

MASTER OF BUSINESS ADMINISTRATION (MBA): ANNUAL ASSESSMENT PLAN & FINDINGS 2016-2017 ACADEMIC YEAR

2016 – 2017 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	
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	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



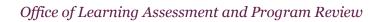


Direct Measure 1: CPC Comprehensive Exam - Management Section	Master of Business Administration students, on average, will score at or above the average in the PAS "Online Campus" and "Traditional Campus" Aggregate Pools related to the management section of the CPC comprehensive exam when compared to other competitive programs.	N/A	771	On average MA 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.	N/A	N/A	94.03% Master of Business Administration students from July 1, 2016 to June 30, 2017 scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET





				(Mean = 637.50, Standard Deviation = 149.49)	
Direct Measure 3: BUS 650 Final Paper	70% of Master of Business Administration records must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to PLO 1.	2045	2489	2045 out of 2489 (82.16%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Reinforced level.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: End of Program Survey - I understand the learning objectives of my courses.	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be: • I understand the learning objectives of my courses.	524	561	93.41% of Master of Business Administration students upon completion of the program during the 2016-17 assessment cycle indicated that they agreed or strongly agreed that they understand the learning objective of my courses.	1. EXCEEDS THE ACCEPTABLE TARGET





Indirect Measure 2: End of Program Survey	70% or more of students exiting the program will express satisfaction on the End of	513	561	91.44% of Master of Business	1. EXCEEDS THE ACCEPTABLE TARGET
- The curriculum was relevant to my professional needs.	Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be: • The curriculum was relevant to my professional needs.			Administration students upon completion of the program during the 2016-17 assessment cycle indicated that they agreed or strongly agreed that that the curriculum was relevant to their professional needs.	, COSE I I I I CE



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 Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the business ethics section of the CPC comprehensive exam when compared to other competitive programs.	N/A	771	On average Masters of Business Administration students scored above the average of the Peregrine Academic Services Online Aggregate Pool, and above the average of the Traditional	2. MEETS THE ACCEPTABLE TARGET



				Aggregate Pool on the Business Ethics 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.	N/A	N/A	94.03% Master of Business Administration students from July 1, 2016 to June 30, 2017 scored 400 or higher on the CPC comprehensive exam. (Mean = 637.50, Standard Deviation = 149.49)	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: BUS 670 Summary Paper	70% of Master of Business Administration records must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to PLO 2.	2166	2710	2166 out of 2710 (79.93%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this	1. EXCEEDS THE ACCEPTABLE TARGET





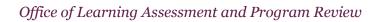
				PLO at the Mastered level.	
Indirect Measure 1: End of Program Survey - I understand the learning objectives of my courses.	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be: • I understand the learning objectives of my courses.	524	561	93.41% of Master of Business Administration students upon completion of the program during the 2016-17 assessment cycle indicated that they agreed or strongly agreed that they understand the learning objective of my courses.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 2: End of Program Survey - The curriculum was relevant to my professional needs.	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be: • The curriculum was relevant to my professional needs.	513	561	91.44% of Master of Business Administration students upon completion of the program during the 2016-17 assessment cycle indicated that they agreed or strongly agreed that that the curriculum was relevant to their professional needs.	1. EXCEEDS THE ACCEPTABLE TARGET



PLO 3 - Analyze the us	e 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 Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the business leadership section of the CPC comprehensive exam when compared to other competitive programs.	N/A	771	On average Masters of Business Administration students scored below the average of the Peregrine Academic Services Online Aggregate Pool, and below the average of the Traditional	2. MEETS THE ACCEPTABLE TARGET



				Aggregate Pool on 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.	N/A	N/A	94.03% Master of Business Administration students from July 1, 2016 to June 30, 2017 scored 400 or higher on the CPC comprehensive exam. (Mean = 637.50, Standard Deviation = 149.49)	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: BUS 610 Final Paper	70% of Master of Business Administration records must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to PLO 3.	5104	5899	5104 out of 5899 (86.52%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this	1. EXCEEDS THE ACCEPTABLE TARGET





				PLO at the Reinforced level.	
Indirect Measure 1: End of Program Survey - I understand the learning objectives of my courses.	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be: • I understand the learning objectives of my courses.	524	561	93.41% of Master of Business Administration students upon completion of the program during the 2016-17 assessment cycle indicated that they agreed or strongly agreed that they understand the learning objective of my courses.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 2: End of Program Survey - The curriculum was relevant to my professional needs.	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be: • The curriculum was relevant to my professional needs.	513	561	91.44% of Master of Business Administration students upon completion of the program during the 2016-17 assessment cycle indicated that they agreed or strongly agreed that that the curriculum was relevant to their professional needs.	1. EXCEEDS THE ACCEPTABLE TARGET



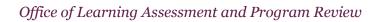
PLO 4 - Evaluate the in	fluence of internal and external forces with	in organizations.			
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	1. EXCEEDS 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	771	On average Masters of 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 Business Integration and Strategic Management section of the Common Professional Component comprehensive	2. MEETS THE ACCEPTABLE TARGET
				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.	N/A	N/A	94.03% Master of Business Administration students from July 1, 2016 to June 30, 2017 scored 400 or higher on the CPC	1. EXCEEDS THE ACCEPTABLE TARGET



				comprehensive exam. (Mean = 637.50, Standard Deviation = 149.49)	
Direct Measure 3: BUS 640 Final Paper	70% of Master of Business Administration records must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to PLO 4.	6031	7275	6031 out of 7275 (82.90%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Reinforced level.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: End of Program Survey - I understand the learning objectives of my courses.	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be: • I understand the learning objectives of my courses.	524	561	93.41% of Master of Business Administration students upon completion of the program during the 2016-17 assessment cycle indicated that they agreed or strongly agreed that they understand the learning objective of my courses.	1. EXCEEDS THE ACCEPTABLE TARGET





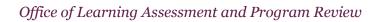
Indirect Measure 2:	70% or more of students exiting the program	513	561	91.44% of Master	1. EXCEEDS THE
End of Program Survey	will express satisfaction on the End of			of Business	ACCEPTABLE TARGET
- The curriculum was	Program Survey by indicating either "Agree"			Administration	
relevant to my	or "Strongly Agree." The item to be used will			students upon	
professional needs.	be:			completion of the	
	The curriculum was relevant to my			program during	
	professional needs.			the 2016-17	
				assessment cycle	
				indicated that they	
				agreed or strongly	
				agreed that that	
				the curriculum was	
				relevant to their	
				professional	
				needs.	



PLO 5 - Research busin	ess information to support the decision ma	aking 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

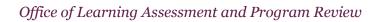


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Direct Measure 1:	Master of Business Administration students,	N/A	771	On average MA	2. MEETS THE
CPC Comprehensive	on average, will score at or above the average			Business	ACCEPTABLE TARGET
Exam - Information	in the PAS "Online Campus" and "Traditional			Administration	
Management Systems	Campus" Aggregate Pools related to the			students scored	
Section	information management systems section of			above the average	
	the CPC comprehensive exam when			of the Peregrine	
	compared to other competitive programs.			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.	
Direct Measure 2:	90% of Master of Business Administration	N/A	N/A	94.03% Master of	1. EXCEEDS THE
CPC Comprehensive	students must score 400 or higher on the CPC			Business	ACCEPTABLE TARGET
Exam-Score	comprehensive exam.			Administration	
				students from July	
				1, 2016 to June 30,	
				2017 scored 400	
				or higher on the	
				CPC	
				comprehensive	
				exam.	





				(Mean = 637.50, Standard Deviation = 149.49)	
Direct Measure 3: BUS 642 Final Project	70% of Master of Business Administration records must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to PLO 5.	2423	2910	2423 out of 2910 (83.26%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Reinforced level.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: End of Program Survey - I understand the learning objectives of my courses.	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be: • I understand the learning objectives of my courses.	524	561	93.41% of Master of Business Administration students upon completion of the program during the 2016-17 assessment cycle indicated that they agreed or strongly agreed that they understand the learning objective of my courses.	1. EXCEEDS THE ACCEPTABLE TARGET





Indirect Measure 2:	70% or more of students exiting the program	513	561	91.44% of Master	1. EXCEEDS THE
End of Program Survey	will express satisfaction on the End of			of Business	ACCEPTABLE TARGET
- The curriculum was	Program Survey by indicating either "Agree"			Administration	
relevant to my	or "Strongly Agree." The item to be used will			students upon	
professional needs.	be:			completion of the	
	The curriculum was relevant to my			program during	
	professional needs.			the 2016-17	
				assessment cycle	
				indicated that they	
				agreed or strongly	
				agreed that that	
				the curriculum was	
				relevant to their	
				professional	
				needs.	



PLO 6 - Assess internal a	and external communication practices us	sed 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



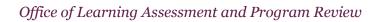


Direct Measure 1: CPC Comprehensive Exam - Management Section	Master of Business Administration students, on average, will score at or above the average in the PAS "Online Campus" and "Traditional Campus" Aggregate Pools related to the Management section of the CPC comprehensive exam when compared to other competitive programs.	N/A	771	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.	N/A	N/A	94.03% Master of Business Administration students from July 1, 2016 to June 30, 2017 scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET





				(Mean = 637.50, Standard Deviation = 149.49)	
Direct Measure 3: BUS610 Final Paper	70% of Master of Business Administration records must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to PLO 6.	5104	5899	5104 out of 5899 (86.52%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Reinforced level.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: End of Program Survey - I understand the learning objectives of my courses.	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be: • I understand the learning objectives of my courses.	524	561	93.41% of Master of Business Administration students upon completion of the program during the 2016-17 assessment cycle indicated that they agreed or strongly agreed that they understand the learning objective of my courses.	1. EXCEEDS THE ACCEPTABLE TARGET





Indirect Measure 2:	70% or more of students exiting the program	513	561	91.44% of Master	1. EXCEEDS THE
End of Program Survey	will express satisfaction on the End of			of Business	ACCEPTABLE TARGET
- The curriculum was	Program Survey by indicating either "Agree"			Administration	
relevant to my	or "Strongly Agree." The item to be used will			students upon	
professional needs.	be:			completion of the	
	The curriculum was relevant to my			program during	
	professional needs.			the 2016-17	
				assessment cycle	
				indicated that they	
				agreed or strongly	
				agreed that that	
				the curriculum was	
				relevant to their	
				professional	
				needs.	



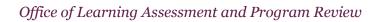
PLO 7 - Analyze busines	ss opportunities and challenges from a gl	obal perspective.			
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA



Direct Measure 1:	Master of Business Administration students	N/A	771	On avorage	2 MEETS THE
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	771	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	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.	N/A	N/A	the CPC. 94.03% Master of Business Administration students from July 1, 2016 to June 30, 2017 scored 400 or higher on the CPC comprehensive exam. (Mean = 637.50, Standard Deviation = 149.49)	1. EXCEEDS THE ACCEPTABLE TARGET



Direct Measure 3: BUS644 Final Project	70% of Master of Business Administration records must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to PLO 7.	4233	5242	4233 out of 5242 (80.75%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Mastered level.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: End of Program Survey - I understand the learning objectives of my courses.	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be: • I understand the learning objectives of my courses.	524	561	93.41% of Master of Business Administration students upon completion of the program during the 2016-17 assessment cycle indicated that they agreed or strongly agreed that they understand the learning objective of my courses.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 2: End of Program Survey - The curriculum was	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be:	513	561	91.44% of Master of Business Administration students upon completion of the	1. EXCEEDS THE ACCEPTABLE TARGET





relevant to my	The curriculum was relevant to my		program during	
professional needs.	professional needs.		the 2016-17	
			assessment cycle	
			indicated that they	
			agreed or strongly	
			agreed that that	
			the curriculum was	
			relevant to their	
			professional	
			needs.	



OVERALL RECOMMENDATIONS

Because all acceptable targets were met, the Program Chair for the Master of Arts in Business Administration and faculty will continue to monitor learning outcomes achievement on PLO 1 throughout the 17-18 academic year.

ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT					
ОИТСОМЕ	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION	
		The Program Chair for			
	Continued levels of	the Master of			
PLOs 1-7	student achievement on	Business	Complete	June, 2018	
	PLO 1.	Administration and			
		faculty.			
	Because all acceptable targets were met, the Program Chair for the Master of Arts in Business				
Action Details	Administration and faculty will continue to monitor learning outcomes achievement on PLO 1				
throughout the 17-18 academic year.					