BACHELOR OR ARTS IN BUSINESS INFORMATION SYSTEMS ANNUAL ASSESSMENT PLAN & FINDINGS
2015-2016 ACADEMIC YEAR

2015 – 2016 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		I		I	I
ECO 204: Principles of Microeconomics		R		R	
ACC 205: Principles of Accounting		R		R	
INF 220: IS Principles	I	R	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		R	
BUS 352: e-Business	R		R	R	
INF 410: Project Management	R		R	R	M

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

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

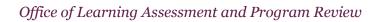| ANNUAL ASSESSMENT PLAN FINDINGS					
PLO 1 - Utilize analytical, logical, and critical thinking abilities to analyze user requirements and to design, develop, and deploy effective Information Systems solutions.					
MEASURE	**ACCEPTABLE TARGET**	**TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE 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	80% of BA Business Information Systems students must score a 70% or higher on the INF 340 Final Paper utilize analytical, logical, and critical thinking abilities to analyze user	96	132	94.12%	1. EXCEEDS THE ACCEPTABLE TARGET

	requirements and to design, develop, and deploy effective Information Systems solutions.				
Direct Measure 2: CPC Comprehensive Exam-Information Management Systems Section	BA Business Information Systems students, on average, must 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.	On average, Ashford University students in the BA Business Information Systems program scored below the averages of the Peregrine Academic Services Traditional and Online aggregate pools on the Information Management Systems section of the Common Professional Component.	N/A	N/A	3. DOES NOT MEET THE ACCEPTABLE TARGET
		184	198	92.93%	1. EXCEEDS THE ACCEPTABLE TARGET

MEASURE	ACCEPTABLE TARGET				
Direct Measure 3: CPC Comprehensive Exam- Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.				
Indirect Measure 1: End of Program Survey - I understand the learning objectives of my courses	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.	N/A	N/A	92.11%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 2: End of Program Survey - The curriculum was relevant to my professional needs	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.	N/A	N/A	82.63%	1. EXCEEDS THE ACCEPTABLE TARGET

PLO 2 - Evaluate appropriate enterprise solutions for business success.

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

		ACCEPTABLE TARGET	RECORDS OBSERVED	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.	478	697	68.58%	3. DOES NOT MEET THE ACCEPTABLE TARGET
Direct Measure 2: CPC Comprehensive Exam- Business Integration and Strategic Management Section	BA Business Information Systems, on average, must 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.	On average, Ashford University students in the BA Business Information Systems program scored above the averages of the	N/A	N/A	1. EXCEEDS THE ACCEPTABLE TARGET

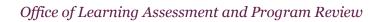|		Peregrine Academic Services Traditional and Online aggregate pools on the Business Integration and Strategic Management section of the CPC.			
Direct Measure 3: CPC Comprehensive Exam- Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	184	198	92.93%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: End of Program Survey - I understand the learning objectives of my courses	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.	N/A	N/A	92.11%	1. EXCEEDS THE ACCEPTABLE TARGET

| Indirect Measure 2: End of Program Survey - The curriculum was relevant to my professional needs | 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. | N/A | N/A | 82.63% | 1. EXCEEDS THE ACCEPTABLE TARGET |

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	70% of BA Business Information Systems records must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to PLO 3.	152	161	94.41%	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: CPC Comprehensive Exam- Management Section	BA Business Information Systems students, on average, just 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.	On average BA Business Information Systems 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.	N/A	N/A	1. EXCEEDS THE ACCEPTABLE TARGET

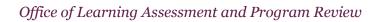|					
Direct Measure 3: CPC Comprehensive Exam-Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	184	198	92.93%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: End of Program Survey - I understand the learning objectives of my courses	70% or more of students 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.	N/A	N/A	92.11%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 2: End of Program Survey - The curriculum was relevant to my professional needs	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.	N/A	N/A	82.63%	1. EXCEEDS THE ACCEPTABLE TARGET
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.	478	697	68.58%	3. DOES NOT MEET THE ACCEPTABLE TARGET
Direct Measure 2: CPC Comprehensive Exam- Global Dimensions of Business Section	BA Business Information Systems students, on average, must score at or above the average in the Peregrine Academic Services (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 BA Business Information Systems students scored above the average of the Peregrine Academic	N/A	N/A	1. EXCEEDS THE ACCEPTABLE TARGET

		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.			
Direct Measure 3: CPC Comprehensive Exam- Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	184	198	92.93%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: End of Program Survey - I understand the learning objectives of my courses	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.	N/A	N/A	92.11%	1. EXCEEDS THE ACCEPTABLE TARGET

Indirect Measure 2: End of Program Survey - The curriculum was relevant to my professional needs	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.	N/A	N/A	82.63%	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.

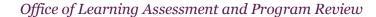| MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA

Direct Measure 1: MGT 497 Final Project	70% of BA Business Information Systems students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	478	697	68.58%	3. DOES NOT MEET 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 BA Business Information Systems 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.	N/A	N/A	1. EXCEEDS THE ACCEPTABLE TARGET

Direct Measure 3: CPC Comprehensive Exam-Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	184	198	92.93%	1. EXCEEDS THE ACCEPTABLE TARGET
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OVERALL RECOMMENDATIONS					
The Program Continuous Improvement Plan for this assessment cycle should focus on improving student achievement of PLO 5. Based on the learning outcomes data, the Assessment Analyst of the program recommends the following action(s):					

During the 2015-16 assessment cycle, BA Accounting students met most of the acceptable and ideal targets for all assignment-based direct measures. Overall, it is recommended that Forbes School of Business Faculty review each program assessment plan (including measures used and targets set) in preparation for the 2016-17 assessment cycle. In particular, review targets set for assignments in courses using Waypoint, CPC Exam sections, and all survey measures to ensure that these targets remain appropriate and meaningful.

The new PLOs will be updated for the 16-17 Assessment Findings and Plan

ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT				
OUTCOME	**MEASURE**	**KEY/RESPONSIBLE PERSONNEL**	**STATUS**	**ANTICIPATED DATE OF COMPLETION**
4	*MGT 497 Final Paper*	*Program Chair*	*Complete*	*Q4, 2015*
Action Details	*MGT 497 Final Paper, modify, increase rigor.*			