

**MASTER OF BUSINESS ADMINISTRATION (MBA): ANNUAL ASSESSMENT PLAN & FINDINGS
2019-2020 ACADEMIC YEAR**

2019 – 2020 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>N/A</p>	<p>751</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>730</p>	<p>751</p>	<p>730 out of 751 (97.20%) MA 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>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>258</p>	<p>404</p>	<p>258 out of 404 (63.86%) 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>3. DOES NOT MEET 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>N/A</p>	<p>N/A</p>	<p>As the data for Master of Business Administration End of Program Survey - PLO1, was not available, findings will not be reported for the 2019-20 assessment cycle.</p>	<p>4. INSUFFICIENT DATA</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.	N/A	751	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.	730	751	730 out of 751 (97.20%) MA Business Administration students from July 1, 2019 to June 30, 2020 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.	1793	2335	1793 out of 2335 (76.79%) 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 Reinforced level.	
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 communications to create professional presence, articulate a vision, bridge diverse perspectives and cultural differences that impact businesses. 	N/A	N/A	As the data for Master of Business Administration End of Program Survey – PLO2, was not available, findings will not be reported for the 2019-20 assessment cycle.	4. INSUFFICIENT DATA

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.	N/A	751	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.	730	751	730 out of 751 (97.20%) MA Business Administration students from July 1, 2019 to June 30, 2020 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.	4362	5308	4362 out of 5308 (82.18%) 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>N/A</p>	<p>N/A</p>	<p>As the data for Master of Business Administration End of Program Survey – PLO3, was not available, findings will not be reported for the 2019-20 assessment cycle.</p>	<p>4. INSUFFICIENT DATA</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 – Business Integration and Strategic 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 Business Integration and Strategic Management section of the CPC comprehensive exam when compared to other competitive programs.</p>	<p>N/A</p>	<p>751</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 Business Integration and Strategic 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>730</p>	<p>751</p>	<p>730 out of 751 (97.20%) MA Business Administration students from July 1, 2019 to June 30, 2020 scored 400 or higher on the</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				CPC 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.	190	204	190 out of 204 (93.14%) 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
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. 	N/A	N/A	As the data for Master of Business Administration End of Program Survey – PLO4, was not available, findings will not be reported for the 2019-20 assessment cycle.	4. INSUFFICIENT DATA

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 - Information Management Systems 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 Information Management systems section of the CPC comprehensive exam when compared to other competitive programs.</p>	<p>N/A</p>	<p>751</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 Information Management Systems 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>730</p>	<p>751</p>	<p>730 out of 751 (97.20%) MA 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>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>512</p>	<p>634</p>	<p>512 out of 634 (80.76%) 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>N/A</p>	<p>N/A</p>	<p>As the data for Master of Business Administration End of Program Survey – PLO5, was not available, findings will not be reported for the 2019-20 assessment cycle.</p>	<p>4. INSUFFICIENT DATA</p>

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.

Additionally, it is recommended that the Program Chair review BUS592 as the acceptable target for PLO1 was not met.