BACHELOR OF ARTS IN BUSINESS LEADERSHIP: ANNUAL ASSESSMENT PLAN & FINDINGS
2015-2016 ACADEMIC YEAR

2015 – 2016 CURRICULUM MAP

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
	Examine the influence of leadership, vision, and strategic planning in a variety of organizations and environments.	Assess the process of leading others in environments increasingly characterized by change and complexity.	Apply principles of human behavior and motivation to maximize use of human resources.	Analyze methods of organization change and development.	Evaluate the most recent tools and concepts emerging in management and leadership.
BUS 119: Principles of Personal & Organizational Leadership	I	I	I	I	I
BUS 250: Corporate and Social Responsibility			I		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	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	R	R
MGT 460: Leadership Priorities and Practice	M	M	M	M	M

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

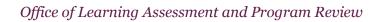| ANNUAL ASSESSMENT PLAN FINDINGS					
PLO 1 - Examine the influence of leadership, vision, and strategic planning in a variety of organizations and environments.					
MEASURE	**ACCEPTABLE TARGET**	**TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET**	**TOTAL NUMBER OF STUDENT RECORDS OBSERVED**	**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	146	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.	138	146	138 out of 146 (95%) BA Business Leadership students from July 1, 2015 to June 30, 2016 scored 400 or higher on the CPC comprehensive exam (Mean = 616.02, Standard Deviation = 150.00).	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.	150	169	150 out of 169 (88.76%) of records evaluated indicate basic, proficient, or distinguished performance on this key assignment's content criteria mapped to this PLO at the Reinforced level.	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	133	140	95.00% of BA Business Leadership students upon completion of the program during the 2015-16 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.	127	140	90.17% of BA Business Leadership students upon completion of the program during the 2015-16 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 2015-16 assessment cycle.	4. INSUFFICIENT DATA

Direct Measure 2: CPC Comprehensive Exam-Score	90% must score 400 or higher on the CPC comprehensive exam.	138	146	138 out of 146 (95%) BA Business Leadership students from July 1, 2015 to June 30, 2016 scored 400 or higher on the CPC comprehensive exam (Mean = 616.02, Standard Deviation = 150.00).	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.	456	516	456 out of 516 (88.37%) of records evaluated indicate basic, proficient, or distinguished performance on this key assignment's content criteria mapped to this PLO at the Reinforced level.	1. EXCEEDS THE ACCEPTABLE TARGET

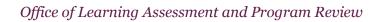|					
Indirect Measure 1: End of Program Survey – I understand the learning objectives of my courses.	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be: • I understand the learning objectives of my courses	133	140	95.00% of BA Business Leadership students upon completion of the program during the 2015-16 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.	127	140	90.17% of BA Business Leadership students upon completion of the program during the 2015-16 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	146	On average BA Business Leadership students scored above the average of the Peregrine Academic Services Online Aggregate Pool, and above	2. MEETS THE ACCEPTABLE TARGET

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				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.	138	146	138 out of 146 (95%) BA Business Leadership students from July 1, 2015 to June 30, 2016 scored 400 or higher on the CPC comprehensive exam (Mean = 616.02, Standard Deviation = 150.00).	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.	599	620	599 out of 620 (96.61%) of records evaluated indicate basic, proficient, or distinguished performance on	1. EXCEEDS THE ACCEPTABLE TARGET

				this key assignment's content criteria mapped to this PLO at the Reinforced level.	
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	133	140	95.00% of BA Business Leadership students upon completion of the program during the 2015-16 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.	127	140	90.17% of BA Business Leadership students upon completion of the program during the 2015-16 assessment cycle indicated that they agreed or strongly agreed that that	1. EXCEEDS THE ACCEPTABLE TARGET

				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	146	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.	138	146	138 out of 146 (95%) BA Business Leadership students from July 1, 2015 to June 30, 2016 scored 400 or higher on the CPC comprehensive exam (Mean = 616.02, Standard Deviation = 150.00).	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.	456	516	456 out of 516 (88.37%) of records evaluated indicate basic, proficient, or distinguished performance on this key assignment's content criteria mapped to this	1. EXCEEDS THE ACCEPTABLE TARGET

				PLO at the Mastered level.	
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.	133	140	95.00% of BA Business Leadership students upon completion of the program during the 2015-16 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.	127	140	90.17% of BA Business Leadership students upon completion of the program during the 2015-16 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	146	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.	2. MEETS THE ACCEPTABLE TARGET
Direct Measure 2: CPC Comprehensive Exam-Score	90% must score 400 or higher on the CPC comprehensive exam.	138	146	138 out of 146 (95%) BA Business Leadership students from July 1, 2015 to June 30, 2016 scored 400 or higher on the CPC comprehensive exam (Mean = 616.02, Standard	1. EXCEEDS THE ACCEPTABLE TARGET

				Deviation = 150.00).	
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	146	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.	77	96	77 out of 96 (80.21%) of records evaluated indicate basic, proficient, or distinguished performance on this key assignment's content criteria	1. EXCEEDS THE ACCEPTABLE TARGET

				mapped to this PLO at the Mastered level.	
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.	133	140	95.00% of BA Business Leadership students upon completion of the program during the 2015-16 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.	127	140	90.17% of BABL students upon completion of the program during the 2015-16 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).

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 2016-2017 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. Although, the MGT 460 targets were met, the overall percentage of students receiving proficient or distinguished on this this target was lower (55.21%) than other direct measures for the program.

ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT				
OUTCOME	**MEASURE**	**KEY/RESPONSIBLE PERSONNEL**	**STATUS**	**ANTICIPATED DATE OF COMPLETION**
PLO5	*New 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-revision.*	*Program Chair, Faculty, Program Manager, Assessment Analyst*	*In progress*	*June 2017*
Action Details	*Review and revise written assignments for MGT 460 to ensure course is relevant and up-to-date with current industry standards.*			
OUTCOME	**MEASURE**	**KEY/RESPONSIBLE PERSONNEL**	**STATUS**	**ANTICIPATED DATE OF COMPLETION**
PLOs 1-5	*New 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-revision.*	*Program Chair and Faculty*	*Completed*	*December 2016*
Action Details	*Replace LIB 125 with BUS 119 to provide greater alignment with PLOs.*			
OUTCOME	**MEASURE**	**KEY/RESPONSIBLE PERSONNEL**	**STATUS**	**ANTICIPATED DATE OF COMPLETION**
TBD	*Results from Advisory Board Feedback.*	*Program Chair, Faculty, Assessment Analyst*	*In progress*	*December 2016*
Action Details	*Complete a thorough review of PLOs 1-5 to ensure currency ever-changing industrial standards and incorporate feedback from BABL Advisory Board.*			