BACHELOR OF ARTS IN BUSINESS ADMINISTRATION ANNUAL ASSESSMENT PLAN & FINDINGS
2016-2017 ACADEMIC YEAR

2016 – 2017 CURRICULUM MAP

	PLO 1 Collaborate to achieve team goals.	PLO 2 Develop an awareness of their leadership style.	PLO 3 Evaluate a situation and apply an effective leadership style.	PLO 4 Use technology tools related to their area of emphasis.	PLO 5 Manage change within a dynamic business environment.	PLO 6 Create a strategic business plan.
CGD 218: Visual Literacy in Business				I		
MGT 330: Management for Organizations	I	I	I		I	I
BUS 330: Principles of Marketing				I		I
MGT 415: Group Behavior in Organizations	R	R	R		R	R
MGT 435: Organizational Change	R	R	R		R	R
ACC 205: Principles of Accounting I				I		I
ACC 206: Principles of Accounting II				I		I
BUS 311: Business Law I				I		R
ECO 203: Principles of Macroeconomics				I		R
ECO 204: Principles of Microeconomics				I		R
BUS 303: Human Resources Management	R				R	
BUS 308: Statistics for Managers				R		R
PHI 445: Personal and Organizational Ethics	R		R		R	
BUS 401: Principles of Finance				R		R

BUS 402: Strategic Management and Business Policy	**M**	**M**	**M**	**M**	**M**	**M**

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

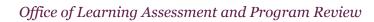| ANNUAL ASSESSMENT PLAN FINDINGS					
PLO 1 - Collaborate to achieve team goals.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: MGT 415 Final Paper	70% of BA Business Administration students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	2307	3237	71.27%	2. MEETS THE ACCEPTABLE TARGET

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	N/A	N/A	On average BA Business Administration students scored below the average of the Peregrine Academic Services Online Aggregate Pool and below the average of the Traditional Aggregate Pool on the Management section of the Common Professional Component comprehensive exam.
Direct Measure 3: CPC Comprehensive Exam Score	90% of BA Business Administration student must score 400 or higher on the CPC comprehensive exam.	600	672	89.29%	1. EXCEEDS THE ACCEPTABLE TARGET
	70% or more of students exiting the program will express satisfaction on the End of	595	658	90.42%	1. EXCEEDS THE ACCEPTABLE TARGET

Indirect Measure 1: End of Program Survey	Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be: • I understand the learning objectives of my courses.				
Indirect Measure 2: 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: • The curriculum was relevant to my professional needs.	587	658	89.20%	1. EXCEEDS THE ACCEPTABLE TARGET

PLO 2 - Develop an awareness of their leadership style.

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: MGT 330 Final Paper	70% of BA Business Administration students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	1480	1844	80.26%	1. EXCEEDS THE ACCEPTABLE TARGET
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	N/A	N/A	On average BA Business Administration students scored below 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.

MEASURE	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.	600	672	89.29%	1. EXCEEDS THE ACCEPTABLE TARGET
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 understand the learning objectives of my courses.	595	658	90.42%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 2: 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: • The curriculum was relevant to my professional needs.	587	658	89.20%	1. EXCEEDS THE ACCEPTABLE TARGET
PLO 3 - Evaluate a situation and apply an effective leadership style.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING	TOTAL NUMBER OF STUDENT	ASSESSMENT RESULTS:	ASSESSMENT RESULTS:

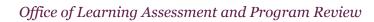|		ACCEPTABLE TARGET	RECORDS OBSERVED	PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: BUS 402 Final Case Study	70% of BA Business Administration students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	2056	2897	70.97%	2. MEETS THE ACCEPTABLE TARGET
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	N/A	N/A	N/A	On average BA Business Administration students scored below the average of the Peregrine Academic Services Online Aggregate

	when compared to other competitive programs.				Pool and above the average of the Traditional Aggregate Pool on the Business Leadership section of the Common Professional Component comprehensive exam.
Direct Measure 3: CPC Comprehensive Exam Score	90% of BA Business Administration student must score 400 or higher on the CPC comprehensive exam.	600	672	89.29%	1. EXCEEDS THE ACCEPTABLE TARGET
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 understand the learning objectives of my courses.	595	658	90.42%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 2: 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"	587	658	89.20%	1. EXCEEDS THE ACCEPTABLE TARGET

or "Strongly Agree." The item to be used will be: • The curriculum was relevant to my professional needs.				

PLO 4 - Use technology tools related to their area of emphasis.				
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 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.	330	578	57.09%	3. DOES NOT MEET THE ACCEPTABLE TARGET
	BA Business Administration students, on average, will score at or above the average in the Peregrine Academic Services (PAS) Online	N/A	N/A	N/A	On average BA Business Administration

Direct Measure 2: CPC Comprehensive Exam – Information Management System Section	Campus and Traditional Campus Aggregate Pools related to the Information Management Systems section of the CPC comprehensive exam when compared to other competitive programs.				students scored below the average of the Peregrine Academic Services Online Aggregate Pool and above the average of the Traditional Aggregate Pool on the Information Systems Management section of the Common Professional Component comprehensive exam.
Direct Measure 3: CPC Comprehensive Exam Score	90% of BA Business Administration student must score 400 or higher on the CPC comprehensive exam.	600	672	89.29%	1. EXCEEDS THE ACCEPTABLE TARGET
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:	595	658	90.42%	1. EXCEEDS THE ACCEPTABLE TARGET

	• I understand the learning objectives of my courses.				
Indirect Measure 2: 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: • The curriculum was relevant to my professional needs.	587	658	89.20%	1. EXCEEDS THE ACCEPTABLE TARGET

PLO 5 - Manage change within a dynamic 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

Direct Measure 1: MGT 435 Final Paper	70% of BA Business Administration students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	600	777	77.22%	1. EXCEEDS THE ACCEPTABLE TARGET
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	N/A	N/A	On average BA Business Administration students scored below the average of the Peregrine Academic Services Online Aggregate Pool and below the average of the Traditional Aggregate Pool on the Management section of the Common Professional Component comprehensive exam.
	90% of BA Business Administration student must score 400 or higher on the CPC comprehensive exam.	600	672	89.29%	1. EXCEEDS THE ACCEPTABLE TARGET

MEASURE	ACCEPTABLE TARGET				
Direct Measure 3: CPC Comprehensive Exam Score					
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 understand the learning objectives of my courses.	595	658	90.42%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 2: 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: • The curriculum was relevant to my professional needs.	587	658	89.20%	1. EXCEEDS THE ACCEPTABLE TARGET

PLO 6 - Create a strategic business plan.

MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS	ASSESSMENT RESULTS:

		ACCEPTABLE TARGET		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 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.	386	579	66.67%	3. DOES NOT MEET THE ACCEPTABLE TARGET
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	N/A	N/A	On average BA Business Administration students scored below 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.
Direct Measure 3: CPC Comprehensive Exam Score	90% of BA Business Administration student must score 400 or higher on the CPC comprehensive exam.	600	672	89.29%	1. EXCEEDS THE ACCEPTABLE TARGET
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 understand the learning objectives of my courses.	595	658	90.42%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 2: 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"	587	658	89.20%	1. EXCEEDS THE ACCEPTABLE TARGET

	or "Strongly Agree." The item to be used will be: • The curriculum was relevant to my professional needs.				

OVERALL RECOMMENDATIONS
Overall, it is recommended that the Program Chair for the Bachelor of Arts in Business Administration review the assessment plans (including measures used, alignment mapping, and targets set) and Curriculum Map in preparation for the 2017-2018 assessment cycle. This will determine the appropriateness of the assignments and mapping for each PLO. In addition, the Program Chair should consider reviewing BUS 402 as the acceptable targets for PLOs 3, 4, and 6 were not met.

ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT				
OUTCOME	**MEASURE**	**KEY/RESPONSIBLE PERSONNEL**	**STATUS**	**ANTICIPATED DATE OF COMPLETION**
PLOs 3, 4, 6	*BUS 402 Final Case Study*	*The Program Chair of the Bachelor of Arts in Business Administration and faculty*	*Completed*	*The revised BUS 402 went live on December 12, 2017.*
Action Details	*Revise BUS 402.*			
OUTCOME	**MEASURE**	**KEY/RESPONSIBLE PERSONNEL**	**STATUS**	**ANTICIPATED DATE OF COMPLETION**
Action Details				

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