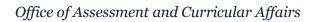# BACHELOR OF ARTS IN BUSINESS LEADERSHIP: ANNUAL ASSESSMENT PLAN & FINDINGS 2022-2023 ACADEMIC YEAR

2022 – 2023 CURRICULUM MAP

	PLO 1 Examine the influence of leadership, vision, and strategic planning in a variety of organizations and environments.	PLO 2 Assess the process of leading others in environments increasingly characterized by change and complexity.	PLO 3 Apply principles of human behavior and motivation to maximize use of human resources.	PLO 4 Analyze methods of organization change and development.	PLO 5 Evaluate the most recent tools and concepts emerging in management and leadership.
BUS 119: Principles of Personal & Organizational Leadership	I	I	I	I	I
BUS 250: Corporate and Social Responsibility	I	I	I	I	I
MGT 330: Management for Organizations	R	R	R		
BUS 318: Organizational Behavior	R	R	R	I	R
PSY 302: Industrial/Organizational Psychology	R	R	R	R	R
BUS 340: Business Communications			R		
COM 325: Communication and Conflict	R		R		
MGT 380: Leadership for Organizations	R	R			R
MGT 425: Leadership and Motivation	R		R		R

MGT 321: Assessing Leadership Skills	R	R	R	R	M
BUS 370: Organizational Development	R	R	R	M	R
MGT 440: Dark Side of Leadership	R	R	R	R	R
MGT 460: Leadership Priorities and Practice	M	M	M	M	M

I (INTRODUCED) R (REINFORCED) M (MASTERED)

P

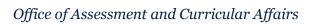| ANNUAL ASSESSMENT PLAN FINDINGS					
PLO 1 - Examine the influence of leadership, vision, and strategic planning in a variety of organizations and environments.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT 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

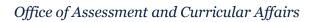| Direct Measure 1: CPC Comprehensive Exam - Business Leadership Section	BA Business Leadership students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Business Leadership section of the CPC comprehensive exam when compared to other competitive programs.	**UAGC:** N=272, Mean=721, **Traditional:** 36330/578, **Online:** 38700/613	**UAGC:** N=272, Mean=721, **Traditional:** 36330/578, **Online:** 38700/613	On average BA Business Leadership 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 2: CPC Comprehensive Exam-Score	90% must score 400 or higher on the CPC comprehensive exam.	269	272	269 out of 272 (98.9%) BA Business Leadership students from July 1, 2022 to June 30, 2023 scored 400 or higher on the CPC comprehensive exam.	**1. EXCEEDS THE ACCEPTABLE TARGET**

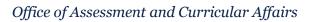| Direct Measure 3: MGT 380 Final Project	70% of BA Business Leadership students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	1322	1459	90.6%	**1. EXCEEDS THE ACCEPTABLE TARGET**
Indirect Measure 1: End of Program Survey PLO1	70% or more of students 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: • I effectively examined the influence of leadership, vision, and strategic planning in a variety of organizations and environments.	277	285	97.2% of BA Business Leadership students upon completion of the program during the 2022-23 assessment cycle indicated that they agreed or strongly agreed that they effectively examined the influence of leadership, vision, and strategic planning in a variety of organizations and environments.	**1. EXCEEDS THE ACCEPTABLE TARGET**

PLO 2 - Assess the process of leading others in environments increasingly characterized by change and complexity.					
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 Communications Section	BA Business Leadership Students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Business Communications section of the CPC comprehensive exam when compared to other competitive programs.	**UAGC:** N=272, Mean=742, **Traditional:** 10410/677, **Online:** 11100/690	**UAGC:** N=272, Mean=742, **Traditional:** 10410/677, **Online:** 11100/690	On average BA Business Leadership students scored above the average of the Peregrine Academic Services Online Aggregate Pool and above the average of the Traditional Aggregate Pool on	**2. MEETS THE ACCEPTABLE TARGET**

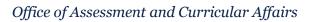|				the Business Communications section of the Common Professional Component comprehensive exam.	
Direct Measure 2: CPC Comprehensive Exam-Score	90% must score 400 or higher on the CPC comprehensive exam.	269	272	269 out of 272 (98.9%) BA Business Leadership students from July 1, 2022 to June 30, 2023 scored 400 or higher on the CPC comprehensive exam.	**1. EXCEEDS THE ACCEPTABLE TARGET**
Direct Measure 3: BUS 370 Final Paper	70% of BA Business Leadership students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	2116	2456	86.2%	**1. EXCEEDS THE ACCEPTABLE TARGET**
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: • I effectively assessed the process of leading	278	285	97.5% of BA Business Leadership students upon completion of the program during the 2022-23	**1. EXCEEDS THE ACCEPTABLE TARGET**

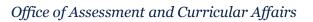|	others in environments increasingly characterized by change and complexity.			assessment cycle indicated that they agreed or strongly agreed that they effectively assessed the process of leading others in environments increasingly characterized by change and complexity.	

PLO 3 - Apply principles of human behavior and motivation to maximize use of human resources.					
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 – Management: Human Resource Section	BA Business Leadership students, on average, must 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.	**UAGC:** N=272, Mean=771, **Traditional:** 6420/570, **Online:** 33900/593	**UAGC:** N=272, Mean=771, **Traditional:** 6420/570, **Online:** 33900/593	On average BA Business Leadership students scored above the average of the Peregrine Academic Services Online Aggregate	**2. MEETS THE ACCEPTABLE TARGET**

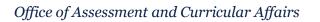|					
				Pool and above the average of the Traditional Aggregate Pool on the Management: Human Resource section of the Common Professional Component comprehensive exam.	
Direct Measure 2: CPC Comprehensive Exam-Score	90% must score 400 or higher on the CPC comprehensive exam.	269	272	269 out of 272 (98.9%) BA Business Leadership students from July 1, 2022 to June 30, 2023 scored 400 or higher on the CPC comprehensive exam.	**1. EXCEEDS THE ACCEPTABLE TARGET**
Direct Measure 3: MGT 425 Final Project	70% of BA Business Leadership students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	888	1032	86.0%	**1. EXCEEDS THE ACCEPTABLE TARGET**

Direct Measure 4: BUS 303 Final Paper	70% of BA Business Leadership students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	225	243	92.6%	**1. EXCEEDS THE ACCEPTABLE TARGET**
Indirect Measure 1: End of Program Survey PLO3	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 applied principles of human behavior and motivation to maximize use of human resources.	271	280	96.8% of BA Business Leadership students upon completion of the program during the 2022-23 assessment cycle indicated that they agreed or strongly agreed that they effectively applied principles of human behavior and motivation to maximize use of human resources.	**1. EXCEEDS THE ACCEPTABLE TARGET**

PLO 4 - Analyze methods of organization change and development.					
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: CPC Comprehensive Exam - Business Integration and Strategic Management Section	BA Business Leadership students, on average, must 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=272, Mean=718, **Traditional:** 41550/625, **Online:** 41310/645	**UAGC:** N=272, Mean=718, **Traditional:** 41550/625, **Online:** 41310/645	On average BA Business Leadership 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	**2. MEETS THE ACCEPTABLE TARGET**

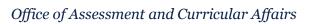|					
				Management section of the Common Professional Component comprehensive exam.	
Direct Measure 2: CPC Comprehensive Exam-Score	90% must score 400 or higher on the CPC comprehensive exam.	269	272	269 out of 272 (98.9%) BA Business Leadership students from July 1, 2022 to June 30, 2023 scored 400 or higher on the CPC comprehensive exam.	**1. EXCEEDS THE ACCEPTABLE TARGET**
Direct Measure 3: BUS370 Final Paper	70% of BA Business Leadership students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	2116	2456	86.2%	**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: • I effectively analyzed methods of organization change and development.	272	280	97.1% of BA Business Leadership students upon completion of the program during the 2022-23 assessment cycle	**1. EXCEEDS THE ACCEPTABLE TARGET**

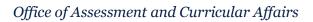|				indicated that they agreed or strongly agreed that they effectively analyzed methods of organization change and development.	

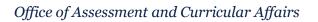| PLO 5 - Evaluate the most recent tools and concepts emerging in management and leadership.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT 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	BA Business Leadership students, on average, must 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=272, Mean=721, **Traditional:** 36330/578, **Online:** 38700/613	**UAGC:** N=272, Mean=721, **Traditional:** 36330/578, **Online:** 38700/613	On average BA Business Leadership 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 2: CPC Comprehensive Exam-Score	90% must score 400 or higher on the CPC comprehensive exam.	269	272	269 out of 272 (98.9%) BA Business Leadership students from July 1, 2022 to June 30, 2023 scored 400 or higher on the CPC comprehensive exam.	**1. EXCEEDS THE ACCEPTABLE TARGET**

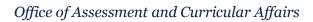| Direct Measure 3: CPC Comprehensive Exam – Management Section	BA Business Leadership students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Management section of the CPC comprehensive exam when compared to other competitive programs.	**UAGC:** N=272, Mean=722, **Traditional:** 4140/595, **Online:** 45870/630	**UAGC:** N=272, Mean=722, **Traditional:** 4140/595, **Online:** 45870/630	On average BA Business Leadership 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 4: MGT460 Final Paper	70% of BA Business Leadership students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	1526	1577	96.8%	**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: • I effectively evaluated the most recent tools	269	279	96.4% of BA Business Leadership students upon completion of the program during the 2022-23	**1. EXCEEDS THE ACCEPTABLE TARGET**

	and concepts emerging in management and leadership.			assessment cycle indicated that they agreed or strongly agreed that they effectively evaluated the most recent tools and concepts emerging in management and leadership.	

OVERALL RECOMMENDATIONS

Overall, it is recommended that the Program Lead for the Bachelor of Arts in Business Leadership 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
PLO5	*Program Learning Outcome*	*Program Chair, Core Faculty, Assessment*	*In Progress*	*01/2024*
Action Details	*PLO5 is inaccurate in its measurement as there are no emerging concepts and tools in management and leadership discussed in any of the courses, as a consequence this PLO will be removed and a new PLO created to align and include leadership styles.*			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO 5	*CPC Comprehensive Exam – Management Section*	*Program Chair, Core Faculty, Assessment*	*In Progress*	*June 2024*
Action Details	*The CPC Comprehensive Exam-Management Operations/Production Management section does not align with PLO 5. The Management: Human Resource Management and Management: Organizational Behavior sections will be used as direct measures for PLO5 in the 2023-2024 Academic Year.*			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO 5	*Direct Measure 3 – MGT 460 Final Paper*	*Program Chair, Core Faculty, Assessment*	*In Progress*	*June 2024*
Action Details	*PLO 5 has been updated, and the MGT 321 Final Paper will replace the MGT 460 Final Paper as a direct measure for PLO 5 in the 2023-2024 Academic Year.*			

OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO 1-5	*Continued levels of student achievement on all PLOs*	*Program Chair, Core Faculty, Assessment*	*In Progress*	*June 2024*
Action Details	*Because all acceptable targets were met, the Program Chair for the Bachelor of Arts in Business Leadership and faculty will review the curriculum map and CLO to PLO mapping and monitor learning outcomes achievement throughout the 23-24 academic year.*			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO 1-5	*Continued levels of student achievement on all PLOs*	*Program Chair, Core Faculty, Assessment*	*In Progress*	*June 2024*
Action Details	*BUS 303 will replace PSY 302, and ACC 201 and BUS 330 will be added to the course sequence.*			