

## BACHELOR OF ARTS IN BUSINESS ADMINISTRATION: ANNUAL ASSESSMENT PLAN & FINDINGS 2023-2024 ACADEMIC YEAR

### 2023 – 2024 CURRICULUM MAP

	<b>PLO 1</b> Examine the role of competitive advantage in business environments using strategic and operational methods.	<b>PLO 2</b> Compare and contrast regional, national, and international business environments.	<b>PLO 3</b> Evaluate the legal, social, political, and economic environments of business.	<b>PLO 4</b> Analyze financial information and other business data to ensure effective managerial decision-making.	<b>PLO 5</b> Design effective solutions by diagnosing organizational problems.	<b>PLO 6</b> Create a strategic business plan.
<i>MGT 330: Management for Organizations</i>	I		I		I	I
<i>BUS 303: Human Resources Management</i>	R			I	R	R
<i>ECO 203: Principles of Macroeconomics</i>				I		R
<i>ECO 204: Principles of Microeconomics</i>				I		R
<i>ECO 204: Principles of Microeconomics</i>				I		R
<i>INF 220: IS Principles</i>				I	I	
<i>ACC 201: Principles of Financial Accounting</i>	I		R		I	
<i>ACC 202: Principles of Managerial Accounting</i>	I		R	R	I	
<i>BUS 340: Business Communications</i>	I	I	I	I	I	I
<i>BUS 330: Principles of Marketing</i>				I		I
<i>BUS 311: Business Law I</i>				I		R
<i>BUS 308: Statistics for Managers</i>	R			M	R	R

Office of Assessment and Curricular Affairs



<i>MGT 302: Foundations of Productions &amp; Operations Management</i>	<b>M</b>	<b>R</b>	<b>R</b>		<b>R</b>	<b>R</b>
<i>BUS 357: International Business</i>		<b>M</b>		<b>R</b>		<b>R</b>
<i>MGT435: Organizational Change</i>	<b>R</b>	<b>R</b>	<b>R</b>	<b>R</b>	<b>R</b>	<b>R</b>
<i>BUS 401: Principles of Finance</i>				<b>R</b>		
<i>BUS 402: Strategic Management &amp; Business Policy</i>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>

**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.	2480	3479	2480 out of 3479 (71.3%) 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.	<b>UAGC:</b> N=658, Mean=721, <b>Traditional:</b> 43290/609, <b>Online:</b> 53340/644	<b>UAGC:</b> N=658, Mean=721, <b>Traditional:</b> 43290/609, <b>Online:</b> 53340/644	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.	635	658	635 out of 658 (96.5%) BA Business Administration students from July 1, 2023 to June 30, 2024 scored 400 or higher on the	1. EXCEEDS THE ACCEPTABLE TARGET

				CPC comprehensive exam.	
Indirect Measure 1: End of Program Survey	<p>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:</p> <ul style="list-style-type: none"> <li>• I effectively examined the role of competitive advantage in business environments using strategic and operational methods.</li> </ul>	604	637	94.8% of BA in Business Administration students upon completion of the program during the 2023-24 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: BUS 357 Week 5 Assignment	70% of BA Business Administration students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	1055	1260	1055 out of 1260 (83.7%) 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 – 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.	<b>UAGC:</b> N=658, Mean=711, <b>Traditional:</b> 37320/590, <b>Online:</b> 45480/625	<b>UAGC:</b> N=658, Mean=711, <b>Traditional:</b> 37320/590, <b>Online:</b> 45480/625	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.	635	658	635 out of 658 (96.5%) BA Business Administration students from July 1, 2023 to June 30, 2024 scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET

Indirect Measure 1: End of Program Survey	<p>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:</p> <ul style="list-style-type: none"> <li>• I effectively compared and contrasted regional, national, and international business environments.</li> </ul>	599	635	<p>94.3% of BA in Business Administration students upon completion of the program during the 2023-24 assessment cycle indicated that they agreed or strongly agreed that they effectively compared and contrasted regional, national, and international business environments.</p>	1. EXCEEDS THE ACCEPTABLE TARGET
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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.	1887	2546	1887 out of 2546 (74.1%) 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.	<b>UAGC:</b> N=658, Mean=711, <b>Traditional:</b> 37320/590, <b>Online:</b> 45480/625	<b>UAGC:</b> N=658, Mean=711, <b>Traditional:</b> 37320/590, <b>Online:</b> 45480/625	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.	635	658	635 out of 658 (96.5%) BA Business Administration students from July 1, 2023 to June 30, 2024 scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET

Indirect Measure 1: End of Program Survey	<p>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:</p> <ul style="list-style-type: none"> <li>• I effectively evaluated the legal, social, political, and economic environments of business.</li> </ul>	607	637	<p>95.3% of BA in Business Administration students upon completion of the program during the 2023-24 assessment cycle indicated that they agreed or strongly agreed that they effectively evaluated the legal, social, political, and economic environments of business.</p>	1. EXCEEDS THE ACCEPTABLE TARGET
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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 BUS401 Final Paper	70% of BA Business Administration students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	2292	2726	2292 out of 2726 (84.1%) 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

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.	<b>UAGC:</b> N=658, Mean=796, <b>Traditional:</b> 39510/642, <b>Online:</b> 38700/692	<b>UAGC:</b> N=658, Mean=796, <b>Traditional:</b> 39510/642, <b>Online:</b> 38700/692	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.	635	658	635 out of 658 (96.5%) BA Business Administration students from July 1, 2023 to June 30, 2024 scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET

Indirect Measure 1: End of Program Survey	<p>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:</p> <ul style="list-style-type: none"> <li>• I effectively analyzed financial information and other business data to ensure effective managerial decision-making</li> </ul>	610	641	<p>95.2% of BA in Business Administration students upon completion of the program during the 2023-24 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.</p>	1. EXCEEDS THE ACCEPTABLE TARGET
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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.	2025	2733	2025 out of 2733 (74.1%) 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.	<b>UAGC:</b> N=658, Mean=721, <b>Traditional:</b> 43290/609, <b>Online:</b> 53340/644	<b>UAGC:</b> N=658, Mean=721, <b>Traditional:</b> 43290/609, <b>Online:</b> 53340/644	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.	635	658	635 out of 658 (96.5%) BA Business Administration students from July 1, 2023 to June 30, 2024 scored 400 or higher on the CPC comprehensive exam.	1. EXCEEDS THE ACCEPTABLE TARGET



Indirect Measure 1: End of Program Survey	<p>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:</p> <ul style="list-style-type: none"> <li>• I designed effective solutions by diagnosing organizational problems.</li> </ul>	603	641	<p>94.1% of BA in Business Administration students upon completion of the program during the 2023-24 assessment cycle indicated that they agreed or strongly agreed that they designed effective solutions by diagnosing organizational problems.</p>	1. EXCEEDS THE ACCEPTABLE TARGET
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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.	1833	2484	1833 out of 2484 (73.8%) 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 - 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.	<b>UAGC:</b> N=658, Mean=728, <b>Traditional:</b> 42390/630, <b>Online:</b> 47340/653	<b>UAGC:</b> N=658, Mean=728, <b>Traditional:</b> 42390/630, <b>Online:</b> 47340/653	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.	635	658	635 out of 658 (96.5%) BA Business Administration students from July 1, 2023 to June 30, 2024 scored 400 or higher on the CPC	1. EXCEEDS THE ACCEPTABLE TARGET

				comprehensive exam.	
Indirect Measure 1: End of Program Survey	<p>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:</p> <ul style="list-style-type: none"> <li>• I effectively created a strategic business plan.</li> </ul>	596	635	93.9% of BA in Business Administration students upon completion of the program during the 2023-24 assessment cycle indicated that they agreed or strongly agreed that they effectively created a strategic business plan.	1. EXCEEDS THE ACCEPTABLE TARGET

### OVERALL RECOMMENDATIONS

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 2024-2025 assessment cycle. This will determine the appropriateness of the assignments and mapping for each PLO.

### ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT

OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLOs 1-6	Continued levels of student achievement on all PLOs.	Program Lead, Core Faculty, Assessment	In Progress	June 2025
Action Details	The Program Lead for the Bachelor of Arts in Business Administration and faculty will review the curriculum map and monitor learning outcomes achievement throughout the 24-25 academic year.			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO 4	BUS 308 Final Assignment	Program Lead, Assessment	In Progress	June 2025
Action Details	BUS 308 will be included as an additional direct measure of PLO 4, and learning outcome data will be monitored throughout the academic year since the course was recently revised.			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLOs 1-6	CPC Comprehensive Exam	Program Lead, Core Faculty, Assessment	In Progress	June 2025
Action Details	Overall, students are performing above the online and traditional aggregate pools for the CPC Comprehensive Exam sections. The CPC Comprehensive Exam will be reviewed to ensure the sections align to the PLOs.			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLOs 1-6	Continued levels of student achievement on all PLOs.	Program Lead, Core Faculty, Assessment	Not Started	June 2025
Action Details	The written assignments used as direct measures will be reviewed to ensure alignment with PLOs as courses are revised. The CLO to PLO mapping for BUS 311 will also be reviewed for alignment with PLO 3.			