BACHELOR OF ARTS IN BUSINESS LEADERSHIP: ANNUAL ASSESSMENT PLAN & FINDINGS
2018-2019 ACADEMIC YEAR

2018 – 2019 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 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 when compared to other competitive programs.	N/A	182	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.	179	182	179 out of 182 (98.35%) BA Business Leadership students from July 1, 2018 to June 30, 2019 scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET

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.	199	258	199 out of 258 (77.13%) of records evaluated indicated 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 PLO1	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 effectively examined the influence of leadership, vision, and strategic planning in a variety of organizations and environments.	550	597	92.13% of BA Business Leadership students upon completion of the program during the 2018-19 assessment cycle indicated that they agreed or strongly agreed that they effectively examined the influence of leadership, vision, and strategic planning in a variety of	1. EXCEEDS THE ACCEPTABLE TARGET

				organizations and environments.	
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	N/A	182	On average BA Business Leadership students scored below the average of the Peregrine Academic Services Online Aggregate	3. DOES NOT MEET THE ACCEPTABLE TARGET

	comprehensive exam when compared to other competitive programs.			Pool and above 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.	179	182	179 out of 182 (98.35%) BA Business Leadership students from July 1, 2018 to June 30, 2019 scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET
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.	552	708	552 out of 708 (77.97%) of records evaluated indicated proficient or distinguished performance on this key	1. EXCEEDS THE ACCEPTABLE TARGET

				assignment's content criteria mapped to this PLO at the Reinforced level.	
Indirect Measure 1: End of Program Survey PLO2	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 effectively assessed the process of leading others in environments increasingly characterized by change and complexity.	546	597	91.46% of BA Business Leadership students upon completion of the program during the 2018-19 assessment cycle indicated that they agreed or strongly agreed that they effectively assessed the process of leading others in environments increasingly characterized by change and complexity.	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	182	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

9

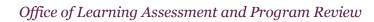|				the average of the Traditional Aggregate Pool on the Business Ethics section of the Common Professional Component comprehensive exam.	
Direct Measure 2: CPC Comprehensive Exam-Score	90% must score 400 or higher on the CPC comprehensive exam.	179	182	179 out of 182 (98.35%) BA Business Leadership students from July 1, 2018 to June 30, 2019 scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET
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.	912	1064	912 out of 1064 (85.71%) of records evaluated indicated proficient or distinguished performance on this key assignment's content criteria	1. EXCEEDS THE ACCEPTABLE TARGET

				mapped to this PLO at the Reinforced level.	
Indirect Measure 1: End of Program Survey PLO3	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 effectively applied principles of human behavior and motivation to maximize use of human resources.	549	593	92.58% of BA Business Leadership students upon completion of the program during the 2018-19 assessment cycle indicated that they agreed or strongly agreed that they effectively applied principles of human behavior and motivation to maximize use of human resources.	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	182	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.	179	182	179 out of 182 (98.35%) BA Business Leadership students from July 1, 2018 to June 30, 2019 scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET
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.	552	708	552 out of 708 (77.97%) of records evaluated indicated 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 PLO4	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 effectively analyzed methods of organization change and development.	546	590	92.54% of BA Business Leadership students upon completion of the program during the 2018-19 assessment cycle indicated that they agreed or strongly agreed that they effectively analyzed methods of organization change and development.	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	182	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.	179	182	179 out of 182 (98.35%) BA Business Leadership students from July 1, 2018 to June 30, 2019 scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET

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	139	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 4: MGT460 Final Paper	70% of BA Business Leadership students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	174	219	174 out of 219 (79.45%) of records evaluated indicated 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 PLO5	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 effectively evaluated the most recent tools and concepts emerging in management and leadership.	540	594	90.91% of BA Business Leadership students upon completion of the program during the 2018-19 assessment cycle indicated that they agreed or strongly agreed that they effectively evaluated the most recent tools and concepts emerging in management and leadership	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 2019-2020 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*	*Complete*	*June 2019*
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 PLO1-5 throughout the 19-20 academic year.*			