

MASTER OF BUSINESS ADMINISTRATION (MBA): ANNUAL ASSESSMENT PLAN & FINDINGS
2020-2021 ACADEMIC YEAR

2020 – 2021 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>BUS687: Strategic Simulation Capstone</i>	M	M	M	M	R

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=645, Mean=729, Traditional: 7770/587: Online: 30720/599</p>	<p>UAGC: N=645, Mean=729, Traditional: 7770/587: Online: 30720/599</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>641</p>	<p>645</p>	<p>641 out of 645 (99.38%) MA Business Administration students from July 1, 2020 to June 30, 2021 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>612</p>	<p>761</p>	<p>612 out of 761 (80.42%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Introduced level.</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>672</p>	<p>754</p>	<p>89.12% of MBA students upon completion of the program during the 2020-21 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=645, Mean=752, Traditional: 7740/622: Online: 29430/633	UAGC: N=645, Mean=752, Traditional: 7740/622: Online: 29430/633	On average Master 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.	641	645	641 out of 645 (99.38%) MA Business Administration students from July 1, 2020 to June 30, 2021 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.	2311	3287	2311 out of 3287 (70.31%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Reinforced level.	2. MEETS 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"> • I effectively prepared written and oral communications to create professional presence, articulate a vision, bridge diverse perspectives and cultural differences that impact businesses. 	<p>710</p>	<p>754</p>	<p>94.16% of MBA students upon completion of the program during the 2020-21 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.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
---	--	------------	------------	--	---

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=645, Mean=768, Traditional: 6270/629: Online: 25890/633	UAGC: N=645, Mean=768, Traditional: 6270/629: Online: 25890/633	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.	641	645	641 out of 645 (99.38%) MA Business Administration students from July 1, 2020 to June 30, 2021 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.	3961	4786	3961 out of 4786 (82.76%) 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"> • I effectively integrated critical thinking and inventiveness to form strategies and overcome business challenges in both domestic and international business settings. 	<p>709</p>	<p>754</p>	<p>94.03% of MBA students upon completion of the program during the 2020-21 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.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
---	---	------------	------------	---	---

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
---------	-------------------	---	--	--	--

<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=645, Mean=688, Traditional: 6570/561: Online: 29160/572</p>	<p>UAGC: N=645, Mean=688, Traditional: 6570/561: Online: 29160/572</p>	<p>On average Master 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>641</p>	<p>645</p>	<p>641 out of 645 (99.38%) MA Business Administration students from July 1, 2020 to June 30, 2021 scored 400 or higher on the CPC comprehensive exam.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

<p>Direct Measure 3: BUS626, 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 4.</p>	<p>658</p>	<p>710</p>	<p>658 out of 710 (92.68%) 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 PLO4</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 formulated financial analysis and business knowledge in marketing, data analytics, economics, operations, project management, human capital management and emerging technologies to drive decision making. 	<p>694</p>	<p>754</p>	<p>92.04% of MBA students upon completion of the program during the 2020-21 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,</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				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.					
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=645, Mean=739, Traditional: 4890/589: Online: 22290/611</p>	<p>UAGC: N=645, Mean=739, Traditional: 4890/589: Online: 22290/611</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>641</p>	<p>645</p>	<p>641 out of 645 (99.38%) MA Business Administration students from July 1, 2020 to June 30, 2021 scored 400 or higher on the CPC comprehensive exam.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

<p>Direct Measure 3: BUS687, 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>2390</p>	<p>3130</p>	<p>2390 out of 3130 (76.36%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Mastered 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"> • I effectively critiqued the use of legal and ethical principles and the influence of politics in the business environment. 	<p>704</p>	<p>754</p>	<p>93.37% of MBA students upon completion of the program during the 2020-21 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

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 2021-2022 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
PLO 1	Direct measure 1: CPC Comprehensive Exam - Management Section	Program Lead	Not started	3/22
Action Details	<i>Receive additional Test information which will allow us to “drill” done and see what areas of management would benefit from further review to ensure proper coverage in MBA courses</i>			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO 2	Direct measure 3: BUS624, Final Paper	Program lead	Not started	3/22
Action Details	<i>BUS 624 has recently gone through several updates. We need to evaluate the final paper to ensure that the changes have the desired impact on student learning</i>			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO 3	Direct measure 1: CPC Comprehensive Exam – Business Leadership Section	Program Lead	Not started	3/22
Action Details	<i>Receive additional Test information which will allow us to “drill” done and see what areas of business leadership would benefit from further review to ensure proper coverage in MBA courses</i>			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO 4	Direct measure 1: CPC Comprehensive Exam – Global Dimensions of Business	Program Lead	Not started	3/22
Action Details	<i>Receive additional Test information which will allow us to “drill” done and see what areas of global dimensions of business would benefit from further review to ensure proper coverage in MBA courses</i>			