BACHELOR OF ARTS IN ORGANIZATIONAL MANAGEMENT: ANNUAL ASSESSMENT PLAN & FINDINGS
2013-2014 ACADEMIC YEAR

2013 – 2014 CURRICULUM MAP

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

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

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

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 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**

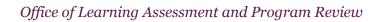|					
Direct Measure 1: CPC Comprehensive Exam – Business Leadership Section	BA Organizational Management students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Business Leadership section of the CPC comprehensive exam when compared to other competitive programs.	N/A	1223	On average, BA Organizational Management 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.	1191	1223	1191 out of 1223 (97.38%) BA Organizational Management students sampled from July 1, 2013 to June 30, 2014 scored 400 or higher on the CPC comprehensive exam (Mean = 605.51, Standard	1. EXCEEDS THE ACCEPTABLE TARGET

				Deviation = 106.28).	
Direct Measure 3: MGT 380 Final Project	70% of BA Organizational Management students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	6341	6778	6341 out of 6778 (93.55%) BA Organizational Management records evaluated indicate basic, proficient, or distinguished performance on the MGT 380 Final Paper content criteria mapped at the Mastered level 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.	997	1069	93.26% of BA Organizational Management students upon completion of the program during the 2013-14 assessment cycle indicated that they agreed or strongly agreed that they understand the learning objectives of their 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. | 992 | 1069 | 92.79% of BA Organizational Management students upon completion of the program during the 2013-14 assessment cycle indicated that they agreed or strongly agreed that the curriculum was relevant to their professional needs. | 1. EXCEEDS THE ACCEPTABLE TARGET |

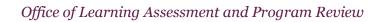| PLO 2 - Demonstrate appropriate decision-making skills in organizational contexts.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT 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	1223	On average, BA Organizational Management students scored above the average of the Peregrine Academic Services Online Aggregate Pool, and above the average of the Traditional Aggregate Pool on	2. MEETS THE ACCEPTABLE TARGET

				the 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.	1191	1223	1191 out of 1223 (97.38%) BA Organizational Management students sampled from July 1, 2013 to June 30, 2014 scored 400 or higher on the CPC comprehensive exam (Mean = 605.51, Standard Deviation = 106.28).	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: MGT 435 Final Project	70% of BA Organizational Management students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	2503	2675	2503 out of 2675 (93.57%) BA Organizational Management records evaluated indicate basic, proficient, or distinguished performance on the MGT 435 Final	1. EXCEEDS THE ACCEPTABLE TARGET

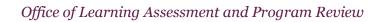|				Paper content criteria mapped to PLO 2.	
Indirect Measure 1: End of Program Survey - I understand the learning objectives of my courses	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be: • I understand the learning objectives of my courses.	997	1069	93.26% of BA Organizational Management students upon completion of the program during the 2013-14 assessment cycle indicated that they agreed or strongly agreed that they understand the learning objectives of their 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.	992	1069	92.79% of BA Organizational Management students upon completion of the program during the 2013-14 assessment cycle indicated that they agreed or strongly agreed that the curriculum was relevant to their	1. EXCEEDS THE ACCEPTABLE TARGET

				professional needs.	

PLO 3 - Formulate strategies 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	BA Organizational Management 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	1223	On average, BA Organizational Management students scored above the average of the Peregrine Academic Services Online Aggregate Pool, and above the average of the Traditional Aggregate Pool on	2. MEETS THE ACCEPTABLE TARGET

				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.	1191	1223	1191 out of 1223 (97.38%) BA Organizational Management students sampled from July 1, 2013 to June 30, 2014 scored 400 or higher on the CPC comprehensive exam (Mean = 605.51, Standard Deviation = 106.28).	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: MGT 415 Final Project	70% of BA Organizational Management students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	4680	5108	4680 out of 5108 (91.62%) BA Organizational Management records evaluated indicate basic, proficient, or distinguished performance on the MGT 415 Final	1. EXCEEDS THE ACCEPTABLE TARGET

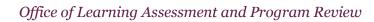|				Paper content criteria mapped at the Mastered level to PLO 3.	
Indirect Measure 1: End of Program Survey - I understand the learning objectives of my courses	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be: • I understand the learning objectives of my courses.	997	1069	93.26% of BA Organizational Management students upon completion of the program during the 2013-14 assessment cycle indicated that they agreed or strongly agreed that they understand the learning objectives of their 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.	992	1069	92.79% of BA Organizational Management students upon completion of the program during the 2013-14 assessment cycle indicated that they agreed or strongly agreed that the curriculum was relevant to their	1. EXCEEDS THE ACCEPTABLE TARGET

				professional needs.	

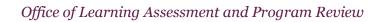| PLO 4 - Analyze alternative solutions for complex business problems.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	1. EXCEEDS THE ACCEPTABLE 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 Organizational Management 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	1223	On average, BA Organizational Management 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 Management	2. MEETS THE ACCEPTABLE TARGET

				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.	1191	1223	1191 out of 1223 (97.38%) BA Organizational Management students sampled from July 1, 2013 to June 30, 2014 scored 400 or higher on the CPC comprehensive exam (Mean = 605.51, Standard Deviation = 106.28).	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: MGT460 Final Paper	70% of BA Organizational Management students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	1992	2172	1992 out of 2172 (91.71%) BA Organizational Management records evaluated indicate basic, proficient, or distinguished performance on the MGT 460 Final Paper content	1. EXCEEDS THE ACCEPTABLE TARGET

				criteria mapped at the Mastered level 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.	997	1069	93.26% of BA Organizational Management students upon completion of the program during the 2013-14 assessment cycle indicated that they agreed or strongly agreed that they understand the learning objectives of their 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.	992	1069	92.79% of BA Organizational Management students upon completion of the program during the 2013-14 assessment cycle indicated that they agreed or strongly agreed that the curriculum was relevant to their	1. EXCEEDS THE ACCEPTABLE TARGET

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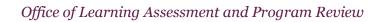|				professional needs.	

PLO 5 - Compare and contrast individual characteristics that influence work behaviors and organizational 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 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 2013-14 assessment cycle.	4. INSUFFICIENT DATA
Direct Measure 2: CPC Comprehensive Exam-Score	90% must score 400 or higher on the CPC comprehensive exam.	1191	1223	1191 out of 1223 (97.38%) BA Organizational Management students sampled from July 1, 2013 to June 30, 2014 scored 400 or higher on the CPC comprehensive exam (Mean = 605.51, Standard Deviation = 106.28).	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: MGT415 Final Project	70% of BA Organizational Management students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	4680	5108	4680 out of 5108 (91.62%) BA Organizational Management records evaluated indicate basic, proficient, or distinguished performance on	1. EXCEEDS THE ACCEPTABLE TARGET

				the MGT 415 Final Paper content criteria mapped at the Mastered level 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.	997	1069	93.26% of BA Organizational Management students upon completion of the program during the 2013-14 assessment cycle indicated that they agreed or strongly agreed that they understand the learning objectives of their 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.	992	1069	92.79% of BA Organizational Management students upon completion of the program during the 2013-14 assessment cycle indicated that they agreed or strongly agreed that the curriculum was	1. EXCEEDS THE ACCEPTABLE TARGET

				relevant to their professional needs.	

PLO 6 - Analyze the impact of social problems on the workplace at the individual, group, organizational, and societal levels.					
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

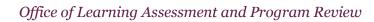|					
Direct Measure 1: CPC Comprehensive Exam - Business Ethics Section	BA Organizational Management students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Business Ethics section of the CPC comprehensive exam when compared to other competitive programs.	N/A	1223	On average BA Organizational Management students scored below the average of the Peregrine Academic Services Online Aggregate Pool, and above the average of the Traditional Aggregate Pool on the Business Ethics 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.	1191	1223	1191 out of 1223 (97.38%) BA Organizational Management students sampled from July 1, 2013 to June 30, 2014 scored 400 or higher on the CPC comprehensive exam (Mean = 605.51, Standard	1. EXCEEDS THE ACCEPTABLE TARGET

				Deviation = 106.28).	
Direct Measure 3: SOC402 Final Project	70% of BA Organizational Management students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	3403	3693	3403 out of 3693 (92.15%) BA Organizational Management records evaluated indicate basic, proficient, or distinguished performance on the SOC 402 Final Paper content criteria mapped to PLO 6.	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.	997	1069	93.26% of BA Organizational Management students upon completion of the program during the 2013-14 assessment cycle indicated that they agreed or strongly agreed that they understand the learning objectives of their 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.	992	1069	92.79% of BA Organizational Management students upon completion of the program during the 2013-14 assessment cycle indicated that they agreed or strongly agreed that the curriculum was relevant to their professional needs.	1. EXCEEDS THE ACCEPTABLE TARGET

OVERALL RECOMMENDATIONS

In the BA Organizational Management program, students met or exceeded the acceptable and ideal targets for the assignment-based direct measures for all program learning outcomes (PLO). In addition, BA Organizational Management students met or exceeded the acceptable and ideal targets for the Overall CPC Exam score. In addition, the scores for each measured section of the CPC exam specific to their respective PLO also managed positive results.

Student scores met or exceeded both the acceptable and ideal targets for each section of the CPC Exam tested for their respective PLOs with the exception of the Business Ethics section (used as a measure of PLO 6). PLO 5 used the Communication section of the CPC Exam as a measure; however, there is no comparable data available as Ashford University is the only school to test this section outside of accounting students.

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 student understands the learning outcomes of each course.

In preparation for the 2014-15 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. In addition, faculty may want to consider why students' underperformed in the Business Ethics section.

In preparation for the 2013-14 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. In addition, further research may want to be conducted to determine the reasoning behind the results of the alumni survey.

ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT				
OUTCOME	**MEASURE**	**KEY/RESPONSIBLE PERSONNEL**	**STATUS**	**ANTICIPATED DATE OF COMPLETION**
All PLOs	*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 4 pre- and post-action.*	*The Academic Department Chair, Faculty, Program Manager, Curriculum Coordinators, Assessment Analysts*	*Complete*	*October 2015*
Action Details	*Revise Assignments and Develop Waypoint rubrics for MGT 460.*			
OUTCOME	**MEASURE**	**KEY/RESPONSIBLE PERSONNEL**	**STATUS**	**ANTICIPATED DATE OF COMPLETION**
TBD	*Faculty will review the Waypoint rubrics and grading results to determine if further action is necessary.*	*The Academic Department Chair, Faculty, Program Manager, Curriculum Coordinators, Assessment Analysts*	*Complete*	*June 2015*
Action Details	*Faculty will participate in a study to determine the effectiveness and appropriateness of the Waypoint rubrics for each course in the BA Organizational Management program.*			