BACHELOR OF ARTS IN BUSINESS LEADERSHIP: ANNUAL ASSESSMENT PLAN & FINDINGS
2016-2017 ACADEMIC YEAR

2016 – 2017 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.
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)

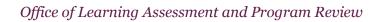| ANNUAL ASSESSMENT PLAN FINDINGS					
PLO 1 - Examine the influence of leadership, vision, and strategic planning in a variety of organizations and environments.					
MEASURE	**ACCEPTABLE TARGET**	**TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET**	**TOTAL NUMBER OF STUDENT RECORDS OBSERVED**	**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	132	On average BA Business Leadership students scored the same as the average of the	2. MEETS THE ACCEPTABLE TARGET

				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.	
when compared to other competitive programs.					
Direct Measure 2: CPC Comprehensive Exam-Score	90% must score 400 or higher on the CPC comprehensive exam.	N/A	N/A	Findings not available for the 2016-2017 Assessment period.	4. INSUFFICIENT DATA

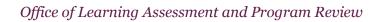|					
Direct Measure 3: MGT 380 Final Project	70% of BA Business Leadership students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	605	723	605 out of 723 (83.68%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Mastered 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	121	130	93.08% of BA Business Leadership students upon completion of the program during the 2016-17 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. | 120 | 134 | 72.31% of BA Business Leadership students upon completion of the program during the 2016-17 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	132	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

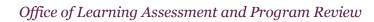|				the average of the Traditional Aggregate Pool on the Business Communications section of the Common Professional Component comprehensive exam.	
Direct Measure 2: CPC Comprehensive Exam-Score	90% must score 400 or higher on the CPC comprehensive exam.	N/A	N/A	Findings not available for the 2016-2017 Assessment period.	4. INSUFFICIENT DATA
Direct Measure 3: BUS 370 Final Paper	70% of BA Business Leadership students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	359	420	359 out of 420 (85.48%) of records evaluated indicate 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	121	130	93.08% of BA Business Leadership students upon completion of the program during the 2016-17 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.	120	134	72.31% of BA Business Leadership students upon completion of the program during the 2016-17 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	132	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

				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.	N/A	N/A	Findings not available for the 2016-2017 Assessment period.	4. INSUFFICIENT DATA
Direct Measure 3: MGT 425 Final Project	70% of BA Business Leadership students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	496	582	496 out of 582 (85.22%) of records evaluated indicate 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: 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	121	130	93.08% of BA Business Leadership students upon completion of the program during the 2016-17 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.	120	134	72.31% of BA Business Leadership students upon completion of the program during the 2016-17 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 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	132	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.	N/A	N/A	Findings not available for the 2016-2017 Assessment period.	4. INSUFFICIENT DATA
Direct Measure 3: BUS370 Final Paper	70% of BA Business Leadership students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	359	420	359 out of 420 (85.48%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Mastered 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:	121	130	93.08% of BA Business Leadership students upon completion of the program during the 2016-17	1. EXCEEDS THE ACCEPTABLE TARGET

	• I understand the learning objectives of my courses.			assessment cycle indicated that they agreed or strongly agreed that they understand the learning objective of my courses.	
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.	120	134	72.31% of BA Business Leadership students upon completion of the program during the 2016-17 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	132	On average BA Business Leadership students scored the same as 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.	N/A	N/A	Findings not available for the 2016-2017 Assessment period.	4. INSUFFICIENT DATA
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	N/A	132	On average BA Business Leadership students scored below the average of the Peregrine	2. MEETS THE ACCEPTABLE TARGET

	the CPC comprehensive exam when compared to other competitive programs.			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.	
Direct Measure 3: MGT460 Final Paper	70% of BA Business Leadership students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	80	114	80 out of 114 (70.18%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Mastered 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:	121	130	93.08% of BA Business Leadership students upon completion of the program during	1. EXCEEDS THE ACCEPTABLE TARGET

				the 2016-17 assessment cycle indicated that they agreed or strongly agreed that they understand the learning objective of my courses.	
• I understand the learning objectives of my courses.					
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.	120	134	72.31% of BA Business Leadership students upon completion of the program during the 2016-17 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				
Overall, it is recommended that the Program Chair for the Bachelor of Arts in Business Leadership review the assessment plans (including measures used, alignment mapping, and targets set) and Curriculum Map in preparation for the 2017-2018 assessment cycle. This will determine the appropriateness of the assignments and mapping for each PLO.				
ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT				
OUTCOME	**MEASURE**	**KEY/RESPONSIBLE PERSONNEL**	**STATUS**	**ANTICIPATED DATE OF COMPLETION**
PLOs 1-5	*Continued levels of student achievement on all PLOs.*	*Program Chair and Faculty*	*In progress*	*June 2018*
Action Details	*Because all acceptable targets were met, the Program Chair for the Bachelor of Arts in Business Leadership and faculty will continue to monitor learning outcomes achievement on PLO 1 throughout the 17-18 academic year.*			