BACHELOR OF ARTS IN BUSINESS LEADERSHIP: ANNUAL ASSESSMENT PLAN & FINDINGS
2014-2015 ACADEMIC YEAR

2014 – 2015 CURRICULUM MAP

	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 Analyze methods of organization change and development.	PLO 5 Evaluate the most recent tools and concepts emerging in management and leadership.
LIB 125 Contemporary Issues in Organizational Leadership	I	I			I
BUS 250: Corporate and Social Responsibility			I		
MGT 330: Management for Organizations	R	R	R		
BUS 318: Organizational Behavior	R	R	R	I	R
PSY 302: Industrial/Organizational Psychology	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

MGT 321: Assessing Leadership Skills	R	R			R
BUS 370: Organizational Development	R	R	R	M	R
MGT 450: Strategic Planning for Organizations	R	R			R
MGT 460: Leadership Priorities and Practice	M	M	M	M	M

I (INTRODUCED) R (REINFORCED) M (MASTERED)

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 - Business Leadership 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 Leadership section of the CPC comprehensive exam	N/A	142	On average BA Business Leadership students scored above the average of the Peregrine	2. MEETS THE ACCEPTABLE TARGET

	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% must score 400 or higher on the CPC comprehensive exam.	133	142	133 out of 142 (93.66%) BA Business Leadership students from July 1, 2014 to June 30, 2015 scored 400 or higher on the CPC comprehensive exam (Mean = 596.12, Standard Deviation = 135.99).	1. EXCEEDS THE ACCEPTABLE TARGET

Direct Measure 3: MGT 380 Final Project	70% of BA Business Leadership students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	961	1038	961 out of 1038 (92.58%) BA Business Leadership records evaluated indicate basic, proficient, or distinguished performance on the MGT 380 Final Paper content criteria mapped to PLO 1.	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	103	106	97.17% of BA Business Leadership students upon completion of the program during the 2014-15 assessment cycle indicated that they agreed or strongly agreed that they understand the learning objective of my courses.	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. | 98 | 106 | 92.45% of BA Business Leadership students upon completion of the program during the 2014-15 assessment cycle indicated that they agreed or strongly agreed that that the curriculum was relevant to their professional needs. | 1. EXCEEDS THE ACCEPTABLE TARGET |

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 Peregrine Academic Services (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	N/A	Peregrine Academic Services comparative data are not available for this section for the 2014 -15 assessment cycle.	4. INSUFFICIENT DATA

Direct Measure 2: CPC Comprehensive Exam-Score	90% must score 400 or higher on the CPC comprehensive exam.	133	142	133 out of 142 (93.66%) BA Business Leadership students from July 1, 2014 to June 30, 2015 scored 400 or higher on the CPC comprehensive exam (Mean = 596.12, Standard Deviation = 135.99).	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.	52/62	64/78	July 1, 2014 - April 30, 2015 52 out of 64 (81.25%) BA Business Leadership records evaluated indicate basic, proficient, or distinguished performance on the BUS 370 Final Paper content criteria mapped to PLO 2.	1. EXCEEDS THE ACCEPTABLE TARGET

				May 1, 2015 - June 30, 2015 62 out of 78 (79.49%) BA Business Leadership records evaluated indicate basic, proficient, or distinguished performance on the BUS 370 Final Paper content criteria mapped to PLO 2.	
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	103	106	97.17% of BA Business Leadership students upon completion of the program during the 2014-15 assessment cycle indicated that they agreed or strongly agreed that they understand the learning objective of my courses.	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.	98	106	92.45% of BA Business Leadership students upon completion of the program during the 2014-15 assessment cycle indicated that they agreed or strongly agreed that that the curriculum was relevant to their professional needs.	1. EXCEEDS THE ACCEPTABLE TARGET

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	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 Ethics section of the CPC comprehensive exam when compared to other competitive programs.	N/A	142	On average BA Business Leadership students scored below the average of the Peregrine Academic Services Online Aggregate Pool, and above	3. DOES NOT MEET THE ACCEPTABLE TARGET

				the average of the Traditional Aggregate Pool on the Business Ethics section of the Common Professional Component comprehensive exam.	
Direct Measure 2: CPC Comprehensive Exam-Score	90% must score 400 or higher on the CPC comprehensive exam.	133	142	133 out of 142 (93.66%) BA Business Leadership students from July 1, 2014 to June 30, 2015 scored 400 or higher on the CPC comprehensive exam (Mean = 596.12, Standard Deviation = 135.99).	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: MGT 425 Final Project	70% of BA Business Leadership students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	560	572	560 out of 572 (97.90%) BA Business Leadership records evaluated indicate basic, proficient,	1. EXCEEDS THE ACCEPTABLE TARGET

				or distinguished performance on the MGT 425 Final Paper content criteria mapped to PLO 3.	
Indirect Measure 1: Findings for 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	103	106	97.17% of BA Business Leadership students upon completion of the program during the 2014-15 assessment cycle indicated that they agreed or strongly agreed that they understand the learning objective of my courses.	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.	98	106	92.45% of BA Business Leadership students upon completion of the program during the 2014-15 assessment cycle indicated that they agreed or strongly	1. EXCEEDS THE ACCEPTABLE TARGET

				agreed that that the curriculum was relevant to their professional needs.	

PLO 4 - 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	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	142	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 Integration and Strategic	2. MEETS THE ACCEPTABLE TARGET

				Management section of the Common Professional Component comprehensive exam.	
Direct Measure 2: CPC Comprehensive Exam-Score	90% must score 400 or higher on the CPC comprehensive exam.	133	142	133 out of 142 (93.66%) BA Business Leadership students from July 1, 2014 to June 30, 2015 scored 400 or higher on the CPC comprehensive exam (Mean = 596.12, Standard Deviation = 135.99).	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: BUS370 Final Paper	70% of BA Business Leadership students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	426	480	426 out of 480 (88.75%) BA Business Leadership records evaluated indicate basic, proficient, or distinguished performance on the BUS 370 Final Paper content	1. EXCEEDS THE ACCEPTABLE TARGET

				criteria mapped to PLO 4.	
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.	103	106	97.17% of BA Business Leadership students upon completion of the program during the 2014-15 assessment cycle indicated that they agreed or strongly agreed that they understand the learning objective of my courses.	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.	98	106	92.45% of BA Business Leadership students upon completion of the program during the 2014-15 assessment cycle indicated that they agreed or strongly agreed that that the curriculum was relevant to their professional needs.	1. EXCEEDS THE ACCEPTABLE TARGET

PLO 5 - 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 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 Leadership section of the CPC comprehensive exam when compared to other competitive programs.	N/A	142	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 Professional Component comprehensive exam.	3. DOES NOT MEET THE ACCEPTABLE TARGET
Direct Measure 2: CPC Comprehensive Exam-Score	90% must score 400 or higher on the CPC comprehensive exam.	133	142	133 out of 142 (93.66%) BA Business Leadership students from July 1, 2014 to June 30, 2015 scored 400 or higher on the CPC comprehensive exam (Mean = 596.12, Standard	1. EXCEEDS THE ACCEPTABLE TARGET

				Deviation = 135.99).	
Direct Measure 3: CPC Comprehensive Exam – 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 Management section of the CPC comprehensive exam when compared to other competitive programs.	N/A	142	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: MGT460 Final Paper	70% of BA Business Leadership students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	115	137	115 out of 137 (83.94%) BA Business Leadership records evaluated indicate basic, proficient, or distinguished performance on the MGT 460 Final Paper content	1. EXCEEDS THE ACCEPTABLE TARGET

				criteria mapped to PLO 5.	
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.	103	106	97.17% of BA Business Leadership students upon completion of the program during the 2014-15 assessment cycle indicated that they agreed or strongly agreed that they understand the learning objective of my courses.	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.	98	106	92.45% of BA Business Leadership students upon completion of the program during the 2014-15 assessment cycle indicated that they agreed or strongly agreed that that the curriculum was relevant to their professional needs.	1. EXCEEDS THE ACCEPTABLE TARGET

OVERALL RECOMMENDATIONS

In the BA Business Leadership program, students met or exceeded the acceptable and ideal targets for the assignment-based direct measures for all program learning outcomes (PLO).

BA Business Leadership students met or exceeded the acceptable target, but not the ideal target, for the Overall CPC Exam score. The scores for each measured section of the CPC exam specific to their respective PLO did manage positive results. With the exception of the Business Ethics section (measure of PLO 3), students met or exceeded both the acceptable and ideal targets. The Business Communication section, used a measure of PLO 2, does not have any comparable data for 2014-15 as Ashford University is the only institution to test this section outside of accounting programs. The Business Communication section is the only CPC section measure of PLO 2.

The End of Program Survey (EOPS) responses met or exceeded the acceptable and ideal targets based on responses specific to the following items: the curriculum was relevant to my professional needs and the understanding of the learning objectives of their courses.

In preparation for the 2015-16 assessment cycle, it is recommended that the Faculty perform an in-depth review of each 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. Faculty may want to review courses to further develop concepts specific to Business Ethics as students have not met targets the last two academic years.

ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT				
OUTCOME	**MEASURE**	**KEY/RESPONSIBLE PERSONNEL**	**STATUS**	**ANTICIPATED DATE OF COMPLETION**
PLO5	*The revised MGT 460 course guide and Waypoint rubrics. Faculty will then review and compare student learning outcome data related to student achievement of PLO 5 pre- and post-action.*	*BABL Program Chair*	*Completed*	*October 2015*
Action Details	*Revise Assignments and develop new Waypoint rubrics for MGT 460.*			