

**MASTER OF BUSINESS ADMINISTRATION (MBA): ANNUAL ASSESSMENT PLAN & FINDINGS  
2013-2014 ACADEMIC YEAR**

<i>2013 – 2014 CURRICULUM MAP</i>							
	<b>PLO 1</b>	<b>PLO 2</b>	<b>PLO 3</b>	<b>PLO 4</b>	<b>PLO 5</b>	<b>PLO 6</b>	<b>PLO 7</b>
	Solve managerial problems using critical thinking skills and quantitative analysis.	Evaluate the moral and ethical principles practiced in the organizational setting.	Analyze the use of managerial and leadership skills used to develop productive teams.	Evaluate the influence of internal and external forces within organizations.	Research business information to support the decision making process.	Assess internal and external communication practices used in business.	Analyze business opportunities and challenges from a global perspective.
<i>BUS 600: Management Communications with Technology Tools</i>	<b>I</b>	<b>I</b>	<b>I</b>	<b>I</b>	<b>I</b>	<b>I</b>	<b>I</b>
<i>BUS 610: Organizational Behavior</i>	<b>R</b>	<b>R</b>	<b>R</b>	<b>R</b>	<b>R</b>	<b>R</b>	<b>R</b>
<i>BUS 620: Managerial Marketing</i>	<b>R</b>	<b>R</b>		<b>R</b>	<b>R</b>	<b>R</b>	<b>R</b>
<i>BUS 670: Legal Environment</i>	<b>R</b>	<b>R</b>	<b>R</b>	<b>R</b>		<b>R</b>	<b>R</b>
<i>MAT 540: Statistical Concepts for Research</i>	<b>R</b>				<b>R</b>		
<i>BUS 591: Financial Accounting &amp; Analysis</i>	<b>R</b>				<b>R</b>		

<i>BUS 642: Business Research Methods and Tools</i>	R			R	R		R
<i>BUS 630: Managerial Accounting</i>	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)

<b>ANNUAL ASSESSMENT PLAN FINDINGS</b>					
<b>PLO 1 - Solve managerial problems using critical thinking skills and quantitative analysis.</b>					
<b>MEASURE</b>	<b>ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b>	<b>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA</b>

<p>Direct Measure 1: CPC Comprehensive Exam - Management Section</p>	<p>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>1251</p>	<p>On average MA 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>910</p>	<p>923</p>	<p>910 out of 923 (98.59%) MA Business Administration students from July 1, 2013 to June 30, 2014 scored 400 or higher on the CPC comprehensive exam (Mean = 598.78, Standard</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				Deviation = 108.14).	
Direct Measure 3: BUS 650 Final Paper	70% of Master of Business Administration records must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to PLO 1.	2264	2462	2,264 out of 2,462 (91.95%) MA Business Administration records evaluated indicate basic, proficient, or distinguished performance on the BUS 650 Final Paper content criteria mapped to PLO 1.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: End of Program Survey - I understand the learning objectives of my courses.	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 item to be used will be: • I understand the learning objectives of my courses.	868	926	93.73% of MA Business Administration students upon completion of the program during the 2013-14 assessment cycle indicated that they agreed or strongly agreed that they understand the learning objectives of their courses.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 2: End of Program Survey	70% or more of students exiting the program will express satisfaction on the End of	835	926	90.17% of MA Business Administration	1. EXCEEDS THE ACCEPTABLE TARGET

<p>- The curriculum was relevant to my professional needs.</p>	<p>Program Survey by indicating either “Agree” or “Strongly Agree.” The item to be used will be:</p> <ul style="list-style-type: none"> <li>• The curriculum was relevant to my professional needs.</li> </ul>			<p>students upon completion of the program during the 2013-14 assessment cycle indicated that they agreed or strongly agreed that the curriculum was relevant to their professional needs.</p>	
<p><b>PLO 2 - Evaluate the moral and ethical principles practiced in the organizational setting.</b></p>					
<p><b>MEASURE</b></p>	<p><b>ACCEPTABLE TARGET</b></p>	<p><b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b></p>	<p><b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b></p>	<p><b>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b></p>	<p><b>ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET  2. MEETS THE ACCEPTABLE TARGET  3. DOES NOT MEET THE ACCEPTABLE TARGET  4. INSUFFICIENT DATA</b></p>

<p>Direct Measure 1: CPC Comprehensive Exam – Business Ethics 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 business ethics section of the CPC comprehensive exam when compared to other competitive programs.</p>	<p>N/A</p>	<p>1251</p>	<p>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 pools on the Business Ethics 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>910</p>	<p>923</p>	<p>910 out of 923 (98.59%) MA Business Administration students from July 1, 2013 to June 30, 2014 scored 400 or higher on the CPC comprehensive exam (Mean = 598.78, Standard Deviation = 108.14).</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

<p>Direct Measure 3: BUS 670 Summary Paper</p>	<p>70% of Master of Business Administration records must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to PLO 2.</p>	<p>2487</p>	<p>2772</p>	<p>2,487out of 2,772 (89.71%) MA Business Administration records evaluated indicate basic, proficient, or distinguished performance on the BUS 670 Final Paper content criteria mapped to PLO 2.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 1: End of Program Survey - I understand the learning objectives of my courses.</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 item to be used will be: • I understand the learning objectives of my courses.</p>	<p>868</p>	<p>926</p>	<p>93.73% of MA Business Administration students upon completion of the program during the 2013-14 assessment cycle indicated that they agreed or strongly agreed that they understand the learning objectives of their courses.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 2: End of Program Survey - The curriculum was</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 item to be used will</p>	<p>835</p>	<p>926</p>	<p>90.17% of MA Business Administration students upon</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>



<p>relevant to my professional needs.</p>	<p>be:</p> <ul style="list-style-type: none"> <li>The curriculum was relevant to my professional needs.</li> </ul>			<p>completion of the program during the 2013-14 assessment cycle indicated that they agreed or strongly agreed that the curriculum was relevant to their professional needs.</p>	
<p><b>PLO 3 - Analyze the use of managerial and leadership skills used to develop productive teams.</b></p>					
<p><b>MEASURE</b></p>	<p><b>Acceptable Target</b></p>	<p><b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b></p>	<p><b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b></p>	<p><b>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b></p>	<p><b>ASSESSMENT RESULTS:</b></p> <ol style="list-style-type: none"> <li>1. EXCEEDS THE ACCEPTABLE TARGET</li> <li>2. MEETS THE ACCEPTABLE TARGET</li> <li>3. DOES NOT MEET THE ACCEPTABLE TARGET</li> <li>4. INSUFFICIENT DATA</li> </ol>

<p>Direct Measure 1: CPC Comprehensive Exam – Business Leadership 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 business leadership section of the CPC comprehensive exam when compared to other competitive programs.</p>	<p>N/A</p>	<p>1251</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 Business Leadership 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>910</p>	<p>923</p>	<p>910 out of 923 (98.59%) MA Business Administration students from July 1, 2013 to June 30, 2014 scored 400 or higher on the CPC comprehensive exam (Mean = 598.78, Standard</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				Deviation = 108.14).	
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.	199	207	199 out of 207 (96.13%) MA Business Administration students from courses with start dates between July 1, 2013 and June 30, 2014 scored 70% or higher on the BUS 610 Final Paper.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: End of Program Survey - I understand the learning objectives of my courses.	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 item to be used will be: • I understand the learning objectives of my courses.	868	926	93.73% of MA Business Administration students upon completion of the program during the 2013-14 assessment cycle indicated that they agreed or strongly agreed that they understand the learning objectives of their courses.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 2: End of Program Survey - The curriculum was	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either “Agree”	835	926	90.17% of MA Business Administration	1. EXCEEDS THE ACCEPTABLE TARGET

<p>relevant to my professional needs.</p>	<p>or “Strongly Agree.” The item to be used will be:</p> <ul style="list-style-type: none"> <li>• The curriculum was relevant to my professional needs.</li> </ul>			<p>students upon completion of the program during the 2013-14 assessment cycle indicated that they agreed or strongly agreed that the curriculum was relevant to their professional needs.</p>	
<p><b>PLO 4 - Evaluate the influence of internal and external forces within organizations.</b></p>					
<p><b>MEASURE</b></p>	<p><b>ACCEPTABLE TARGET</b></p>	<p><b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b></p>	<p><b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b></p>	<p><b>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b></p>	<p><b>1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA</b></p>

<p>Direct Measure 1: CPC Comprehensive Exam – Business Integration and Strategic 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 business integration and strategic management section of the CPC comprehensive exam when compared to other competitive programs.</p>	<p>N/A</p>	<p>1251</p>	<p>On average MA 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 Business Integration and Strategic 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>910</p>	<p>923</p>	<p>910 out of 923 (98.59%) MA Business Administration students from July 1, 2013 to June 30, 2014 scored 400 or higher on the CPC</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				comprehensive exam (Mean = 598.78, Standard Deviation = 108.14).	
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.	376	400	376 out of 400 (94.00%) MA Business Administration students from courses with start dates between July 1, 2013 and June 30, 2014 scored 70% or higher on the BUS 640 Final Paper.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: End of Program Survey - I understand the learning objectives of my courses.	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 item to be used will be: • I understand the learning objectives of my courses.	868	926	93.73% of MA Business Administration students upon completion of the program during the 2013-14 assessment cycle indicated that they agreed or strongly agreed that they understand the learning objectives of their courses.	1. EXCEEDS THE ACCEPTABLE TARGET

<p>Indirect Measure 2: End of Program Survey - The curriculum was relevant to my professional needs.</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 item to be used will be:</p> <ul style="list-style-type: none"> <li>• The curriculum was relevant to my professional needs.</li> </ul>	<p>835</p>	<p>926</p>	<p>90.17% of MA Business Administration students upon completion of the program during the 2013-14 assessment cycle indicated that they agreed or strongly agreed that the curriculum was relevant to their professional needs.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
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<b>PLO 5 - Research business information to support the decision making process.</b>					
<b>MEASURE</b>	<b>ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b>	<b>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA</b>



<p>Direct Measure 1: CPC Comprehensive Exam - Information Management Systems Section</p>	<p>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>1251</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>910</p>	<p>923</p>	<p>910 out of 923 (98.59%) MA Business Administration students from July 1, 2013 to June 30, 2014 scored 400 or higher on the CPC comprehensive exam (Mean =</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				598.78, Standard Deviation = 108.14).	
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.	858	941	858 out of 941 (91.17%) MA Business Administration students from courses with start dates between July 1, 2013 and June 30, 2014 scored 70% or higher on the BUS 642 Final Paper.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: End of Program Survey - I understand the learning objectives of my courses.	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 item to be used will be: • I understand the learning objectives of my courses.	868	926	93.73% of MA Business Administration students upon completion of the program during the 2013-14 assessment cycle indicated that they agreed or strongly agreed that they understand the learning objectives of their courses.	1. EXCEEDS THE ACCEPTABLE TARGET

<p>Indirect Measure 2: End of Program Survey - The curriculum was relevant to my professional needs.</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 item to be used will be:</p> <ul style="list-style-type: none"> <li>• The curriculum was relevant to my professional needs.</li> </ul>	<p>835</p>	<p>926</p>	<p>90.17% of MA Business Administration students upon completion of the program during the 2013-14 assessment cycle indicated that they agreed or strongly agreed that the curriculum was relevant to their professional needs.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
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<b>PLO 6 - Assess internal and external communication practices used in business.</b>					
<b>MEASURE</b>	<b>ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b>	<b>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA</b>

<p>Direct Measure 1: CPC Comprehensive Exam - Management Section</p>	<p>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>1251</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>910</p>	<p>923</p>	<p>910 out of 923 (98.59%) MA Business Administration students from July 1, 2013 to June 30, 2014 scored 400 or higher on the CPC comprehensive exam (Mean = 598.78, Standard</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				Deviation = 108.14).	
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.	1038	1123	1038 out of 1123 (92.43%) MA Business Administration students from courses with start dates between July 1, 2013 and June 30, 2014 scored 70% or higher on the BUS 610 Final Paper.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: End of Program Survey - I understand the learning objectives of my courses.	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 item to be used will be: • I understand the learning objectives of my courses.	868	926	93.73% of MA Business Administration students upon completion of the program during the 2013-14 assessment cycle indicated that they agreed or strongly agreed that they understand the learning objectives of their courses.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 2: End of Program Survey - The curriculum was	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either “Agree”	835	926	90.17% of MA Business Administration	1. EXCEEDS THE ACCEPTABLE TARGET

<p>relevant to my professional needs.</p>	<p>or “Strongly Agree.” The item to be used will be:</p> <ul style="list-style-type: none"><li>• The curriculum was relevant to my professional needs.</li></ul>			<p>students upon completion of the program during the 2013-14 assessment cycle indicated that they agreed or strongly agreed that the curriculum was relevant to their professional needs.</p>	
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<b>PLO 7 - Analyze business opportunities and challenges from a global perspective.</b>					
<b>MEASURE</b>	<b>ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b>	<b>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA</b>



<p>Direct Measure 1: CPC Comprehensive Exam – Global Dimensions of Business Section</p>	<p>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>1251</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>910</p>	<p>923</p>	<p>910 out of 923 (98.59%) MA Business Administration students from July 1, 2013 to June 30, 2014 scored 400 or higher on the CPC comprehensive exam (Mean = 598.78, Standard</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				Deviation = 108.14).	
Direct Measure 3: BUS644 Final Project	70% of Master of Business Administration records must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to PLO 7.	4954	5550	4,954 out of 5,550 (89.26%) MA Business Administration records evaluated indicate basic, proficient, or distinguished performance on the BUS 644 Final Paper content criteria mapped to PLO 7.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: End of Program Survey - I understand the learning objectives of my courses.	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 item to be used will be: <ul style="list-style-type: none"> <li>I understand the learning objectives of my courses.</li> </ul>	868	926	93.73% of MA Business Administration students upon completion of the program during the 2013-14 assessment cycle indicated that they agreed or strongly agreed that they understand the learning objectives of their courses.	1. EXCEEDS THE ACCEPTABLE TARGET

<p>Indirect Measure 2: End of Program Survey - The curriculum was relevant to my professional needs.</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 item to be used will be:</p> <ul style="list-style-type: none"> <li>• The curriculum was relevant to my professional needs.</li> </ul>	<p>835</p>	<p>926</p>	<p>90.17% of MA Business Administration students upon completion of the program during the 2013-14 assessment cycle indicated that they agreed or strongly agreed that the curriculum was relevant to their professional needs.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
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**OVERALL RECOMMENDATIONS**

Students in the MBA program met or exceeded all acceptable targets for 2013-14 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 Survey suggest that a majority of students are satisfied with the curriculum meeting their professional needs and that they understand the learning objectives of their courses for all PLOs.

In preparation for the 2014-15 assessment cycle, it is recommended that Faculty review each 2013-14 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>TBD</i>	<i>Faculty will review the Waypoint rubrics and grading results to determine if further action is necessary.</i>	<i>Academic Department Chair, Forbes School of Business Faculty, and the Assessment Analyst.</i>	<i>Complete</i>	<i>June, 2015</i>
<b>Action Details</b>	<i>Calibration of Waypoint Rubrics of MA Business Administration Rubrics.</i>			