Direct Measure 1: CPC Comprehensive Exam - Information Management Systems Section</p>	<p>Master of Business Administration students, on average, will 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>1228</p>	<p>On average, Ashford University students in the Master of Business Administration program scored above the average of the Peregrine Academic Services Traditional aggregate pool, but below the average of the Online aggregate pool on the Information Management Systems section of the CPC.</p>	<p>3. DOES NOT MEET THE ACCEPTABLE TARGET</p>
<p>Direct Measure 2: CPC Comprehensive Exam-Score</p>	<p>90% must score 400 or higher on the CPC comprehensive exam.</p>	<p>1216</p>	<p>1227</p>	<p>1216 out of 1227 (99.10%) Master of Business Administration 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>

				598.33, Standard Deviation = 83.92).	
Direct Measure 3: BUS 642 Final Project	90% (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.	439	477	439 out of 477 (92.03%) Master of Business Administration students sampled from July 1, 2011 to June 30, 2012 scored 70% or higher on the BUS 642 Final 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 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. 	588/615/585	720	81.67% of Master of Business Administration 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. 85.42% agree or strongly agree that earning their	1. EXCEEDS THE ACCEPTABLE TARGET

				degree from Ashford University gives them the confidence to pursue new job opportunities. 81.25% 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? 	99/98/103	129	A majority of Master of Business Administration students sampled upon completion of BUS 642 (N =129) indicated that they felt the course material (76.74%), course (75.97%), and instructor (79.84%) were high quality or very high quality.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 3: End of Program Survey	70% or more of students exiting the program will express satisfaction on the End of	452/451/445	493	91.68% of Master of Business Administration	1. EXCEEDS THE ACCEPTABLE TARGET

	<p>Program Survey by indicating either “Agree” or “Strongly Agree.” The three items used will be:</p> <ul style="list-style-type: none"> • I understood the application of the Learning Objectives. • The curriculum was relevant to my academic needs. • The curriculum was relevant to my professional needs. 			<p>students sampled upon completion of the program during the 2011-12 assessment cycle indicated that they agreed or strongly agreed that they understood the application of the learning objectives. 91.48% agreed or strongly agreed that the curriculum was relevant to their academic needs. 90.27% agreed or strongly agreed that the curriculum was relevant to their professional needs.</p>	
--	--	--	--	---	--

PLO 6 - Assess internal and external communication practices used in business.					
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 - Management Section</p>	<p>Master of Business Administration students, on average, will 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>1228</p>	<p>On average, Ashford University students in the Master of Business Administration program scored above the average of the Peregrine Academic Services Traditional aggregate pool, but below the average of the Online aggregate pool on the Management section of the CPC.</p>	<p>3. DOES NOT MEET THE ACCEPTABLE TARGET</p>
<p>Direct Measure 2: CPC Comprehensive Exam-Score</p>	<p>90% must score 400 or higher on the CPC comprehensive exam.</p>	<p>1216</p>	<p>1227</p>	<p>1216 out of 1227 (99.10%) Master of Business Administration students sampled from July 1, 2011 to June 30, 2012 scored 400 or higher on the CPC comprehensive exam (Mean = 598.33, Standard Deviation = 83.92).</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

<p>Direct Measure 3: BUS610 Final Paper</p>	<p>90% (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>1635</p>	<p>1773</p>	<p>1635 out of 1773 (92.22%) Master of Business Administration students sampled from July 1, 2011 to June 30, 2012 scored 70% or higher on the BUS 610 Summary Paper.</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>588/615/585</p>	<p>720</p>	<p>81.67% of Master of Business Administration 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. 85.42% agree or strongly agree that earning their degree from</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				Ashford University gives them the confidence to pursue new job opportunities. 81.25% 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? 	444/426/423	497	A majority of Master of Business Administration students sampled upon completion of BUS 610 (N =497) indicated that they felt the course material (89.34%), course (85.71%), and instructor (85.11%) were high quality or very high quality.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 3: End of Program Survey	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either “Agree”	452/451/445	493	91.68% of Master of Business Administration	1. EXCEEDS THE ACCEPTABLE TARGET

	<p>or “Strongly Agree.” The three items used will be:</p> <ul style="list-style-type: none"> • I understood the application of the Learning Objectives. • The curriculum was relevant to my academic needs. • The curriculum was relevant to my professional needs. 			<p>students sampled upon completion of the program during the 2011-12 assessment cycle indicated that they agreed or strongly agreed that they understood the application of the learning objectives. 91.48% agreed or strongly agreed that the curriculum was relevant to their academic needs. 90.27% agreed or strongly agreed that the curriculum was relevant to their professional needs.</p>	
--	--	--	--	---	--

PLO 7 - Analyze business opportunities and challenges from a global perspective.					
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 – Global Dimensions of Business Section</p>	<p>Master of Business Administration students, on average, will 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>1228</p>	<p>On average, Ashford University students in the Master of Business Administration program scored above the average of the Peregrine Academic Services Traditional aggregate pool, and above the average of the Online aggregate pool on the Global Dimensions of Business section of the CPC.</p>	<p>2. MEETS THE ACCEPTABLE TARGET</p>
<p>Direct Measure 2: CPC Comprehensive Exam-Score</p>	<p>90% must score 400 or higher on the CPC comprehensive exam.</p>	<p>1216</p>	<p>1227</p>	<p>1216 out of 1227 (99.10%) Master of Business Administration students sampled from July 1, 2011 to June 30, 2012 scored 400 or higher on the CPC comprehensive exam (Mean = 598.33, Standard Deviation = 83.92).</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

<p>Direct Measure 3: BUS644 Final Project</p>	<p>70% (of the sample selected) must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.</p>	<p>1442</p>	<p>1509</p>	<p>1442 out of 1509 (95.56%) Master of Business Administration records evaluated from July 1, 2011 to June 30, 2012 indicate basic, proficient, or distinguished performance on the BUS 644 Final Paper content criteria mapping to PLO 7.</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>588/615/585</p>	<p>720</p>	<p>81.67% of Master of Business Administration alumni sampled during the 2010-11 and 2011-12 assessment cycles indicated that they agree or strongly agree that their Ashford University degree will provide them with additional opportunities in their career track.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				85.42% agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities. 81.25% 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? 	337/318/313	392	A majority of Master of Business Administration students sampled upon completion of BUS 644 (N =392) indicated that they felt the course material (76.74%), course (75.97%), and instructor (79.84%) were high quality or very high quality.	1. EXCEEDS THE ACCEPTABLE TARGET

<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 three items used will be:</p> <ul style="list-style-type: none"> • I understood the application of the Learning Objectives. • The curriculum was relevant to my academic needs. • The curriculum was relevant to my professional needs. 	<p>452/451/445</p>	<p>493</p>	<p>91.68% of Master of Business Administration students sampled upon completion of the program during the 2011-12 assessment cycle indicated that they agreed or strongly agreed that they understood the application of the learning objectives. 91.48% agreed or strongly agreed that the curriculum was relevant to their academic needs. 90.27% agreed or strongly agreed that the curriculum was relevant to their professional needs.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
--	--	--------------------	------------	---	---

OVERALL RECOMMENDATIONS

Across program learning outcomes (PLOs), MBA students exceeded the acceptable targets and most of the ideal targets for survey-based indirect measures, demonstrating that most students hold favorable opinions of their degree program, instructors, and courses aligned with mastery of a PLO. Students also exceeded the acceptable targets for most assignment-based measures, with the exception of the BUS 670 Summary Paper (selected as a measure of PLO 2), for which student performance only narrowly missed the target.

MBA students exceeded the acceptable and ideal targets for the CPC overall score (associated with all PLOs), and for the Business Ethics (PLO 2) and Global Dimensions of Business (PLO 7) sections of the CPC exam. Although average student performance on the Management (PLOs 1 and 6), Business Leadership (PLO 3), Business Integration and Strategic Management (PLO 4), and Information Management Systems (PLO 5) sections exceeded the average of the Peregrine Academic Services Traditional aggregate pool, it was lower than the average of the Online aggregate pool. These results may merit further investigation in light of the largely positive findings for this program.

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 7</i>	<i>End of Course Survey Results for BUS 644.</i>	<i>Academic Department Chair, Faculty, Program Manager, Instructional Designers, Curriculum Coordinators, Assessment Analysts</i>	<i>Complete</i>	<i>29 January, 2013</i>
Action Details	<i>Revise BUS 644: Operations Management to more adequately address and reinforce student learning and understanding of PLO 7.</i>			