

MASTER OF BUSINESS ADMINISTRATION (MBA): ANNUAL ASSESSMENT PLAN & FINDINGS 2012-2013 ACADEMIC YEAR

2012 – 2013 CU	IRRICULUM MAP						
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7
	Solve managerial problems using critical thinking skills and quantitative analysis.	Evaluate the moral and ethical principles practiced in the organizational setting.	Analyze the use of managerial and leadership skills used to develop productive teams.	Evaluate the influence of internal and external forces within organizations.	Research business information to support the decision making process.	Assess internal and external communication practices used in business.	Analyze business opportunities and challenges from a global perspective.
BUS 600: Management Communications with Technology Tools	ı	ı	ı	I	ı	ı	I
BUS 610: Organizational Behavior	R	R	R	R	R	R	R
BUS 620: Managerial Marketing	R	R		R	R	R	R
BUS 670: Legal Environment	R	R	R	R		R	R
MAT 540: Statistical Concepts for Research	R				R		
BUS 591: Financial Accounting & Analysis	R				R		

Office of Learning Assessment and Program Review



BUS 642: Business Research Methods and Tools	R			R	R		R
BUS 630: Managerial Accounting	R	R		R	R		R
BUS 640: Managerial Economics	R	R		R	R	R	R
BUS 650: Managerial Finance	R	R		R	R	R	
BUS 644: Operations Management	R		R	R	R	R	R

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



1 - Solve managerial	problems using critical thinking skil ACCEPTABLE TARGET	lls and quantitative ana	lysis. TOTAL	ASSESSMENT	ASSESSMEN
		OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	NUMBER OF STUDENT RECORDS OBSERVED	RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	RESULTS: 1. EXCEEDS T ACCEPTABL TARGET 2. MEETS TH ACCEPTABL TARGET 3. DOES NOT N
					THE ACCEPTA TARGET 4. INSUFFICIE DATA





Direct Measure 1: CPC Comprehensive Exam - Management Section	Master of Business Administration students, on average, will 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	1073	On average, MBA Business Administration 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.	3. DOES NOT MEET THE ACCEPTABLE TARGET
Direct Measure 2: CPC Comprehensive Exam-Score	90% of Master of Business Administration students must score 400 or higher on the CPC comprehensive exam.	1059	1070	1,059 out of 1,070 (98.97%) Master of Business Administration students sampled from July 1, 2012 to June 30, 2013 scored 400 or higher on the CPC comprehensive exam (Mean =	1. EXCEEDS THE ACCEPTABLE TARGET





				604.25, Standard Deviation = 88.53).	
Direct Measure 3: BUS 650 Final Paper	80% of Master of Business Administration students must score 70% or higher on final paper and demonstrate an ability to solve managerial problems using critical thinking skills and quantitative analysis.	1178	1297	1,178 out of 1,297 (90.82%) Master of Business Administration students from courses with start dates between July 3, 2012 and July 25, 2013 scored 70% or higher on BUS 650 Final Paper.	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.	588/615/585	720	81.67% of Master of Business Administration 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. 85.42% agree or strongly agree that	1. EXCEEDS THE ACCEPTABLE TARGET

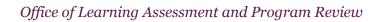




Indirect Measure 2: End of Course Survey	70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with mastery of a program outcome by indicating either "High Quality" or "Very High Quality." The three questions used to gauge student satisfaction include: 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	288	earning their degree from Ashford University gives them the confidence to pursue new job opportunities. 81.25% agree or strongly agree that earning their degree from Ashford University resulted in making them more employable. A majority of Master of Business Administration students sampled upon completion of BUS 650 (N = 288) indicated that they felt the course material (81.60%), course (84.72%), and instructor (87.50%) were high quality or	1. EXCEEDS THE ACCEPTABLE TARGET
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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 three items used will be: • I understood the application of the Learning Objectives. • The curriculum was relevant to my academic needs. • The curriculum was relevant to my professional needs.	970/986/975	1072	90.49% of Master of Business Administration students upon completion of the program during the 2012-13 assessment cycle indicated that they agreed or strongly agreed that they understood the application of the learning objectives. 91.98% agreed or strongly agreed that the curriculum was relevant to their academic needs. 90.96% agreed or strongly agreed that the curriculum was relevant to their professional needs. 60% of Master of	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 4: Alumni Survey - 21 Months Since Graduation	70% or more of the Ashford University alumni surveyed will indicate either "Yes - To a Great Extent" or "Yes – To Some Extent" to the following statement:	N/A	62	Business Administration alumni who responded to the	2. MEETS THE ACCEPTABLE TARGET





• (#6) – Are you currently using your Ashford	survey during the	
degree in a related occupation?	2012-2013	
	assessment cycle	
70% or more of the Ashford University alumni	(N = 62) indicated	
surveyed will indicate either "Agree" or	that to a great	
"Strongly Agree" to the following statements:	extent or to some	
• (#16) – Earning my degree from Ashford	extent are	
University gives me the confidence to pursue	currently using	
new job opportunities.	their Ashford	
• (#17) – I believe that my Ashford degree	degree in a related	
was worth the time commitment required to	occupation.	
fulfill my educational goals.		
	76% of Master of	
	Business	
	Administration	
	alumni who	
	responded to the	
	survey during the	
	2012-2013	
	assessment cycle	
	(N = 62) indicated	
	that they agree or	
	strongly agree that	
	earning their	
	degree from	
	Ashford University	
	gives them the	
	confidence to	
	pursue new job	
	opportunities.	
	79% of Master of	
	7570 01 Widster 01	







new job opportunities.		Degree in a related
• (#17) – I believe that my Ashford degree		occupation.
was worth the time commitment required to		
fulfill my educational goals.		61% of Master of
		Business
		Administration
		alumni who
		responded to the
		survey during the
		2012-2013
		assessment cycle
		(N = 20) indicated
		that they agree or
		strongly agree that
		earning their
		degree from
		Ashford University
		gives them the
		confidence to
		pursue new job
		opportunities.
		78% of Master of
		Business
		Administration
		alumni who
		responded to the
		survey during the
		2012-2013
		assessment cycle
		(N = 20) indicated
		that they agree or



				strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill my educational goals.	
Indirect Measure 6: Alumni Survey - Aggregate of 21 and 37 Months Since Graduation	70% or more of the Ashford University alumni surveyed will indicate either "Yes - To a Great Extent" or "Yes – To Some Extent" to the following statement: • (#6) – Are you currently using your Ashford degree in a related occupation? 70% or more of the Ashford University alumni surveyed will indicate either "Agree" or "Strongly Agree" to the following statements: • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.	N/A	82	63.41% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that to a great extent or to some extent are currently using their Ashford Degree in a related occupation. 73.17% of Master of Business Administration alumni who	2. MEETS THE ACCEPTABLE TARGET
				responded to the survey during the	





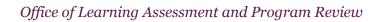
assesment cycle (N = 82) indicated that they agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities. 79.27% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that they believe that they believe that their Ashford degree was worth the time commitment required to fulfill my educational goals.	-		
(N = 82) indicated that they agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities. 79.27% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that they believe that they had believe that they for degree was worth the time commitment required to fulfill my educational			2012-2013
that they agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities. 79.27% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that their ashford degree was worth the time commitment required to fulfill my educational			
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earning their degree from Ashford University gives them the confidence to pursue new job opportunities. 79.27% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that they believe that they believe that their Ashford degree was worth the time commitment required to fulfill my educational			that they agree or
degree from Ashford University gives them the confidence to pursue new job opportunities. 79.27% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill my educational			strongly agree that
Ashford University gives them the confidence to pursue new job opportunities. 79.27% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that they believe that they believe that their Ashford degree was worth the time commitment required to fulfill my educational			earning their
gives them the confidence to pursue new job opportunities. 79.27% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill my educational			degree from
confidence to pursue new job opportunities. 79.27% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that they believe that they believe that their Ashford degree was worth the time commitment required to fulfill my educational			Ashford University
pursue new job opportunities. 79.27% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill my educational			gives them the
opportunities. 79.27% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that they believe that they helieve that their Ashford degree was worth the time commitment required to fulfill my educational			confidence to
79.27% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill my educational			pursue new job
of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill my educational			opportunities.
of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill my educational			
Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill my educational			79.27% of Master
alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill my educational			of Business
responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill my educational			Administration
survey during the 2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill my educational			alumni who
2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill my educational			responded to the
assessment cycle (N = 82) indicated that they agree or strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill my educational			survey during the
(N = 82) indicated that they agree or strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill my educational			2012-2013
that they agree or strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill my educational			assessment cycle
strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill my educational			(N = 82) indicated
they believe that their Ashford degree was worth the time commitment required to fulfill my educational			that they agree or
their Ashford degree was worth the time commitment required to fulfill my educational			strongly agree that
degree was worth the time commitment required to fulfill my educational			they believe that
the time commitment required to fulfill my educational			their Ashford
commitment required to fulfill my educational			degree was worth
required to fulfill my educational			the time
my educational			commitment
			required to fulfill
goals.			my educational
			goals.



PLO 2 - Evaluate the m	noral and ethical principles practiced in the o	organizational set	ting.		
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	Master of Business Administration students, on average, will 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	1073	On average, Ashford University students in the Master of Business Administration program scored above the averages of the Peregrine Academic Services Traditional and Online aggregate	2. MEETS THE ACCEPTABLE TARGET



				pools on the Business Ethics section of the CPC.	
Direct Measure 2: CPC Comprehensive Exam-Score	90% of Master of Business Administration students must score 400 or higher on the CPC comprehensive exam.	1059	1070	1,059 out of 1,070 (98.97%) Master of Business Administration students sampled from July 1, 2012 to June 30, 2013 scored 400 or higher on the CPC comprehensive exam (Mean = 604.25, Standard Deviation = 88.53).	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: BUS 670 Summary Paper	80% of Master of Business Administration students must score 70% or higher on summary paper and demonstrate an ability to evaluate the moral and ethical principles practiced in the organizational setting.	786	920	786 out of 920 (85.43%) Master of Business Administration students from courses with start dates between July 3, 2012 and July 25, 2013 scored 70% or higher on BUS 670 Final Paper	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	588/615/585	720	81.67% of Master of Business Administration	1. EXCEEDS THE ACCEPTABLE TARGET





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.
	85.42% agree or
	strongly agree that
	earning their
	degree from
	Ashford University
	gives them the
	confidence to
	pursue new job
	opportunities.
	81.25% 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	N/A	670	A majority of Master of Business Administration students sampled upon completion of BUS 670 (N =	1. EXCEEDS THE ACCEPTABLE TARGET
	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?			351) indicated that they felt the course material (88.04%), course (85.47%), and instructor (83.76%) 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 three items used will be: • I understood the application of the Learning Objectives. • The curriculum was relevant to my academic needs. • The curriculum was relevant to my professional needs.	970/986/975	1072	90.49% of Master of Business Administration students upon completion of the program during the 2012-13 assessment cycle indicated that they agreed or strongly agreed that they understood the application of the learning objectives. 91.98% agreed or strongly agreed that the	1. EXCEEDS THE ACCEPTABLE TARGET



				curriculum was	
				relevant to their	
				academic needs.	
				90.96% agreed or	
				strongly agreed	
				that the	
				curriculum was	
				relevant to their	
				professional	
				needs.	
Indirect Measure 4:	70% or more of the Ashford University alumni	N/A	62	60% of Master of	2. MEETS THE
Alumni Survey - 21	surveyed will indicate either "Yes - To a Great	,		Business	ACCEPTABLE TARGET
Months Since	Extent" or "Yes – To Some Extent" to the			Administration	
Graduation	following statement:			alumni who	
				responded to the	
	• (#6) – Are you currently using your Ashford			survey during the	
	degree in a related occupation?			2012-2013	
	·			assessment cycle	
	70% or more of the Ashford University alumni			(N = 62) indicated	
	surveyed will indicate either "Agree" or			that to a great	
	"Strongly Agree" to the following statements:			extent or to some	
	• (#16) – Earning my degree from Ashford			extent are	
	University gives me the confidence to pursue			currently using	
	new job opportunities.			their Ashford	
	• (#17) – I believe that my Ashford degree			degree in a related	
	was worth the time commitment required to			occupation.	
	fulfill my educational goals.				
				76% of Master of	
				Business	
				Administration	
				alumni who	
				responded to the	





	T		
			survey during the
			2012-2013
			assessment cycle
			(N = 62) indicated
			that they agree or
			strongly agree that
			earning their
			degree from
			Ashford University
			gives them the
			confidence to
			pursue new job
			opportunities.
			79% of Master of
			Business
			Administration
			alumni who
			responded to the
			survey during the
			2012-2013
			assessment cycle
			(N = 62) indicated
			that they agree or
			strongly agree that
			they believe that
			their Ashford
			degree was worth
			the time
			commitment
			required to fulfill
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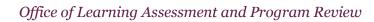
				my educational	
				goals.	
Indirect Measure 5: Alumni Survey - 37 Months Since Graduation	70% or more of the Ashford University alumni surveyed will indicate either "Yes - To a Great Extent" or "Yes – To Some Extent" to the following statement: • (#6) – Are you currently using your Ashford degree in a related occupation? 70% or more of the Ashford University alumni surveyed will indicate either "Agree" or "Strongly Agree" to the following statements: • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.	N/A	20	73% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 20) indicated that to a great extent or to some extent are currently using their Ashford Degree in a related occupation. 61% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 20) indicated that they agree or strongly agree that earning their degree from	2. MEETS THE ACCEPTABLE TARGET



				Ashford University gives them the confidence to	
				pursue new job	
				opportunities.	
				78% of Master of	
				Business	
				Administration	
				alumni who	
				responded to the	
				survey during the 2012-2013	
				assessment cycle	
				(N = 20) indicated	
				that they agree or	
				strongly agree that	
				they believe that	
				their Ashford	
				degree was worth	
				the time	
				commitment	
				required to fulfill	
				my educational	
				goals.	
Indirect Measure 6:	70% or more of the Ashford University alumni	N/A	82	63.41% of Master	2. MEETS THE
Alumni Survey -	surveyed will indicate either "Yes - To a Great			of Business	ACCEPTABLE TARGET
Aggregate of 21 and 37	Extent" or "Yes – To Some Extent" to the			Administration	
Months Since	following statement:			alumni who	
Graduation				responded to the	
	• (#6) – Are you currently using your Ashford			survey during the	
	degree in a related occupation?			2012-2013	



70% or more of the Ashford University alumni surveyed will indicate either "Agree" or "Strongly Agree" to the following statements: • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. • (#17) – I we discovered to the survey during the survey during the survey during the 2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that earning their degree from Ashford University gives them the confidence to		accessment avelo
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"Strongly Agree" to the following statements: • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 73.17% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that earning their degree from Ashford University gives them the confidence to	•	
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University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 73.17% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that earning their degree from Ashford University gives them the confidence to		extent are
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• (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals. 73.17% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that earning their degree from Ashford University gives them the confidence to	University gives me the confidence to pursue	their Ashford
was worth the time commitment required to fulfill my educational goals. 73.17% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that earning their degree from Ashford University gives them the confidence to	new job opportunities.	Degree in a related
was worth the time commitment required to fulfill my educational goals. 73.17% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that earning their degree from Ashford University gives them the confidence to	• (#17) – I believe that my Ashford degree	occupation.
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Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that earning their degree from Ashford University gives them the confidence to	fulfill my educational goals.	73.17% of Master
alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that earning their degree from Ashford University gives them the confidence to		of Business
responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that earning their degree from Ashford University gives them the confidence to		Administration
survey during the 2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that earning their degree from Ashford University gives them the confidence to		alumni who
2012-2013 assessment cycle (N = 82) indicated that they agree or strongly agree that earning their degree from Ashford University gives them the confidence to		responded to the
assessment cycle (N = 82) indicated that they agree or strongly agree that earning their degree from Ashford University gives them the confidence to		survey during the
(N = 82) indicated that they agree or strongly agree that earning their degree from Ashford University gives them the confidence to		2012-2013
that they agree or strongly agree that earning their degree from Ashford University gives them the confidence to		assessment cycle
strongly agree that earning their degree from Ashford University gives them the confidence to		(N = 82) indicated
earning their degree from Ashford University gives them the confidence to		that they agree or
degree from Ashford University gives them the confidence to		strongly agree that
Ashford University gives them the confidence to		earning their
gives them the confidence to		degree from
confidence to		Ashford University
		gives them the
		confidence to
pursue new job		pursue new job
opportunities.		opportunities.
79.27% of Master		79.27% of Master
of Business		of Business
Administration		Administration





		alumni who	
		responded to the	
		survey during the	
		2012-2013	
		assessment cycle	
		(N = 82) indicated	
		that they agree or	
		strongly agree that	
		they believe that	
		their Ashford	
		degree was worth	
		the time	
		commitment	
		required to fulfill	
		my educational	
		goals.	



PLO 3 - Analyze the us	se of managerial and leadership skills used to	o develop product	ive teams.		
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	Master of Business Administration students, on average, will 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	1073	On average, MBA Business Administration 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% of Master of Business Administration students must score 400 or higher on the CPC comprehensive exam.	1059	1070	1,059 out of 1,070 (98.97%) Master of Business Administration students sampled from July 1, 2012 to June 30, 2013 scored 400 or higher on the CPC comprehensive exam (Mean = 604.25, Standard Deviation = 88.53).	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: BUS 610 Final Paper	80% of Master of Business Administration students must score 70% or higher on final paper and demonstrate an ability to analyze the use of managerial and leadership skills used to develop productive teams.	1445	1590	1,445 out of 1,590 (90.88%) Master of Business Administration students from courses with start dates between July 3, 2012 and July 25, 2013 scored 70% or higher on	1. EXCEEDS THE ACCEPTABLE TARGET



				BUS 610 Final Paper.	
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.	588/615/585	720	81.67% of Master of Business Administration 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. 85.42% agree or strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities. 81.25% agree or strongly agree that earning their degree from Ashford University degree from the confidence to pursue new job opportunities. 81.25% 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: 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	412	A majority of Master of Business Administration students sampled upon completion of BUS 610 (N = 412) indicated that they felt the course material (86.65%), course (85.44%), and instructor (81.07%) 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 three items used will be: • I understood the application of the Learning Objectives. • The curriculum was relevant to my academic needs. • The curriculum was relevant to my professional needs.	970/986/975	1072	90.49% of Master of Business Administration students upon completion of the program during the 2012-13 assessment cycle indicated that they agreed or strongly agreed that they understood the application of the	1. EXCEEDS THE ACCEPTABLE TARGET



Indirect Measure 4: Alumni Survey - 21 Months Since Graduation	70% or more of the Ashford University alumni surveyed will indicate either "Yes - To a Great Extent" or "Yes - To Some Extent" to the following statement: • (#6) – Are you currently using your Ashford degree in a related occupation? 70% or more of the Ashford University alumni surveyed will indicate either "Agree" or "Strongly Agree" to the following statements: • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.	N/A	62	learning objectives. 91.98% agreed or strongly agreed that the curriculum was relevant to their academic needs. 90.96% agreed or strongly agreed that the curriculum was relevant to their professional needs. 60% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 62) indicated that to a great extent or to some extent are currently using their Ashford degree in a related occupation.	2. MEETS THE ACCEPTABLE TARGET
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	Business
	Administration
	alumni who
	responded to the
	survey during the
	2012-2013
	assessment cycle
	(N = 62) indicated
	that they agree or
	strongly agree that
	earning their
	degree from
	Ashford University
	gives them the
	confidence to
	pursue new job
	opportunities.
	79% of Master of
	Business
	Administration
	alumni who
	responded to the
	survey during the
	2012-2013
	assessment cycle
	(N = 62) indicated
	that they agree or
	strongly agree that
	they believe that
	their Ashford
	degree was worth



Indirect Measure 5:	70% or more of the Ashford University alumni	N/A	20	the time commitment required to fulfill my educational goals. 73% of Master of	2. MEETS THE
Alumni Survey - 37 Months Since Graduation	surveyed will indicate either "Yes - To a Great Extent" or "Yes – To Some Extent" to the following statement: • (#6) – Are you currently using your Ashford degree in a related occupation? 70% or more of the Ashford University alumni surveyed will indicate either "Agree" or "Strongly Agree" to the following statements: • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.			Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 20) indicated that to a great extent or to some extent are currently using their Ashford Degree in a related occupation. 61% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 20) indicated that they agree or	ACCEPTABLE TARGET



				strongly agree that	
				earning their	
				degree from	
				Ashford University	
				gives them the	
				confidence to	
				pursue new job	
				opportunities.	
				78% of Master of	
				Business	
				Administration	
				alumni who	
				responded to the	
				survey during the	
				2012-2013	
				assessment cycle	
				(N = 20) indicated	
				that they agree or	
				strongly agree that	
				they believe that	
				their Ashford	
				degree was worth	
				the time	
				commitment	
				required to fulfill	
				my educational	
				goals.	
Indirect Measure 6:	70% or more of the Ashford University alumni	N/A	82	63.41% of Master	2. MEETS THE
Alumni Survey -	surveyed will indicate either "Yes - To a Great			of Business	ACCEPTABLE TARGET
Aggregate of 21 and 37	Extent" or "Yes – To Some Extent" to the			Administration	
	following statement:			alumni who	



Months Since		responded to the
Graduation	• (#6) – Are you currently using your Ashford	survey during the
	degree in a related occupation?	2012-2013
		assessment cycle
	70% or more of the Ashford University alumni	(N = 82) indicated
	surveyed will indicate either "Agree" or	that to a great
	"Strongly Agree" to the following statements:	extent or to some
		extent are
	• (#16) – Earning my degree from Ashford	currently using
	University gives me the confidence to pursue	their Ashford
	new job opportunities.	Degree in a related
	• (#17) – I believe that my Ashford degree	occupation.
	was worth the time commitment required to	
	fulfill my educational goals.	73.17% of Master
		of Business
		Administration
		alumni who
		responded to the
		survey during the
		2012-2013
		assessment cycle
		(N = 82) indicated
		that they agree or
		strongly agree that
		earning their
		degree from
		Ashford University
		gives them the
		confidence to
		pursue new job
		opportunities.





79.27% of Master
of Business
Administration
alumni who
responded to the
survey during the
2012-2013
assessment cycle
(N = 82) indicated
that they agree or
strongly agree that
they believe that
their Ashford
degree was worth
the time
commitment
required to fulfill
my educational
goals.



PLO 4 - Evaluate the ir	ofluence of internal and external forces with	in organizations.			
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	Master of Business Administration students, on average, will 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	1073	On average, Ashford University students in the Master of Business Administration 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	2. MEETS THE ACCEPTABLE TARGET





				Integration and Strategic Management section of the CPC.	
Direct Measure 2: CPC Comprehensive Exam-Score	90% of Master of Business Administration students must score 400 or higher on the CPC comprehensive exam.	1059	1070	1,059 out of 1,070 (98.97%) Master of Business Administration students sampled from July 1, 2012 to June 30, 2013 scored 400 or higher on the CPC comprehensive exam (Mean = 604.25, Standard Deviation = 88.53).	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: BUS 640 Final Paper	90% of Master of Business Administration students must score 70% or higher on final project and demonstrate an ability to evaluate the influence of internal and external forces within organizations.	687	732	687 out of 732 (93.85%) Master of Business Administration students from courses with start dates between July 3, 2012 and July 25, 2013 scored 70% or higher on BUS 640 Final Paper.	1. EXCEEDS THE ACCEPTABLE TARGET



Indirect Measure 1:	70% or more of the Ashford University alumni	588/615/585	720	81.67% of Master	1. EXCEEDS THE
Alumni Survey	(within 5 years of graduation) will indicate	300,013,303	720	of Business	ACCEPTABLE TARGET
,	that their Ashford University degree has			Administration	
	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.	
				85.42% agree or	
				strongly agree that	
				earning their	
				degree from	
				Ashford University	
				gives them the	
				confidence to	
				pursue new job	
				opportunities.	
				81.25% 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	640	A majority of Master of Business Administration students sampled upon completion of BUS 640 (N = 285) indicated that they felt the course material (69.82%), course (73.65%), and instructor (75.75%) were high quality or very high quality.	2. MEETS 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 three items used will be: • I understood the application of the Learning Objectives. • The curriculum was relevant to my academic needs. • The curriculum was relevant to my professional needs.	970/986/975	1072	90.49% of Master of Business Administration students upon completion of the program during the 2012-13 assessment cycle indicated that they agreed or strongly agreed that they understood the application of the learning	1. EXCEEDS THE ACCEPTABLE TARGET



Indirect Measure 4: Alumni Survey - 21 Months Since Graduation	70% or more of the Ashford University alumni surveyed will indicate either "Yes - To a Great Extent" or "Yes – To Some Extent" to the following statement: • (#6) – Are you currently using your Ashford degree in a related occupation? 70% or more of the Ashford University alumni surveyed will indicate either "Agree" or "Strongly Agree" to the following statements: • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.	N/A	62	objectives. 91.98% agreed or strongly agreed that the curriculum was relevant to their academic needs. 90.96% agreed or strongly agreed that the curriculum was relevant to their professional needs. 60% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 62) indicated that to a great extent or to some extent are currently using their Ashford degree in a related occupation.	2. MEETS THE ACCEPTABLE TARGET
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Г		
		Administration
		alumni who
		responded to the
		survey during the
		2012-2013
		assessment cycle
		(N = 62) indicated
		that they agree or
		strongly agree that
		earning their
		degree from
		Ashford University
		gives them the
		confidence to
		pursue new job
		opportunities.
		79% of Master of
		Business
		Administration
		alumni who
		responded to the
		survey during the
		2012-2013
		assessment cycle
		(N = 62) indicated
		that they agree or
		strongly agree that
		they believe that
		their Ashford
		degree was worth
		the time
	l l	



				commitment	
				required to fulfill	
				my educational	
				goals.	
Indirect Measure 5:	70% or more of the Ashford University alumni	N/A	20	73% of Master of	2. MEETS THE
Alumni Survey - 37	surveyed will indicate either "Yes - To a Great			Business	ACCEPTABLE TARGET
Months Since	Extent" or "Yes – To Some Extent" to the			Administration	
Graduation	following statement:			alumni who	
				responded to the	
	• (#6) – Are you currently using your Ashford			survey during the	
	degree in a related occupation?			2012-2013	
				assessment cycle	
	70% or more of the Ashford University alumni			(N = 20) indicated	
	surveyed will indicate either "Agree" or			that to a great	
	"Strongly Agree" to the following statements:			extent or to some	
				extent are	
	• (#16) – Earning my degree from Ashford			currently using	
	University gives me the confidence to pursue			their Ashford	
	new job opportunities.			Degree in a related	
	• (#17) – I believe that my Ashford degree			occupation.	
	was worth the time commitment required to				
	fulfill my educational goals.			61% of Master of	
	January Carrent Scarce			Business	
				Administration	
				alumni who	
				responded to the	
				survey during the	
				2012-2013	
				assessment cycle	
				(N = 20) indicated	
				that they agree or	
				strongly agree that	



					1
				earning their	
				degree from	
				Ashford University	
				gives them the	
				confidence to	
				pursue new job	
				opportunities.	
				78% of Master of	
				Business	
				Administration	
				alumni who	
				responded to the	
				survey during the	
				2012-2013	
				assessment cycle	
				(N = 20) indicated	
				that they agree or	
				strongly agree that	
				they believe that	
				their Ashford	
				degree was worth	
				the time	
				commitment	
				required to fulfill	
				my educational	
				goals.	
Indirect Measure 6:	70% or more of the Ashford University alumni	N/A	82	63.41% of Master	2. MEETS THE
Alumni Survey -	surveyed will indicate either "Yes - To a Great			of Business	ACCEPTABLE TARGET
Aggregate of 21 and 37	Extent" or "Yes – To Some Extent" to the			Administration	
	following statement:			alumni who	
				responded to the	



Months Since	• (#6) – Are you currently using your Ashford	survey during the
Graduation	degree in a related occupation?	2012-2013
		assessment cycle
	70% or more of the Ashford University alumni	(N = 82) indicated
	surveyed will indicate either "Agree" or	that to a great
	"Strongly Agree" to the following statements:	extent or to some
		extent are
	• (#16) – Earning my degree from Ashford	currently using
	University gives me the confidence to pursue	their Ashford
	new job opportunities.	Degree in a related
	• (#17) – I believe that my Ashford degree	occupation.
	was worth the time commitment required to	
	fulfill my educational goals.	73.17% of Master
		of Business
		Administration
		alumni who
		responded to the
		survey during the
		2012-2013
		assessment cycle
		(N = 82) indicated
		that they agree or
		strongly agree that
		earning their
		degree from
		Ashford University
		gives them the
		confidence to
		pursue new job
		opportunities.
		79.27% of Master





	of Business
	Administration
	alumni who
	responded to the
	survey during the
	2012-2013
	assessment cycle
	(N = 82) indicated
	that they agree or
	strongly agree that
	they believe that
	their Ashford
	degree was worth
	the time
	commitment
	required to fulfill
	my educational
	goals.



PLO 5 - Research busine	ess information to support the decision r	naking process.			
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 - Information Management Systems Section	Master of Business Administration students, on average, will score at or above the average in the PAS "Online Campus" and "Traditional Campus" Aggregate Pools related to the information management systems section of the CPC comprehensive exam when compared to other competitive programs.	N/A	1228	On average, MBA Business Administration students scored above the average of the Peregrine Academic Services Online Aggregate Pool, and above the average of the Traditional Aggregate Pool on the Information Management Systems section of the Common Professional Component comprehensive exam.	2. MEETS THE ACCEPTABLE TARGET
Direct Measure 2: CPC Comprehensive Exam-Score	90% of Master of Business Administration students must score 400 or higher on the CPC comprehensive exam.	1059	1070	1,059 out of 1,070 (98.97%) Master of Business Administration students sampled from July 1, 2012 to June 30, 2013 scored 400 or higher on the CPC comprehensive exam (Mean =	1. EXCEEDS THE ACCEPTABLE TARGET



				604.25, Standard Deviation = 88.53).	
Direct Measure 3: BUS 642 Final Project	80% of Master of Business Administration students must score 70% or higher on final project and demonstrate an ability to research business information to support the decision making process.	1305	1413	1,305 out of 1,413 (92.35%) Master of Business Administration students from courses with start dates between July 3, 2012 and July 25, 2013 scored 70% or higher on BUS 642 Final Project.	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.	588/615/585	720	81.67% of Master of Business Administration 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. 85.42% agree or	1. EXCEEDS THE ACCEPTABLE TARGET



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	642	strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities. 81.25% agree or strongly agree that earning their degree from Ashford University resulted in making them more employable. A majority of Master of Business Administration students sampled upon completion of BUS 642 (N = 340) indicated that they felt the course material (79.12%), course (80.89%), and instructor (82.94%) were	2. MEETS THE ACCEPTABLE TARGET
	How would you rate the quality of the			, , , , , , , , , , , , , , , , , , , ,	



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 three items used will be: • I understood the application of the Learning Objectives. • The curriculum was relevant to my academic needs. • The curriculum was relevant to my professional needs.	970/986/975	1072	90.49% of Master of Business Administration students upon completion of the program during the 2012-13 assessment cycle indicated that they agreed or strongly agreed that they understood the application of the learning objectives. 91.98% agreed or strongly agreed that the curriculum was relevant to their academic needs. 90.96% agreed or strongly agreed that the curriculum was relevant to their professional needs. 60% of Master of	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 4: Alumni Survey - 21 Months Since Graduation	70% or more of the Ashford University alumni surveyed will indicate either "Yes - To a Great Extent" or "Yes – To Some Extent" to the following statement:	N/A	62	Business Administration alumni who responded to the	2. MEETS THE ACCEPTABLE TARGET



• (#6) – Are v	ou currently using your Ashford	survey during the	
	elated occupation?	2012-2013	
	'	assessment cycle	
70% or more	of the Ashford University alumni	(N = 62) indicated	
	indicate either "Agree" or	that to a great	
	ree" to the following statements:	extent or to some	
	ning my degree from Ashford	extent are	
	ves me the confidence to pursue	currently using	
new job oppo		their Ashford	
• (#17) – I be	lieve that my Ashford degree	degree in a related	
was worth th	e time commitment required to	occupation.	
fulfill my edu	cational goals.		
		76% of Master of	
		Business	
		Administration	
		alumni who	
		responded to the	
		survey during the	
		2012-2013	
		assessment cycle	
		(N = 62) indicated	
		that they agree or	
		strongly agree that	
		earning their	
		degree from	
		Ashford University	
		gives them the	
		confidence to	
		pursue new job	
		opportunities.	
		79% of Master of	







new job opportunities.	Degree in a related
• (#17) – I believe that my Ashford degree	occupation.
was worth the time commitment required to	
fulfill my educational goals.	61% of Master of
, ,	Business
	Administration
	alumni who
	responded to the
	survey during the
	2012-2013
	assessment cycle
	(N = 20) indicated
	that they agree or
	strongly agree that
	earning their
	degree from
	Ashford University
	gives them the
	confidence to
	pursue new job
	opportunities.
	78% of Master of
	Business
	Administration
	alumni who
	responded to the
	survey during the
	2012-2013
	assessment cycle
	(N = 20) indicated
	that they agree or



				strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill my educational goals.	
Indirect Measure 6: Alumni Survey - Aggregate of 21 and 37 Months Since Graduation	70% or more of the Ashford University alumni surveyed will indicate either "Yes - To a Great Extent" or "Yes – To Some Extent" to the following statement: • (#6) – Are you currently using your Ashford degree in a related occupation? 70% or more of the Ashford University alumni surveyed will indicate either "Agree" or "Strongly Agree" to the following statements: • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.	N/A	82	63.41% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that to a great extent or to some extent are currently using their Ashford Degree in a related occupation. 73.17% of Master of Business Administration alumni who	2. MEETS THE ACCEPTABLE TARGET
				responded to the survey during the	



	2042 2042
	2012-2013
	assessment cycle
	(N = 82) indicated
	that they agree or
	strongly agree that
	earning their
	degree from
	Ashford University
	gives them the
	confidence to
	pursue new job
	opportunities.
	79.27% of Master
	of Business
	Administration
	alumni who
	responded to the
	survey during the
	2012-2013
	assessment cycle
	(N = 82) indicated
	that they agree or
	strongly agree that
	they believe that
	their Ashford
	degree was worth
	the time
	commitment
	required to fulfill
	my educational
	goals.
	0



PLO 6 - Assess internal	and external communication practices use	d in business.			
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





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Direct Measure 1: CPC Comprehensive Exam - Management Section	Master of Business Administration students, on average, will 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	1073	On average, MBA Business Administration 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 2: CPC Comprehensive Exam-Score	90% of Master of Business Administration students must score 400 or higher on the CPC comprehensive exam.	1059	1070	1,059 out of 1,070 (98.97%) Master of Business Administration students sampled from July 1, 2012 to June 30, 2013 scored 400 or higher on the CPC comprehensive exam (Mean =	1. EXCEEDS THE ACCEPTABLE TARGET



				604.25, Standard Deviation = 88.53).	
Direct Measure 3: BUS610 Final Paper	80% of Master of Business Administration students must score 70% or higher on summary paper and demonstrate an ability to assess internal and external communication practices used in business.	1445	1590	1,445 out of 1,590 (90.88%) Master of Business Administration students from courses with start dates between July 3, 2012 and July 25, 2013 scored 70% or higher on BUS 610 Final Paper.	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.	588/615/585	720	81.67% of Master of Business Administration 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. 85.42% agree or	1. EXCEEDS THE ACCEPTABLE TARGET



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	412	strongly agree that earning their degree from Ashford University gives them the confidence to pursue new job opportunities. 81.25% agree or strongly agree that earning their degree from Ashford University resulted in making them more employable. A majority of Master of Business Administration students sampled upon completion of BUS 610 (N = 412) indicated that they felt the course material (86.65%), course (85.44%), and instructor (81.07%) were	1. EXCEEDS THE ACCEPTABLE TARGET



Indirect Measure 3:	70% or more of students exiting the program	970/986/975	1072	90.49% of Master	1. EXCEEDS THE
End of Program Survey	will express satisfaction on the End of	370/380/373	1072	of Business	ACCEPTABLE TARGET
End of Frogram Survey	Program Survey by indicating either "Agree"			Administration	ACCEL TABLE TARGET
	or "Strongly Agree." The three items used will			students upon	
	be:			completion of the	
	• I understood the application of the Learning			program during	
	Objectives.			the 2012-13	
	The curriculum was relevant to my			assessment cycle	
	academic needs.			indicated that they	
	The curriculum was relevant to my			agreed or strongly	
	professional needs.			agreed that they	
				understood the	
				application of the	
				learning	
				objectives. 91.98%	
				agreed or strongly	
				agreed that the	
				curriculum was	
				relevant to their	
				academic needs.	
				90.96% agreed or	
				strongly agreed	
				that the	
				curriculum was	
				relevant to their	
				professional	
				needs.	
Indirect Measure 4:	70% or more of the Ashford University alumni	N/A	62	60% of Master of	2. MEETS THE
Alumni Survey - 21	surveyed will indicate either "Yes - To a Great	,		Business	ACCEPTABLE TARGET
Months Since	Extent" or "Yes – To Some Extent" to the			Administration	
Graduation	following statement:			alumni who	
				responded to the	



	survey during the
• (#6) – Are you currently using your Ashford	2012-2013
degree in a related occupation?	assessment cycle
	(N = 62) indicated
70% or more of the Ashford University alumni	that to a great
surveyed will indicate either "Agree" or	extent or to some
"Strongly Agree" to the following statements:	extent are
• (#16) – Earning my degree from Ashford	currently using
University gives me the confidence to pursue	their Ashford
new job opportunities.	degree in a related
• (#17) – I believe that my Ashford degree	occupation.
was worth the time commitment required to	
fulfill my educational goals.	76% of Master of
	Business
	Administration
	alumni who
	responded to the
	survey during the
	2012-2013
	assessment cycle
	(N = 62) indicated
	that they agree or
	strongly agree that
	earning their
	degree from
	Ashford University
	gives them the
	confidence to
	pursue new job
	opportunities.
	79% of Master of



Indirect Measure 5: Alumni Survey - 37 Months Since	70% or more of the Ashford University alumni surveyed will indicate either "Yes - To a Great Extent" or "Yes – To Some Extent" to the	N/A	20	Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 62) indicated that they agree or strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill my educational goals. 73% of Master of Business Administration alumni who	2. MEETS THE ACCEPTABLE TARGET
Alumni Survey - 37	surveyed will indicate either "Yes - To a Great	N/A	20	73% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 20) indicated that to a great extent or to some extent are	
	• (#16) – Earning my degree from Ashford University gives me the confidence to pursue			currently using their Ashford	





new job opportunities.	Degree in a related
• (#17) – I believe that my Ashford degre	occupation.
was worth the time commitment require	d to
fulfill my educational goals.	61% of Master of
	Business
	Administration
	alumni who
	responded to the
	survey during the
	2012-2013
	assessment cycle
	(N = 20) indicated
	that they agree or
	strongly agree that
	earning their
	degree from
	Ashford University
	gives them the
	confidence to
	pursue new job
	opportunities.
	78% of Master of
	Business
	Administration
	alumni who
	responded to the
	survey during the
	2012-2013
	assessment cycle
	(N = 20) indicated
	that they agree or



				strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill my educational goals.	
Indirect Measure 6: Alumni Survey - Aggregate of 21 and 37 Months Since Graduation	70% or more of the Ashford University alumni surveyed will indicate either "Yes - To a Great Extent" or "Yes – To Some Extent" to the following statement: • (#6) – Are you currently using your Ashford degree in a related occupation? 70% or more of the Ashford University alumni surveyed will indicate either "Agree" or "Strongly Agree" to the following statements: • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.	N/A	82	63.41% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that to a great extent or to some extent are currently using their Ashford Degree in a related occupation. 73.17% of Master of Business Administration alumni who	2. MEETS THE ACCEPTABLE TARGET
				responded to the survey during the	



	2042 2042
	2012-2013
	assessment cycle
	(N = 82) indicated
	that they agree or
	strongly agree that
	earning their
	degree from
	Ashford University
	gives them the
	confidence to
	pursue new job
	opportunities.
	79.27% of Master
	of Business
	Administration
	alumni who
	responded to the
	survey during the
	2012-2013
	assessment cycle
	(N = 82) indicated
	that they agree or
	strongly agree that
	they believe that
	their Ashford
	degree was worth
	the time
	commitment
	required to fulfill
	my educational
	goals.
I	



PLO 7 - Analyze busine	ess opportunities and challenges from a glo	pal perspective.			
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 – Global Dimensions of Business Section	Master of Business Administration students, on average, will score at or above the average in the PAS "Online Campus" and "Traditional Campus" Aggregate Pools related to the global dimensions of business section of the CPC comprehensive exam when compared to other competitive programs.	N/A	1073	On average, Ashford University students in the Master of Business Administration program scored above the average of the Peregrine Academic Services Traditional aggregate pool, and above the average of the Online aggregate pool on the Global Dimensions of Business section of the CPC.	2. MEETS THE ACCEPTABLE TARGET
Direct Measure 2: CPC Comprehensive Exam-Score	90% of Master of Business Administration students must score 400 or higher on the CPC comprehensive exam.	1059	1070	1,059 out of 1,070 (98.97%) Master of Business Administration students sampled from July 1, 2012 to June 30, 2013 scored 400 or higher on the CPC comprehensive exam (Mean = 604.25, Standard Deviation = 88.53).	1. EXCEEDS THE ACCEPTABLE TARGET



Direct Measure 3: BUS644 Final Project	80% of Master of Business Administration students must score 70% or higher on final paper and demonstrate an ability analyze business opportunities and challenges from a global perspective.	311	373	311 out of 373 (83.37%) Master of Business Administration students from courses with start dates between April 2, 2013 and July 25, 2013 scored 70% or higher on BUS 644 Final Paper.	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.	588/615/585	720	81.67% of Master of Business Administration 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. 85.42% agree or strongly agree that earning their	1. EXCEEDS THE ACCEPTABLE TARGET



				degree from Ashford University gives them the confidence to pursue new job opportunities. 81.25% 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	276	A majority of Master of Business Administration students sampled upon completion of BUS 644 (N = 276) indicated that they felt the course material (84.78%), course (86.23%), and instructor (86.96%) 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	970/986/975	1072	90.49% of Master of Business	1. EXCEEDS THE ACCEPTABLE TARGET



	Program Survey by indicating either "Agree" or "Strongly Agree." The three items used will be: I understood the application of the Learning Objectives. The curriculum was relevant to my academic needs. The curriculum was relevant to my professional needs.			Administration students upon completion of the program during the 2012-13 assessment cycle indicated that they agreed or strongly agreed that they understood the application of the learning objectives. 91.98% agreed or strongly agreed that the curriculum was relevant to their academic needs. 90.96% agreed or strongly agreed that the curriculum was relevant to their academic needs.	
Indirect Measure 4: Alumni Survey - 21 Months Since Graduation	70% or more of the Ashford University alumni surveyed will indicate either "Yes - To a Great Extent" or "Yes - To Some Extent" to the following statement: • (#6) – Are you currently using your Ashford degree in a related occupation?	N/A	62	needs. 60% of Master of Business Administration alumni who responded to the survey during the 2012-2013	2. MEETS THE ACCEPTABLE TARGET



		assessment cycle
700/	6 or more of the Ashford University alumni	(N = 62) indicated
	veyed will indicate either "Agree" or	that to a great
	_	_
	rongly Agree" to the following statements:	extent or to some
	(16) – Earning my degree from Ashford	extent are
	versity gives me the confidence to pursue	currently using
	v job opportunities.	their Ashford
	17) – I believe that my Ashford degree	degree in a related
	s worth the time commitment required to	occupation.
fulfi	ill my educational goals.	
		76% of Master of
		Business
		Administration
		alumni who
		responded to the
		survey during the
		2012-2013
		assessment cycle
		(N = 62) indicated
		that they agree or
		strongly agree that
		earning their
		degree from
		Ashford University
		gives them the
		confidence to
		pursue new job
		opportunities.
		79% of Master of
		Business
		Administration



new job exportunities Degree in a related	Indirect Measure 5: Alumni Survey - 37 Months Since Graduation	70% or more of the Ashford University alumni surveyed will indicate either "Yes - To a Great Extent" or "Yes – To Some Extent" to the following statement: • (#6) – Are you currently using your Ashford degree in a related occupation? 70% or more of the Ashford University alumni surveyed will indicate either "Agree" or "Strongly Agree" to the following statements: • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities	N/A	20	alumni who responded to the survey during the 2012-2013 assessment cycle (N = 62) indicated that they agree or strongly agree that they believe that their Ashford degree was worth the time commitment required to fulfill my educational goals. 73% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 20) indicated that to a great extent or to some extent are currently using their Ashford Degree in a related	2. MEETS THE ACCEPTABLE TARGET
new job opportunities. • (#17) – I believe that my Ashford degree Degree in a related occupation.		new job opportunities.			Degree in a related	



was worth the time commitment required to	
fulfill my educational goals.	61% of Master of
-	Business
	Administration
	alumni who
	responded to the
	survey during the
	2012-2013
	assessment cycle
	(N = 20) indicated
	that they agree or
	strongly agree that
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	degree from
	Ashford University
	gives them the
	confidence to
	pursue new job
	opportunities.
	78% of Master of
	Business
	Administration
	alumni who
	responded to the
	survey during the
	2012-2013
	assessment cycle
	(N = 20) indicated
	that they agree or
	strongly agree that
	they believe that



				their Ashford degree was worth the time commitment required to fulfill my educational goals.	
Indirect Measure 6: Alumni Survey - Aggregate of 21 and 37 Months Since Graduation	70% or more of the Ashford University alumni surveyed will indicate either "Yes - To a Great Extent" or "Yes – To Some Extent" to the following statement: • (#6) – Are you currently using your Ashford degree in a related occupation? 70% or more of the Ashford University alumni surveyed will indicate either "Agree" or "Strongly Agree" to the following statements: • (#16) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. • (#17) – I believe that my Ashford degree was worth the time commitment required to fulfill my educational goals.	N/A	82	63.41% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle (N = 82) indicated that to a great extent or to some extent are currently using their Ashford Degree in a related occupation. 73.17% of Master of Business Administration alumni who responded to the survey during the 2012-2013 assessment cycle	2. MEETS THE ACCEPTABLE TARGET





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	(N = 82) indicated
	that they agree or
	strongly agree that
	earning their
	degree from
	Ashford University
	gives them the
	confidence to
	pursue new job
	opportunities.
	79.27% of Master
	of Business
	Administration
	alumni who
	responded to the
	survey during the
	2012-2013
	assessment cycle
	(N = 82) indicated
	that they agree or
	strongly agree that
	they believe that
	their Ashford
	degree was worth
	the time
	commitment
	required to fulfill
	my educational
	goals.



OVERALL RECOMMENDATIONS

Students in the MBA program met or exceeded all acceptable targets for 2012-13 assessment measures, across program learning outcomes (PLOs).

MBA students surpassed expectations and performed beyond both acceptable and ideal targets set for the CPC comprehensive exam and individual CPC sections associated with the mastery of a PLO.

End of Program, End of Course, and Alumni survey findings indicate favorable opinions about the MBA curriculum and faculty as acceptable targets were met. Ideal targets were not met for the Alumni Survey and the End of Course Survey for all PLOs. It may be beneficial for Forbes School of Business Faculty to further investigate the selected why this is.

In preparation for the 2013-14 assessment cycle, it is recommended that Faculty review each 2012-13 assessment plan (including measures and targets set). In particular, Faculty may want to review targets set for CPC exam sections 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 2	BUS 670 Final Paper Findings	MBA Program Chair, Faculty, Assessment Analyst	Complete	June, 2014
Action Details	The written assignments in BUS 670: Legal Environment will be revised to more adequately address mastery of PLO 2 as the Final Paper has been identified as the key assignment for PLO 2.			
PLOs 1-7	Updated/Revised Curriculum Map and/or Assessment Plan	MBA Program Chair	Complete	30 June, 2013
Action Details	Review Mapping and Targets in the MBA Assessment Plan			