

MASTER OF ARTS IN ORGANIZATIONAL MANAGEMENT: ANNUAL ASSESSMENT PLAN & FINDINGS 2010-2011 ACADEMIC YEAR

2010 – 2011 CURRICULUM MAP I (INTRODUCED) R (REINFORCED) M (MASTER.						
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	
	Understand cultural and economic trends and contexts that influence organizational change.	Demonstrate skill in critical thinking, data interpretation, and decision making necessary for developing innovative, effective problemsolving strategies within organizational culture.	Communicate knowledge and ideas basic to creating teams, managing organizational processes, and developing managerial capabilities in others.	Evaluate and apply resources and strategies that develop human capital and improve organizational performance.	Implement effective leadership within a learning organization that reflects current social, corporate, and global perspectives.	
BUS 600: Management Communications with Technology Tools	R	R	R		R	
BUS 610: Organizational Behavior	R		R	R	М	
OMM 612: Managing in Social Change	М		R	R	R	
OMM 614: Innovation and Entrepreneurship		М				
OMM 625: Learning Organizations and Effectiveness			м	R	R	
OMM 640: Business Ethics and Social Responsibility	M	R				
OMM 618: Human Resources Management			М	М	М	
BUS 670: Legal Environment		М	R	R	М	



ANNUAL ASSESSMENT PLAN FINDINGS PLO 1 - Understand cultural and economic trends and contexts that influence organizational change. **TOTAL NUMBER MEASURE ACCEPTABLE TARGET** TOTAL **ASSESSMENT ASSESSMENT RESULTS: OF STUDENT NUMBER OF RESULTS: RECORDS STUDENT** 1. EXCEEDS THE **PERCENTAGE OF MEETING** RECORDS **STUDENT ACCEPTABLE ACCEPTABLE OBSERVED TARGET RECORDS TARGET MEETING** 2. MEETS THE **ACCEPTABLE ACCEPTABLE TARGET TARGET** 3. DOES NOT MEET THE ACCEPTABLE **TARGET** 4. INSUFFICIENT DATA

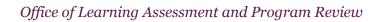




Direct Measure 1: CPC Comprehensive Exam – Business Ethics Section	100% (of the sample selected) score at or above the average in the PAS "Online Campus" and "Traditional Campus" Aggregate Pools related to the Business Ethics section of the CPC comprehensive exam when compared to other competitive programs.	N/A	N/A	MAOM students' aggregate scores in the Business Ethics section of the CPC Comprehensive Exam were below the averages of the PAS "Online Campus" and above the averages of the "Traditional Campus" pools.	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.	45	45	45 out of 45 (100%) MAOM students scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: OMM 640 Final Paper	100% (of the sample selected) must score 70% or higher on final paper and demonstrate understanding of cultural and economic trends and contexts that influence organizational change.	883	942	883 out of 942 (93.74%) students sampled during the 2010-11 Academic Year scored a 70% or higher on the final paper and demonstrate understanding of	1. EXCEEDS THE ACCEPTABLE TARGET



				cultural and economic trends and contexts that influence organizational change.	
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.	198/196/191	237	On average, 82.28% MAOM students who took the Ashford Alumni Survey in December 2010 "strongly agree" or "agree" that their Ashford University degree has contributed to career success.	1. EXCEEDS THE ACCEPTABLE TARGET
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?	N/A	440	On average, 85.74% of students who took the End-of-Course survey for OMM 640 during the 2010-2011 Academic Year rated the course material, course,	1. EXCEEDS THE ACCEPTABLE TARGET





How would you rate the quality of the	and instructor as
course?	"High Quality" or
How would you rate the quality of the	"Very High
instructor?	Quality."
	On average,
	85.23% of
	students who took
	the End-of-Course
	survey for OMM
	612 during the
	2010-2011
	Academic Year
	rated the course
	material, course,
	and instructor as
	"High Quality" or
	"Very High
	Quality."



PLO 2 - Demonstrate skill in critical thinking, data interpretation, and decision making necessary for developing innovative, effective problem-solving strategies within organizational culture.

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
Direct Measure 1: CPC Comprehensive Exam - Legal Environment and Finance 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 Legal Environment and Finance section of the CPC comprehensive exam when compared to other competitive programs.	N/A	546	MAOM students' aggregate scores in the Legal Environment and Finance section of the CPC Comprehensive Exam were below the averages of the PAS "Online Campus" and	3. DOES NOT MEET THE ACCEPTABLE TARGET





Direct Measure 2:	90% (of the sample selected) score 400 or	45	45	above the averages of the "Traditional Campus" pools. 45 out of 45	1. EXCEEDS THE
CPC Comprehensive Exam-Score	higher on the CPC comprehensive exam.	45	45	(100%) MAOM students scored 400 or higher on the CPC comprehensive exam.	ACCEPTABLE TARGET
Direct Measure 3: OMM 614 Final Paper	100% (of the sample selected) must score 70% or higher on final paper and demonstrate understanding of critical think skills, data interpretation, and decision making.	1063	1109	1,063 out of 1,109 (95.85%) students sampled during the 2010-11 Academic Year scored a 70% or higher on the final paper and demonstrate understanding of critical thinking skills, data interpretation, and decision making.	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	198/196/191	237	On average, 82.28% MAOM students who took the Ashford Alumni Survey in December 2010	1. EXCEEDS THE ACCEPTABLE TARGET



	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.			"strongly agree" or "agree" that their Ashford University degree has contributed to career success.	
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	785	On average, 80.64% of students who took the End-of-Course survey for OMM 614 during the 2010-2011 Academic Year rated the course material, course, and instructor as "High Quality" or "Very High Quality." On average, 85.65% of students who took the End-of-Course survey for BUS 670 during the 2010- 2011 Academic	1. EXCEEDS THE ACCEPTABLE TARGET





		Year rated the	
		course material,	
		course, and	
		instructor as "High	
		Quality" or "Very	
		High Quality."	



PLO 3 - Communicate knowledge and ideas basic to creating teams, managing organizational processes, and developing managerial capabilities in others.

capabilities in others.					
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	MAOM students' aggregate scores in the Management section of the CPC Comprehensive Exam were below the averages of the PAS "Online Campus" and "Traditional Campus" pools.	N/A	606	MAOM students' aggregate scores in the Management section of the CPC Comprehensive Exam were below the averages of the PAS "Online Campus" and	3. DOES NOT MEET THE ACCEPTABLE TARGET

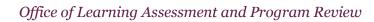




				"Traditional Campus" pools.	
Direct Measure 2: CPC Comprehensive Exam-Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	45	45	45 out of 45 (100%) MAOM students scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: OMM 625 Final Paper	100% (of the sample selected) must score 70% or higher on final paper and demonstrate understanding of how to communicate knowledge and ideas basic to creating teams, managing organizational processes, and developing managerial capabilities in others.	1015	1061	1,015 out of 1,061 (95.66%) students sampled during the 2010-11 Academic Year scored a 70% or higher on the final paper and demonstrated understanding of how to communicate knowledge and ideas basic to creating teams, managing organizational processes, and developing managerial capabilities in others.	1. EXCEEDS THE ACCEPTABLE TARGET



	<u> </u>				1
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.	198/196/191	237	On average, 82.28% MAOM students who took the Ashford Alumni Survey in December 2010 "strongly agree" or "agree" that their Ashford University degree has contributed to career success.	1. EXCEEDS THE ACCEPTABLE TARGET
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	458	On average, 84.08% of students who took the End-of-Course survey for OMM 625 during the 2010-2011 Academic Year rated the course material, course, and instructor as "High Quality" or "Very High Quality."	1. EXCEEDS THE ACCEPTABLE TARGET





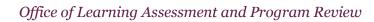
		On average,	
		88.43% of	
		students who took	
		the End-of-Course	
		survey for OMM	
		618 during the	
		2010-2011	
		Academic Year	
		rated the course	
		material, course,	
		and instructor as	
		"High Quality" or	
		"Very High	
		Quality."	



PLO 4 - Evaluate and apply resources and strategies that develop human capital and improve organizational performance.					
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	622	MAOM students' aggregate scores in the Business Integration and Strategic Management section of the CPC Comprehensive Exam were below the averages of the PAS "Online Campus" and "Traditional Campus" pools.	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.	45	45	45 out of 45 (100%) MAOM students scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: OMM618 Final Paper	100% (of the sample selected) must score 70% or higher on final paper and demonstrate understanding of applying resources and strategies that develop human capital and improve organizational performance.	889	949	889 out of 949 (93.68%) students sampled during the 2010-11 Academic Year scored a 70% or higher on the final paper and demonstrate understanding of applying resources and strategies that develop human capital and improve organizational performance.	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:	198/196/191	237	On average, 82.28% MAOM students who took the Ashford Alumni Survey in December 2010 "strongly agree" or	1. EXCEEDS THE ACCEPTABLE TARGET





	 (#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. 			"agree" that their Ashford University degree has contributed to career success.	
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	458	On average, 88.43% of students who took the End-of-Course survey for OMM 618 during the 2010-2011 Academic Year rated the course material, course, and instructor as "High Quality" or "Very High Quality."	1. EXCEEDS THE ACCEPTABLE TARGET



PLO 5 - Implement effe	ective leadership within a learning organiza	ation that reflects o	current social, co	rporate, and global	perspectives.
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



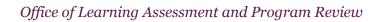
Direct Measure 1: CPC Comprehensive Exam - Business Leadership Section	100% (of the sample selected) score at or above the average in the PAS "Online Campus" and "Traditional Campus" Aggregate Pools related to the Business Leadership section of the CPC comprehensive exam when compared to other competitive programs.	N/A	691	MAOM students aggregate scores in the Business Leadership section of the CPC Comprehensive Exam were below the averages of the PAS "Online Campus" and above the averages of the "Traditional Campus" pools.	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.	45	45	45 out of 45 (100%) MAOM students scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: BUS610 Final Paper	100% (of the sample selected) must score 70% or higher on final paper and demonstrate understanding of implementing effective leadership within a learning organization that reflects current social, corporate, and global perspectives.	1120	1208	1,120 out of 1,208 (92.72%) students sampled during the 2010-11 Academic Year scored a 70% or higher on the final paper and demonstrate understanding of	1. EXCEEDS THE ACCEPTABLE TARGET



				implementing effective leadership within a learning organization that reflects current social, corporate, and global perspectives.	
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.	198/196/191	237	On average, 82.28% MAOM students who took the Ashford Alumni Survey in December 2010 "strongly agree" or "agree" that their Ashford University degree has contributed to career success.	1. EXCEEDS THE ACCEPTABLE TARGET
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	N/A	N/A	On average, 86.00% of students who took the End-of-Course survey for BUS 610 during the 2010-	1. EXCEEDS THE ACCEPTABLE TARGET



include:	2011 Academic
How would you rate the quality of the	Year rated the
course material?	course material,
How would you rate the quality of the	course, and
course?	instructor as "High
How would you rate the quality of the	Quality" or "Very
instructor?	High Quality."
	On average,
	88.43% of
	students who took
	the End-of-Course
	survey for OMM
	618 during the
	2010-2011
	Academic Year
	rated the course
	material, course,
	and instructor as
	"High Quality" or
	"Very High
	Quality."
	On average,
	85.65% of
	students who took
	the End-of-Course
	survey for BUS 670
	during the 2010-
	2011 Academic
	Year rated the
	course material,





		course, and	
		instructor as "High	
		Quality" or "Very	
		High Quality."	



OVERALL RECOMMENDATIONS

It is recommended that the College of Business and Professional Studies faculty review program learning outcomes, curriculum map, and assessment plan to ensure student learning can be effectively measured, program learning outcomes are accurately mapped to program course sequence, and targets are appropriately set. In addition, faculty should work closely with the College of Business and Professional Studies assessment analyst to examine additional measurement opportunities and work to increase precision of existing measures (e.g., through Waypoint rubric implementation). Lastly, additional data should be gathered, increasing sample size and improving the accuracy and generalizability of findings.

ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT						
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION		
PLOs 1-5	N/A	MA Organizational Management Program Chair	Complete	June 2012		
Action Details	Data will continue to be collected and outcome-related actions will be developed by the MA Organizational Management Program Chair in collaboration with program faculty.					