

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

2023 – 2024 CURRICULUM MAP								
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6		
	Examine the role of competitive advantage in business environments using strategic and operational methods.	Compare and contrast regional, national, and international business environments.	Evaluate the legal, social, political, and economic environments of business.	Analyze financial information and other business data to ensure effective managerial decision-making.	Design effective solutions by diagnosing organizational problems.	Create a strategic business plan.		
MGT 330: Management for Organizations	ı		I		I	ı		
BUS 303: Human Resources Management	R			I	R	R		
ECO 203: Principles of Macroeconomics				I		R		
ECO 204: Principles of Microeconomics				I		R		
ECO 204: Principles of Microeconomics				I		R		
INF 220: IS Principles				I	I			
ACC 201: Principles of Financial Accounting	I		R		I			
ACC 202: Principles of Managerial Accounting	1		R	R	I			
BUS 340: Business Communications	I	I	I	I	I	1		
BUS 330: Principles of Marketing				I		1		
BUS 311: Business Law I				I		R		
BUS 308: Statistics for Managers	R			М	R	R		

## $O\!f\!f\!i\!ce\ of\ Assessment\ and\ Curricular\ Af\!f\!airs$



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

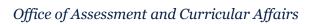
I (Introduced), R (Reinforced), or M (Mastered).



#### ANNUAL ASSESSMENT PLAN FINDINGS

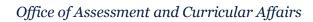
### PLO 1 - Examine the role of competitive advantage in business environments using strategic and operational methods.

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.	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.	UAGC: N=658, Mean=721, Traditional: 43290/609, Online: 53340/644	UAGC: N=658, Mean=721, Traditional: 43290/609, Online: 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

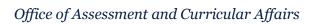




				CPC comprehensive exam.	
Indirect Measure 1: End of Program Survey	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be:  • I effectively examined the role of competitive advantage in business environments using strategic and operational methods.	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

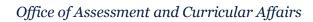


PLO 2 - Compare and o	contrast regional, national, and internationa	al business enviro	nments.		
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS:  PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT 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.	UAGC: N=658, Mean=711, Traditional: 37320/590, Online: 45480/625	UAGC: N=658, Mean=711, Traditional: 37320/590, Online: 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

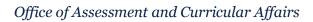




Indirect Measure 1:	70% or more of students exiting the program	599	635	94.3% of BA in	1. EXCEEDS THE
Indirect Measure 1: End of Program Survey	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be:  • I effectively compared and contrasted regional, national, and international business environments.	599	635	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	1. EXCEEDS THE ACCEPTABLE TARGET
				compared and	
				regional, national,	
				and international business	
				environments.	

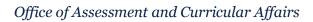


PLO 3 - Evaluate the le	egal, social, political, and economic environr	nents of business.			
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS:  PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT 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.	UAGC: N=658, Mean=711, Traditional: 37320/590, Online: 45480/625	UAGC: N=658, Mean=711, Traditional: 37320/590, Online: 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

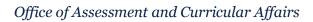




Indirect Measure 1: End of Program Survey	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be:  • I effectively evaluated the legal, social, political, and economic environments of business.	607	637	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	1. EXCEEDS THE ACCEPTABLE TARGET
				legal, social,	

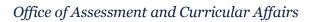


PLO 4 - Analyze financ	ial information and other business data to	ensure effective m	anagerial decisio	on-making.	
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS:  PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE 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.	UAGC: N=658, Mean=796, Traditional: 39510/642, Online: 38700/692	UAGC: N=658, Mean=796, Traditional: 39510/642, Online: 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

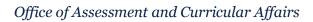




Indirect Measure 1: End of Program Survey	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be:  • I effectively analyzed financial information and other business data to ensure effective managerial decision-making	610	641	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.	1. EXCEEDS THE ACCEPTABLE TARGET
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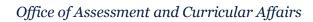


PLO 5 - Design effective	ve solutions by diagnosing organizational pr	oblems.			
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS:  PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS:  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.	UAGC: N=658, Mean=721, Traditional: 43290/609, Online: 53340/644	UAGC: N=658, Mean=721, Traditional: 43290/609, Online: 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

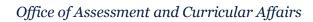




Indirect Measure 1:	70% or more of students exiting the program	603	641	94.1% of BA in	1. EXCEEDS THE
End of Program Survey	will express satisfaction on the End of			Business	ACCEPTABLE TARGET
	Program Survey by indicating either "Agree"			Administration	
	or "Strongly Agree." The item to be used will			students upon	
	be:			completion of the	
				program during	
	I designed effective solutions by diagnosing			the 2023-24	
	organizational problems.			assessment cycle	
				indicated that they	
				agreed or strongly	
				agreed that they	
				designed effective	
				solutions by	
				diagnosing	
				organizational	
				problems.	

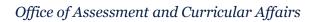


PLO 6 - Create a strate	egic business plan.				
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS:  PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS:  1. EXCEEDS THE ACCEPTABLE TARGET  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.	UAGC: N=658, Mean=728, Traditional: 42390/630, Online: 47340/653	UAGC: N=658, Mean=728, Traditional: 42390/630, Online: 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	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.	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 ASSESSM	ENT 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 Bachel monitor learning outcomes achie	-		w the curriculum map and
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 ac throughout the academic year si	<del>-</del>	_	ata will be monitored
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 sections. The CPC Comprehensive			
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 The CLO to PLO mapping for BUS			h PLOs as courses are revised