

**MASTER OF BUSINESS ADMINISTRATION (MBA): ANNUAL ASSESSMENT PLAN & FINDINGS  
2018-2019 ACADEMIC YEAR**

<i>2018 – 2019 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.R	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>	<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 630: Managerial Accounting</i>	<b>R</b>	<b>R</b>			<b>R</b>	<b>R</b>	
<i>BUS 640: Managerial Economics</i>	<b>R</b>	<b>R</b>		<b>R</b>	<b>R</b>	<b>R</b>	<b>R</b>
<i>BUS 650: Managerial Finance</i>	<b>R</b>	<b>R</b>		<b>R</b>	<b>R</b>	<b>R</b>	
<i>BUS 644: Operations Management</i>	<b>R</b>	<b>R</b>	<b>R</b>	<b>R</b>	<b>R</b>	<b>R</b>	<b>R</b>
<i>BUS 687: MBA Capstone</i>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>

**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>784</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>755</p>	<p>784</p>	<p>755 out of 784 (96.30%) MA Business Administration students from July 1, 2018 to June 30, 2019 scored 400 or higher on the CPC comprehensive exam.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

<p>Direct Measure 3: BUS 650 Final Paper</p>	<p>70% of Master of Business Administration records must receive a proficient or distinguished evaluation on relevant content criteria mapped to PLO 1.</p>	<p>2554</p>	<p>3777</p>	<p>2554 out of 3777 (67.62%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Reinforced level.</p>	<p>3. DOES NOT MEET THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 1: End of Program Survey PLO1</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>• I effectively solved managerial problems using critical thinking skills and quantitative analysis.</li> </ul>	<p>591</p>	<p>623</p>	<p>94.86% of Master of Business Administration students upon completion of the program during the 2018-19 assessment cycle indicated that they effectively solved managerial problems using critical thinking skills and quantitative analysis.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

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	784	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	2. MEETS THE ACCEPTABLE TARGET

				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.	755	784	755 out of 784 (96.30%) MA Business Administration students from July 1, 2018 to June 30, 2019 scored 400 or higher on the CPC comprehensive exam.	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.	3306	4051	3306 out of 4051 (81.61%) 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

<p>Indirect Measure 1: End of Program Survey PLO2</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>• I effectively evaluated the moral and ethical principles practiced in the organizational setting.</li> </ul>	<p>601</p>	<p>624</p>	<p>96.31% of Master of Business Administration students upon completion of the program during the 2018-19 assessment cycle indicated that they effectively evaluated the moral and ethical principles practiced in the organizational setting.</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	784	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.	755	784	755 out of 784 (96.30%) MA Business Administration students from July 1, 2018 to June 30, 2019 scored 400 or higher on the CPC comprehensive exam.	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.	5301	6146	5301 out of 6146 (86.25%) 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

<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"> <li>• I effectively analyzed the use of managerial and leadership skills used to develop productive teams.</li> </ul>	<p>604</p>	<p>627</p>	<p>96.33% of Master of Business Administration students upon completion of the program during the 2018-19 assessment cycle indicated that they effectively analyzed the use of managerial and leadership skills used to develop productive teams.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</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>784</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>755</p>	<p>784</p>	<p>755 out of 784 (96.30%) MA Business Administration students from July 1, 2018 to June 30, 2019 scored 400 or higher on the</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				CPC comprehensive exam.	
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.	8617	10487	8617 out of 10487 (82.17%) 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"> <li>I effectively evaluated the influence of internal and external forces within organizations.</li> </ul>	593	622	95.34% of Master of Business Administration students upon completion of the program during the 2018-19 assessment cycle indicated that they effectively evaluated the influence of internal and external forces within organizations.	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>784</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>755</p>	<p>784</p>	<p>755 out of 784 (96.30%) MA Business Administration students from July 1, 2018 to June 30, 2019 scored 400 or higher on the CPC comprehensive exam.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

<p>Direct Measure 3: BUS 642 Final Project</p>	<p>70% of Master of Business Administration records must receive a proficient or distinguished evaluation on relevant content criteria mapped to PLO 5.</p>	<p>213</p>	<p>244</p>	<p>213 out of 244 (87.30%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Reinforced level.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 1: End of Program Survey PLO5</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>• I effectively researched business information to support the decision-making process.</li> </ul>	<p>599</p>	<p>624</p>	<p>95.99% of Master of Business Administration students upon completion of the program during the 2018-19 assessment cycle indicated that they effectively researched business information to support the decision making process.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>



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>784</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>755</p>	<p>784</p>	<p>755 out of 784 (96.30%) MA Business Administration students from July 1, 2018 to June 30, 2019 scored 400 or higher on the CPC comprehensive exam.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

<p>Direct Measure 3: BUS610 Final Paper</p>	<p>70% of Master of Business Administration records must receive a proficient or distinguished evaluation on relevant content criteria mapped to PLO 6.</p>	<p>5301</p>	<p>6146</p>	<p>5301 out of 6146 (86.25%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Reinforced level.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 1: End of Program Survey PLO6</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>• I was able to effectively assess internal and external communication practices used in business.</li> </ul>	<p>N/A</p>	<p>N/A</p>	<p>As the data for the MBA, EOPS PLO6, was not available, findings will not be reported for the 2018-19 assessment cycle.</p>	<p>4. INSUFFICIENT DATA</p>

<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>784</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>755</p>	<p>784</p>	<p>755 out of 784 (96.30%) MA Business Administration students from July 1, 2018 to June 30, 2019 scored 400 or higher on the CPC comprehensive exam.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

<p>Direct Measure 3: BUS644 Final Project</p>	<p>70% of Master of Business Administration records must receive a proficient or distinguished evaluation on relevant content criteria mapped to PLO 7.</p>	<p>2658</p>	<p>3018</p>	<p>2658 out of 3018 (88.07%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Reinforced level.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 1: End of Program Survey PLO7</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>• I was able to effectively analyze business opportunities and challenges from a global perspective.</li> </ul>	<p>587</p>	<p>621</p>	<p>94.52% of Master of Business Administration students upon completion of the program during the 2018-19 assessment cycle indicated that they were able to effectively analyze business opportunities and challenges from a global perspective.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

<b>OVERALL RECOMMENDATIONS</b>				
<p>Overall, it is recommended that the Program Chair for the Master of 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.</p> <p>Additionally, it is recommended that the Program Chair review BUS650 as the acceptable target for PLO1 was not met.</p>				
<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>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, 2020</i>
<i>Action Details</i>	<i>Because all acceptable targets were met, the Program Chair for the Master of Business Administration and faculty will continue to monitor learning outcomes achievement on all PLOs throughout the 19-20 academic year.</i>			