

## BACHELOR OF ARTS IN BUSINESS ADMINISTRATION ANNUAL ASSESSMENT PLAN & FINDINGS 2019-2020 ACADEMIC YEAR

### 2019 – 2020 CURRICULUM MAP

	<b>PLO 1</b>	<b>PLO 2</b>	<b>PLO 3</b>	<b>PLO 4</b>	<b>PLO 5</b>	<b>PLO 6</b>
	Examine the role of competitive advantage in business environments using strategic and operational methods.	Compare and contrast regional, national, and international business environments.	Evaluate the legal, social, political, and economic environments of business.	Analyze financial information and other business data to ensure effective managerial decision-making.	Design effective solutions by diagnosing organizational problems.	Create a strategic business plan.
<i>MGT 330: Management for Organizations</i>	<b>I</b>	<b>I</b>	<b>I</b>		<b>I</b>	<b>I</b>
<i>BUS 303: Human Resources Management</i>	<b>R</b>			<b>I</b>	<b>R</b>	
<i>ECO 203: Principles of Macroeconomics</i>				<b>I</b>		<b>R</b>
<i>ECO 204: Principles of Microeconomics</i>				<b>I</b>		<b>R</b>
<i>INF 220: IS Principles</i>	<b>I</b>		<b>R</b>		<b>I</b>	<b>R</b>
<i>ACC 201: Principles of Financial Accounting</i>	<b>I</b>		<b>R</b>		<b>I</b>	
<i>ACC 202 Principles of Managerial Accounting</i>	<b>I</b>		<b>R</b>	<b>R</b>	<b>I</b>	
<i>BUS 330: Principles of Marketing</i>				<b>I</b>		<b>I</b>
<i>BUS 340: Business Communications</i>						
<i>BUS 311: Business Law I</i>				<b>I</b>		<b>R</b>
<i>BUS 308: Statistics for Managers</i>				<b>R</b>		<b>R</b>
<i>MGT 302: Foundations of Productions &amp; Operations Management</i>	<b>R</b>	<b>R</b>	<b>R</b>		<b>R</b>	<b>R</b>

<i>BUS 357: International Business</i>		<b>R</b>		<b>I</b>		<b>I</b>
<i>BUS 401: Principles of Finance</i>				<b>R</b>		
<i>BUS 402: Strategic Management &amp; Business Policy</i>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>

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

<b>ANNUAL ASSESSMENT PLAN FINDINGS</b>					
<b>PLO 1 - Examine the role of competitive advantage in business environments using strategic and operational methods.</b>					
<b>MEASURE</b>	<b>ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b>	<b>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET  2. MEETS THE ACCEPTABLE TARGET  3. DOES NOT MEET THE ACCEPTABLE TARGET  4. INSUFFICIENT DATA</b>
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.	2296	3466	2296 out of 3466 (66.24%) of records evaluated indicate proficient or distinguished performance on	3. DOES NOT MEET THE ACCEPTABLE TARGET

				this key assignment's 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.	N/A	606	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.	575	606	575 out of 606 (94.88%) BA Business Administration students from July 1, 2019 to June 30,	1. EXCEEDS THE ACCEPTABLE TARGET

				2020 scored 400 or higher on the 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.	703	750	93.73% of BA in Business Administration students upon completion of the program during the 2019-20 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

<b>PLO 2 - Compare and contrast regional, national, and international business environments.</b>					
<b>MEASURE</b>	<b>ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b>	<b>ASSESSMENT RESULTS:  PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>ASSESSMENT RESULTS:  1. EXCEEDS THE ACCEPTABLE TARGET  2. MEETS THE ACCEPTABLE TARGET  3. DOES NOT MEET THE ACCEPTABLE TARGET  4. INSUFFICIENT DATA</b>
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.	896	1320	2296 out of 3466 (66.24%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this	3. DOES NOT MEET THE ACCEPTABLE TARGET

				PLO at the Introduced level.	
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.	N/A	606	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.	575	606	575 out of 606 (94.88%) BA Business Administration students from July 1, 2019 to June 30, 2020 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 compared and contrasted regional, national, and international business environments.	691	761	90.80% of BA in Business Administration students upon completion of the program during the 2019-20 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.	908	1276	908 out of 1276 (71.16%) of records evaluated indicate proficient or distinguished performance on this key assignment's	1. EXCEEDS THE ACCEPTABLE TARGET

				content criteria mapped to this PLO at the Mastered level.	
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.	N/A	606	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.	575	606	575 out of 606 (94.88%) BA Business Administration students from July 1, 2019 to June 30, 2020 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 evaluated the legal, social, political, and economic environments of business.	717	759	94.47% of BA in Business Administration students upon completion of the program during the 2019-20 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 BUS308 Final Paper	70% of BA Business Administration students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	2511	3648	2511 out of 3648 (68.83%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Reinforced level.	3. DOES NOT MEET THE ACCEPTABLE TARGET

<p>Direct Measure 2: CPC Comprehensive Exam – Information Management Systems Section</p>	<p>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.</p>	<p>N/A</p>	<p>606</p>	<p>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.</p>	<p>2. MEETS THE ACCEPTABLE TARGET</p>
<p>Direct Measure 3: CPC Comprehensive Exam Score</p>	<p>90% of BA Business Administration student must score 400 or higher on the CPC comprehensive exam.</p>	<p>575</p>	<p>606</p>	<p>575 out of 606 (94.88%) BA Business Administration students from July 1, 2019 to June 30, 2020 scored 400 or higher on the CPC comprehensive exam.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

<p>Indirect Measure 1: End of Program Survey</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"> <li>• I effectively analyzed financial information and other business data to ensure effective managerial decision-making</li> </ul>	<p>707</p>	<p>754</p>	<p>93.77% of BA in Business Administration students upon completion of the program during the 2019-20 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.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
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<b>PLO 5 - Design effective solutions by diagnosing organizational problems.</b>					
<b>MEASURE</b>	<b>ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b>	<b>ASSESSMENT RESULTS:  PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>ASSESSMENT RESULTS:  1. EXCEEDS THE ACCEPTABLE TARGET  2. MEETS THE ACCEPTABLE TARGET  3. DOES NOT MEET THE ACCEPTABLE TARGET  4. INSUFFICIENT DATA</b>
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.	899	1164	899 out of 1164 (77.23%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this	1. EXCEEDS THE ACCEPTABLE TARGET

				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.	N/A	606	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.	575	606	575 out of 606 (94.88%) BA Business Administration students from July 1, 2019 to June 30, 2020 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 designed effective solutions by diagnosing organizational problems.	694	750	92.53% of BA in Business Administration students upon completion of the program during the 2019-20 assessment cycle indicated that they agreed or strongly agreed that they designed effective solutions by diagnosing organizational problems.	1. EXCEEDS THE ACCEPTABLE TARGET

<b>PLO 6 - Create a strategic business plan.</b>					
<b>MEASURE</b>	<b>ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b>	<b>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA</b>
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.	2274	3513	2274 out of 3513 (64.73%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this	3. DOES NOT MEET THE ACCEPTABLE TARGET

				PLO at the Mastered level.	
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.	N/A	606	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.	575	606	575 out of 606 (94.88%) BA Business Administration students from July 1, 2019 to June 30, 2020 scored 400	1. EXCEEDS THE ACCEPTABLE TARGET

				or higher on the 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 created a strategic business plan.	702	761	92.25% of BA in Business Administration students upon completion of the program during the 2019-20 assessment cycle indicated that they agreed or strongly agreed that they effectively created a strategic business plan.	1. EXCEEDS THE ACCEPTABLE TARGET

### **OVERALL RECOMMENDATIONS**

*Given the numerous changes that occurred during the 2019-20 academic year, program leads and faculty will monitor the 2019-20 data in conjunction with the 2020-21 academic year data.*

*It is also recommended to review BUS402, MGT330, and BUS308 as the targets for PLO1, 2, 4 and 6 were not met.*