BACHELOR OF ARTS IN BUSINESS LEADERSHIP: ANNUAL ASSESSMENT PLAN & FINDINGS
2012-2013 ACADEMIC YEAR

2012 – 2013 CURRICULUM MAP — I (INTRODUCED) R (REINFORCED) M (MASTERED)

	PLO 1 — Examine the influence of leadership, vision, and strategic planning in a variety of organizations and environments.	PLO 2 — Assess the process of leading others in environments increasingly characterized by change and complexity	PLO 3 — Apply principles of human behavior and motivation to maximize use of human resources.	PLO 4 — Appreciate the trends of a global world and the need to continually update leadership principles and techniques.	PLO 5 — Analyze methods of organization change and development.	PLO 6 — Evaluate the most recent tools and concepts emerging in management and leadership.
LIB 125 Contemporary Issues in Organizational Leadership	I	I		I		I
BUS 250: Corporate and Social Responsibility			I			
MGT 330: Management for Organizations	R	R	R	R		
BUS 318: Organizational Behavior	R	R	R	R	I	I
PSY 302: Industrial/Organizational Psychology	R	R	R	R	R	R
BUS 340: Business Communications			R			
COM 325: Communication and Conflict	R		R			
MGT 380: Leadership for Organizations	R	R				R
MGT 425: Leadership and Motivation	R		R	R		R
MGT 321: Assessing Leadership Skills	R	R		R		R
BUS 370: Organizational Development	R		R	R	M	R
MGT 450: Strategic Planning for Organizations	R	R		R		R
MGT 460: Leadership Priorities and Practice	M	M	M	M	M	M

ANNUAL ASSESSMENT PLAN FINDINGS					
PLO 1 - Examine the influence of leadership, vision, and strategic planning in a variety of organizations and environments.					
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 -	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 Leadership section of the CPC comprehensive exam	N/A	114	On average, BA Business Leadership students scored above the average of the Peregrine	2. MEETS THE ACCEPTABLE TARGET

Business Leadership Section	when compared to other competitive programs.			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.	
Direct Measure 2: CPC Comprehensive Exam-Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	108	114	108 out of 114 (97.87%) BA Business Leadership students sampled from July 1, 2012 to June 30, 2013 scored 400 or higher on the CPC comprehensive exam (Mean = 580, Standard Deviation = 95.79).	1. EXCEEDS THE ACCEPTABLE TARGET

Direct Measure 3: MGT 380 Final Project	70% (of the sample selected) must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	739	785	739 out of 785 (94.14%) Business Leadership records evaluated indicate basic, proficient, or distinguished performance on the MGT 380 Final Paper rubric content criteria mapped at any level to PLO 1.	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 two items used will be: • The curriculum was relevant to my professional needs. • My instructors were well qualified to teach within their field of study.	109/101	112	97.32% of BA Business Leadership students upon completion of the program during the 2012-13 assessment cycle indicated that they agreed or strongly agreed that the curriculum was relevant to their professional needs. 90.18% agreed or strongly agreed that the instructors were	1. EXCEEDS THE ACCEPTABLE TARGET

				well-qualified to teach within their field of study.	
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?	30/30/25	93	A majority of BA Business Leadership students sampled upon completion of MGT 380 (N =93) indicated that they felt the course material (96.77%), course (96.77%), and instructor (80.65%) were high quality or very high quality.	1. EXCEEDS THE ACCEPTABLE TARGET

Indirect Measure 3: Alumni Survey - 21 Months Since Graduation	70% or more of the Ashford University alumni surveyed will indicate either "Yes - To a Great Extent" or "Yes – To Some Extent" to the following statement: • (#6) – Are you currently using your Ashford degree in a related occupation? 70% or more of the Ashford University alumni surveyed will indicate either "Agree" or "Strongly Agree" to the following statements: • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.	N/A	N/A	As the data reflect fewer than 10 BA Business Leadership alumni respondents at the 21 months after graduation threshold, findings will not be reported for the 2012-13 assessment cycle.	4. INSUFFICIENT DATA

Indirect Measure 4: Alumni Survey -37 Months Since Graduation	70% or more of the Ashford University alumni surveyed will indicate either "Yes - To a Great Extent" or "Yes – To Some Extent" to the following statement: • (#6) – Are you currently using your Ashford degree in a related occupation? 70% or more of the Ashford University alumni surveyed will indicate either "Agree" or "Strongly Agree" to the following statements: • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.	N/A	N/A	As the data reflect fewer than 10 BA Business Leadership alumni respondents at the 37 months after graduation threshold, findings will not be reported for the 2012-13 assessment cycle.	4. INSUFFICIENT DATA

Indirect Measure 5: Alumni Survey - Aggregate of 21 and 37 Months Since Graduation	70% or more of the Ashford University alumni surveyed will indicate either "Yes - To a Great Extent" or "Yes – To Some Extent" to the following statement: • (#6) – Are you currently using your Ashford degree in a related occupation? 70% or more of the Ashford University alumni surveyed will indicate either "Agree" or "Strongly Agree" to the following statements: • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.	N/A	N/A	As the data reflect fewer than 10 BA Business Leadership alumni respondents at the 21 and 37 months after graduation threshold, findings will not be reported for the 2012-13 assessment cycle.	4. INSUFFICIENT DATA

PLO 2 - Assess the process of leading others in environments increasingly characterized by change and complexity.					
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 Communications Section	BA Business Leadership Students, on average, must score at or above the average in the PAS "Online Campus" and "Traditional Campus" Aggregate Pools related to the Business Communications section of the CPC comprehensive exam when compared to other competitive programs.	N/A	452	On average, BA Business Leadership 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 Communication section of the Common Professional Component comprehensive exam.	
Direct Measure 2: CPC Comprehensive Exam-Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	108	114	108 out of 114 (97.87%) BA Business Leadership students sampled from July 1, 2012 to June 30, 2013 scored 400 or higher on the CPC comprehensive exam (Mean = 580, Standard Deviation = 95.79).	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: BUS 370 Final Paper	70% of BA Business Leadership students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	71	76	451 out of 476 (94.75%) Business Leadership records evaluated indicate basic, proficient, or distinguished performance on	1. EXCEEDS THE ACCEPTABLE TARGET

				the BUS 370 Final Paper rubric content criteria mapped at any level to PLO 2.	
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 two items used will be: • The curriculum was relevant to my professional needs. • My instructors were well qualified to teach within their field of study.	109/101	112	97.32% of BA Business Leadership students upon completion of the program during the 2012-13 assessment cycle indicated that they agreed or strongly agreed that the curriculum was relevant to their professional needs. 90.18% agreed or strongly agreed that the instructors were well-qualified to teach within their field of study.	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	16/17/13	54	A majority of BA Business Leadership students sampled	1. EXCEEDS THE ACCEPTABLE TARGET

	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?			upon completion of BUS 370 (N =54) indicated that they felt the course material (88.89%), course (94.44%), and instructor (72.22%) were high quality or very high quality.	
Indirect Measure 3: Alumni Survey - 21 Months Since Graduation	70% or more of the Ashford University alumni surveyed will indicate either "Yes - To a Great Extent" or "Yes – To Some Extent" to the following statement: • (#6) – Are you currently using your Ashford degree in a related occupation? 70% or more of the Ashford University alumni surveyed will indicate either "Agree" or "Strongly Agree" to the following statements: • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.	N/A	N/A	As the data reflect fewer than 10 BA Business Leadership alumni respondents at the 21 months after graduation threshold, findings will not be reported for the 2012-13 assessment cycle.	4. INSUFFICIENT DATA

Indirect Measure 4: Alumni Survey -37 Months Since Graduation	70% or more of the Ashford University alumni surveyed will indicate either "Yes - To a Great Extent" or "Yes – To Some Extent" to the following statement: • (#6) – Are you currently using your Ashford degree in a related occupation? 70% or more of the Ashford University alumni surveyed will indicate either "Agree" or "Strongly Agree" to the following statements: • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.	N/A	N/A	As the data reflect fewer than 10 BA Business Leadership alumni respondents at the 37 months after graduation threshold, findings will not be reported for the 2012-13 assessment cycle.	4. INSUFFICIENT DATA
Indirect Measure 5: Alumni Survey - Aggregate of 21 and 37 Months Since Graduation	70% or more of the Ashford University alumni surveyed will indicate either "Yes - To a Great Extent" or "Yes – To Some Extent" to the following statement: • (#6) – Are you currently using your Ashford degree in a related occupation? 70% or more of the Ashford University alumni surveyed will indicate either "Agree" or "Strongly Agree" to the following statements:	N/A	N/A	As the data reflect fewer than 10 BA Business Leadership alumni respondents at the 21 and 37 months after graduation threshold, findings will not be reported for the 2012-13 assessment cycle.	4. INSUFFICIENT DATA

• (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.			

PLO 3 - Apply principles of human behavior and motivation to maximize use of human resources.

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	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 Ethics section of the CPC comprehensive exam when compared to other competitive programs.	N/A	114	On average, BA Business Leadership 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 Ethics section of the Common Professional Component comprehensive exam.	2. MEETS THE ACCEPTABLE TARGET
Direct Measure 2: CPC Comprehensive Exam-Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	108	114	108 out of 114 (97.87%) BA Business Leadership students sampled from July 1, 2012 to June 30, 2013 scored 400 or higher on the CPC comprehensive exam (Mean =	1. EXCEEDS THE ACCEPTABLE TARGET

				580, Standard Deviation = 95.79).	
Direct Measure 3: MGT 425 Final Project	90% (of the sample selected) must score 70% or higher on the final paper and demonstrate an ability to apply principles of human behavior and motivation to maximize use of human resources.	70	74	70 out of 74 (94.59%) BA Business Leadership students from courses with start dates between July 1, 2012 and April 15, 2013 scored 70% or higher on MGT 425 Final Paper.	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 two items used will be: • The curriculum was relevant to my professional needs. • My instructors were well qualified to teach within their field of study.	109/101	112	97.32% of BA Business Leadership students upon completion of the program during the 2012-13 assessment cycle indicated that they agreed or strongly agreed that the curriculum was relevant to their professional needs. 90.18% agreed or strongly	1. EXCEEDS THE ACCEPTABLE TARGET

				agreed that the instructors were well-qualified to teach within their field of study.	
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?	14/15/14	45	A majority of BA Business Leadership students sampled upon completion of MGT 425 (N =45) indicated that they felt the course material (93.33%), course (100.00%), and instructor (93.33%) were high quality or very high quality.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 3: Alumni Survey - 21 Months Since Graduation	70% or more of the Ashford University alumni surveyed will indicate either "Yes - To a Great Extent" or "Yes – To Some Extent" to the following statement: • (#6) – Are you currently using your Ashford degree in a related occupation?	N/A	N/A	As the data reflect fewer than 10 BA Business Leadership alumni respondents at the 21 months after graduation threshold, findings will not be reported for the	4. INSUFFICIENT DATA

	70% or more of the Ashford University alumni surveyed will indicate either "Agree" or "Strongly Agree" to the following statements: • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.			2012-13 assessment cycle.	
Indirect Measure 4: Alumni Survey -37 Months Since Graduation	70% or more of the Ashford University alumni surveyed will indicate either "Yes - To a Great Extent" or "Yes – To Some Extent" to the following statement: • (#6) – Are you currently using your Ashford degree in a related occupation? 70% or more of the Ashford University alumni surveyed will indicate either "Agree" or "Strongly Agree" to the following statements: • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.	N/A	N/A	As the data reflect fewer than 10 BA Business Leadership alumni respondents at the 37 months after graduation threshold, findings will not be reported for the 2012-13 assessment cycle.	4. INSUFFICIENT DATA

Indirect Measure 5: Alumni Survey - Aggregate of 21 and 37 Months Since Graduation	70% or more of the Ashford University alumni surveyed will indicate either "Yes - To a Great Extent" or "Yes – To Some Extent" to the following statement: • (#6) – Are you currently using your Ashford degree in a related occupation? 70% or more of the Ashford University alumni surveyed will indicate either "Agree" or "Strongly Agree" to the following statements: • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.	N/A	N/A	As the data reflect fewer than 10 BA Business Leadership alumni respondents at the 21 and 37 months after graduation threshold, findings will not be reported for the 2012-13 assessment cycle.	4. INSUFFICIENT DATA

PLO 4 - Appreciate the trends of a global world and the need to continually update leadership principles and techniques.					
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: CPC Comprehensive Exam - Business Leadership 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 Leadership section of the CPC comprehensive exam when compared to other competitive programs.	N/A	114	On average, BA Business Leadership 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	2. MEETS THE ACCEPTABLE TARGET

				Professional Component comprehensive exam.	
Direct Measure 2: CPC Comprehensive Exam-Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	108	114	108 out of 114 (97.87%) BA Business Leadership students sampled from July 1, 2012 to June 30, 2013 scored 400 or higher on the CPC comprehensive exam (Mean = 580, Standard Deviation = 95.79).	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: MGT 321 Final Project	90% (of the sample selected) must score 70% or higher on the final paper and demonstrate an ability to appreciate the trends of a global world and the need to continually update leadership principles and techniques.	107	111	107 out of 111 (96.40%) BA Business Leadership students from courses with start dates between July 3, 2012 and June 25, 2013 scored 70% or higher on MGT 321 Final Paper.	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 two items used will be: • The curriculum was relevant to my professional needs. • My instructors were well qualified to teach within their field of study.	109/101	112	97.32% of BA Business Leadership students upon completion of the program during the 2012-13 assessment cycle indicated that they agreed or strongly agreed that the curriculum was relevant to their professional needs. 90.18% agreed or strongly agreed that the instructors were well-qualified to teach within their field of study.	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	20/19/19	60	A majority of BA Business Leadership students sampled upon completion of MGT 321 (N = 60) indicated that they felt the course material (100.00%), course	1. EXCEEDS THE ACCEPTABLE TARGET

	course? • How would you rate the quality of the instructor?			(95.00%), and instructor (95.00%) were high quality or very high quality.	
Indirect Measure 3: Alumni Survey - 21 Months Since Graduation	70% or more of the Ashford University alumni surveyed will indicate either "Yes - To a Great Extent" or "Yes – To Some Extent" to the following statement: • (#6) – Are you currently using your Ashford degree in a related occupation? 70% or more of the Ashford University alumni surveyed will indicate either "Agree" or "Strongly Agree" to the following statements: • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.	N/A	N/A	As the data reflect fewer than 10 BA Business Leadership alumni respondents at the 21 months after graduation threshold, findings will not be reported for the 2012-13 assessment cycle.	4. INSUFFICIENT DATA
Indirect Measure 4: Alumni Survey -37 Months Since Graduation	70% or more of the Ashford University alumni surveyed will indicate either "Yes - To a Great Extent" or "Yes – To Some Extent" to the following statement: • (#6) – Are you currently using your Ashford degree in a related occupation?	N/A	N/A	As the data reflect fewer than 10 BA Business Leadership alumni respondents at the 37 months after graduation	4. INSUFFICIENT DATA

	70% or more of the Ashford University alumni surveyed will indicate either "Agree" or "Strongly Agree" to the following statements: • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.			threshold, findings will not be reported for the 2012-13 assessment cycle.	
Indirect Measure 5: Alumni Survey - Aggregate of 21 and 37 Months Since Graduation	70% or more of the Ashford University alumni surveyed will indicate either "Yes - To a Great Extent" or "Yes – To Some Extent" to the following statement: • (#6) – Are you currently using your Ashford degree in a related occupation? 70% or more of the Ashford University alumni surveyed will indicate either "Agree" or "Strongly Agree" to the following statements: • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.	N/A	N/A	As the data reflect fewer than 10 BA Business Leadership alumni respondents at the 21 and 37 months after graduation threshold, findings will not be reported for the 2012-13 assessment cycle.	4. INSUFFICIENT DATA

PLO 5 - Analyze methods of organization change and development.					
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 Integration and Strategic Management Section	BA Business Leadership 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 Business Integration and Strategic Management section of the CPC comprehensive exam when compared to other competitive programs.	N/A	452	On average, BA Business Leadership 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 Integration and Strategic Management section of the Common Professional Component comprehensive exam.	
Direct Measure 2: CPC Comprehensive Exam-Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	108	114	108 out of 114 (97.87%) BA Business Leadership students sampled from July 1, 2012 to June 30, 2013 scored 400 or higher on the CPC comprehensive exam (Mean = 580, Standard Deviation = 95.79).	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: BUS 370 Final Project	70% (of the sample selected) must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	451	476	451 out of 476 (94.75%) Business Leadership records evaluated indicate basic, proficient,	1. EXCEEDS THE ACCEPTABLE TARGET

				or distinguished performance on the BUS 370 Final Paper rubric content criteria mapped at any level to PLO 5.	
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 two items used will be: • The curriculum was relevant to my professional needs. • My instructors were well qualified to teach within their field of study.	109/101	112	97.32% of BA Business Leadership students upon completion of the program during the 2012-13 assessment cycle indicated that they agreed or strongly agreed that the curriculum was relevant to their professional needs. 90.18% agreed or strongly agreed that the instructors were well-qualified to teach within their field of study.	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?	16/17/13	54	A majority of BA Business Leadership students sampled upon completion of BUS 370 (N =54) indicated that they felt the course material (88.89%), course (94.44%), and instructor (72.22%) were high quality or very high quality.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 3: Alumni Survey - 21 Months Since Graduation	70% or more of the Ashford University alumni surveyed will indicate either "Yes - To a Great Extent" or "Yes – To Some Extent" to the following statement: • (#6) – Are you currently using your Ashford degree in a related occupation? 70% or more of the Ashford University alumni surveyed will indicate either "Agree" or "Strongly Agree" to the following statements: • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.	N/A	N/A	As the data reflect fewer than 10 BA Business Leadership alumni respondents at the 21 months after graduation threshold, findings will not be reported for the 2012-13 assessment cycle.	4. INSUFFICIENT DATA

	• (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.			
Indirect Measure 4: Alumni Survey -37 Months Since Graduation	70% or more of the Ashford University alumni surveyed will indicate either "Yes - To a Great Extent" or "Yes – To Some Extent" to the following statement: • (#6) – Are you currently using your Ashford degree in a related occupation? 70% or more of the Ashford University alumni surveyed will indicate either "Agree" or "Strongly Agree" to the following statements: • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.	N/A	N/A	As the data reflect fewer than 10 BA Business Leadership alumni respondents at the 37 months after graduation threshold, findings will not be reported for the 2012-13 assessment cycle.	4. INSUFFICIENT DATA
Indirect Measure 5: Alumni Survey - Aggregate of 21 and 37 Months Since Graduation	70% or more of the Ashford University alumni surveyed will indicate either "Yes - To a Great Extent" or "Yes – To Some Extent" to the following statement: • (#6) – Are you currently using your Ashford degree in a related occupation?	N/A	N/A	As the data reflect fewer than 10 BA Business Leadership alumni respondents at the 21 and 37 months after graduation threshold, findings will not be	4. INSUFFICIENT DATA

	70% or more of the Ashford University alumni surveyed will indicate either "Agree" or "Strongly Agree" to the following statements: • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.			reported for the 2012-13 assessment cycle.	

PLO 6 - Evaluate the most recent tools and concepts emerging in management and leadership.					
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	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 Leadership of the CPC comprehensive exam when compared to other competitive programs.	N/A	114	On average, BA Business Leadership 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 Leadership section of the Common Professional Component comprehensive exam.	
Direct Measure 2: CPC Comprehensive Exam - Management	BA Business Leadership 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 Management section of the CPC comprehensive exam when compared to other competitive programs.	N/A	114	On average, BA Business Leadership 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 the sample selected) score 400 or higher on the CPC comprehensive exam.	108	114	108 out of 114 (97.87%) BA Business Leadership students sampled from July 1, 2012 to June 30, 2013 scored 400 or higher on the CPC comprehensive exam (Mean = 580, Standard Deviation = 95.79).	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 4: MGT 460 Final Project	70% of BA Business Leadership students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	47	54	47 out of 54 (87.03%) Business Leadership records evaluated indicate basic, proficient, or distinguished performance on the MGT 460 Final Paper rubric content criteria mapped at any level to PLO 6.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: 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	12/13/13	45	A majority of BA Business Leadership students sampled	1. EXCEEDS THE ACCEPTABLE TARGET

	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?			upon completion of MGT 460 (N = 45) indicated that they felt the course material (80.00%), course (86.67%), and instructor (86.67%) were high quality or very high quality.	
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 two items used will be: • The curriculum was relevant to my professional needs. • My instructors were well qualified to teach within their field of study.	109/101	112	97.32% of BA Business Leadership students upon completion of the program during the 2012-13 assessment cycle indicated that they agreed or strongly agreed that the curriculum was relevant to their professional needs. 90.18% agreed or strongly agreed that the instructors were well-qualified to	1. EXCEEDS THE ACCEPTABLE TARGET

				teach within their field of study.	
Indirect Measure 3: Alumni Survey - 21 Months Since Graduation	70% or more of the Ashford University alumni surveyed will indicate either "Yes - To a Great Extent" or "Yes – To Some Extent" to the following statement: • (#6) – Are you currently using your Ashford degree in a related occupation? 70% or more of the Ashford University alumni surveyed will indicate either "Agree" or "Strongly Agree" to the following statements: • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.	N/A	N/A	As the data reflect fewer than 10 BA Business Leadership alumni respondents at the 21 months after graduation threshold, findings will not be reported for the 2012-13 assessment cycle.	4. INSUFFICIENT DATA
Indirect Measure 4: Alumni Survey -37 Months Since Graduation	70% or more of the Ashford University alumni surveyed will indicate either "Yes - To a Great Extent" or "Yes – To Some Extent" to the following statement: • (#6) – Are you currently using your Ashford degree in a related occupation?	N/A	N/A	As the data reflect fewer than 10 BA Business Leadership alumni respondents at the 37 months after graduation threshold, findings will not be reported for the	4. INSUFFICIENT DATA

				2012-13 assessment cycle.	
	70% or more of the Ashford University alumni surveyed will indicate either "Agree" or "Strongly Agree" to the following statements: • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.				
Indirect Measure 5: Alumni Survey - Aggregate of 21 and 37 Months Since Graduation	70% or more of the Ashford University alumni surveyed will indicate either "Yes - To a Great Extent" or "Yes – To Some Extent" to the following statement: • (#6) – Are you currently using your Ashford degree in a related occupation? 70% or more of the Ashford University alumni surveyed will indicate either "Agree" or "Strongly Agree" to the following statements: • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.	N/A	N/A	As the data reflect fewer than 10 BA Business Leadership alumni respondents at the 21 and 37 months after graduation threshold, findings will not be reported for the 2012-13 assessment cycle.	4. INSUFFICIENT DATA

OVERALL RECOMMENDATIONS

In the BABL program, students met or exceeded the acceptable and ideal targets for the assignment-based direct measures for all PLOs. The assignment-based indirect measure for PLOs 6, MGT 460, met the acceptable target, but did not meet the ideal target. The assignment-based indirect measures for PLOs 3 and 4 met or exceeded both the acceptable and ideal targets.

Student responses for the EOCS tended to be positive based on the items addressed in the survey: quality of the course material, course, and instructor. The EOCS for BABL students met or exceeded the acceptable targets for all PLOs (1, 2, 3, 4, 5, and 6) but did not meet the ideal targets for PLOs 1, 2, 5, and 6.

BABL students met or exceeded the acceptable and ideal targets for the overall CPC exam score. In addition, student scores met or exceeded both the acceptable and ideal targets for each section of the CPC exam tested for the respective PLOs.

In preparation for the 2013–2014 assessment cycle, it is recommended that the faculty perform an in-depth review of BABL program assessment plan (including measures used and targets set). In particular, faculty may want to 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.

ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT				
OUTCOME	**MEASURE**	**KEY/RESPONSIBLE PERSONNEL**	**STATUS**	**ANTICIPATED DATE OF COMPLETION**
Assessment Plan	*Update/Revised Curriculum Map and/or Assessment Plan*	*Academic Department Chair, BA Business Leadership Program Chair, and the Assessment Analyst*	*Completed*	*June 2014*
Action Details	*The goal of this action is to ensure that all the measures/key assignments identified in the BA Business Leadership Assessment Plan are, in fact, aligned and mapped to the PLO to which the measure is associated. By ensuring that the set targets for each PLO is appropriate will allow faculty to more accurately determine student learning and mastery of a PLO.*			