BACHELOR OF ARTS IN BUSINESS ADMINISTRATION: ANNUAL ASSESSMENT PLAN & FINDINGS
2020-2021 ACADEMIC YEAR

2020 – 2021 CURRICULUM MAP

	PLO 1 Examine the role of competitive advantage in business environments using strategic and operational methods.	PLO 2 Compare and contrast regional, national, and international business environments.	PLO 3 Evaluate the legal, social, political, and economic environments of business.	PLO 4 Analyze financial information and other business data to ensure effective managerial decision-making.	PLO 5 Design effective solutions by diagnosing organizational problems.	PLO 6 Create a strategic business plan.
BUS 202: Professional and Business Communications	I	I				
MGT 330: Management for Organizations	I	I	I		I	I
BUS 303: Human Resources Management	R			I	R	
ECO 203: Principles of Macroeconomics				I		R
ECO 204: Principles of Microeconomics				I		R
ACC 201: Principles of Financial Accounting	I		R		I	
INF 220: IS Principles				I	I	
ACC 201: Principles of Financial Accounting	I		R		I	
ACC 202: Principles of Managerial Accounting	I		R	R	I	
BUS 330: Principles of Marketing				I		I
BUS 311: Business Law I				I		R
BUS 308: Statistics for Managers				R		R

MGT 302: Foundations of Productions & Operations Management	R	R	R		R	R
BUS 357: International Business		R		I		I
MGT435: Organizational Change	R	R	R	R	R	R
BUS 401: Principles of Finance				R		
BUS 402: Strategic Management & Business Policy	M	M	M	M	M	M

I (Introduced), **R** (Reinforced), or **M** (Mastered).
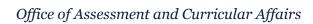
ANNUAL ASSESSMENT PLAN FINDINGS					
PLO 1 - Examine the role of competitive advantage in business environments using strategic and operational methods.					
MEASURE	**ACCEPTABLE TARGET**	**TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET**	**TOTAL NUMBER OF STUDENT RECORDS OBSERVED**	**ASSESSMENT 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: BUS402 Final Paper	70% of BA Business Administration students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	3547	4927	3547 out of 4927 (71.99%) of records evaluated indicate proficient or distinguished performance on this key assignment's	2. MEETS THE ACCEPTABLE TARGET

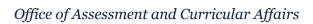|				content criteria mapped to this PLO at the Mastered level.	
Direct Measure 2: CPC Comprehensive Exam – Management Section	BA Business Administration students, on average, will score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Management section of the CPC comprehensive exam when compared to other competitive programs.	**UAGC:** N=698, Mean=672, **Traditional:** 40020/559: **Online:** 43680/596	**UAGC:** N=698, Mean=672, **Traditional:** 40020/559: **Online:** 43680/596	On average BA 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 3: CPC Comprehensive Exam Score	90% of BA Business Administration student must score 400 or higher on the CPC comprehensive exam.	665	698	665 out of 698 (95.27%) BA Business Administration students from July 1, 2020 to June 30, 2021 scored 400 or higher on the	1. EXCEEDS THE ACCEPTABLE TARGET

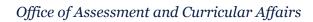|				CPC comprehensive exam.	
Indirect Measure 1: End of Program Survey	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be: • I effectively examined the role of competitive advantage in business environments using strategic and operational methods.	645	677	95.27% of BA in Business Administration students upon completion of the program during the 2020-21 assessment cycle indicated that they agreed or strongly agreed that they effectively examined the role of competitive advantage in business environments using strategic and operational methods.	1. EXCEEDS THE ACCEPTABLE TARGET

PLO 2 - Compare and contrast regional, national, and international business environments.					
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: MGT 330 Week 4 Assignment	70% of BA Business Administration students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	671	852	671 out of 852 (78.76%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Introduced level.	1. EXCEEDS THE ACCEPTABLE TARGET

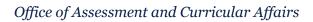| Direct Measure 2: CPC Comprehensive Exam – Business Leadership Section	BA Business Administration students, on average, will score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Business Leadership section of the CPC comprehensive exam when compared to other competitive programs.	**UAGC:** N=698, Mean=663, **Traditional:** 36060/549: **Online:** 37710/583	**UAGC:** N=698, Mean=663, **Traditional:** 36060/549: **Online:** 37710/583	On average BA 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 Leadership section of the Common Professional Component comprehensive exam.	2. MEETS THE ACCEPTABLE TARGET
Direct Measure 3: CPC Comprehensive Exam Score	90% of BA Business Administration student must score 400 or higher on the CPC comprehensive exam.	665	698	665 out of 698 (95.27%) BA Business Administration students from July 1, 2020 to June 30, 2021 scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET

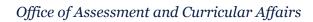| Indirect Measure 1: End of Program Survey	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be: • I effectively compared and contrasted regional, national, and international business environments.	622	676	92.01% of BA in Business Administration students upon completion of the program during the 2020-21 assessment cycle indicated that they agreed or strongly agreed that they effectively compared and contrasted regional, national, and international business environments.	1. EXCEEDS THE ACCEPTABLE TARGET

PLO 3 - Evaluate the legal, social, political, and economic environments of 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: BUS 402 Final Paper	70% of BA Business Administration students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	601	822	601 out of 822 (73.11%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Mastered level.	2. MEETS THE ACCEPTABLE TARGET

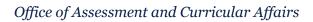| Direct Measure 2: CPC Comprehensive Exam – Business Leadership Section	BA Business Administration students, on average, will score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Business Leadership section of the CPC comprehensive exam when compared to other competitive programs.	**UAGC:** N=698, Mean=663, **Traditional:** 36060/549: **Online:** 37710/583	**UAGC:** N=698, Mean=663, **Traditional:** 36060/549: **Online:** 37710/583	On average BA 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 Leadership section of the Common Professional Component comprehensive exam.	2. MEETS THE ACCEPTABLE TARGET
Direct Measure 3: CPC Comprehensive Exam Score	90% of BA Business Administration student must score 400 or higher on the CPC comprehensive exam.	665	698	665 out of 698 (95.27%) BA Business Administration students from July 1, 2020 to June 30, 2021 scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET

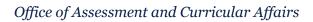| Indirect Measure 1: End of Program Survey	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be: • I effectively evaluated the legal, social, political, and economic environments of business.	643	673	95.54% of BA in Business Administration students upon completion of the program during the 2020-21 assessment cycle indicated that they agreed or strongly agreed that they effectively evaluated the legal, social, political, and economic environments of business.	1. EXCEEDS THE ACCEPTABLE TARGET

PLO 4 - Analyze financial information and other business data to ensure effective managerial decision-making.					
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: BUS BUS308 Final Paper	70% of BA Business Administration students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	1270	1810	1270 out of 1810 (70.17%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Reinforced level.	2. MEETS THE ACCEPTABLE TARGET

Direct Measure 2: CPC Comprehensive Exam – Information Management Systems Section	BA 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 Information Management Systems section of the CPC comprehensive exam when compared to other competitive programs.	**UAGC:** N=698, Mean=725, **Traditional:** 36420/583: **Online:** 32640/626	**UAGC:** N=698, Mean=725, **Traditional:** 36420/583: **Online:** 32640/626	On average BA 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 3: CPC Comprehensive Exam Score	90% of BA Business Administration student must score 400 or higher on the CPC comprehensive exam.	665	698	665 out of 698 (95.27%) BA Business Administration students from July 1, 2020 to June 30, 2021 scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET

Indirect Measure 1: 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 item to be used will be: • I effectively analyzed financial information and other business data to ensure effective managerial decision-making	642	680	94.41% of BA in Business Administration students upon completion of the program during the 2020-21 assessment cycle indicated that they agreed or strongly agreed that they effectively analyzed financial information and other business data to ensure effective managerial decision-making.	1. EXCEEDS THE ACCEPTABLE TARGET

PLO 5 - Design effective solutions by diagnosing organizational problems.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	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: BUS402 Final Paper	70% of BA Business Administration students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	1295	1644	1295 out of 1644 (78.77%) 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

Direct Measure 2: CPC Comprehensive Exam – Management Section	BA 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 Management section of the CPC comprehensive exam when compared to other competitive programs.	**UAGC:** N=698, Mean=672, **Traditional:** 40020/559: **Online:** 43680/596	**UAGC:** N=698, Mean=672, **Traditional:** 40020/559: **Online:** 43680/596	On average BA 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 3: CPC Comprehensive Exam Score	90% of BA Business Administration student must score 400 or higher on the CPC comprehensive exam.	665	698	665 out of 698 (95.27%) BA Business Administration students from July 1, 2020 to June 30, 2021 scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET

Indirect Measure 1: 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 item to be used will be: • I designed effective solutions by diagnosing organizational problems.	631	673	93.76% of BA in Business Administration students upon completion of the program during the 2020-21 assessment cycle indicated that they agreed or strongly agreed that they designed effective solutions by diagnosing organizational problems.	1. EXCEEDS THE ACCEPTABLE TARGET

PLO 6 - Create a strategic business plan.					
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: BUS 402 Final Case Study	70% of BA Business Administration students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	2307	3284	2307 out of 3284 (70.25%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Mastered level.	2. MEETS THE ACCEPTABLE TARGET

Direct Measure 2: CPC Comprehensive Exam - Business Integration and Strategic Management Section	BA 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 Integration and Strategic Management section of the CPC comprehensive exam when compared to other competitive programs.	**UAGC:** N=698, Mean=704, **Traditional:** 40050/590: **Online:** 40260/613	**UAGC:** N=698, Mean=704, **Traditional:** 40050/590: **Online:** 40260/613	On average BA 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 exam.	2. MEETS THE ACCEPTABLE TARGET
Direct Measure 3: CPC Comprehensive Exam Score	90% of BA Business Administration student must score 400 or higher on the CPC comprehensive exam.	665	698	665 out of 698 (95.27%) BA Business Administration students from July 1, 2020 to June 30, 2021 scored 400 or higher on the CPC	1. EXCEEDS THE ACCEPTABLE TARGET

				comprehensive exam.	
Indirect Measure 1: 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 item to be used will be: • I effectively created a strategic business plan.	622	673	92.42% of BA in Business Administration students upon completion of the program during the 2020-21 assessment cycle indicated that they agreed or strongly agreed that they effectively created a strategic business plan.	1. EXCEEDS THE ACCEPTABLE TARGET

<table>
<tr><td colspan="5" align="center">**OVERALL RECOMMENDATIONS**</td></tr>
<tr><td colspan="5">*Overall, it is recommended that the Program Lead for the Bachelor of Arts in Business Administration review the assessment plans (including measures used, alignment mapping, and targets set) and Curriculum Map in preparation for the 2021-2022 assessment cycle. This will determine the appropriateness of the assignments and mapping for each PLO.*</td></tr>
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<tr><td colspan="5" align="center">***ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT***</td></tr>
<tr><td align="center">**OUTCOME**</td><td align="center">**MEASURE**</td><td align="center">**KEY/RESPONSIBLE PERSONNEL**</td><td align="center">**STATUS**</td><td align="center">**ANTICIPATED DATE OF COMPLETION**</td></tr>
<tr><td align="center">*PLOs 1-5*</td><td align="center">BUS402</td><td align="center">*Program Lead*</td><td align="center">*In progress*</td><td align="center">*1/22*</td></tr>
<tr><td align="center">*Action Details*</td><td colspan="4">*Review the course requirements, content of BUS402*</td></tr>
<tr><td align="center">**OUTCOME**</td><td align="center">**MEASURE**</td><td align="center">**KEY/RESPONSIBLE PERSONNEL**</td><td align="center">**STATUS**</td><td align="center">**ANTICIPATED DATE OF COMPLETION**</td></tr>
<tr><td align="center">*PLO 2*</td><td align="center">MGT330 and BUS357</td><td align="center">*Program lead*</td><td align="center">*In progress*</td><td align="center">*2/22*</td></tr>
<tr><td align="center">*Action Details*</td><td colspan="4">*Review MGT330 and BUS357 content.*</td></tr>
<tr><td align="center">**OUTCOME**</td><td align="center">**MEASURE**</td><td align="center">**KEY/RESPONSIBLE PERSONNEL**</td><td align="center">**STATUS**</td><td align="center">**ANTICIPATED DATE OF COMPLETION**</td></tr>
<tr><td align="center">*PLO 3*</td><td align="center">BUS402</td><td align="center">*Program lead*</td><td align="center">*In Progress*</td><td align="center">*2/22*</td></tr>
<tr><td align="center">*Action Details*</td><td colspan="4">*Review BUS402 course design and requirements.*</td></tr>
<tr><td align="center">**OUTCOME**</td><td align="center">**MEASURE**</td><td align="center">**KEY/RESPONSIBLE PERSONNEL**</td><td align="center">**STATUS**</td><td align="center">**ANTICIPATED DATE OF COMPLETION**</td></tr>
<tr><td align="center">*PLO 4, 6*</td><td align="center">BUS308</td><td align="center">*Program lead*</td><td align="center">*In progress*</td><td align="center">*2/22*</td></tr>
<tr><td align="center">*Action Details*</td><td colspan="4">*Review BUS308 course design and requirements.*</td></tr>
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