

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

| 2023 – 2024 CURRICULUM MAP   |   |   |   |   |  |  |  |
|--|---|---|---|---|--|--|--|
|  | PLO 1   | PLO 2   | PLO 3   | PLO 4   | PLO 5  |  |  |
|  | Examine the influence of leadership, vision, and strategic planning in a variety of organizations and environments. | Assess the process of leading others in environments increasingly characterized by change and complexity. | Apply principles of human behavior and motivation to maximize use of human resources. | Analyze methods of organization change and development. | Assess leadership styles and approaches to develop a personal leadership perspective and practice. |  |  |
| BUS 119: Principles of<br>Personal &<br>Organizational<br>Leadership | I   | ı   | I   | I   | I  |  |  |
| BUS 250: Corporate and<br>Social Responsibility                      | I   | I   | I   | I   | I  |  |  |
| ACC 201: Principles of Financial Accounting                          | I   | I   |   | I   |  |  |  |
| MGT 330: Management for Organizations                                | R   | R   | R   |   |  |  |  |
| BUS 318: Organizational<br>Behavior                                  | R   | R   | R   | I   | R  |  |  |
| BUS 303: Human<br>Resource Management                                |   | R   | M   | R   |  |  |  |
| BUS 340: Business<br>Communications                                  | R   | R   | R   |   | R  |  |  |
| COM 325:<br>Communication and<br>Conflict                            | R   |   | R   |   |  |  |  |
| MGT 380: Leadership for<br>Organizations                             | R   | R   |   |   | R  |  |  |

## Office of Assessment and Curricular Affairs

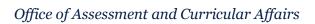


| MGT 425: Leadership<br>and Motivation          | R | R | R |   | R |
|--|---|---|---|---|---|
| MGT 321: Assessing<br>Leadership Skills        | R | R | R | R | М |
| BUS 370: Organizational<br>Development         | R | R | R | М | R |
| MGT 440: Dark Side of<br>Leadership            | R | R | R | R | R |
| MGT 460: Leadership<br>Priorities and Practice | М | М | M | М | М |

I (INTRODUCED) R (REINFORCED) M (MASTERED)

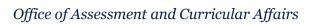
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| ANNUAL ASSESSMENT PLAN FINDINGS  PLO 1 - Examine the influence of leadership, vision, and strategic planning in a variety of organizations and environments. |                   |   |  |  |   |  |
|--|-------------------|---|--|--|---|--|
| MEASURE  | 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: CPC Comprehensive Exam - Business Leadership Section | BA Business Leadership 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 Leadership section of the CPC comprehensive exam when compared to other competitive programs. | UAGC: N=303,<br>Mean=742,<br>Traditional:<br>37320/590,<br>Online:<br>45480/625 | UAGC: N=303,<br>Mean=742,<br>Traditional:<br>37320/590,<br>Online:<br>45480/625 | On average BA Business Leadership 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:<br>CPC Comprehensive<br>Exam-Score                   | 90% must score 400 or higher on the CPC comprehensive exam.   | 299   | 303   | 299 out of 303 (98.7%) BA Business Leadership students from July 1, 2023 to June 30, 2024 scored 400 or higher on the CPC comprehensive exam.   | 1. EXCEEDS THE ACCEPTABLE TARGET |

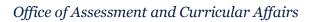




| Direct Measure 3:<br>MGT 380 Final Project           | 70% of BA Business Leadership students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.   | 1299 | 1448 | 87.3%  | 1. EXCEEDS THE ACCEPTABLE TARGET |
|--|---|------|------|--|----------------------------------|
| Indirect Measure 1:<br>End of Program Survey<br>PLO1 | 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 influence of leadership, vision, and strategic planning in a variety of organizations and environments. | 289  | 296  | 97.6% of BA Business Leadership students upon completion of the program during the 2023-24 assessment cycle indicated that they agreed or strongly agreed that they effectively examined the influence of leadership, vision, and strategic planning in a variety of organizations and environments. | 1. EXCEEDS THE ACCEPTABLE TARGET |

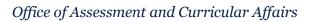


| PLO 2 - Assess the pro   | PLO 2 - Assess the process of leading others in environments increasingly characterized by change and complexity.   |  |  |   |   |  |  |
|--|---|--|--|---|---|--|--|
| MEASURE  | ACCEPTABLE TARGET   | TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET                      | 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: Organizational Behavior Section | BA Business Leadership 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 Management: Organizational Behavior section of the CPC comprehensive exam when compared to other competitive programs. | UAGC: N=303,<br>Mean=712,<br>Traditional:<br>4182/595,<br>Online:<br>53100/631 | UAGC: N=303,<br>Mean=712,<br>Traditional:<br>4182/595,<br>Online:<br>53100/631 | On average BA Business Leadership students scored above the average of the Peregrine Academic Services Online Aggregate Pool and above the average of the Traditional Aggregate Pool on | 2. MEETS THE ACCEPTABLE TARGET  |  |  |





|  |  |      |      | the Management: Organizational Behavior section of the Common Professional Component comprehensive exam.                                      |  |
|--|--|------|------|---|--|
| Direct Measure 2:<br>CPC Comprehensive<br>Exam-Score | 90% must score 400 or higher on the CPC comprehensive exam.  | 299  | 303  | 299 out of 303 (98.7%) BA Business Leadership students from July 1, 2023 to June 30, 2024 scored 400 or higher on the CPC comprehensive exam. | 1. EXCEEDS THE<br>ACCEPTABLE<br>TARGET |
| Direct Measure 3:<br>BUS 370 Final Paper             | 70% of BA Business Leadership students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.  | 2387 | 3193 | 74.8%   | 1. EXCEEDS THE<br>ACCEPTABLE<br>TARGET |
| Indirect Measure 1:<br>End of Program Survey<br>PLO2 | 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 the process of leading | 295  | 301  | 98.0% of BA Business Leadership students upon completion of the program during the 2023-24  | 1. EXCEEDS THE<br>ACCEPTABLE<br>TARGET |

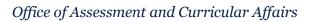




| others in environments increasingly     | assessment cycle    |
|---|---------------------|
| characterized by change and complexity. | indicated that they |
|   | agreed or strongly  |
|   | agreed that they    |
|   | effectively         |
|   | assessed the        |
|   | process of leading  |
|   | others in           |
|   | environments        |
|   | increasingly        |
|   | characterized by    |
|   | change and          |
|   | complexity.         |
|   |                     |

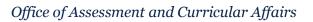


| PLO 3 - Apply principle   | es of human behavior and motivation to ma  | ximize use of hum   | nan resources.  |   |   |
|---|--|---|---|---|---|
| MEASURE   | ACCEPTABLE TARGET  | TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET                       | TOTAL NUMBER OF STUDENT RECORDS OBSERVED  | 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: Human Resource Section | BA Business Leadership 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 Management: Human Resource section of the CPC comprehensive exam when compared to other competitive programs. | UAGC: N=303,<br>Mean=756,<br>Traditional:<br>40860/652,<br>Online:<br>51630/689 | UAGC: N=303,<br>Mean=756,<br>Traditional:<br>40860/652,<br>Online:<br>51630/689 | On average BA Business Leadership students scored above the average of the Peregrine Academic Services Online Aggregate | 2. MEETS THE ACCEPTABLE TARGET  |





|  |   |     |     | Pool and above the average of the Traditional Aggregate Pool on the Management: Human Resource section of the Common Professional Component comprehensive exam. |  |
|--|---|-----|-----|---|--|
| Direct Measure 2:<br>CPC Comprehensive<br>Exam-Score | 90% must score 400 or higher on the CPC comprehensive exam.   | 299 | 303 | 299 out of 303 (98.7%) BA Business Leadership students from July 1, 2023 to June 30, 2024 scored 400 or higher on the CPC comprehensive exam.                   | 1. EXCEEDS THE ACCEPTABLE TARGET       |
| Direct Measure 3:<br>MGT 425 Final Project           | 70% of BA Business Leadership students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO. | 851 | 977 | 87.1%   | 1. EXCEEDS THE<br>ACCEPTABLE<br>TARGET |





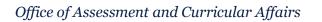
| Direct Measure 4: BUS<br>303 Final Paper             | 70% of BA Business Leadership students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.  | 481 | 581 | 82.8%   | 1. EXCEEDS THE<br>ACCEPTABLE<br>TARGET |
|--|--|-----|-----|---|--|
| Indirect Measure 1:<br>End of Program Survey<br>PLO3 | 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 principles of human behavior and motivation to maximize use of human resources. | 289 | 297 | 97.3% of BA Business Leadership students upon completion of the program during the 2023-24 assessment cycle indicated that they agreed or strongly agreed that they effectively applied principles of human behavior and motivation to maximize use of human resources. | 1. EXCEEDS THE ACCEPTABLE TARGET       |



| PLO 4 - Analyze methods of organization change and development.                        |   |   |   |   |  |  |  |
|--|---|---|---|---|--|--|--|
| 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 – Management: Organizational Behavior Section | BA Business Leadership 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 Management: Organizational Behavior section of the CPC comprehensive exam when compared to other competitive programs. | UAGC: N=303,<br>Mean=712,<br>Traditional:<br>41820/595,<br>Online:<br>53100/631 | UAGC: N=303,<br>Mean=712,<br>Traditional:<br>41820/595,<br>Online:<br>53100/631 | On average BA Business Leadership 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: Organizational Behavior section | 2. MEETS THE ACCEPTABLE TARGET   |  |  |



|  |   |      |      | of the Common Professional Component comprehensive exam.   |  |
|--|---|------|------|--|--|
| Direct Measure 2:<br>CPC Comprehensive<br>Exam-Score | 90% must score 400 or higher on the CPC comprehensive exam.   | 299  | 303  | 299 out of 303 (98.7%) BA Business Leadership students from July 1, 2023 to June 30, 2024 scored 400 or higher on the CPC comprehensive exam.      | 1. EXCEEDS THE ACCEPTABLE TARGET       |
| Direct Measure 3:<br>BUS370 Final Paper              | 70% of BA Business Leadership students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.   | 2837 | 3193 | 88.9%  | 1. EXCEEDS THE<br>ACCEPTABLE<br>TARGET |
| Indirect Measure 1:<br>End of Program Survey<br>PLO4 | 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 methods of organization change and development. | 291  | 298  | 97.7% of BA Business Leadership students upon completion of the program during the 2023-24 assessment cycle indicated that they agreed or strongly | 1. EXCEEDS THE<br>ACCEPTABLE<br>TARGET |

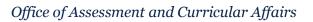




|  |  | agreed that they |  |
|--|--|------------------|--|
|  |  | effectively      |  |
|  |  | analyzed methods |  |
|  |  | of organization  |  |
|  |  | change and       |  |
|  |  | development.     |  |

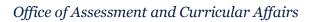


| PLO 5 - Assess leadership s | styles and approaches to develop a | personal leadership po                                    | erspective and p                         | ractice.   |   |
|-----------------------------|------------------------------------|---|--|--|---|
| MEASURE                     | 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 |



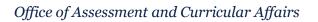


| Direct Measure 1:<br>CPC Comprehensive<br>Exam – Business<br>Leadership Section | BA Business Leadership students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Business Leadership section of the CPC comprehensive exam when compared to other competitive programs. | UAGC: N=303,<br>Mean=756,<br>Traditional:<br>37320/590,<br>Online:<br>45480/625 | UAGC: N=303,<br>Mean=756,<br>Traditional:<br>37320/590,<br>Online:<br>45480/625 | On average BA Business Leadership 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 2:<br>CPC Comprehensive<br>Exam-Score                            | 90% must score 400 or higher on the CPC comprehensive exam.   | 299   | 303   | 299 out of 303 (98.7%) BA Business Leadership students from July 1, 2023 to June 30, 2024 scored 400 or higher on the CPC comprehensive exam.  | 1. EXCEEDS THE<br>ACCEPTABLE<br>TARGET |





| Direct Measure 3: CPC Comprehensive Exam – Management: Organizational Behavior | BA Business Leadership 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 Management: Organizational Behavior section of the CPC comprehensive exam when compared to other competitive programs. | UAGC: N=303,<br>Mean=712,<br>Traditional:<br>41820/595,<br>Online:<br>53100/631 | UAGC: N=303,<br>Mean=712,<br>Traditional:<br>41820/595,<br>Online:<br>53100/631 | On average BA Business Leadership 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: Organizational Behavior section of the Common Professional Component comprehensive exam. | 2. MEETS THE ACCEPTABLE TARGET         |
|--|---|---|---|--|--|
| Direct Measure 4:<br>MGT321 Final Paper  | 70% of BA Business Leadership students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.   | 1348  | 1504  | 89.6%  | 1. EXCEEDS THE<br>ACCEPTABLE<br>TARGET |
| Indirect Measure 1:<br>End of Program Survey<br>PLO5                           | 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 leadership styles and   | 287   | 294   | 97.6% of BA Business Leadership students upon completion of the program during   | 1. EXCEEDS THE<br>ACCEPTABLE<br>TARGET |





| approaches to develop a personal leadership |  | the 2023-24         |  |
|---|--|---------------------|--|
| perspective and practice.                   |  | assessment cycle    |  |
|   |  | indicated that they |  |
|   |  | agreed or strongly  |  |
|   |  | agreed that they    |  |
|   |  | effectively         |  |
|   |  | evaluated the       |  |
|   |  | most recent tools   |  |
|   |  | and concepts        |  |
|   |  | emerging in         |  |
|   |  | management and      |  |
|   |  | leadership.         |  |



## **OVERALL RECOMMENDATIONS**

Overall, it is recommended that the Program Lead for the Bachelor of Arts in Business Leadership 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 |   |                        |                            |                        |  |
|--|---|------------------------|----------------------------|------------------------|--|
|  | ANNUAL ASSESSIVIEN  | KEY/RESPONSIBLE        | STATUS REPORT              | ANTICIPATED DATE OF    |  |
| OUTCOME  | MEASURE   | PERSONNEL              | STATUS                     | COMPLETION             |  |
|  | Direct Measure 3 – BUS 370  | Program Lead,          |                            | June 2025              |  |
| PLO 2  | Final Paper   | Core Faculty,          | Not Started                |                        |  |
|  | Tillal Faper  | Assessment             |                            |                        |  |
| Action Details                                   | Once the MGT 380 course is re   |                        | •                          | •                      |  |
| Action Details                                   | direct m  | easure for PLO 2 in th | e 2024-2025 Academic Ye    | ar.                    |  |
| OUTCOME  | MEASURE   | KEY/RESPONSIBLE        | STATUS                     | ANTICIPATED DATE OF    |  |
|  |   | PERSONNEL              | 3                          | COMPLETION             |  |
|  | Continued levels of student achievement on all PLOs   | Program Lead,          |                            |                        |  |
| PLOs 1-5   |   | Core Faculty,          | In Progress                | June 2025              |  |
|  | demevement on an FLOS   | Assessment             |                            |                        |  |
|  | Because all acceptable targets  | were met, the Progra   | m Lead for the Bachelor of | f Arts in Business     |  |
| <b>Action Details</b>                            | Leadership and faculty will revi  | ew the curriculum ma   | p and CLO to PLO mapping   | g and monitor learning |  |
|  | outcomes achievement through  | out the 24-25 acaden   | nic year.                  |                        |  |
| OUTCOME  | MEASURE   | KEY/RESPONSIBLE        | STATUS                     | ANTICIPATED DATE OF    |  |
| OUTCOME  | WEASONE   | PERSONNEL              | 312103                     | COMPLETION             |  |
| PLOs 1-5   | MGT 460 Final Paper   | Program Lead,          | Not Started                | June 2025              |  |
| F LO3 1-3  | WiGT 400 Tillal Fapel   | Assessment             | Not Started                | Julie 2025             |  |
| Action Details                                   | Action Details  MGT 460 is mapped at the mastery level for all PLOs. The course will be revised to ensure students demonstrating master of the learning outcomes. |                        |                            |                        |  |
| Action Details                                   |   |                        |                            |                        |  |
| OUTCOME  | MEASURE   | KEY/RESPONSIBLE        | STATUS                     | ANTICIPATED DATE OF    |  |
| OUTCOME  | MILAJONE  | PERSONNEL              | 31A103                     | COMPLETION             |  |



| PLO 1          | MGT 380 Final Paper             | Program Lead,<br>Assessment | In Progress                | June 2025        |
|----------------|---------------------------------|-----------------------------|----------------------------|------------------|
| Action Details | MGT 380 is used as a direct med | asure for PLO 1. The co     | ourse will be reviewed for | opportunities to |
| Action Details | demonstrate mastery of PLO 1.   |                             |                            |                  |