

BACHELOR OF ARTS IN ORGANIZATIONAL MANAGEMENT: ANNUAL ASSESSMENT PLAN & FINDINGS 2011-2012 ACADEMIC YEAR

2011 – 2012 CURRICULUM MAP						
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6
	Examine one's personal leadership style and determine its appropriateness to various organizational situations.	Demonstrate appropriate decision-making skills in organizational contexts.	Formulate strategies for effective team development.	Analyze alternative solutions for complex business problems.	Compare and contrast individual characteristics that influence work behaviors and organizational effectiveness.	Analyze the impact of social problems on the workplace at the individual, group, organizational, and societal levels.
MGT 330: Management for Organizations	I	I	I	I		ı
MGT 380: Leadership for Organizations	М		R		I	R
MGT 415: Group Behavior in Organizations	R	R	М		R	R
SOC 402: Contemporary Social Problems and the Workplace	R					М
COM 425: Communication in Organizations	I				I	
MGT 435: Organizational Change		M				
BUS 303: Human Resources Management				R		

Office of Learning Assessment and Program Review



MGT 450: Strategic Planning for Organizations				R		
PHI 445: Personal and Organizational Ethics	М	R	М		М	м
MGT 460: Leadership Priorities and Practice	M			М		M

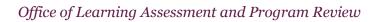
I(INTRODUCED) R (REINFORCED) M (MASTERED)



3. DOES NOT MEET
THE ACCEPTABLE
TARGET

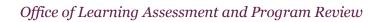
4. INSUFFICIENT DATA

ANNUAL ASSESSMENT PLAN FINDINGS PLO 1 - Examine one's personal leadership style and determine its appropriateness to various organizational situations. **MEASURE ACCEPTABLE TARGET TOTAL NUMBER** TOTAL **ASSESSMENT ASSESSMENT RESULTS: OF STUDENT NUMBER OF RESULTS: RECORDS STUDENT PERCENTAGE OF** 1. EXCEEDS THE **MEETING** RECORDS **STUDENT ACCEPTABLE ACCEPTABLE OBSERVED TARGET RECORDS TARGET MEETING** 2. MEETS THE **ACCEPTABLE ACCEPTABLE TARGET TARGET**





Direct Measure 1: CPC Comprehensive Exam – Business Leadership Section	BA Organizational Management students, on average, must 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	N/A	On average, Ashford University students in the BA Organizational Management program scored above the average of the Peregrine Academic Services Traditional aggregate pool, but below the average of the Online aggregate pool on the Business Leadership section of the CPC.	3. DOES NOT MEET THE ACCEPTABLE TARGET
Direct Measure 2: CPC Comprehensive Exam-Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	1536	1571\$	1536 out of 1571 (97.77%) BA Organizational Management students sampled from July 1, 2011 to June 30, 2012 scored 400 or higher on the CPC comprehensive exam (Mean = 583.74, Standard	1. EXCEEDS THE ACCEPTABLE TARGET

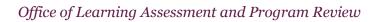




				Deviation = 100.65).	
Direct Measure 3: MGT 380 Final Project	70% (of the sample selected) must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	5380/4776	5854	5380 out of 5854 (92.90%) BA Organizational Management records evaluated from July 1, 2011 to June 30, 2012 indicate basic, proficient, or distinguished performance on the MGT 380 Final Paper content criteria mapping to PLO 1. 4776 out of 5854 (81.59%) BA Organizational Management records evaluated from July 1, 2011 to June 30, 2012 indicate proficient or distinguished performance on the MGT 380 Final Paper content criteria mapping to PLO 1.	1. EXCEEDS THE ACCEPTABLE TARGET



Indirect Measure 1: Alumni Survey	70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating either "Agree" or "Strongly Agree." The three questions used to gauge career success include: • (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track. • (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#53) – Earning my degree from Ashford University resulted in making me more employable.	1483/1575/1578	1801	82.34% of BA Organizational Management alumni sampled during the 2010-11 and 2011-12 assessment cycles indicated that they agree or strongly agree that their Ashford University degree will provide them with additional opportunities in their career track. 87.45% agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities. 87.62% agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities. 87.62% agree or strongly agree that earning their degree from Ashford University resulted in making	1. EXCEEDS THE ACCEPTABLE TARGET
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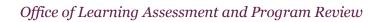




			them more	
			employable.	
Indirect Measure 2: End of Course Survey	70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with mastery of a program outcome by indicating either "High Quality" or "Very High Quality." The three questions used to gauge student 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?	379/580/518	A majority of BA Organizational Management students sampled upon completion of MGT 380 (N = 379) indicated that they felt the course material (88.39%), course (89.45%), and instructor (86.55%) were high quality or very high quality. A majority of BA Organizational Management students sampled upon completion of MGT 460 (N = 580) indicated that they felt the course material (82.07%), course (89.31%), and instructor (89.14%) were high quality or	1. EXCEEDS THE ACCEPTABLE TARGET



				very high quality.	
Indirect Measure 3: 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.	708/683	775	A majority of BA Organizational Management students sampled upon completion of PHI 445 (N = 518) indicated that they felt the course material (89.19%), course (89.77%), and instructor (90.55%) were high quality or very high quality. 91.35% of BA Organizational Management students sampled upon completion of the program during the 2011-12 assessment cycle indicated that they agreed or strongly agreed that the curriculum was relevant to their professional needs. 88.13%	

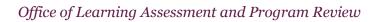




		agreed or strongly	
		agreed that their	
		instructors were	
		well-qualified to	
		teach within their	
		field of study.	



PLO 2 - Demonstrate a	PLO 2 - Demonstrate appropriate decision-making skills in organizational contexts.							
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 - Management Section	BA Organizational Management students, on average, must score at or above the average in the 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	1583	On average, Ashford University students in the BA Organizational Management program scored above the average of the Peregrine Academic Services Traditional aggregate pool, but below the	3. DOES NOT MEET THE ACCEPTABLE TARGET			





				average of the Online aggregate pool on the Management section of the CPC.	
Direct Measure 2: CPC Comprehensive Exam-Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	1536	1571S	1536 out of 1571 (97.77%) BA Organizational Management students sampled from July 1, 2011 to June 30, 2012 scored 400 or higher on the CPC comprehensive exam (Mean = 583.74, Standard Deviation = 100.65).	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: MGT 435 Final Project	70% (of the sample selected) must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	3562/1446	3720/1497	3562 out of 3720 (95.75%) BA Organizational Management records evaluated from July 1, 2011 to February 6, 2012 indicate basic, proficient, or distinguished performance on the MGT 435 Final	1. EXCEEDS THE ACCEPTABLE TARGET



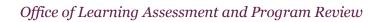
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	Paper content
	criteria mapping to
	PLO 2.
	**The MGT 435
	Final Paper
	assignment
	instructions were
	revised during the
	2011-12
	assessment cycle.
	The new Waypoint
	rubric for this
	assignment went
	into effect on
	February 7,
	2012.**
	1446 out of 1497
	(96.59%) BA
	Organizational
	Management
	records evaluated
	from February 7,
	2012 to June 30,
	2012 indicate
	basic, proficient,
	or distinguished
	performance on
	the MGT 435 Final
	Paper content
	criteria mapping to
	PLO 2.
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Indirect Measure 1:	70% or more of the Ashford University alumni	1483/1575/1578	1801	82.34% of BA	1. EXCEEDS THE
Alumni Survey	(within 5 years of graduation) will indicate			Organizational	ACCEPTABLE TARGET
	that their Ashford University degree has			Management	
	contributed to career success by indicating			alumni sampled	
	either "Agree" or "Strongly Agree." The three			during the 2010-11	
	questions used to gauge career success			and 2011-12	
	include:			assessment cycles	
	• (#46) – I believe my Ashford degree will			indicated that they	
	provide me with additional opportunities in			agree or strongly	
	my current career track.			agree that their	
	• (#52) – Earning my degree from Ashford			Ashford University	
	University gives me the confidence to pursue			degree will provide	
	new job opportunities.			them with	
	• (#53) – Earning my degree from Ashford			additional	
	University resulted in making me more			opportunities in	
	employable.			their career track.	
				87.45% agree or	
				strongly agree that	
				earning their	
				degree from	
				Ashford University	
				gives them the	
				confidence to	
				pursue new job	
				opportunities.	
				87.62% agree or	
				strongly agree that	
				earning their	
				degree from	
				Ashford University	
				resulted in making	



				them more employable.	
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?	N/A	N/A	A majority of BA Organizational Management students sampled upon completion of MGT 435 (N = 462) indicated that they felt the course material (88.53%), course (91.99%), and instructor (89.61%) were high quality or very high quality.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 3: 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.	708/683	775	91.35% of BA Organizational Management students sampled upon completion of the program during the 2011-12 assessment cycle indicated that they agreed or strongly agreed that the curriculum was relevant to their professional	





		needs. 88.13%	
		agreed or strongly	
		agreed that their	
		instructors were	
		well-qualified to	
		teach within their	
		field of study.	



PLO 3 - Formulate stra	tegies for effective team 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 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	N/A	On average, Ashford University students in the BA Organizational Management program scored above the average of the Peregrine Academic Services Traditional aggregate pool, but below the	3. DOES NOT MEET THE ACCEPTABLE TARGET



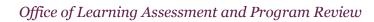
				average of the Online aggregate pool on the Business Leadership section of the CPC.	
Direct Measure 2: CPC Comprehensive Exam-Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	1536	15715	1536 out of 1571 (97.77%) BA Organizational Management students sampled from July 1, 2011 to June 30, 2012 scored 400 or higher on the CPC comprehensive exam (Mean = 583.74, Standard Deviation = 100.65).	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: MGT 415 Final Project	70% (of the sample selected) must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	1518	1732	1518 out of 1732 (87.64%) BA Organizational Management records evaluated from July 1, 2011 to June 30, 2012 indicate basic, proficient, or distinguished performance on	1. EXCEEDS THE ACCEPTABLE TARGET



				the MGT 415 Final Paper content criteria mapping to PLO 3.	
Indirect Measure 1: Alumni Survey	70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating either "Agree" or "Strongly Agree." The three questions used to gauge career success include: • (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track. • (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#53) – Earning my degree from Ashford University resulted in making me more employable.	1483/1575/1578	1801	82.34% of BA Organizational Management alumni sampled during the 2010-11 and 2011-12 assessment cycles indicated that they agree or strongly agree that their Ashford University degree will provide them with additional opportunities in their career track. 87.45% agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities. 87.62% agree or strongly agree that earning their	1. EXCEEDS THE ACCEPTABLE TARGET



				degree from Ashford University resulted in making them more employable.	
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?	N/A	415/445	A majority of BA Organizational Management students sampled upon completion of MGT 415 (N = 394) indicated that they felt the course material (86.29%), course (88.83%), and instructor (86.05%) were high quality or very high quality. A majority of BA Organizational Management students sampled upon completion of PHI 445 (N = 518) indicated that they felt the course material (89.19%), course (89.77%), and	1. EXCEEDS THE ACCEPTABLE TARGET

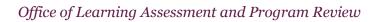




Indirect Measure 3: End of Program Survey	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The two items used will be: • The curriculum was relevant to my professional needs. • My instructors were well qualified to teach within their field of study.	708/683	775	instructor (90.55%) were high quality or very high quality. 91.35% of BA Organizational Management students sampled upon completion of the program during the 2011-12 assessment cycle indicated that they agreed or strongly agreed that the curriculum was relevant to their professional needs. 88.13% agreed or strongly agreed that their instructors were well-qualified to teach within their field of study.	
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PLO 4 - Analyze altern	ative solutions for complex business proble	ms.			
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	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 Integration and Strategic Management section of the CPC comprehensive exam when compared to other competitive programs.	N/A	N/A	On average, Ashford University students in the BA Organizational Management program scored above the average of the Peregrine Academic Services Traditional aggregate pool, but below the average of the Online aggregate pool on the Business	3. DOES NOT MEET THE ACCEPTABLE TARGET





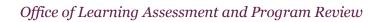
				Integration and Strategic Management section of the CPC.	
Direct Measure 2: CPC Comprehensive Exam-Score	90% must score 400 or higher on the CPC comprehensive exam.	1536	1571\$	1536 out of 1571 (97.77%) BA Organizational Management students sampled from July 1, 2011 to June 30, 2012 scored 400 or higher on the CPC comprehensive exam (Mean = 583.74, Standard Deviation = 100.65).	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: MGT460	70% (of the sample selected) must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	1728	1822	1728 out of 1822 (94.84%) BA Organizational Management records evaluated from July 1, 2011 to June 30, 2012 indicate basic, proficient, or distinguished performance on the MGT 460 Final Paper content	1. EXCEEDS THE ACCEPTABLE TARGET



				criteria mapping to PLO 4.	
Indirect Measure 1: Alumni Survey	70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating either "Agree" or "Strongly Agree." The three questions used to gauge career success include: • (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track. • (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#53) – Earning my degree from Ashford University resulted in making me more employable.	1483/1575/1578	1801	82.34% of BA Organizational Management alumni sampled during the 2010-11 and 2011-12 assessment cycles indicated that they agree or strongly agree that their Ashford University degree will provide them with additional opportunities in their career track. 87.45% agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities. 87.62% agree or strongly agree that earning their degree from Ashford University	1. EXCEEDS THE ACCEPTABLE TARGET



				resulted in making them more employable.	
Indirect Measure 2: Graduate Satisfaction 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?	N/A	580	A majority of BA Organizational Management students sampled upon completion of MGT 460 (N = 580) indicated that they felt the course material (82.07%), course (89.31%), and instructor (89.14%) were high quality or very high quality.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 3: 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.	708/683	775	91.35% of BA Organizational Management students sampled upon completion of the program during the 2011-12 assessment cycle indicated that they agreed or strongly agreed that the curriculum was relevant to their	

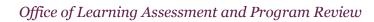




		professional	
		needs. 88.13%	
		agreed or strongly	
		agreed that their	
		instructors were	
		well-qualified to	
		teach within their	
		field of study.	



PLO 5 - Compare and co	ontrast individual characteristics that inf	luence work behavio	ors and organizat	tional effectiveness.	
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





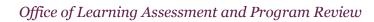
Direct Measure 1: CPC Comprehensive Exam - Business Communications Section	BA Organizational Management students, on average, must score at or above the average in the PAS "Online Campus" and "Traditional Campus" Aggregate Pools related to the Business Communications section of the CPC comprehensive exam when compared to other competitive programs.	N/A	N/A	On average, Ashford University students in the BA Organizational Management program scored above the average of the Peregrine Academic Services Traditional aggregate pool, but below the average of the Online aggregate pool on the Business Communications section of the CPC.	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.	1536	1571S	1536 out of 1571 (97.77%) BA Organizational Management students sampled from July 1, 2011 to June 30, 2012 scored 400 or higher on the CPC comprehensive exam (Mean = 583.74, Standard	1. EXCEEDS THE ACCEPTABLE TARGET



				Deviation = 100.65).	
Direct Measure 3: MGT415 Final Project	70% (of the sample selected) must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	1581	1733	1581 out of 1733 (91.23%) BA Organizational Management records evaluated from July 1, 2011 to June 30, 2012 indicate basic, proficient, or distinguished performance on the MGT 415 Final Paper content criteria mapping to PLO 5.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: Alumni Survey	70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating either "Agree" or "Strongly Agree." The three questions used to gauge career success include: • (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track. • (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.	1483/1575/1578	1801	82.34% of BA Organizational Management alumni sampled during the 2010-11 and 2011-12 assessment cycles indicated that they agree or strongly agree that their Ashford University degree will provide them with	1. EXCEEDS THE ACCEPTABLE TARGET



	(#53) – Earning my degree from Ashford University resulted in making me more employable.			additional opportunities in their career track. 87.45% agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities. 87.62% agree or strongly agree that earning their degree from Ashford University resulted in making	
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?	N/A	518	employable. A majority of BA Organizational Management students sampled upon completion of PHI 445 (N = 518) indicated that they felt the course material (89.19%), course (89.77%), and instructor	1. EXCEEDS THE ACCEPTABLE TARGET

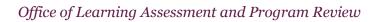




	How would you rate the quality of the instructor?			(90.55%) were high quality or very high quality.
Indirect Measure 3: End of Program Survey	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The two items used will be: • The curriculum was relevant to my professional needs. • My instructors were well qualified to teach within their field of study.	708/683	775	91.35% of BA Organizational Management students sampled upon completion of the program during the 2011-12 assessment cycle indicated that they agreed or strongly agreed that the curriculum was relevant to their professional needs. 88.13% agreed or strongly agreed that their instructors were well-qualified to teach within their field of study.



PLO 6 - Analyze the imp	pact of social problems on the workplace	at the individual, gr	roup, organizatio	nal, and societal lev	rels.
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





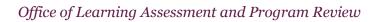
Direct Measure 1: CPC Comprehensive Exam - Business Ethics Section	BA Organizational Management students, on average, must score at or above the average in the PAS "Online Campus" and "Traditional Campus" Aggregate Pools related to the Business Ethics section of the CPC comprehensive exam when compared to other competitive programs.	N/A	N/A	On average, Ashford University students in the BA Organizational Management program scored above the averages of the Peregrine Academic Services Traditional and Online aggregate pools on the Business Ethics section of the CPC.	2. MEETS THE ACCEPTABLE TARGET
Direct Measure 2: CPC Comprehensive Exam-Score	90% must score 400 or higher on the CPC comprehensive exam.	1536	15715	1536 out of 1571 (97.77%) BA Organizational Management students sampled from July 1, 2011 to June 30, 2012 scored 400 or higher on the CPC comprehensive exam (Mean = 583.74, Standard Deviation = 100.65).	1. EXCEEDS THE ACCEPTABLE TARGET



Direct Measure 3: SOC402 Final Project	70% (of the sample selected) must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	1753	1881	1753 out of 1881 (93.20%) BA Organizational Management records evaluated from July 1, 2011 to June 30, 2012 indicate basic, proficient, or distinguished performance on the SOC 402 Final Paper content criteria mapping to PLO 6.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: Alumni Survey	70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating either "Agree" or "Strongly Agree." The three questions used to gauge career success include: • (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track. • (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#53) – Earning my degree from Ashford University resulted in making me more employable.	1483/1575/1578	1801	82.34% of BA Organizational Management alumni sampled during the 2010-11 and 2011-12 assessment cycles indicated that they agree or strongly agree that their Ashford University degree will provide them with additional opportunities in their career track.	1. EXCEEDS THE ACCEPTABLE TARGET



				87.45% agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities. 87.62% agree or strongly agree that earning their degree from Ashford University resulted in making them more employable.	
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?	N/A	580/518/404	A majority of BA Organizational Management students sampled upon completion of MGT 460 (N = 580) indicated that they felt the course material (82.07%), course (89.31%), and instructor (89.14%) were	1. EXCEEDS THE ACCEPTABLE TARGET





	1
	high quality or
	very high quality.
	A majority of BA
	Organizational
	Management
	students sampled
	upon completion
	of PHI 445 (N =
	518) indicated that
	they felt the
	course material
	(89.19%), course
	(89.77%), and
	instructor
	(90.55%) were
	high quality or
	very high quality.
	A majority of BA
	Organizational
	Management
	students sampled
	upon completion
	of SOC 402 (N =
	404) indicated that
	they felt the
	course material
	(89.11%), course
	(89.11%), and
	instructor
	(87.38%) were
	high quality or





				very high quality.
Indirect Measure 3:	70% or more of students exiting the program	708/683	775	91.35% of BA
End of Program Survey	will express satisfaction on the End of			Organizational
	Program Survey by indicating either "Agree"			Management
	or "Strongly Agree." The two items used will			students sampled
	be:			upon completion
	The curriculum was relevant to my			of the program
	professional needs.			during the 2011-12
	My instructors were well qualified to teach			assessment cycle
	within their field of study.			indicated that they
	,			agreed or strongly
				agreed that the
				curriculum was
				relevant to their
				professional
				needs. 88.13%
				agreed or strongly
				agreed that their
				instructors were
				well-qualified to
				teach within their
				field of study.

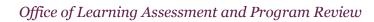


OVERALL RECOMMENDATIONS

Across program learning outcomes (PLOs), BA Organizational Management students met or exceeded acceptable and ideal targets for most 2011-12 assessment measures. Results from the Alumni Survey, End of Course Survey, and End of Program Survey indicate that most students are satisfied with their degree program, instructors, and courses aligned with mastery of a PLO. Student performance on assignment-based measures of each PLO was also high, relative to the targets set for 2011-12.

Although acceptable and ideal targets were met for the CPC overall score, BA Organizational Management students did not meet the acceptable targets for specific CPC sections selected to correspond to BA Organizational Management PLOs. BA Organizational Management students' average scores on these sections exceeded those of the Peregrine Academic Services Traditional aggregate pool for all PLOs, but were below the averages of the Online aggregate pool for all sections except the Business Ethics section (PLO 6). The Program Chair and College of Business and Professional Studies Faculty may want to further explore the sections corresponding to PLOs 1-5 and the associated data.

Overall, it is recommended that College of Business and Professional Studies Faculty review each program assessment plan (including measures used and targets set) in preparation for the 2012-13 assessment cycle. 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			
PLO 1	The revised MGT 460 course guide once the course revisions have been approved by the Executive Dean of the CBPS. Faculty will then review and compare student learning outcome data related to student achievement of PLO 1 pre- and postaction.	The Academic Department Chair, Faculty, Program Manager, Curriculum Coordinators, Assessment Analysts	Complete	December 2012			
Action Details	Revise MGT 460 to more a	dequately address and re 1	einforce student learning a	nd understanding of PLO			