BACHELOR OR ARTS IN BUSINESS INFORMATION SYSTEMS ANNUAL ASSESSMENT PLAN & FINDINGS
2011-2012 ACADEMIC YEAR

2011 – 2012 CURRICULUM MAP

	PLO 1 Utilize analytical, logical, and critical thinking abilities to analyze user requirements and to design, develop, and deploy effective Information Systems solutions.	PLO 2 Evaluate appropriate enterprise solutions for business success.	PLO 3 Manage relationships with technology providers and customers.	PLO 4 Analyze alternatives to complex business problems and alternatives.	PLO 5 Evaluate the business as an integrated information system including the relations among the functional areas, and the application of long-range planning, systems implementation, and control processes.
MGT 330: Management for Organizations	R	R	R	I	I
ECO 204: Principles of Microeconomics		R	R	R	
ACC 205: Principles of Accounting		R		R	
INF 220: IS Principles	I	I	I	R	R
BUS 311: Business Law I	R	R	R	R	R
BUS 308: Statistics for Managers	R	R		R	
COM 340: Technical Writing	R	R	R	R	R
INF 231: Programming Concepts	R	R		R	
INF 340: Business Systems Analysis	M	R	R	R	R
INF 322: Database Management Systems	R	R			
INF 325: Telecommunications & Networking Concepts	R	R			
BUS 352: e-Business	R		R	R	
INF 410: Project Management	R		R	R	

INF 336: Project Procurement Management	R		M	R	
MGT 497: Strategic Technology Planning for Organizations	R	M	R	M	M

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

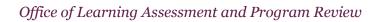| ANNUAL ASSESSMENT PLAN FINDINGS					
PLO 1 - Utilize analytical, logical, and critical thinking abilities to analyze user requirements and to design, develop, and deploy effective Information Systems solutions.					
MEASURE	**ACCEPTABLE TARGET**	**TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE 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: INF 340 Final Project	100% (of the sample selected) must score 70% or higher on final project and demonstrate an ability to utilize analytical, logical, and critical thinking abilities to	172	186	92.47%	3. DOES NOT MEET THE ACCEPTABLE TARGET

	analyze user requirements and to design, develop, and deploy effective information system solutions.				
Direct Measure 2: CPC Comprehensive Exam- Information Management Systems Section	100% (of the sample selected) 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.	On average, Ashford University students in the BA Business Information Systems program scored above the averages of the Peregrine Academic Services Traditional and Online aggregate pools on the Information Management Systems section of the CPC.	N/A	N/A	2. MEETS THE ACCEPTABLE TARGET
Direct Measure 3: CPC Comprehensive Exam- Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	138	141	97.87%	1. EXCEEDS THE ACCEPTABLE TARGET

Indirect Measure 1: Alumni Survey	70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating either "Agree" or "Strongly Agree." The three questions used to gauge career success include: • (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track. • (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#53) – Earning my degree from Ashford University resulted in making me more employable.	N/A	N/A	course material (77.78%), course (84.41%), and instructor (84.44%) were high quality or very high quality	4. INSUFFICIENT DATA
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 three items used will be: • I understood the application of the Learning Objectives. • The curriculum was relevant to my academic needs.	N/A	N/A	86.21%	1. EXCEEDS THE ACCEPTABLE TARGET

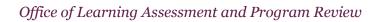|	• The curriculum was relevant to my professional needs.				
PLO 2 - Evaluate appropriate enterprise solutions for business success.					
MEASURE	**ACCEPTABLE TARGET**	**TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET**	**TOTAL NUMBER OF STUDENT RECORDS OBSERVED**	**ASSESSMENT RESULTS:** **PERCENTAGE 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 497 Final Paper	70% (of the sample selected) must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	115	125	92.00%	1. EXCEEDS THE ACCEPTABLE TARGET

Direct Measure 2: CPC Comprehensive Exam- Business Integration and Strategic Management Section	100% (of the sample selected) 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.	On average, Ashford University students in the BA Business Information Systems program scored above the averages of the Peregrine Academic Services Traditional and Online aggregate pools on the Business Integration and Strategic Management section of the CPC.	N/A	N/A	2. MEETS THE ACCEPTABLE TARGET
Direct Measure 3: CPC Comprehensive Exam- Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	138	141	97.87%	1. EXCEEDS THE ACCEPTABLE TARGET

Indirect Measure 1: Alumni Survey	70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating either "Agree" or "Strongly Agree." The three questions used to gauge career success include: • (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track. • (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#53) – Earning my degree from Ashford University resulted in making me more employable.	N/A	N/A	N/A	4. INSUFFICIENT DATA
Indirect Measure 2: End of Course Survey	70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with mastery of a program outcome by indicating either "High Quality" or "Very High Quality." The three questions used to gauge student satisfaction include:	N/A	N/A	course material (81.82%), course (84.85%), and instructor (93.94%) were high quality or very high quality	1. EXCEEDS THE ACCEPTABLE TARGET

	• How would you rate the quality of the course material?				
	• How would you rate the quality of the course?				
	• How would you rate the quality of the instructor?				

PLO 3 - Manage relationships with technology providers and customers.					
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**

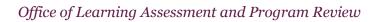|					
Direct Measure 1: INF 336 Research Paper	100% (of the sample selected) must score 70% or higher on final project and demonstrate an ability to manage relationships with technology providers and customers.	188	217	86.64%	3. DOES NOT MEET THE ACCEPTABLE TARGET
Direct Measure 2: CPC Comprehensive Exam- Management Section	100% (of the sample selected) 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.	On average, Ashford University students in the BA Business Information Systems program scored above the average of the Peregrine Academic Services Traditional aggregate pool, but below the average of the Online aggregate pool on the Management section of the CPC.	N/A	N/A	2. MEETS THE ACCEPTABLE TARGET

Direct Measure 3: CPC Comprehensive Exam-Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	138	141	97.87%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: Alumni Survey	70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating either "Agree" or "Strongly Agree." The three questions used to gauge career success include: • (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track. • (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#53) – Earning my degree from Ashford University resulted in making me more employable.	N/A	N/A	N/A	4. INSUFFICIENT DATA
		N/A	N/A	course material (83.05%), course (81.35%), and	1. EXCEEDS THE ACCEPTABLE TARGET

| Indirect Measure 2: End of Course Survey | 70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with mastery of a program outcome by indicating either "High Quality" or "Very High Quality." The three questions used to gauge student satisfaction include:

• How would you rate the quality of the course material?

• How would you rate the quality of the course?

• How would you rate the quality of the instructor? | | | instructor (86.44%) were high quality or very high quality | |

PLO 4 - Analyze alternatives to complex business problems and alternatives.

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: MGT 497 Final Paper	70% (of the sample selected) must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	118	125	94.40%	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: CPC Comprehensive Exam-Global Dimensions of Business Section	100% (of the sample selected) 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.	On average, Ashford University students in the BA Business Information Systems program scored above the averages of the Peregrine Academic Services Traditional and Online aggregate pools on the Global Dimensions of Business section of the CPC.	N/A	N/A	2. MEETS THE ACCEPTABLE TARGET

Direct Measure 3: CPC Comprehensive Exam-Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	138	141	97.87%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: Alumni Survey	70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating either "Agree" or "Strongly Agree." The three questions used to gauge career success include: • (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track. • (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#53) – Earning my degree from Ashford University resulted in making me more employable.	N/A	N/A	N/A	4. INSUFFICIENT DATA
Indirect Measure 2: End of Course Survey	70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with mastery of a program outcome by indicating either "High Quality" or "Very High Quality." The three	N/A	N/A	course material (81.82%), course (84.85%), and instructor (93.94%) were	1. EXCEEDS THE ACCEPTABLE TARGET

| | questions used to gauge student satisfaction include:

• How would you rate the quality of the course material?

• How would you rate the quality of the course?

• How would you rate the quality of the instructor? | | | high quality or very high quality | |
| Indirect Measure 3: 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 three items used will be:

• I understood the application of the Learning Objectives.

• The curriculum was relevant to my academic needs.

• The curriculum was relevant to my professional needs. | N/A | N/A | 86.21% | 1. EXCEEDS THE ACCEPTABLE TARGET |

PLO 5 - Evaluate the business as an integrated information system including the relations among the functional areas, and the application of long-range planning, systems implementation, and control processes.

MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS	TOTAL NUMBER OF STUDENT	ASSESSMENT RESULTS:	ASSESSMENT RESULTS:

		MEETING 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: MGT 497 Final Project	100% (of the sample selected) must score 70% or higher on final project and demonstrate an ability evaluate the business as an integrated information system.	234	250	93.60%	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: CPC Comprehensive Exam- Management Section	On average, BA Business Information Systems students must 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.	On average, Ashford University students in the BA Business Information Systems program scored above the average of the	N/A	N/A	3. DOES NOT MEET THE ACCEPTABLE TARGET

		Peregrine Academic Services Traditional aggregate pool, but below the average of the Online aggregate pool on the Management section of the CPC.			
Direct Measure 3: CPC Comprehensive Exam-Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	138	141	97.87%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: Alumni Survey	70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating either "Agree" or "Strongly Agree." The three questions used to gauge career success include:	N/A	N/A	N/A	4. INSUFFICIENT DATA

	• (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track. • (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#53) – Earning my degree from Ashford University resulted in making me more employable.			
Indirect Measure 2: End of Course Survey	70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with mastery of a program outcome by indicating either "High Quality" or "Very High Quality." The three questions used to gauge student satisfaction include: • How would you rate the quality of the course material? • How would you rate the quality of the course? • How would you rate the quality of the instructor?	N/A	N/A	course material (81.82%), course (84.85%), and instructor (93.94%) were high quality or very high quality	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 3: 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"	N/A	N/A	86.21%	1. EXCEEDS THE ACCEPTABLE TARGET

or "Strongly Agree." The three items used will be: • I understood the application of the Learning Objectives. • The curriculum was relevant to my academic needs. • The curriculum was relevant to my professional needs.	

OVERALL RECOMMENDATIONS

Across program learning outcomes (PLOs), students in the BA Business Information Systems program met or exceeded acceptable and ideal targets for most 2011-12 assessment measures. Student responses to survey-based indirect measures reveal favorable opinions about their courses, instructors, and degree program overall. As the BA Business Information Systems is a relatively new program, there were no alumni to sample during the last administration of the Alumni Survey, but alumni will be sampled during the next administration.

Student performance on the MGT 497 Final paper content criteria mapped to PLOs 2, 4, and 5 exceeded targets, but the targets for both assignment-based indirect measures (PLOs 1 and 3) were not met. Students also performed well on the CPC overall (associated with all PLOs) and on the Information Management Systems (PLO 1), Business Integration and Strategic Management (PLO 2), and Global Dimensions of Business (PLO 4) sections of the CPC exam when compared with the Peregrine Academic Services Online and Traditional Aggregate Pools. Although BA Business Information Systems students, on average, outperformed the Traditional Aggregate Pool on the Management (PLOs 3 and 5) section of the CPC exam, they were below the average of the Online Aggregate Pool. Because targets were unmet for two measures of PLO 3, the Program Chair and College of Business and Professional Studies Faculty may find it beneficial to further explore the findings associated with this outcome.

In addition to areas highlighted by unmet targets, it is recommended that College of Business and Professional Studies Faculty review each program assessment plan (including measures selected and targets set) in preparation for the 2012-13 assessment cycle.

ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT				
OUTCOME	**MEASURE**	**KEY/RESPONSIBLE PERSONNEL**	**STATUS**	**ANTICIPATED DATE OF COMPLETION**
3	*INF 336 Assignments*	*Program Chair*	*Complete*	*April 2013*
Action Details	*Revise the written assignments for INF 336: Project Procurement Management.*			