BACHELOR OF ARTS IN BUSINESS ADMINISTRATION: ANNUAL ASSESSMENT PLAN & FINDINGS
2022-2023 ACADEMIC YEAR

2022 – 2023 CURRICULUM MAP

	PLO 1 Examine the role of competitive advantage in business environments using strategic and operational methods.	PLO 2 Compare and contrast regional, national, and international business environments.	PLO 3 Evaluate the legal, social, political, and economic environments of business.	PLO 4 Analyze financial information and other business data to ensure effective managerial decision-making.	PLO 5 Design effective solutions by diagnosing organizational problems.	PLO 6 Create a strategic business plan.
MGT 330: Management for Organizations	I	I	I		I	I
BUS 303: Human Resources Management	R			I	R	
ECO 203: Principles of Macroeconomics				I		R
ECO 204: Principles of Microeconomics				I		R
ECO 204: Principles of Microeconomics				I		R
INF 220: IS Principles				I	I	
ACC 201: Principles of Financial Accounting	I		R		I	
ACC 202: Principles of Managerial Accounting	I		R	R	I	
BUS 340: Business Communications	I	I	I		I	I
BUS 330: Principles of Marketing				I		I
BUS 311: Business Law I				I		R
BUS 308: Statistics for Managers				R		R

MGT 302: Foundations of Productions & Operations Management	R	R	R		R	R
BUS 357: International Business		R		I		I
MGT435: Organizational Change	R	R	R	R	R	R
BUS 401: Principles of Finance				R		
BUS 402: Strategic Management & Business Policy	M	M	M	M	M	M

I (Introduced), **R** (Reinforced), or **M** (Mastered).

ANNUAL ASSESSMENT PLAN FINDINGS

PLO 1 - Examine the role of competitive advantage in business environments using strategic and operational methods.

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: BUS402 Final Paper	70% of BA Business Administration students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	3648	5358	3648 out of 5358 (68.1%) of records evaluated indicate proficient or distinguished performance on this key assignment's	3. DOES NOT MEET THE ACCEPTABLE TARGET

				content criteria mapped to this PLO at the Mastered level.	
Direct Measure 2: CPC Comprehensive Exam – Management Section	BA 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 Management section of the CPC comprehensive exam when compared to other competitive programs.	**UAGC:** N=652, Mean=708, **Traditional:** 41460/595, **Online:** 45870/630	**UAGC:** N=652, Mean=708, **Traditional:** 41460/595, **Online:** 45870/630	On average BA 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.	2. MEETS THE ACCEPTABLE TARGET
Direct Measure 3: CPC Comprehensive Exam Score	90% of BA Business Administration student must score 400 or higher on the CPC comprehensive exam.	624	652	624 out of 652 (95.7%) BA Business Administration students from July 1, 2022 to June 30, 2023 scored 400 or higher on the	1. EXCEEDS THE ACCEPTABLE TARGET

				CPC comprehensive exam.	
Indirect Measure 1: End of Program Survey	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 effectively examined the role of competitive advantage in business environments using strategic and operational methods.	592	617	95.9% of BA in Business Administration students upon completion of the program during the 2022-23 assessment cycle indicated that they agreed or strongly agreed that they effectively examined the role of competitive advantage in business environments using strategic and operational methods.	1. EXCEEDS THE ACCEPTABLE TARGET

PLO 2 - Compare and contrast regional, national, and international business environments.					
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: MGT 330 Week 4 Assignment	70% of BA Business Administration students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	154	245	154 out of 245 (62.9%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Introduced level.	3. DOES NOT MEET THE ACCEPTABLE TARGET

Direct Measure 2: CPC Comprehensive Exam – Business Leadership Section	BA 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.	**UAGC:** N=646, Mean=692, **Traditional:** 36330/578, **Online:** 38700/613	**UAGC:** N=646, Mean=692, **Traditional:** 36330/578, **Online:** 38700/613	On average BA Business Administration students scored above the average of the Peregrine Academic Services Online Aggregate Pool and above the average of the Traditional Aggregate Pool on the Business Leadership section of the Common Professional Component comprehensive exam.	2. MEETS THE ACCEPTABLE TARGET
Direct Measure 3: CPC Comprehensive Exam Score	90% of BA Business Administration student must score 400 or higher on the CPC comprehensive exam.	624	652	624 out of 652 (95.7%) BA Business Administration students from July 1, 2022 to June 30, 2023 scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET

Indirect Measure 1: End of Program Survey	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 effectively compared and contrasted regional, national, and international business environments.	582	616	94.5% of BA in Business Administration students upon completion of the program during the 2022-23 assessment cycle indicated that they agreed or strongly agreed that they effectively compared and contrasted regional, national, and international business environments.	1. EXCEEDS THE ACCEPTABLE TARGET

PLO 3 - Evaluate the legal, social, political, and economic environments of 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
Direct Measure 1: BUS 402 Final Paper	70% of BA Business Administration students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	1734	2381	1734 out of 2381 (72.8%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Mastered level.	2. MEETS THE ACCEPTABLE TARGET

Direct Measure 2: CPC Comprehensive Exam – Business Leadership Section	BA 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.	**UAGC:** N=646, Mean=692, **Traditional:** 36330/578, **Online:** 38700/613	**UAGC:** N=646, Mean=692, **Traditional:** 36330/578, **Online:** 38700/613	On average BA Business Administration students scored above the average of the Peregrine Academic Services Online Aggregate Pool and above the average of the Traditional Aggregate Pool on the Business Leadership section of the Common Professional Component comprehensive exam.	2. MEETS THE ACCEPTABLE TARGET
Direct Measure 3: CPC Comprehensive Exam Score	90% of BA Business Administration student must score 400 or higher on the CPC comprehensive exam.	624	652	624 out of 652 (95.7%) BA Business Administration students from July 1, 2022 to June 30, 2023 scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET

Indirect Measure 1: End of Program Survey	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 effectively evaluated the legal, social, political, and economic environments of business.	593	616	96.3% of BA in Business Administration students upon completion of the program during the 2022-23 assessment cycle indicated that they agreed or strongly agreed that they effectively evaluated the legal, social, political, and economic environments of business.	1. EXCEEDS THE ACCEPTABLE TARGET

PLO 4 - Analyze financial information and other business data to ensure effective managerial decision-making.					
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
Direct Measure 1: BUS BUS401 Final Paper	70% of BA Business Administration students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	2188	2788	2188 out of 2788 (78.5%) 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

Direct Measure 2: CPC Comprehensive Exam – Information Management Systems Section	BA 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 Information Management Systems section of the CPC comprehensive exam when compared to other competitive programs.	**UAGC:** N=643, Mean=781, **Traditional:** 38160/625, **Online:** 32880/674	**UAGC:** N=643, Mean=781, **Traditional:** 38160/625, **Online:** 32880/674	On average BA 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.	2. MEETS THE ACCEPTABLE TARGET
Direct Measure 3: CPC Comprehensive Exam Score	90% of BA Business Administration student must score 400 or higher on the CPC comprehensive exam.	624	652	624 out of 652 (95.7%) BA Business Administration students from July 1, 2022 to June 30, 2023 scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET

Indirect Measure 1: End of Program Survey	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 effectively analyzed financial information and other business data to ensure effective managerial decision-making	587	617	95.1% of BA in Business Administration students upon completion of the program during the 2022-23 assessment cycle indicated that they agreed or strongly agreed that they effectively analyzed financial information and other business data to ensure effective managerial decision-making.	1. EXCEEDS THE ACCEPTABLE TARGET

PLO 5 - Design effective solutions by diagnosing organizational problems.					
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: BUS402 Final Paper	70% of BA Business Administration students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	2842	4166	2842 out of 4166 (68.2%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Mastered level.	3. DOES NOT MEET THE ACCEPTABLE TARGET

Direct Measure 2: CPC Comprehensive Exam – Management Section	BA 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 Management section of the CPC comprehensive exam when compared to other competitive programs.	**UAGC:** N=652, Mean=708, **Traditional:** 41460/595, **Online:** 45870/630	**UAGC:** N=652, Mean=708, **Traditional:** 41460/595, **Online:** 45870/630	On average BA 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.	2. MEETS THE ACCEPTABLE TARGET
Direct Measure 3: CPC Comprehensive Exam Score	90% of BA Business Administration student must score 400 or higher on the CPC comprehensive exam.	624	652	624 out of 652 (95.7%) BA Business Administration students from July 1, 2022 to June 30, 2023 scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET

Indirect Measure 1: End of Program Survey	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 designed effective solutions by diagnosing organizational problems.	583	612	95.3% of BA in Business Administration students upon completion of the program during the 2022-23 assessment cycle indicated that they agreed or strongly agreed that they designed effective solutions by diagnosing organizational problems.	1. EXCEEDS THE ACCEPTABLE TARGET

PLO 6 - Create a strategic business plan.					
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: BUS 402 Final Case Study	70% of BA Business Administration students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	3058	4760	3058 out of 4760 (64.2%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Mastered level.	3. DOES NOT MEET THE ACCEPTABLE TARGET

Direct Measure 2: CPC Comprehensive Exam - Business Integration and Strategic Management Section	BA 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 Integration and Strategic Management section of the CPC comprehensive exam when compared to other competitive programs.	**UAGC:** N=651, Mean=731, **Traditional:** 41550/625, **Online:** 41310/645	**UAGC:** N=651, Mean=731, **Traditional:** 41550/625, **Online:** 41310/645	On average BA 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.	2. MEETS THE ACCEPTABLE TARGET
Direct Measure 3: CPC Comprehensive Exam Score	90% of BA Business Administration student must score 400 or higher on the CPC comprehensive exam.	624	652	624 out of 652 (95.7%) BA Business Administration students from July 1, 2022 to June 30, 2023 scored 400 or higher on the CPC	1. EXCEEDS THE ACCEPTABLE TARGET

				comprehensive exam.	
Indirect Measure 1: End of Program Survey	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 effectively created a strategic business plan.	573	617	92.9% of BA in Business Administration students upon completion of the program during the 2022-23 assessment cycle indicated that they agreed or strongly agreed that they effectively created a strategic business plan.	1. EXCEEDS THE ACCEPTABLE TARGET

OVERALL RECOMMENDATIONS
Overall, it is recommended that the Program Lead for the Bachelor of Arts in Business Administration review the assessment plans (including measures used, alignment mapping, and targets set) and Curriculum Map in preparation for the 2023-2024 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**
PLOs 1-6	*Continued levels of student achievement on all PLOs.*	*Program Chair, Core Faculty, Assessment*	*In progress*	*June 2024*
Action Details	*The Program Chair for the Bachelor of Arts in Business Administration and faculty will review the curriculum map and monitor learning outcomes achievement throughout the 23-24 academic year.*			
OUTCOME	**MEASURE**	**KEY/RESPONSIBLE PERSONNEL**	**STATUS**	**ANTICIPATED DATE OF COMPLETION**
PLOs 1, 5, and 6	*BUS 402 Final Assignment*	*Program Chair, Assessment*	*In progress*	*June 2024*
Action Details	*Revise BUS 402 and monitor learning outcome data six months after the revision is complete.*			
OUTCOME	**MEASURE**	**KEY/RESPONSIBLE PERSONNEL**	**STATUS**	**ANTICIPATED DATE OF COMPLETION**
PLOs 1-6	*CPC Comprehensive Exam*	*Program Chair, Core Faculty, Assessment*	*In Progress*	*June 2024*
Action Details	*Overall, students are performing above the online and traditional aggregate pools for the CPC Comprehensive Exam sections. The CPC Comprehensive Exam will be reviewed to ensure the sections align to the PLOs.*			
OUTCOME	**MEASURE**	**KEY/RESPONSIBLE PERSONNEL**	**STATUS**	**ANTICIPATED DATE OF COMPLETION**
PLOs 1-6	*Continued levels of student achievement on all PLOs.*	*Program Chair, Core Faculty, Assessment*	*In progress*	*June 2024*
Action Details	*The written assignments used as direct measures will be reviewed to ensure alignment with PLOs as courses are revised.*			
OUTCOME	**MEASURE**	**KEY/RESPONSIBLE PERSONNEL**	**STATUS**	**ANTICIPATED DATE OF COMPLETION**
PLO 2	*MGT 330 Week 4 Assignment*	*Program Chair, Core Faculty, Assessment*	*In progress*	*June 2024*
Action Details	*Continue to monitor the data and identify areas of low performance in the MGT 330 Week 4 Assignment.*			