# MASTER OF BUSINESS ADMINISTRATION (MBA): ANNUAL ASSESSMENT PLAN & FINDINGS
# 2022-2023 ACADEMIC YEAR

## *2022 – 2023 CURRICULUM MAP*

| | PLO 1 Utilize leadership skills in situations involving, collaboration, self-advocacy, and business-critical decisions. | PLO 2 Prepare written and oral communications to create professional presence, articulate a vision, bridge diverse perspectives and cultural differences that impact businesses. | PLO 3 Integrate critical thinking and inventiveness to form strategies and overcome business challenges in both domestic and international business settings. | PLO 4 Formulate financial analysis and business knowledge in marketing, data analytics, economics, operations, project management, human capital management and emerging technologies to drive decision making. | PLO 5 Critique the use of legal and ethical principles and the influence of politics in the business environment. |
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| *BUS621: Leadership and Teamwork* | M | I | R | I | R |
| *BUS622: Global Marketing* | R | R | R | I | R |
| *BUS623: Human Capital Management Using Applied Psychology* | R | R | R | I | R |
| *BUS624: Law and Ethics in the Business Environment* | R | R | M | R | M |
| *BUS592: Financial Business Overview* | I | R | R | R | I |
| *BUS625: Data and Decision Analytics* | R | R | R | R | R |
| *BUS626: Global Economics and Political Influence* | I | | R | R | R |

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| *BUS627: Financial Statement Analysis* | I | I | M | M | R |
| *BUS629: Financial Budgeting, Forecasting and Analysis* | I | I | M | M | I |
| *BUS633: Project and Operations Management* | I | I | R | R | R |
| *BUS 687: Strategic Simulation Capstone* | M | M | M | M | M |

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

| ANNUAL ASSESSMENT PLAN FINDINGS | | | | | |
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| **PLO 1 - Utilize leadership skills in situations involving, collaboration, self-advocacy, and business-critical decisions.** | | | | | |
| 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 Section | 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. | **UAGC:** N=728, Mean=762, **Traditional:** 6540/608, **Online:** 34800/629 | **UAGC:** N=728, Mean=762, **Traditional:** 6540/608, **Online:** 34800/629 | On average M 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 2: CPC Comprehensive Exam-Score | 90% of Master of Business Administration students must score 400 or higher on the CPC comprehensive exam. | 724 | 728 | 724 out of 728 (99.5%) M 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** |

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| Direct Measure 3: BUS 592 Final Paper | 70% of Master of Business Administration records must receive a proficient or distinguished evaluation on relevant content criteria mapped to PLO 1. | 602 | 775 | 76.7% | **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:<br>• I effectively utilized leadership skills in situations involving, collaboration, self-advocacy, and business-critical decisions. | 649 | 711 | 91.3% of M Business Administration students upon completion of the program during the 2022-23 assessment cycle indicated that they agreed or strongly agreed that they effectively utilized leadership skills in situations involving, collaboration, self-advocacy, and business-critical decisions. | **1. EXCEEDS THE ACCEPTABLE TARGET** |

| PLO 2 - Prepare written and oral communications to create professional presence, articulate a vision, bridge diverse perspectives and cultural differences that impact businesses. | | | | | |
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| 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. | **UAGC:** N=728, Mean=779, **Traditional:** 6600/648, **Online:** 35070/669 | **UAGC:** N=728, Mean=779, **Traditional:** 6600/648, **Online:** 35070/669 | On average M 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** |

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| | | | | 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. | 724 | 728 | 724 out of 728 (99.5%) M 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** |
| Direct Measure 3: BUS 624 Final Paper | 70% of Master of Business Administration records must receive a proficient or distinguished evaluation on relevant content criteria mapped to PLO 2. | 2689 | 3498 | 76.7% | **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 prepared written and oral communications to create professional | 671 | 711 | 94.4% of M Business Administration students upon completion of the program during the 2022-23 | **1. EXCEEDS THE ACCEPTABLE TARGET** |

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| | presence, articulate a vision, bridge diverse perspectives and cultural differences that impact businesses. | | | assessment cycle indicated that they agreed or strongly agreed that they effectively prepared written and oral communications to create professional presence, articulate a vision, bridge diverse perspectives and cultural differences that impact businesses. | |

| PLO 3 - Integrate critical thinking and inventiveness to form strategies and overcome business challenges in both domestic and international business settings. | | | | | |
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| 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. | **UAGC:** N=728, Mean=785, **Traditional:** 5760/650, **Online:** 30780/665 | **UAGC:** N=728, Mean=785, **Traditional:** 5760/650, **Online:** 30780/665 | On average M 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 Leadership section of the Common Professional Component comprehensive exam. | |
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| Direct Measure 2: CPC Comprehensive Exam-Score | 90% of Master of Business Administration students must score 400 or higher on the CPC comprehensive exam. | 724 | 728 | 724 out of 728 (99.5%) M 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** |
| Direct Measure 3: BUS 621 Final Paper | 70% of Master of Business Administration records must receive a proficient or distinguished evaluation on relevant content criteria mapped to PLO 3. | 3714 | 4058 | 90.1% | **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 integrated critical thinking and inventiveness to form strategies and | 674 | 711 | 94.8% of M Business Administration students upon completion of the program during the 2022-23 | **1. EXCEEDS THE ACCEPTABLE TARGET** |

| | overcome business challenges in both domestic and international business settings. | | | assessment cycle indicated that they agreed or strongly agreed that they effectively integrated critical thinking and inventiveness to form strategies and overcome business challenges in both domestic and international business settings. | |

| PLO 4 - Formulate financial analysis and business knowledge in marketing, data analytics, economics, operations, project management, human capital management and emerging technologies to drive decision making. | | | | | |
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| 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 |

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| Direct Measure 1: CPC Comprehensive Exam – Global Dimensions of Business | 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. | **UAGC:** N=728, Mean=702, **Traditional:** 5670/561, **Online:** 32850/587 | **UAGC:** N=728, Mean=702, **Traditional:** 5670/561, **Online:** 32850/587 | On average M 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 Global Dimensions of Business section of the Common Professional Component comprehensive exam. | **2. MEETS THE ACCEPTABLE TARGET** |
| Direct Measure 2: CPC Comprehensive Exam-Score | 90% of Master of Business Administration students must score 400 or higher on the CPC comprehensive exam. | 724 | 728 | 724 out of 728 (99.5%) M 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** |

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| Direct Measure 3: BUS 626 Final Paper | 70% of Master of Business Administration records must receive a proficient or distinguished evaluation on relevant content criteria mapped to PLO 4. | 698 | 727 | 96.0% | **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:<br>• I effectively formulated financial analysis and business knowledge in marketing, data analytics, economics, operations, project management, human capital management and emerging technologies to drive decision making. | 657 | 711 | 92.4% of M Business Administration students upon completion of the program during the 2022-23 assessment cycle indicated that they agreed or strongly agreed that they effectively formulated financial analysis and business knowledge in marketing, data analytics, economics, operations, project management, human capital management and emerging technologies to drive decision making. | **1. EXCEEDS THE ACCEPTABLE TARGET** |

| PLO 5 - Critique the use of legal and ethical principles and the influence of politics in the business environment. | | | | | |
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| 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 |
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| Direct Measure 1: CPC Comprehensive Exam – Legal Environment of Business Section | 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 Legal Environment of Business section of the CPC comprehensive exam when compared to other competitive programs. | **UAGC:** N=728, Mean=765, **Traditional:** 4800/603, **Online:** 24990/644 | **UAGC:** N=728, Mean=765, **Traditional:** 4800/603, **Online:** 24990/644 | On average M 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 Legal Environment of Business section of the Common Professional Component comprehensive exam. | **2. MEETS THE ACCEPTABLE TARGET** |
|---|---|---|---|---|---|
| Direct Measure 2: CPC Comprehensive Exam-Score | 90% of Master of Business Administration students must score 400 or higher on the CPC comprehensive exam. | 724 | 728 | 724 out of 728 (99.5%) M 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** |

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| Direct Measure 3: BUS 687 Final Paper | 70% of Master of Business Administration records must receive a proficient or distinguished evaluation on relevant content criteria mapped to PLO 5. | 1087 | 1328 | 81.5% | **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: <br> • I effectively critiqued the use of legal and ethical principles and the influence of politics in the business environment. | 661 | 711 | 93.0% of M Business Administration students upon completion of the program during the 2022-23 assessment cycle indicated that they agreed or strongly agreed that they effectively critiqued the use of legal and ethical principles and the influence of politics in the business environment. | **1. EXCEEDS THE ACCEPTABLE TARGET** |

| OVERALL RECOMMENDATIONS |
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| *Overall, it is recommended that the Program Lead 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 2023-2024 assessment cycle. This will determine the appropriateness of the assignments and mapping for each PLO.* |

| ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT | | | | |
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| **OUTCOME** | **MEASURE** | **KEY/RESPONSIBLE PERSONNEL** | **STATUS** | **ANTICIPATED DATE OF COMPLETION** |
| *PLOs 1-5* | *Continued levels of student achievement on all PLOs.* | *Program Chair, Core Faculty* | *In Progress* | *June 2024* |
| *Action Details* | *Because all acceptable targets were met, the Program Chair for the Master of 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* | *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** |
| *PLO 4* | *BUS 626 Final Paper* | *Program Chair, Core Faculty, Assessment* | *Not Started* | *June 2024* |
| *Action Details* | *The Program Chair for the Master of Business Administration and faculty will review the BUS 626 Final Paper and other assessments in the program to determine an appropriate measure of student performance of PLO 4.* | | | |

| OUTCOME | MEASURE | KEY/RESPONSIBLE PERSONNEL | STATUS | ANTICIPATED DATE OF COMPLETION |
|---|---|---|---|---|
| *PLO 1* | *BUS 592 Paper* | *Program Chair, Core Faculty, Assessment* | *Not Started* | *June 2024* |
| *Action Details* | *BUS 592 is an introductory course in the MBA program. The Program Chair for the Master of Business Administration and faculty will review other assessments in the program to determine an appropriate measure of student performance of PLO 1 at the mastery level.* | | | |