

MASTER OF BUSINESS ADMINISTRATION (MBA): ANNUAL ASSESSMENT PLAN & FINDINGS
2021-2022 ACADEMIC YEAR

2021 – 2022 CURRICULUM MAP

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

<i>BUS627: Financial Statement Analysis</i>	I	I	M	M	R
<i>BUS629: Financial Budgeting, Forecasting and Analysis</i>	I	I	M	M	I
<i>BUS633: Project and Operations Management</i>	I	I	R	R	R
<i>BUS 687: Strategic Simulation Capstone</i>	M	M	M	M	M

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

ANNUAL ASSESSMENT PLAN FINDINGS					
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



<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>UAGC: N=653, Mean=746, Traditional: 7170/592: Online: 32490/610</p>	<p>UAGC: N=653, Mean=746, Traditional: 7170/592: Online: 32490/610</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>651</p>	<p>653</p>	<p>651 out of 653 (99.69%) MA Business Administration students from July 1, 2021 to June 30, 2022 scored 400 or higher on the CPC comprehensive exam.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>



<p>Direct Measure 3: BUS592: 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>517</p>	<p>671</p>	<p>77.0%</p>	<p>1. EXCEEDS 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"> • I effectively utilized leadership skills in situations involving, collaboration, self-advocacy, and business-critical decisions. 	<p>599</p>	<p>656</p>	<p>91.31% of MBA students upon completion of the program during the 2021-22 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.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

PLO 2 - Prepare written and oral communications to create professional presence, articulate a vision, bridge diverse perspectives and cultural differences that impact businesses.					
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=653, Mean=789, Traditional: 7170/635: Online: 32130/648	UAGC: N=653, Mean=789, Traditional: 7170/635: Online: 32130/648	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	2. MEETS THE ACCEPTABLE TARGET

				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.	651	653	651 out of 653 (99.69%) MA Business Administration students from July 1, 2021 to June 30, 2022 scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: BUS624 Final Paper	70% of Master of Business Administration records must receive a proficient or distinguished evaluation on relevant content criteria mapped to PLO 2.	1902	2617	72.7%	2. MEETS 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: <ul style="list-style-type: none"> • I effectively prepared written and oral 	622	656	94.82% of MBA students upon completion of the program during the 2021-22 assessment cycle	1. EXCEEDS THE ACCEPTABLE TARGET

	communications to create professional presence, articulate a vision, bridge diverse perspectives and cultural differences that impact businesses.			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.	
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PLO 3 - Integrate critical thinking and inventiveness to form strategies and overcome business challenges in both domestic and international business settings.

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=653, Mean=799, Traditional: 6150/639: Online: 28050/645	UAGC: N=653, Mean=799, Traditional: 6150/639: Online: 28050/645	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	2. MEETS THE ACCEPTABLE TARGET

				Leadership 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.	651	653	651 out of 653 (99.69%) MA Business Administration students from July 1, 2021 to June 30, 2022 scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: BUS621 Final Paper	70% of Master of Business Administration records must receive a proficient or distinguished evaluation on relevant content criteria mapped to PLO 3.	304	328	92.7%	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: <ul style="list-style-type: none"> • I effectively integrated critical thinking and inventiveness to form strategies and overcome business challenges in both domestic and international business settings. 	620	656	94.51% of MBA students upon completion of the program during the 2021-22 assessment cycle indicated that they agreed or strongly agreed that they	1. EXCEEDS THE ACCEPTABLE TARGET

				effectively integrated critical thinking and inventiveness to form strategies and overcome business challenges in both domestic and international business settings.	
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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.

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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<p>Direct Measure 1: CPC Comprehensive Exam – Global Dimensions of Business</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>UAGC: N=653, Mean=705, Traditional: 6150/559: Online: 30750/574</p>	<p>UAGC: N=653, Mean=705, Traditional: 6150/559: Online: 30750/574</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 Global Dimensions of Business 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>651</p>	<p>653</p>	<p>651 out of 653 (99.69%) MA Business Administration students from July 1, 2021 to June 30, 2022 scored 400 or higher on the CPC</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				comprehensive exam.	
Direct Measure 3: BUS626 Final Paper	70% of Master of Business Administration records must receive a proficient or distinguished evaluation on relevant content criteria mapped to PLO 4.	690	730	94.5%	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 formulated financial analysis and business knowledge in marketing, data analytics, economics, operations, project management, human capital management and emerging technologies to drive decision making. 	609	656	92.84% of MBA students upon completion of the program during the 2021-22 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.					
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 – Legal Environment 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 Legal Environment of Business section of the CPC comprehensive exam when compared to other competitive programs.</p>	<p>UAGC: N=653, Mean=773, Traditional: 5040/598: Online: 23250/622</p>	<p>UAGC: N=653, Mean=773, Traditional: 5040/598: Online: 23250/622</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 Legal Environment of Business 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>651</p>	<p>653</p>	<p>651 out of 653 (99.69%) MA Business Administration students from July 1, 2021 to June 30, 2022 scored 400 or higher on the CPC comprehensive exam.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>



<p>Direct Measure 3: BUS 687 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 5.</p>	<p>226</p>	<p>288</p>	<p>78.5%</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"> • I effectively critiqued the use of legal and ethical principles and the influence of politics in the business environment. 	<p>603</p>	<p>656</p>	<p>91.92% of MBA students upon completion of the program during the 2021-22 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.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

OVERALL RECOMMENDATIONS
<p><i>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 2022-2023 assessment cycle. This will determine the appropriateness of the assignments and mapping for each PLO.</i></p>

ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT				
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
<i>PLOs 1-6</i>	<i>Continued levels of student achievement on all PLOs.</i>	<i>Program Lead, Core Faculty</i>	<i>Not Started</i>	<i>June 2023</i>
<i>Action Details</i>	<i>Because all acceptable targets were met, the Program Lead for the Master of Business Administration and faculty will review the curriculum map and monitor learning outcomes achievement throughout the 22-23 academic year.</i>			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
<i>PLOs 1-6</i>	<i>CPC Comprehensive Exam</i>	<i>Program Lead, Core Faculty, Assessment</i>	<i>Not Started</i>	<i>June 2023</i>
<i>Action Details</i>	<i>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.</i>			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
<i>PLO 2</i>	<i>BUS 624 Final Paper</i>	<i>Program Lead, Core Faculty</i>	<i>Not Started</i>	<i>June 2023</i>
<i>Action Details</i>	<i>Since student performance is lowest on the BUS 624 Final Paper compared to the other assignments, the Program Lead for the Master of Business Administration and faculty will review the assignment and revise if needed.</i>			

