

**MASTER OF BUSINESS ADMINISTRATION (MBA): ANNUAL ASSESSMENT PLAN & FINDINGS
2012-2013 ACADEMIC YEAR**

<i>2012 – 2013 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	R	R	R	R	R
<i>BUS 620: Managerial Marketing</i>	R	R		R	R	R	R
<i>BUS 670: Legal Environment</i>	R	R	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	R		R
<i>BUS 630: Managerial Accounting</i>	R	R		R	R		R
<i>BUS 640: Managerial Economics</i>	R	R		R	R	R	R
<i>BUS 650: Managerial Finance</i>	R	R		R	R	R	
<i>BUS 644: Operations Management</i>	R		R	R	R	R	R

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>1073</p>	<p>On average, MBA Business Administration students scored above the average of the Peregrine Academic Services Online Aggregate Pool, and above the average of the Traditional Aggregate Pool on the Management section of the Common Professional Component comprehensive exam.</p>	<p>3. DOES NOT MEET THE ACCEPTABLE TARGET</p>
<p>Direct Measure 2: CPC Comprehensive Exam-Score</p>	<p>90% of Master of Business Administration students must score 400 or higher on the CPC comprehensive exam.</p>	<p>1059</p>	<p>1070</p>	<p>1,059 out of 1,070 (98.97%) Master of Business Administration students sampled from July 1, 2012 to June 30, 2013 scored 400 or higher on the CPC comprehensive exam (Mean =</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				604.25, Standard Deviation = 88.53).	
Direct Measure 3: BUS 650 Final Paper	80% of Master of Business Administration students must score 70% or higher on final paper and demonstrate an ability to solve managerial problems using critical thinking skills and quantitative analysis.	1178	1297	1,178 out of 1,297 (90.82%) Master of Business Administration students from courses with start dates between July 3, 2012 and July 25, 2013 scored 70% or higher on BUS 650 Final 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. 	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	1. EXCEEDS THE ACCEPTABLE TARGET

				<p>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 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	288	<p>A majority of Master of Business Administration students sampled upon completion of BUS 650 (N = 288) indicated that they felt the course material (81.60%), course (84.72%), and instructor (87.50%) were high quality or very high quality.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</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>970/986/975</p>	<p>1072</p>	<p>90.49% of Master of Business Administration students upon completion of the program during the 2012-13 assessment cycle indicated that they agreed or strongly agreed that they understood the application of the learning objectives. 91.98% agreed or strongly agreed that the curriculum was relevant to their academic needs. 90.96% agreed or strongly agreed that the curriculum was relevant to their professional needs.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 4: Alumni Survey - 21 Months Since Graduation</p>	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p>	<p>N/A</p>	<p>62</p>	<p>60% of Master of Business Administration alumni who responded to the</p>	<p>2. MEETS THE ACCEPTABLE TARGET</p>

	<ul style="list-style-type: none"> • (#6) – Are you currently using your Ashford degree in a related occupation? <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 			<p>survey during the 2012-2013 assessment cycle (N = 62) indicated that to a great extent or to some extent are currently using their Ashford degree in a related occupation.</p> <p>76% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 62) indicated that they agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities.</p> <p>79% of Master of</p>	
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				Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 62) indicated that they agree or strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill my educational goals.	
Indirect Measure 5: Alumni Survey - 37 Months Since Graduation	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> • (#6) – Are you currently using your Ashford degree in a related occupation? <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> • (#16) – Earning my degree from Ashford University gives me the confidence to pursue 	N/A	20	73% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 20) indicated that to a great extent or to some extent are currently using their Ashford	2. MEETS THE ACCEPTABLE TARGET

	<p>new job opportunities.</p> <ul style="list-style-type: none"> • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 			<p>Degree in a related occupation.</p> <p>61% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 20) indicated that they agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities.</p> <p>78% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 20) indicated that they agree or</p>	
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				strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill my educational goals.	
Indirect Measure 6: Alumni Survey - Aggregate of 21 and 37 Months Since Graduation	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> • (#6) – Are you currently using your Ashford degree in a related occupation? <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 	N/A	82	<p>63.41% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that to a great extent or to some extent are currently using their Ashford Degree in a related occupation.</p> <p>73.17% of Master of Business Administration alumni who responded to the survey during the</p>	2. MEETS THE ACCEPTABLE TARGET

				<p>2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities.</p> <p>79.27% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill my educational goals.</p>	
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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	1073	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 Master of Business Administration students must score 400 or higher on the CPC comprehensive exam.	1059	1070	1,059 out of 1,070 (98.97%) Master of Business Administration students sampled from July 1, 2012 to June 30, 2013 scored 400 or higher on the CPC comprehensive exam (Mean = 604.25, Standard Deviation = 88.53).	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: BUS 670 Summary Paper	80% of Master of Business Administration students must score 70% or higher on summary paper and demonstrate an ability to evaluate the moral and ethical principles practiced in the organizational setting.	786	920	786 out of 920 (85.43%) Master of Business Administration students from courses with start dates between July 3, 2012 and July 25, 2013 scored 70% or higher on BUS 670 Final 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	588/615/585	720	81.67% of Master of Business Administration	1. EXCEEDS THE ACCEPTABLE TARGET

	<p>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>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 earning their degree from Ashford University resulted in making them more employable.</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>670</p>	<p>A majority of Master of Business Administration students sampled upon completion of BUS 670 (N = 351) indicated that they felt the course material (88.04%), course (85.47%), and instructor (83.76%) were high quality or very high quality.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</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>970/986/975</p>	<p>1072</p>	<p>90.49% of Master of Business Administration students upon completion of the program during the 2012-13 assessment cycle indicated that they agreed or strongly agreed that they understood the application of the learning objectives. 91.98% agreed or strongly agreed that the</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				curriculum was relevant to their academic needs. 90.96% agreed or strongly agreed that the curriculum was relevant to their professional needs.	
Indirect Measure 4: Alumni Survey - 21 Months Since Graduation	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> • (#6) – Are you currently using your Ashford degree in a related occupation? <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 	N/A	62	<p>60% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 62) indicated that to a great extent or to some extent are currently using their Ashford degree in a related occupation.</p> <p>76% of Master of Business Administration alumni who responded to the</p>	2. MEETS THE ACCEPTABLE TARGET

				<p>survey during the 2012-2013 assessment cycle (N = 62) indicated that they agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities.</p> <p>79% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 62) indicated that they agree or strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill</p>	
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				my educational goals.	
<p>Indirect Measure 5: Alumni Survey - 37 Months Since Graduation</p>	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> • (#6) – Are you currently using your Ashford degree in a related occupation? <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 	N/A	20	<p>73% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 20) indicated that to a great extent or to some extent are currently using their Ashford Degree in a related occupation.</p> <p>61% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 20) indicated that they agree or strongly agree that earning their degree from</p>	2. MEETS THE ACCEPTABLE TARGET

				<p>Ashford University gives them the confidence to pursue new job opportunities.</p> <p>78% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 20) indicated that they agree or strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill my educational goals.</p>	
<p>Indirect Measure 6: Alumni Survey - Aggregate of 21 and 37 Months Since Graduation</p>	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> • (#6) – Are you currently using your Ashford degree in a related occupation? 	N/A	82	<p>63.41% of Master of Business Administration alumni who responded to the survey during the 2012-2013</p>	<p>2. MEETS THE ACCEPTABLE TARGET</p>

	<p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 			<p>assessment cycle (N = 82) indicated that to a great extent or to some extent are currently using their Ashford Degree in a related occupation.</p> <p>73.17% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities.</p> <p>79.27% of Master of Business Administration</p>	
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				alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill my educational goals.	
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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 comprehensive exam when compared to other competitive programs.	N/A	1073	On average, MBA Business Administration students scored above the average of the Peregrine Academic Services Online Aggregate Pool, and above the average of the Traditional Aggregate Pool on	2. MEETS THE ACCEPTABLE TARGET

				the Business Leadership section of the Common Professional Component comprehensive exam.	
Direct Measure 2: CPC Comprehensive Exam-Score	90% of Master of Business Administration students must score 400 or higher on the CPC comprehensive exam.	1059	1070	1,059 out of 1,070 (98.97%) Master of Business Administration students sampled from July 1, 2012 to June 30, 2013 scored 400 or higher on the CPC comprehensive exam (Mean = 604.25, Standard Deviation = 88.53).	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: BUS 610 Final Paper	80% of Master of Business Administration students 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.	1445	1590	1,445 out of 1,590 (90.88%) Master of Business Administration students from courses with start dates between July 3, 2012 and July 25, 2013 scored 70% or higher on	1. EXCEEDS THE ACCEPTABLE TARGET

				BUS 610 Final 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. 	588/615/585	720	<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 confidence to pursue new job opportunities. 81.25% agree or strongly agree that earning their degree from Ashford University</p>	1. EXCEEDS THE ACCEPTABLE TARGET

				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	412	A majority of Master of Business Administration students sampled upon completion of BUS 610 (N = 412) indicated that they felt the course material (86.65%), course (85.44%), and instructor (81.07%) 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. • The curriculum was relevant to my professional needs. 	970/986/975	1072	90.49% of Master of Business Administration students upon completion of the program during the 2012-13 assessment cycle indicated that they agreed or strongly agreed that they understood the application of the	1. EXCEEDS THE ACCEPTABLE TARGET

				learning objectives. 91.98% agreed or strongly agreed that the curriculum was relevant to their academic needs. 90.96% agreed or strongly agreed that the curriculum was relevant to their professional needs.	
Indirect Measure 4: Alumni Survey - 21 Months Since Graduation	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> • (#6) – Are you currently using your Ashford degree in a related occupation? <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 	N/A	62	<p>60% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 62) indicated that to a great extent or to some extent are currently using their Ashford degree in a related occupation.</p> <p>76% of Master of</p>	2. MEETS THE ACCEPTABLE TARGET

				<p>Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 62) indicated that they agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities.</p> <p>79% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 62) indicated that they agree or strongly agree that they believe that their Ashford degree was worth</p>	
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				the time commitment required to fulfill my educational goals.	
Indirect Measure 5: Alumni Survey - 37 Months Since Graduation	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> • (#6) – Are you currently using your Ashford degree in a related occupation? <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 	N/A	20	<p>73% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 20) indicated that to a great extent or to some extent are currently using their Ashford Degree in a related occupation.</p> <p>61% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 20) indicated that they agree or</p>	2. MEETS THE ACCEPTABLE TARGET

				<p>strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities.</p> <p>78% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 20) indicated that they agree or strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill my educational goals.</p>	
<p>Indirect Measure 6: Alumni Survey - Aggregate of 21 and 37</p>	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p>	N/A	82	<p>63.41% of Master of Business Administration alumni who</p>	<p>2. MEETS THE ACCEPTABLE TARGET</p>

<p>Months Since Graduation</p>	<ul style="list-style-type: none"> • (#6) – Are you currently using your Ashford degree in a related occupation? <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 			<p>responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that to a great extent or to some extent are currently using their Ashford Degree in a related occupation.</p> <p>73.17% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities.</p>	
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				79.27% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill my educational goals.	
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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	1073	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% of Master of Business Administration students must score 400 or higher on the CPC comprehensive exam.	1059	1070	1,059 out of 1,070 (98.97%) Master of Business Administration students sampled from July 1, 2012 to June 30, 2013 scored 400 or higher on the CPC comprehensive exam (Mean = 604.25, Standard Deviation = 88.53).	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: BUS 640 Final Paper	90% of Master of Business Administration students must score 70% or higher on final project and demonstrate an ability to evaluate the influence of internal and external forces within organizations.	687	732	687 out of 732 (93.85%) Master of Business Administration students from courses with start dates between July 3, 2012 and July 25, 2013 scored 70% or higher on BUS 640 Final Paper.	1. EXCEEDS THE ACCEPTABLE TARGET

<p>Indirect Measure 1: Alumni Survey</p>	<p>70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating either “Agree” or “Strongly Agree.” The three questions used to gauge career success include:</p> <ul style="list-style-type: none"> • (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track. • (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#53) – Earning my degree from Ashford University resulted in making me more employable. 	<p>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 confidence to pursue new job opportunities. 81.25% agree or strongly agree that earning their degree from Ashford University resulted in making</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
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				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	640	A majority of Master of Business Administration students sampled upon completion of BUS 640 (N = 285) indicated that they felt the course material (69.82%), course (73.65%), and instructor (75.75%) were high quality or very high quality.	2. MEETS 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. • The curriculum was relevant to my professional needs. 	970/986/975	1072	90.49% of Master of Business Administration students upon completion of the program during the 2012-13 assessment cycle indicated that they agreed or strongly agreed that they understood the application of the learning	1. EXCEEDS THE ACCEPTABLE TARGET

				objectives. 91.98% agreed or strongly agreed that the curriculum was relevant to their academic needs. 90.96% agreed or strongly agreed that the curriculum was relevant to their professional needs.	
Indirect Measure 4: Alumni Survey - 21 Months Since Graduation	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> • (#6) – Are you currently using your Ashford degree in a related occupation? <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 	N/A	62	<p>60% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 62) indicated that to a great extent or to some extent are currently using their Ashford degree in a related occupation.</p> <p>76% of Master of Business</p>	2. MEETS THE ACCEPTABLE TARGET

				<p>Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 62) indicated that they agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities.</p> <p>79% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 62) indicated that they agree or strongly agree that they believe that their Ashford degree was worth the time</p>	
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				commitment required to fulfill my educational goals.	
Indirect Measure 5: Alumni Survey - 37 Months Since Graduation	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> • (#6) – Are you currently using your Ashford degree in a related occupation? <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 	N/A	20	<p>73% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 20) indicated that to a great extent or to some extent are currently using their Ashford Degree in a related occupation.</p> <p>61% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 20) indicated that they agree or strongly agree that</p>	2. MEETS THE ACCEPTABLE TARGET

				<p>earning their degree from Ashford University gives them the confidence to pursue new job opportunities.</p> <p>78% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 20) indicated that they agree or strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill my educational goals.</p>	
<p>Indirect Measure 6: Alumni Survey - Aggregate of 21 and 37</p>	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p>	<p>N/A</p>	<p>82</p>	<p>63.41% of Master of Business Administration alumni who responded to the</p>	<p>2. MEETS THE ACCEPTABLE TARGET</p>

<p>Months Since Graduation</p>	<ul style="list-style-type: none"> • (#6) – Are you currently using your Ashford degree in a related occupation? <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 			<p>survey during the 2012-2013 assessment cycle (N = 82) indicated that to a great extent or to some extent are currently using their Ashford Degree in a related occupation.</p> <p>73.17% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities.</p> <p>79.27% of Master</p>	
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				of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill my educational goals.	
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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, MBA Business Administration students scored above the average of the Peregrine Academic Services Online Aggregate Pool, and above the average of the Traditional Aggregate Pool on the Information Management Systems section of the Common Professional Component comprehensive exam.</p>	<p>2. MEETS THE ACCEPTABLE TARGET</p>
<p>Direct Measure 2: CPC Comprehensive Exam-Score</p>	<p>90% of Master of Business Administration students must score 400 or higher on the CPC comprehensive exam.</p>	<p>1059</p>	<p>1070</p>	<p>1,059 out of 1,070 (98.97%) Master of Business Administration students sampled from July 1, 2012 to June 30, 2013 scored 400 or higher on the CPC comprehensive exam (Mean =</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				604.25, Standard Deviation = 88.53).	
Direct Measure 3: BUS 642 Final Project	80% of Master of Business Administration students must score 70% or higher on final project and demonstrate an ability to research business information to support the decision making process.	1305	1413	1,305 out of 1,413 (92.35%) Master of Business Administration students from courses with start dates between July 3, 2012 and July 25, 2013 scored 70% or higher on 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	1. EXCEEDS THE ACCEPTABLE TARGET

				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? 	N/A	642	A majority of Master of Business Administration students sampled upon completion of BUS 642 (N = 340) indicated that they felt the course material (79.12%), course (80.89%), and instructor (82.94%) were high quality or very high quality.	2. MEETS 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>970/986/975</p>	<p>1072</p>	<p>90.49% of Master of Business Administration students upon completion of the program during the 2012-13 assessment cycle indicated that they agreed or strongly agreed that they understood the application of the learning objectives. 91.98% agreed or strongly agreed that the curriculum was relevant to their academic needs. 90.96% agreed or strongly agreed that the curriculum was relevant to their professional needs.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 4: Alumni Survey - 21 Months Since Graduation</p>	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p>	<p>N/A</p>	<p>62</p>	<p>60% of Master of Business Administration alumni who responded to the</p>	<p>2. MEETS THE ACCEPTABLE TARGET</p>

	<ul style="list-style-type: none"> • (#6) – Are you currently using your Ashford degree in a related occupation? <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 			<p>survey during the 2012-2013 assessment cycle (N = 62) indicated that to a great extent or to some extent are currently using their Ashford degree in a related occupation.</p> <p>76% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 62) indicated that they agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities.</p> <p>79% of Master of</p>	
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				Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 62) indicated that they agree or strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill my educational goals.	
Indirect Measure 5: Alumni Survey - 37 Months Since Graduation	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> • (#6) – Are you currently using your Ashford degree in a related occupation? <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> • (#16) – Earning my degree from Ashford University gives me the confidence to pursue 	N/A	20	73% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 20) indicated that to a great extent or to some extent are currently using their Ashford	2. MEETS THE ACCEPTABLE TARGET

	<p>new job opportunities.</p> <ul style="list-style-type: none"> • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 			<p>Degree in a related occupation.</p> <p>61% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 20) indicated that they agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities.</p> <p>78% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 20) indicated that they agree or</p>	
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				strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill my educational goals.	
Indirect Measure 6: Alumni Survey - Aggregate of 21 and 37 Months Since Graduation	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> • (#6) – Are you currently using your Ashford degree in a related occupation? <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 	N/A	82	<p>63.41% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that to a great extent or to some extent are currently using their Ashford Degree in a related occupation.</p> <p>73.17% of Master of Business Administration alumni who responded to the survey during the</p>	2. MEETS THE ACCEPTABLE TARGET

				<p>2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities.</p> <p>79.27% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill my educational goals.</p>	
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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>1073</p>	<p>On average, MBA Business Administration students scored above the average of the Peregrine Academic Services Online Aggregate Pool, and above the average of the Traditional Aggregate Pool on the Management section of the Common Professional Component comprehensive exam.</p>	<p>2. MEETS THE ACCEPTABLE TARGET</p>
<p>Direct Measure 2: CPC Comprehensive Exam-Score</p>	<p>90% of Master of Business Administration students must score 400 or higher on the CPC comprehensive exam.</p>	<p>1059</p>	<p>1070</p>	<p>1,059 out of 1,070 (98.97%) Master of Business Administration students sampled from July 1, 2012 to June 30, 2013 scored 400 or higher on the CPC comprehensive exam (Mean =</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				604.25, Standard Deviation = 88.53).	
Direct Measure 3: BUS610 Final Paper	80% of Master of Business Administration students must score 70% or higher on summary paper and demonstrate an ability to assess internal and external communication practices used in business.	1445	1590	1,445 out of 1,590 (90.88%) Master of Business Administration students from courses with start dates between July 3, 2012 and July 25, 2013 scored 70% or higher on BUS 610 Final 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. 	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	1. EXCEEDS THE ACCEPTABLE TARGET

				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? 	N/A	412	A majority of Master of Business Administration students sampled upon completion of BUS 610 (N = 412) indicated that they felt the course material (86.65%), course (85.44%), and instructor (81.07%) 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>970/986/975</p>	<p>1072</p>	<p>90.49% of Master of Business Administration students upon completion of the program during the 2012-13 assessment cycle indicated that they agreed or strongly agreed that they understood the application of the learning objectives. 91.98% agreed or strongly agreed that the curriculum was relevant to their academic needs. 90.96% agreed or strongly agreed that the curriculum was relevant to their professional needs.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 4: Alumni Survey - 21 Months Since Graduation</p>	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p>	<p>N/A</p>	<p>62</p>	<p>60% of Master of Business Administration alumni who responded to the</p>	<p>2. MEETS THE ACCEPTABLE TARGET</p>

	<ul style="list-style-type: none"> • (#6) – Are you currently using your Ashford degree in a related occupation? <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 			<p>survey during the 2012-2013 assessment cycle (N = 62) indicated that to a great extent or to some extent are currently using their Ashford degree in a related occupation.</p> <p>76% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 62) indicated that they agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities.</p> <p>79% of Master of</p>	
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				Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 62) indicated that they agree or strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill my educational goals.	
Indirect Measure 5: Alumni Survey - 37 Months Since Graduation	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> • (#6) – Are you currently using your Ashford degree in a related occupation? <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> • (#16) – Earning my degree from Ashford University gives me the confidence to pursue 	N/A	20	73% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 20) indicated that to a great extent or to some extent are currently using their Ashford	2. MEETS THE ACCEPTABLE TARGET

	<p>new job opportunities.</p> <ul style="list-style-type: none"> • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 			<p>Degree in a related occupation.</p> <p>61% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 20) indicated that they agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities.</p> <p>78% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 20) indicated that they agree or</p>	
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				strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill my educational goals.	
Indirect Measure 6: Alumni Survey - Aggregate of 21 and 37 Months Since Graduation	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> • (#6) – Are you currently using your Ashford degree in a related occupation? <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 	N/A	82	<p>63.41% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that to a great extent or to some extent are currently using their Ashford Degree in a related occupation.</p> <p>73.17% of Master of Business Administration alumni who responded to the survey during the</p>	2. MEETS THE ACCEPTABLE TARGET

				<p>2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities.</p> <p>79.27% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill my educational goals.</p>	
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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>1073</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% of Master of Business Administration students must score 400 or higher on the CPC comprehensive exam.</p>	<p>1059</p>	<p>1070</p>	<p>1,059 out of 1,070 (98.97%) Master of Business Administration students sampled from July 1, 2012 to June 30, 2013 scored 400 or higher on the CPC comprehensive exam (Mean = 604.25, Standard Deviation = 88.53).</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

<p>Direct Measure 3: BUS644 Final Project</p>	<p>80% of Master of Business Administration students must score 70% or higher on final paper and demonstrate an ability analyze business opportunities and challenges from a global perspective.</p>	<p>311</p>	<p>373</p>	<p>311 out of 373 (83.37%) Master of Business Administration students from courses with start dates between April 2, 2013 and July 25, 2013 scored 70% or higher on BUS 644 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</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				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? 	N/A	276	A majority of Master of Business Administration students sampled upon completion of BUS 644 (N = 276) indicated that they felt the course material (84.78%), course (86.23%), and instructor (86.96%) 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	970/986/975	1072	90.49% of Master of Business	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>Administration students upon completion of the program during the 2012-13 assessment cycle indicated that they agreed or strongly agreed that they understood the application of the learning objectives. 91.98% agreed or strongly agreed that the curriculum was relevant to their academic needs. 90.96% agreed or strongly agreed that the curriculum was relevant to their professional needs.</p>	
<p>Indirect Measure 4: Alumni Survey - 21 Months Since Graduation</p>	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> • (#6) – Are you currently using your Ashford degree in a related occupation? 	N/A	62	<p>60% of Master of Business Administration alumni who responded to the survey during the 2012-2013</p>	<p>2. MEETS THE ACCEPTABLE TARGET</p>

	<p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 			<p>assessment cycle (N = 62) indicated that to a great extent or to some extent are currently using their Ashford degree in a related occupation.</p> <p>76% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 62) indicated that they agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities.</p> <p>79% of Master of Business Administration</p>	
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				<p>alumni who responded to the survey during the 2012-2013 assessment cycle (N = 62) indicated that they agree or strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill my educational goals.</p>	
<p>Indirect Measure 5: Alumni Survey - 37 Months Since Graduation</p>	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> • (#6) – Are you currently using your Ashford degree in a related occupation? <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree 	N/A	20	<p>73% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 20) indicated that to a great extent or to some extent are currently using their Ashford Degree in a related occupation.</p>	2. MEETS THE ACCEPTABLE TARGET

	<p>was worth the time commitment required to fulfill my educational goals.</p>			<p>61% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 20) indicated that they agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities.</p> <p>78% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 20) indicated that they agree or strongly agree that they believe that</p>	
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				their Ashford degree was worth the time commitment required to fulfill my educational goals.	
Indirect Measure 6: Alumni Survey - Aggregate of 21 and 37 Months Since Graduation	<p>70% or more of the Ashford University alumni surveyed will indicate either “Yes - To a Great Extent” or “Yes – To Some Extent” to the following statement:</p> <ul style="list-style-type: none"> • (#6) – Are you currently using your Ashford degree in a related occupation? <p>70% or more of the Ashford University alumni surveyed will indicate either “Agree” or “Strongly Agree” to the following statements:</p> <ul style="list-style-type: none"> • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 	N/A	82	<p>63.41% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that to a great extent or to some extent are currently using their Ashford Degree in a related occupation.</p> <p>73.17% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle</p>	2. MEETS THE ACCEPTABLE TARGET

				<p>(N = 82) indicated that they agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities.</p> <p>79.27% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill my educational goals.</p>	
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OVERALL RECOMMENDATIONS

Students in the MBA program met or exceeded all acceptable targets for 2012-13 assessment measures, across program learning outcomes (PLOs). MBA students surpassed expectations and performed beyond both acceptable and ideal targets set for the CPC comprehensive exam and individual CPC sections associated with the mastery of a PLO.

End of Program, End of Course, and Alumni survey findings indicate favorable opinions about the MBA curriculum and faculty as acceptable targets were met. Ideal targets were not met for the Alumni Survey and the End of Course Survey for all PLOs. It may be beneficial for Forbes School of Business Faculty to further investigate the selected why this is.

In preparation for the 2013-14 assessment cycle, it is recommended that Faculty review each 2012-13 assessment plan (including measures and targets set). In particular, Faculty may want to review targets set for CPC exam sections 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 2</i>	<i>BUS 670 Final Paper Findings</i>	<i>MBA Program Chair, Faculty, Assessment Analyst</i>	<i>Complete</i>	<i>June, 2014</i>
<i>Action Details</i>	<i>The written assignments in BUS 670: Legal Environment will be revised to more adequately address mastery of PLO 2 as the Final Paper has been identified as the key assignment for PLO 2.</i>			
<i>PLOs 1-7</i>	<i>Updated/Revised Curriculum Map and/or Assessment Plan</i>	<i>MBA Program Chair</i>	<i>Complete</i>	<i>30 June, 2013</i>
<i>Action Details</i>	<i>Review Mapping and Targets in the MBA Assessment Plan</i>			