

**MASTER OF BUSINESS ADMINISTRATION (MBA): ANNUAL ASSESSMENT PLAN & FINDINGS
2014-2015 ACADEMIC YEAR**

<i>2014 – 2015 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	
<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>N/A</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>751</p>	<p>773</p>	<p>751 out of 773 (97.15%) Master of Business Administration students from July 1, 2014 to June 30, 2015 scored 400 or higher on the CPC comprehensive exam (Mean = 611.07, Standard</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				Deviation = 122.34).	
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.	2978	3183	2978 out of 3183 (93.56%) 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.	N/A	N/A	90.75% of Master of Arts in Business Administration students upon completion of the program during the 2014-15 assessment cycle indicated that they agreed or strongly agreed that they understand the learning objective of my 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	N/A	N/A	89.66% of Master of Arts in 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"> • The curriculum was relevant to my professional needs. 			<p>students upon completion of the program during the 2014-15 assessment cycle indicated that they agreed or strongly agreed that that the curriculum was relevant to their professional needs.</p>	
<p>PLO 2 - Evaluate the moral and ethical principles practiced in the organizational setting.</p>					
<p>MEASURE</p>	<p>ACCEPTABLE TARGET</p>	<p>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</p>	<p>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</p>	<p>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</p>	<p>ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA</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 Peregrine Academic Services (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>N/A</p>	<p>On average Masters of 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 Ethics 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>751</p>	<p>773</p>	<p>751 out of 773 (97.15%) Masters of Business Administration students from July 1, 2014 to June 30, 2015 scored 400 or higher on the CPC comprehensive exam (Mean =</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				611.07, Standard Deviation = 122.34).	
Direct Measure 3: BUS 670 Summary Paper	70% of Master of Business Administration records must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to PLO 2.	514	548	514 out of 548 (93.80%) MA Business Administration records evaluated indicate basic, proficient, or distinguished performance on the BUS 670 Final Paper content criteria mapped to PLO 2.	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"> I understand the learning objectives of my courses. 	N/A	N/A	90.75% of Master of Arts in Business Administration students upon completion of the program during the 2014-15 assessment cycle indicated that they agreed or strongly agreed that they understand the learning objective of my 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"> • The curriculum was relevant to my professional needs. 	<p>N/A</p>	<p>N/A</p>	<p>89.66% of Master of Arts in Business Administration students upon completion of the program during the 2014-15 assessment cycle indicated that they agreed or strongly agreed that that the curriculum was relevant to their professional needs.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
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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 Peregrine Academic Services (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	N/A	On average Masters of Business Administration students scored below the average of the Peregrine Academic Services Online Aggregate Pool, and below the average of the Traditional	2. MEETS THE ACCEPTABLE TARGET

				Aggregate Pool on 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.	751	773	751 out of 773 (97.15%) Masters of Business Administration students from July 1, 2014 to June 30, 2015 scored 400 or higher on the CPC comprehensive exam (Mean = 611.07, Standard Deviation = 122.34).	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.	649	684	649 out of 684 (94.88%) MA Business Administration records evaluated indicate basic, proficient, or distinguished performance on	1. EXCEEDS THE ACCEPTABLE TARGET

				the BUS 610 Final Paper content criteria mapped to PLO 3.	
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"> • I understand the learning objectives of my courses. 	N/A	N/A	90.75% of Master of Arts in Business Administration students upon completion of the program during the 2014-15 assessment cycle indicated that they agreed or strongly agreed that they understand the learning objective of my courses.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 2: End of Program Survey - The curriculum was relevant to my professional needs.	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"> • The curriculum was relevant to my professional needs. 	N/A	N/A	89.66% of Master of Arts in Business Administration students upon completion of the program during the 2014-15 assessment cycle indicated that they agreed or strongly agreed that that the curriculum was relevant to their	1. EXCEEDS THE ACCEPTABLE TARGET

				professional needs.	
PLO 4 - Evaluate the influence of internal and external forces within organizations.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	<ol style="list-style-type: none"> 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 – 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>N/A</p>	<p>On average Masters of 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>751</p>	<p>773</p>	<p>751 out of 773 (97.15%) Masters of Business Administration students from July 1, 2014 to June 30, 2015 scored 400 or higher on the</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				CPC comprehensive exam (Mean = 611.07, Standard Deviation = 122.34).	
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.	8371	8896	8371 out of 8896 (94.10%) MA Business Administration records evaluated indicate basic, proficient, or distinguished performance on the BUS 640 Final Project content criteria mapped to PLO 4.	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"> I understand the learning objectives of my courses. 	N/A	N/A	90.75% of Master of Arts in Business Administration students upon completion of the program during the 2014-15 assessment cycle indicated that they agreed or strongly agreed that they understand the	1. EXCEEDS THE ACCEPTABLE TARGET

				learning objective of my courses.	
Indirect Measure 2: End of Program Survey - The curriculum was relevant to my professional needs.	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">• The curriculum was relevant to my professional needs.	N/A	N/A	89.66% of Master of Arts in Business Administration students upon completion of the program during the 2014-15 assessment cycle indicated that they agreed or strongly agreed that that the curriculum was relevant to their professional needs.	1. EXCEEDS THE ACCEPTABLE TARGET

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>N/A</p>	<p>On average Masters of Business Administration students scored below the average of the Peregrine Academic Services Online Aggregate Pool, and below the average of the Traditional Aggregate Pool on the Information Management Systems 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>751</p>	<p>773</p>	<p>751 out of 773 (97.15%) Masters of Business Administration students from July 1, 2014 to June 30, 2015 scored 400 or higher on the CPC comprehensive</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				exam (Mean = 611.07, Standard Deviation = 122.34).	
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.	1876	2004	1876 out of 2004 (93.61%) MA Business Administration records evaluated indicate basic, proficient, or distinguished performance on the BUS 642 Final Project content criteria mapped to PLO 5.	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"> I understand the learning objectives of my courses. 	N/A	N/A	90.75% of Master of Arts in Business Administration students upon completion of the program during the 2014-15 assessment cycle indicated that they agreed or strongly agreed that they understand the learning objective of my 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"> • The curriculum was relevant to my professional needs. 	<p>N/A</p>	<p>N/A</p>	<p>89.66% of Master of Arts in Business Administration students upon completion of the program during the 2014-15 assessment cycle indicated that they agreed or strongly agreed that that the curriculum was relevant to their professional needs.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</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>N/A</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>751</p>	<p>773</p>	<p>751 out of 773 (97.15%) Masters of Business Administration students from July 1, 2014 to June 30, 2015 scored 400 or higher on the CPC comprehensive exam (Mean = 611.07, Standard</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				Deviation = 122.34).	
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.	6810	7212	6810 out of 7212 (94.43%) MA Business Administration records evaluated indicate basic, proficient, or distinguished performance on the BUS 610 Summary Paper content criteria mapped to PLO 6.	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.	N/A	N/A	90.75% of Master of Arts in Business Administration students upon completion of the program during the 2014-15 assessment cycle indicated that they agreed or strongly agreed that they understand the learning objective of my 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"> • The curriculum was relevant to my professional needs. 	<p>N/A</p>	<p>N/A</p>	<p>89.66% of Master of Arts in Business Administration students upon completion of the program during the 2014-15 assessment cycle indicated that they agreed or strongly agreed that that the curriculum was relevant to their professional needs.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</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>N/A</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>751</p>	<p>773</p>	<p>751 out of 773 (97.15%) Masters of Business Administration students from July 1, 2014 to June 30, 2015 scored 400 or higher on the CPC comprehensive exam (Mean = 611.07, Standard</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				Deviation = 122.34).	
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.	276	324	276 out of 324 (85.19%) MA Business Administration records evaluated indicate basic, proficient, or distinguished performance on the BUS 644 Final Case Study 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: • I understand the learning objectives of my courses.	N/A	N/A	90.75% of Master of Arts in Business Administration students upon completion of the program during the 2014-15 assessment cycle indicated that they agreed or strongly agreed that they understand the learning objective of my 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"> • The curriculum was relevant to my professional needs. 	<p>N/A</p>	<p>N/A</p>	<p>89.66% of Master of Arts in Business Administration students upon completion of the program during the 2014-15 assessment cycle indicated that they agreed or strongly agreed that 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 almost all acceptable targets for 2014-15 assessment measures, across program learning outcomes (PLOs). In the CPC sections for ‘Leadership’ and ‘Information Management Systems’ the acceptable targets were not met.

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 2015-16 assessment cycle, it is recommended that Faculty review each 2014-15 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
PLOs 1-4	<i>There will be a pilot exercise to determine the success of the simulation.</i>	<i>MBA Program Chair</i>	<i>Complete</i>	<i>June, 2016</i>
<i>Action Details</i>	<i>To improve the ability to solve managerial problems using critical thinking and quantitative analysis (PLO1), a simulation is in development for addition to a new capstone. To improve the ability to evaluate the internal and external forces within organizations (PLO4), the new course will simulate the impacts of those forces.</i>			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLOs 1-7	<i>Program Chair and Associate Dean to review and revise curriculum map if necessary.</i>	<i>MBA Program Chair</i>	<i>Complete</i>	<i>April, 2016</i>
<i>Action Details</i>	<i>Review Curriculum Map</i>			