BACHELOR OF ARTS IN BUSINESS ECONOMICS: ANNUAL ASSESSMENT PLAN & FINDINGS 2021-2022 ACADEMIC YEAR

2021 – 2022 CURRICULUM MAP

	PLO 1 Assess business facts and interpret them consistent with economic thinking.	**PLO 2** Examine of how decision makers allocate scarce resources to achieve economic efficiency.	**PLO 3** Apply economic tools to analyze decisions made by consumers, firms, and policy makers.	**PLO 4** Predict the impact of fiscal, monetary, and trade policy on a firm using microeconomic and macroeconomic models.
MGT 330 Management for Organizations	**I**		**I**	**I**
BUS 311 Business Law	**I**			
ECO 203 Principles of Macroeconomics	**R**	**I**	**I**	**R**
ECO 204 Principles of Microeconomics	**R**	**I**	**R**	**R**
ACC 205 Principles of Accounting I	**R**	**R**		**R**
ACC 206 Principles of Accounting II	**R**	**R**	**R**	**R**
BUS 308 Statistics for Managers	**R**			**R**
ECO 316 Financial Institutions & Markets		**R**	**R**	
ECO 320 International Economics			**R**	**R**
ECO 342 Principles of Econometrics	**R**		**R**	
BUS 401 Principles of Finance	**R**		**R**	
MGT 380 Leadership for Organizations	**R**			
ECO 408 Managerial Economics	**R**	**R**	**R**	**R**

ECO 406 Business Cycles & Growth	**R**	**R**	**M**	**R**
BUS 402 Strategic Management & Business Policy	**M**	**M**	**M**	**M**

I(INTRODUCE

D) R (REINFORCED) M (MASTERED)

ANNUAL ASSESSMENT PLAN FINDINGS					
PLO 1 - Assess business facts and interpret them consistent with economic thinking.					
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: ECO203 Final Paper	70% of BA Business Economics students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	100	120	100 out of 120 (83.33%) of records evaluated indicated proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Reinforced level.	1. EXCEEDS THE ACCEPTABLE TARGET

Direct Measure 2: CPC Comprehensive Exam – Business Integration and Strategic Management Section	BA Business Economics students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Business Integration and Strategic Management section of the CPC comprehensive exam when compared to other competitive programs.	**UAGC:** N=16, Mean=675, **Traditional:** 41820/606: **Online:** 40650/625	**UAGC:** N=16, Mean=675, **Traditional:** 41820/606: **Online:** 40650/625	On average BA Business Economics 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% must score 400 or higher on the CPC comprehensive exam.	16	16	16 out of 16 (100.00%) BA Business Economics students from July 1, 2021 to June 30, 2022 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 assessed business facts and interpreted them consistent with economic thinking.	15	16	93.75% of BA in Business Economics students upon completion of the program during the 2021-22 assessment cycle indicated that they agreed or strongly agreed that they effectively assessed business facts and interpreted them consistent with economic thinking.	1. EXCEEDS THE ACCEPTABLE TARGET

PLO 2 - Examine of how decision makers allocate scarce resources to achieve economic efficiency.					
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: ACC205 Final Paper	70% of BA Business Economics students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	68	76	68 out of 76 (89.47%) of records evaluated indicated proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the	1. EXCEEDS THE ACCEPTABLE TARGET

				Reinforced level.	
Direct Measure 2: CPC Comprehensive Exam Business Finance Section	BA Business Economics students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Business Finance section of the CPC comprehensive exam when compared to other competitive programs.	**UAGC:** N=16, Mean=575, **Traditional:** 42510/525: **Online:** 38160/532	**UAGC:** N=16, Mean=575, **Traditional:** 42510/525: **Online:** 38160/532	On average BA Business Economics 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 Finance section of the Common Professional Component comprehensive exam.	2. MEETS THE ACCEPTABLE TARGET
Direct Measure 3: CPC Comprehensive Exam Score	90% must score 400 or higher on the CPC comprehensive exam.	16	16	16 out of 16 (100.00%) BA Business Economics students from July 1, 2021 to June 30, 2022 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 examined how decision makers allocate scarce resources to achieve economic efficiency.	15	16	93.75% of BA in Business Economics students upon completion of the program during the 2021-22 assessment cycle indicated that they agreed or strongly agreed that they effectively examined how decision makers allocate scarce resources to achieve economic efficiency.	1. EXCEEDS THE ACCEPTABLE TARGET

PLO 3 - Apply economic tools to analyze decisions made by consumers, firms, and policy makers.					
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: ECO406 Final Project	70% of BA Business Economics students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	120	150	120 out of 150 (80.00%) of records evaluated indicated proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the	1. EXCEEDS THE ACCEPTABLE TARGET

				Mastered level.	
Direct Measure 2: CPC Comprehensive Exam – Economics Section	BA Business Economics students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Economics section of the CPC comprehensive exam when compared to other competitive programs.	**UAGC:** N=16, Mean=706, **Traditional:** 40980/546: **Online:** 35370/563	**UAGC:** N=16, Mean=706, **Traditional:** 40980/546: **Online:** 35370/563	On average BA Business Economics students scored above the average of the Peregrine Academic Services Online Aggregate Pool and above the average of the Traditional Aggregate Pool on the Economics section of the Common Professional Component comprehensive exam.	2. MEETS THE ACCEPTABLE TARGET
Direct Measure 3: CPC Comprehensive Exam Score	90% must score 400 or higher on the CPC comprehensive exam.	16	16	16 out of 16 (100.00%) BA Business Economics students from July 1, 2021 to June 30, 2022 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 applied economic tools to analyze decisions made by consumers, firms, and policy makers.	15	16	93.75% of BA in Business Economics students upon completion of the program during the 2021-22 assessment cycle indicated that they agreed or strongly agreed that they effectively applied economic tools to analyze decisions made by consumers, firms, and policy makers.	1. EXCEEDS THE ACCEPTABLE TARGET

PLO 4 - Predict the impact of fiscal, monetary, and trade policy on a firm using microeconomic and macroeconomic models.					
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: BUS402 Final Paper	70% of BA Business Economics students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	68	116	68 out of 116 (58.62%) of records evaluated indicated proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Mastered level.	3. DOES NOT MEET THE ACCEPTABLE TARGET

Direct Measure 2: CPC Comprehensive Exam – Business Finance Section	BA Business Economics students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Business Finance section of the CPC comprehensive exam when compared to other competitive programs.	**UAGC:** N=16, Mean=575, **Traditional:** 42510/525: **Online:** 38160/532	**UAGC:** N=16, Mean=575, **Traditional:** 42510/525: **Online:** 38160/532	On average BA Business Economics 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 Finance section of the Common Professional Component comprehensive exam.	2. MEETS THE ACCEPTABLE TARGET
Direct Measure 3: CPC Comprehensive Exam Score	90% must score 400 or higher on the CPC comprehensive exam.	16	16	16 out of 16 (100.00%) BA Business Economics students from July 1, 2021 to June 30, 2022 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 predicted the impact of fiscal, monetary, and trade policy on a firm using microeconomic and macroeconomic models.	15	16	93.75% of BA in Business Economics students upon completion of the program during the 2021-22 assessment cycle indicated that they agreed or strongly agreed that they effectively predicted the impact of fiscal, monetary, and trade policy on a firm using microeconomic and macroeconomic models.	1. EXCEEDS THE ACCEPTABLE TARGET

OVERALL RECOMMENDATIONS

Overall, it is recommended that the Program Lead for the Bachelor of Arts in Business Economics review the assessment plans (including measures used, alignment mapping, and targets set) and Curriculum Map in preparation for the 2022-2023 assessment cycle. This will determine the appropriateness of the assignments and mapping for each PLO.

It is also recommended to review BUS402 as the target for PLO 4 was not met.

ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT

OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO 4	Direct Measure 1: BUS 402 Final Paper	SUSAN GOULD, LEAD FACULTY ROBIN DHAKAL	NOT STARTED	JUNE 30, 2022
Action Details	Provide universal announcements to all faculty teaching BUS 402 with specific guidance and resources for Week 6 Final Paper.			