

**MASTER OF BUSINESS ADMINISTRATION (MBA): ANNUAL ASSESSMENT PLAN & FINDINGS
2017-2018 ACADEMIC YEAR**

<i>2017 – 2018 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	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>660</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>638</p>	<p>658</p>	<p>638 out of 658 (96.96%) Master of Business Administration students from July 1, 2017 to June 30, 2018 scored 400 or higher on the CPC comprehensive exam. (Mean = 658.38)</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				Standard Deviation = 148.84).	
Direct Measure 3: BUS 650 Final Paper	70% of Master of Business Administration records must receive a proficient or distinguished evaluation on relevant content criteria mapped to PLO 1.	2614	3632	2614 out of 3632 (71.97%) of records evaluated indicate 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 PLO1	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 effectively solved managerial problems using critical thinking skills and quantitative analysis. 	542	573	94.6% of Master of Business Administration students upon completion of the program during the 2017-18 assessment cycle indicated that they agreed or strongly agreed that effectively solved managerial problems using critical thinking skills and quantitative analysis.	1. EXCEEDS THE ACCEPTABLE TARGET

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 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.	N/A	660	On average Masters of Business Administration students scored above the average of the Peregrine Academic Services Online Aggregate Pool, and above	2. MEETS THE ACCEPTABLE TARGET

				the average of the Traditional Aggregate Pool on the Business Ethics 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.	638	658	638 out of 658 (96.96%) Master of Business Administration students from July 1, 2017 to June 30, 2018 scored 400 or higher on the CPC comprehensive exam. (Mean = 658.38 Standard Deviation = 148.84).	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: BUS 670 Summary Paper	70% of Master of Business Administration records must receive a proficient or distinguished evaluation on relevant content criteria mapped to PLO 2.	3359	4499	3359 out of 4499 (74.66%) of records evaluated indicate proficient or distinguished performance on this key	1. EXCEEDS THE ACCEPTABLE TARGET

				assignment's content criteria mapped to this PLO at the Mastered level.	
Indirect Measure 1: End of Program Survey PLO2	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 effectively evaluated the moral and ethical principles practiced in the organizational setting. 	549	577	95.2% of Master of Business Administration students upon completion of the program during the 2017-18 assessment cycle indicated that they agreed or strongly agreed that they effectively evaluated the moral and ethical principles practiced in the organizational setting.	1. EXCEEDS THE ACCEPTABLE TARGET

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	660	On average MBA 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	2. MEETS THE ACCEPTABLE TARGET

				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.	638	658	638 out of 658 (96.96%) Master of Business Administration students from July 1, 2017 to June 30, 2018 scored 400 or higher on the CPC comprehensive exam. (Mean = 658.38 Standard Deviation = 148.84).	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: BUS 610 Final Paper	70% of Master of Business Administration records must receive a proficient or distinguished evaluation on relevant content criteria mapped to PLO 3.	N/A	N/A	As the data for Master of Arts in Business Administration was not available, findings will not be reported for the 2017-18 assessment cycle.	4. INSUFFICIENT DATA

<p>Indirect Measure 1: End of Program Survey PLO3</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"> • I effectively analyzed the use of managerial and leadership skills used to develop productive teams. 	<p>564</p>	<p>595</p>	<p>94.8% of MA Business Administration students upon completion of the program during the 2017-18 assessment cycle indicated that they agreed or strongly agreed that they effectively analyzed the use of managerial and leadership skills used to develop productive teams.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
---	---	------------	------------	---	---

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

<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>660</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>638</p>	<p>658</p>	<p>638 out of 658 (96.96%) Master of Business Administration students from July 1, 2017 to June 30, 2018 scored 400 or higher on the</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				CPC comprehensive exam. (Mean = 658.38 Standard Deviation = 148.84).	
Direct Measure 3: BUS 640 Final Paper	70% of Master of Business Administration records must receive a proficient or distinguished evaluation on relevant content criteria mapped to PLO 4.	7433	8584	7433 out of 8584 (77.94%) of records evaluated indicate 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 PLO4	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 effectively evaluated the influence of internal and external forces within organizations. 	566	575	95.0% of MA Business Administration students upon completion of the program during the 2017-18 assessment cycle indicated that they agreed or strongly agreed that they effectively evaluated the	1. EXCEEDS THE ACCEPTABLE TARGET

				influence of internal and external forces within organizations	
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>660</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>638</p>	<p>658</p>	<p>638 out of 658 (96.96%) Master of Business Administration students from July 1, 2017 to June 30, 2018 scored 400 or higher on the CPC comprehensive exam.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				(Mean = 658.38 Standard Deviation = 148.84).	
Direct Measure 3: BUS 642 Final Project	70% of Master of Business Administration records must receive a proficient or distinguished evaluation on relevant content criteria mapped to PLO 5.	3161	3446	3161 out of 3446 (91.73%) of records evaluated indicate 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 PLO5	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 effectively researched business information to support the decision-making process. 	548	572	95.8% of MA Business Administration students upon completion of the program during the 2017-18 assessment cycle indicated that they agreed or strongly agreed that they effectively researched business information to support the	1. EXCEEDS THE ACCEPTABLE TARGET

				decision--making process.	
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>660</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>638</p>	<p>658</p>	<p>638 out of 658 (96.96%) Master of Business Administration students from July 1, 2017 to June 30, 2018 scored 400 or higher on the CPC comprehensive exam. (Mean = 658.38)</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				Standard Deviation = 148.84).	
Direct Measure 3: BUS610 Final Paper	70% of Master of Business Administration records must receive a proficient or distinguished evaluation on relevant content criteria mapped to PLO 6.	6513	7620	6513 out of 7620 (85.47%) of records evaluated indicate 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 PLO6	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 was able to effectively assess internal and external communication practices used in business. 	N/A	N/A	As the data for Master of Arts in Business Administration was not available, findings will not be reported for the 2017-18 assessment cycle.	4. INSUFFICIENT DATA

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>660</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>638</p>	<p>658</p>	<p>638 out of 658 (96.96%) Master of Business Administration students from July 1, 2017 to June 30, 2018 scored 400 or higher on the CPC comprehensive exam. (Mean = 658.38)</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				Standard Deviation = 148.84).	
Direct Measure 3: BUS644 Final Project	70% of Master of Business Administration records must receive a proficient or distinguished evaluation on relevant content criteria mapped to PLO 7.	3020	3850	3020 out of 3850 (78.44%) of records evaluated indicate 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 PLO7	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 was able to effectively analyze business opportunities and challenges from a global perspective. 	536	576	93.1% of MA Business Administration students upon completion of the program during the 2017-18 assessment cycle indicated that they agreed or strongly agreed that they were able to effectively analyze business opportunities and challenges from a global perspective.	1. EXCEEDS THE ACCEPTABLE TARGET

OVERALL RECOMMENDATIONS				
Overall, it is recommended that the Program Chair for the Master of Arts in Business Administration review the assessment plans (including measures used, alignment mapping, and targets set) and Curriculum Map in preparation for the 2018-2019 assessment cycle. This will determine the appropriateness of the assignments and mapping for each PLO.				
ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT				
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
<i>PLOs 1-7</i>	<i>Continued levels of student achievement on PLOs 1-7.</i>	<i>The Program Chair for the Master of Business Administration and faculty.</i>	<i>Complete</i>	<i>June, 2019</i>
Action Details	<i>Because all acceptable targets were met, the Program Chair for the Master of Arts in Business Administration and faculty will continue to monitor learning outcomes achievement on all PLOs throughout the 18-19 academic year.</i>			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
<i>PLOs 1-7</i>	<i>All PLOs with CPC sub-section.</i>	<i>The Program Chair for the Master of Arts in Business Administration and other key faculty personnel.</i>	<i>In progress</i>	<i>July, 2019</i>
Action Details	<i>The MBA program is currently undergoing major revisions for a July program start. This program will be replaced with a new program that will roll out July 2019. Once roll-out has happened consider examining the CPC sub-section to ensure alignment with each PLO.</i>			