

**MASTER OF BUSINESS ADMINISTRATION (MBA): ANNUAL ASSESSMENT PLAN & FINDINGS  
2015-2016 ACADEMIC YEAR**

<i>2015 – 2016 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	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>710</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>663</p>	<p>710</p>	<p>663 out of 710 (93.38%) MA Business Administration students from July 1, 2015 to June 30, 2016 scored 400 or higher on the CPC comprehensive exam (Mean = 617.10, Standard</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				Deviation = 143.02).	
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.	3024	3344	3024 out of 3344 (90.43%) of records evaluated indicate basic, proficient, or distinguished performance on this key assignment's content criteria mapped to this PLO at the Reinforced level.	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>	501	552	87.77% of MA Business Administration students upon completion of the program during the 2015-16 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	490	552	88.76% 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 2015-16 assessment cycle indicated that they agreed or strongly agreed that 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:</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 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>710</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>663</p>	<p>710</p>	<p>663 out of 710 (93.38%) MA Business Administration students from July 1, 2015 to June 30, 2016 scored 400 or higher on the CPC comprehensive exam (Mean =</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				617.10, Standard Deviation = 143.02).	
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.	3234	3592	3234 out of 3592 (90.03%) of records evaluated indicate basic, proficient, or distinguished performance on this key assignment's content criteria mapped to this PLO at the Mastered level.	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>	501	552	87.77% of MA Business Administration students upon completion of the program during the 2015-16 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"> <li>• The curriculum was relevant to my professional needs.</li> </ul>	<p>490</p>	<p>552</p>	<p>88.76% of MA Business Administration students upon completion of the program during the 2015-16 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	710	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.	663	710	663 out of 710 (93.38%) MA Business Administration students from July 1, 2015 to June 30, 2016 scored 400 or higher on the CPC comprehensive exam (Mean = 617.10, Standard Deviation = 143.02).	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: BUS 610 Final Paper	70% of Master of Business Administration records must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to PLO 3.	6206	6449	6206 out of 6449 (96.23%) of records evaluated indicate basic, proficient, or distinguished performance on this key assignment's	1. EXCEEDS THE ACCEPTABLE TARGET

				content criteria mapped to this PLO at the Reinforced level.	
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>	501	552	87.77% of MA Business Administration students upon completion of the program during the 2015-16 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"> <li>• The curriculum was relevant to my professional needs.</li> </ul>	490	552	88.76% of MA Business Administration students upon completion of the program during the 2015-16 assessment cycle indicated that they agreed or strongly agreed that that the curriculum was relevant to their	1. EXCEEDS THE ACCEPTABLE TARGET

				professional needs.	
<b>PLO 4 - Evaluate the influence of internal and external forces within organizations.</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>1. EXCEEDS THE ACCEPTABLE TARGET</b>  <b>2. MEETS THE ACCEPTABLE TARGET</b>  <b>3. DOES NOT MEET THE ACCEPTABLE TARGET</b>  <b>4. INSUFFICIENT DATA</b>

<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>710</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>663</p>	<p>710</p>	<p>663 out of 710 (93.38%) MA Business Administration students from July 1, 2015 to June 30, 2016 scored 400 or higher on the</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				CPC comprehensive exam (Mean = 617.10, Standard Deviation = 143.02).	
Direct Measure 3: BUS 640 Final Paper	70% of Master of Business Administration records must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to PLO 4.	8333	8885	8333 out of 8885 (93.79%) of records evaluated indicate basic, proficient, or distinguished performance on this key assignment's content criteria mapped to this PLO at the Reinforced level.	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>	501	552	87.77% of MA Business Administration students upon completion of the program during the 2015-16 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"><li>• The curriculum was relevant to my professional needs.</li></ul>	490	552	88.76% of MA Business Administration students upon completion of the program during the 2015-16 assessment cycle indicated that they agreed or strongly agreed that that the curriculum was relevant to their professional needs.	1. EXCEEDS THE ACCEPTABLE TARGET



<b>PLO 5 - Research business information to support the decision making process.</b>					
<b>MEASURE</b>	<b>ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b>	<b>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA</b>

<p>Direct Measure 1: CPC Comprehensive Exam - Information Management Systems Section</p>	<p>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>710</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 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>663</p>	<p>710</p>	<p>663 out of 710 (93.38%) MA Business Administration students from July 1, 2015 to June 30, 2016 scored 400 or higher on the CPC comprehensive exam (Mean =</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				617.10, Standard Deviation = 143.02).	
Direct Measure 3: BUS 642 Final Project	70% of Master of Business Administration records must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to PLO 5.	3303	3520	3303 out of 3520 (93.84%) of records evaluated indicate basic, proficient, or distinguished performance on this key assignment's content criteria mapped to this PLO at the Mastered level.	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>	501	552	87.77% of MA Business Administration students upon completion of the program during the 2015-16 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"> <li>• The curriculum was relevant to my professional needs.</li> </ul>	<p>490</p>	<p>552</p>	<p>88.76% of MA Business Administration students upon completion of the program during the 2015-16 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>710</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>663</p>	<p>710</p>	<p>663 out of 710 (93.38%) MA Business Administration students from July 1, 2015 to June 30, 2016 scored 400 or higher on the CPC comprehensive exam (Mean = 617.10, Standard</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				Deviation = 143.02).	
Direct Measure 3: BUS610 Final Paper	70% of Master of Business Administration records must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to PLO 6.	6206	6449	6206 out of 6449 (96.23%) of records evaluated indicate basic, proficient, or distinguished performance on this key assignment's content criteria mapped to this PLO at the Reinforced level.	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>	501	552	87.77% of MA Business Administration students upon completion of the program during the 2015-16 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"> <li>• The curriculum was relevant to my professional needs.</li> </ul>	<p>490</p>	<p>552</p>	<p>88.76% of MA Business Administration students upon completion of the program during the 2015-16 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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<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>710</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>663</p>	<p>710</p>	<p>663 out of 710 (93.38%) MA Business Administration students from July 1, 2015 to June 30, 2016 scored 400 or higher on the CPC comprehensive exam (Mean = 617.10, Standard</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				Deviation = 143.02).	
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.	3272	3570	3272 out of 3570 (91.65%) of records evaluated indicate basic, proficient, or distinguished performance on this key assignment's content criteria mapped to this PLO at the Mastered level.	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>	501	552	87.77% of MA Business Administration students upon completion of the program during the 2015-16 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"> <li>• The curriculum was relevant to my professional needs.</li> </ul>	<p>490</p>	<p>552</p>	<p>88.76% of MA Business Administration students upon completion of the program during the 2015-16 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

Across program learning outcomes (PLOs), MBA students met or exceeded the acceptable targets for all 2015-16 assignment-based direct measures. In preparation for the 2016-17 assessment cycle, it is recommended that Faculty review each 2015-16 assessment plan (including measures and targets set). In particular, BUS 610 and BUS 642 as measures of PLOs 5 and 6, respectively, and the assignment based targets overall to ensure appropriateness.

Additionally, review the Curriculum Map to determine if mastery occurs within the program, each core course would have to be reviewed. If no mastery occurs, then review specialization courses . If no master occurs, higher-level courses would need revision. Each PLO would need to be reviewed in each of the courses to determine if an overall assignment demonstrates that students have progressed to the point of creating a project, paper, etc. that requires mastery of that PLO.

The End of Program Survey (EOPS) responses met or exceeded the acceptable and ideal targets based on responses specific to the following items: the curriculum was relevant to my professional needs and the understanding of the learning objectives of their courses.

In preparation for the 2016-17 assessment cycle, it is recommended that the Faculty perform an in-depth review of each program assessment plan (including measures used and targets set). In particular, Faculty may want to review targets set for assignments in courses using Waypoint, CPC Exam sections, and all survey measures to ensure that these targets remain appropriate and meaningful.

<b>ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT</b>				
<b>OUTCOME</b>	<b>MEASURE</b>	<b>KEY/RESPONSIBLE PERSONNEL</b>	<b>STATUS</b>	<b>ANTICIPATED DATE OF COMPLETION</b>
<i>PLOs 1-7</i>	<i>Curricular changes to the program sequence. Faculty will update PLO alignment with new course.</i>	<i>Program Chair, Forbes School of Business Faculty, and Associate Dean.</i>	<i>Complete</i>	<i>June, 2017</i>
<b>Action Details</b>	<i>Develop and implement a capstone course for all MBA students. This course will provide mastery of all PLOs in the program.</i>			
<b>OUTCOME</b>	<b>MEASURE</b>	<b>KEY/RESPONSIBLE PERSONNEL</b>	<b>STATUS</b>	<b>ANTICIPATED DATE OF COMPLETION</b>
<i>PLO 6</i>	<i>The revised BUS 610 course guide. Faculty will then review and compare student learning outcome data related to student achievement of PLO 6 pre- and post-action.</i>	<i>Program Chair, Faculty, Program Manager, and Assessment Analyst.</i>	<i>Complete</i>	<i>June, 2017</i>
<b>Action Details</b>	<i>Revise Written Assignments for BUS 610.</i>			
<b>OUTCOME</b>	<b>MEASURE</b>	<b>KEY/RESPONSIBLE PERSONNEL</b>	<b>STATUS</b>	<b>ANTICIPATED DATE OF COMPLETION</b>
<i>PLO 5</i>	<i>The revised BUS 642 course guide and Waypoint rubrics.</i>	<i>Program Chair, Faculty, Program Manager, and Assessment Analyst.</i>	<i>Complete</i>	<i>June, 2017</i>
<b>Action Details</b>	<i>Revise Written Assignments for BUS 642.</i>			