

**MASTER OF BUSINESS ADMINISTRATION (MBA): ANNUAL ASSESSMENT PLAN & FINDINGS**  
**2023-2024 ACADEMIC YEAR**

**2023 – 2024 CURRICULUM MAP**

	<b>PLO 1</b> Utilize leadership skills in situations involving, collaboration, self-advocacy, and business-critical decisions.	<b>PLO 2</b> Prepare written and oral communications to create professional presence, articulate a vision, bridge diverse perspectives and cultural differences that impact businesses.	<b>PLO 3</b> Integrate critical thinking and inventiveness to form strategies and overcome business challenges in both domestic and international business settings.	<b>PLO 4</b> Formulate financial analysis and business knowledge in marketing, data analytics, economics, operations, project management, human capital management and emerging technologies to drive decision making.	<b>PLO 5</b> Critique the use of legal and ethical principles and the influence of politics in the business environment.
<i>BUS621: Leadership and Teamwork</i>	<b>M</b>	<b>I</b>	<b>R</b>	<b>I</b>	<b>R</b>
<i>BUS622: Global Marketing</i>	<b>R</b>	<b>R</b>	<b>R</b>	<b>I</b>	<b>R</b>
<i>BUS623: Human Capital Management Using Applied Psychology</i>	<b>R</b>	<b>R</b>	<b>R</b>	<b>I</b>	<b>R</b>
<i>BUS624: Law and Ethics in the Business Environment</i>	<b>R</b>	<b>R</b>	<b>M</b>	<b>R</b>	<b>M</b>
<i>BUS592: Financial Business Overview</i>	<b>I</b>	<b>R</b>	<b>R</b>	<b>R</b>	<b>I</b>
<i>BUS625: Data and Decision Analytics</i>	<b>R</b>	<b>R</b>	<b>R</b>	<b>R</b>	<b>R</b>
<i>BUS626: Global Economics and Political Influence</i>	<b>I</b>		<b>R</b>	<b>R</b>	<b>R</b>



BUS627: Financial Statement Analysis	I	I	M	M	R
BUS629: Financial Budgeting, Forecasting and Analysis	I	I	M	M	I
BUS633: Project and Operations Management	I	I	R	R	R
BUS 687: Strategic Simulation Capstone	M	M	M	M	M

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

<b>ANNUAL ASSESSMENT PLAN FINDINGS</b>					
<b>PLO 1 - Utilize leadership skills in situations involving, collaboration, self-advocacy, and business-critical decisions.</b>					
<b>MEASURE</b>	<b>ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b>	<b>ASSESSMENT RESULTS:  PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>ASSESSMENT RESULTS:  1. EXCEEDS THE ACCEPTABLE TARGET  2. MEETS THE ACCEPTABLE TARGET  3. DOES NOT MEET THE ACCEPTABLE TARGET  4. INSUFFICIENT DATA</b>

Direct Measure 1: CPC Comprehensive Exam - Management Section	Master of Business Administration students, on average, will score at or above the average in the 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=771, Mean=749, <b>Traditional:</b> 6210/618, <b>Online:</b> 36030/648	<b>UAGC:</b> N=771, Mean=749, <b>Traditional:</b> 6210/618, <b>Online:</b> 36030/648	On average MBA 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.	<b>2. MEETS THE ACCEPTABLE TARGET</b>
Direct Measure 2: CPC Comprehensive Exam-Score	90% of Master of Business Administration students must score 400 or higher on the CPC comprehensive exam.	769	771	769 out of 771 (99.7%) M Business Administration students from July 1, 2023 to June 30, 2024 scored 400 or higher on the CPC comprehensive exam.	<b>1. EXCEEDS THE ACCEPTABLE TARGET</b>

Direct Measure 3: BUS592: Final Paper	70% of Master of Business Administration records must receive a proficient or distinguished evaluation on relevant content criteria mapped to PLO 1.	43	58	74.1%	<b>2. MEETS THE ACCEPTABLE TARGET</b>
Direct Measure 3: BUS687: Final Paper	70% of Master of Business Administration records must receive a proficient or distinguished evaluation on relevant content criteria mapped to PLO 1.	1692	1971	85.8%	<b>1. EXCEEDS THE ACCEPTABLE TARGET</b>
Indirect Measure 1: End of Program Survey PLO1	<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 utilized leadership skills in situations involving, collaboration, self-advocacy, and business-critical decisions.</li> </ul>	705	769	91.7% of MBA students upon completion of the program during the 2023-24 assessment cycle indicated that they agreed or strongly agreed that they effectively utilized leadership skills in situations involving, collaboration, self-advocacy, and business-critical decisions.	<b>1. EXCEEDS THE ACCEPTABLE TARGET</b>

**PLO 2 - Prepare written and oral communications to create professional presence, articulate a vision, bridge diverse perspectives and cultural differences that impact businesses.**

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 Ethics Section	Master of 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 Ethics section of the CPC comprehensive exam when compared to other competitive programs.	<b>UAGC:</b> N=771, Mean=771, <b>Traditional:</b> 6510/655, <b>Online:</b> 36900/680	<b>UAGC:</b> N=771, Mean=771, <b>Traditional:</b> 6510/655, <b>Online:</b> 36900/680	On average MBA 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 Ethics	<b>2. MEETS THE ACCEPTABLE TARGET</b>

				section of the Common Professional Component comprehensive exam.	
Direct Measure 2: CPC Comprehensive Exam-Score	90% of Master of Business Administration students must score 400 or higher on the CPC comprehensive exam.	769	771	769 out of 771 (99.7%) M Business Administration students from July 1, 2023 to June 30, 2024 scored 400 or higher on the CPC comprehensive exam.	<b>1. EXCEEDS THE ACCEPTABLE TARGET</b>
Direct Measure 3: BUS624 Final Paper	70% of Master of Business Administration records must receive a proficient or distinguished evaluation on relevant content criteria mapped to PLO 2.	3889	4479	86.8%	<b>1. EXCEEDS THE ACCEPTABLE TARGET</b>
Indirect Measure 1: End of Program Survey 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: <ul style="list-style-type: none"> <li>• I effectively prepared written and oral communications to create professional presence, articulate a vision, bridge diverse</li> </ul>	736	769	95.7% of MBA students upon completion of the program during the 2023-24 assessment cycle indicated that they agreed or strongly agreed that they	<b>1. EXCEEDS THE ACCEPTABLE TARGET</b>

	perspectives and cultural differences that impact businesses.			effectively prepared written and oral communications to create professional presence, articulate a vision, bridge diverse perspectives and cultural differences that impact businesses.	
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**PLO 3 - Integrate critical thinking and inventiveness to form strategies and overcome business challenges in both domestic and international business settings.**

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	Master of 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=771, Mean=790, <b>Traditional:</b> 5730/664, <b>Online:</b> 32400/684	<b>UAGC:</b> N=771, Mean=790, <b>Traditional:</b> 5730/664, <b>Online:</b> 32400/684	On average MBA 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	<b>2. MEETS THE ACCEPTABLE TARGET</b>

				Leadership section of the Common Professional Component comprehensive exam.	
Direct Measure 2: CPC Comprehensive Exam-Score	90% of Master of Business Administration students must score 400 or higher on the CPC comprehensive exam.	769	771	769 out of 771 (99.7%) M Business Administration students from July 1, 2023 to June 30, 2024 scored 400 or higher on the CPC comprehensive exam.	<b>1. EXCEEDS THE ACCEPTABLE TARGET</b>
Direct Measure 3: BUS621 Final Paper	70% of Master of Business Administration records must receive a proficient or distinguished evaluation on relevant content criteria mapped to PLO 3.	672	743	90.4%	<b>1. EXCEEDS THE ACCEPTABLE TARGET</b>
Indirect Measure 1: End of Program Survey 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: <ul style="list-style-type: none"> <li>• I effectively integrated critical thinking and inventiveness to form strategies and overcome business challenges in both domestic and international business settings.</li> </ul>	734	769	95.4% of MBA students upon completion of the program during the 2023-24 assessment cycle indicated that they agreed or strongly agreed that they	<b>1. EXCEEDS THE ACCEPTABLE TARGET</b>

				effectively integrated critical thinking and inventiveness to form strategies and overcome business challenges in both domestic and international business settings.	
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**PLO 4 - Formulate financial analysis and business knowledge in marketing, data analytics, economics, operations, project management, human capital management and emerging technologies to drive 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: CPC Comprehensive Exam – Global Dimensions of Business	Master of Business Administration students, on average, will score at or above the average in the PAS “Online Campus” and “Traditional Campus” Aggregate Pools related to the Global Dimensions of Business section of the CPC comprehensive exam when compared to other competitive programs.	<b>UAGC:</b> N=771, Mean=723, <b>Traditional:</b> 5430/564, <b>Online:</b> 34290/602	<b>UAGC:</b> N=771, Mean=723, <b>Traditional:</b> 5430/564, <b>Online:</b> 34290/602	On average MBA students scored above the average of the Peregrine Academic Services Online Aggregate Pool, and above the average of the Traditional Aggregate Pool on the Global Dimensions of Business section of the Common Professional Component comprehensive exam.	<b>2. MEETS THE ACCEPTABLE TARGET</b>
Direct Measure 2: CPC Comprehensive Exam-Score	90% of Master of Business Administration students must score 400 or higher on the CPC comprehensive exam.	769	771	769 out of 771 (99.7%) M Business Administration students from July 1, 2023 to June 30, 2024 scored 400 or higher on the CPC comprehensive exam.	<b>1. EXCEEDS THE ACCEPTABLE TARGET</b>

Direct Measure 3: BUS626 Final Paper	70% of Master of Business Administration records must receive a proficient or distinguished evaluation on relevant content criteria mapped to PLO 4.	925	968	95.6%	<b>1. EXCEEDS THE ACCEPTABLE TARGET</b>
Indirect Measure 1: End of Program Survey PLO4	<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 formulated financial analysis and business knowledge in marketing, data analytics, economics, operations, project management, human capital management and emerging technologies to drive decision making.</li> </ul>	726	769	94.4% of MBA students upon completion of the program during the 2023-24 assessment cycle indicated that they agreed or strongly agreed that they effectively formulated financial analysis and business knowledge in marketing, data analytics, economics, operations, project management, human capital management and emerging technologies to drive decision making.	<b>1. EXCEEDS THE ACCEPTABLE TARGET</b>

PLO 5 - Critique the use of legal and ethical principles and the influence of politics in the business environment.					
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 – Legal Environment of Business Section	Master of Business Administration students, on average, will score at or above the average in the PAS “Online Campus” and “Traditional Campus” Aggregate Pools related to the Legal Environment of Business section of the CPC comprehensive exam when compared to other competitive programs.	<b>UAGC:</b> N=771, Mean=792, <b>Traditional:</b> 5010/617, <b>Online:</b> 26940/667	<b>UAGC:</b> N=771, Mean=792, <b>Traditional:</b> 5010/617, <b>Online:</b> 26940/667	On average MBA students scored above the average of the Peregrine Academic Services Online Aggregate Pool, and above the average of the Traditional Aggregate Pool on the Legal Environment of Business section of the Common Professional Component comprehensive exam.	<b>2. MEETS THE ACCEPTABLE TARGET</b>
Direct Measure 2: CPC Comprehensive Exam – Business Ethics Section	Master of Business Administration students, on average, will score at or above the average in the PAS “Online Campus” and “Traditional Campus” Aggregate Pools related to the Business Ethics section of the CPC comprehensive exam when compared to other competitive programs.	<b>UAGC:</b> N=771, Mean=771, <b>Traditional:</b> 6510/655, <b>Online:</b> 36900/680	<b>UAGC:</b> N=771, Mean=771, <b>Traditional:</b> 6510/655, <b>Online:</b> 36900/680	On average MBA 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 Ethics section of the Common	<b>2. MEETS THE ACCEPTABLE TARGET</b>



				Professional Component comprehensive exam.	
Direct Measure 3: CPC Comprehensive Exam-Score	90% of Master of Business Administration students must score 400 or higher on the CPC comprehensive exam.	769	771	769 out of 771 (99.7%) M Business Administration students from July 1, 2023 to June 30, 2024 scored 400 or higher on the CPC comprehensive exam.	<b>1. EXCEEDS THE ACCEPTABLE TARGET</b>
Direct Measure 4: BUS 687 Final Paper	70% of Master of Business Administration records must receive a proficient or distinguished evaluation on relevant content criteria mapped to PLO 5.	1112	1323	84.1%	<b>1. EXCEEDS THE ACCEPTABLE TARGET</b>
Indirect Measure 1: End of Program Survey 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: <ul style="list-style-type: none"> <li>• I effectively critiqued the use of legal and ethical principles and the influence of politics in the business environment.</li> </ul>	724	769	94.1% of MBA students upon completion of the program during the 2023-24 assessment cycle indicated that they agreed or strongly agreed that they effectively critiqued the use	<b>1. EXCEEDS THE ACCEPTABLE TARGET</b>

				of legal and ethical principles and the influence of politics in the business environment.	
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### OVERALL RECOMMENDATIONS

*Overall, it is recommended that the Program Lead for the Master of 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 1-5	Continued levels of student achievement on all PLOs.	Program Lead, Core Faculty	In Progress	June 2025
Action Details	Because all acceptable targets were met, the Program Lead for the Master of 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
PLOs 1-5	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
PLO 4	BUS 626 Final Paper	Program Lead, Core Faculty, Assessment	Not Started	June 2025
Action Details	The Program Lead for the Master of Business Administration and faculty will review the BUS 626 Final Paper and other assessments in the program to determine whether additional assignments may be an appropriate measure of student performance of PLO 4.			

OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
<i>PLO 4</i>	<i>BUS 626 Final Paper</i>	<i>Program Lead, Core Faculty, Assessment</i>	<i>Not Started</i>	<i>June 2025</i>
<i>Action Details</i>	<i>Work with Assessment to conduct rubric calibration to ensure faculty are accurately grading and assessing the BUS 626 Final Paper.</i>			