

College of Business and Aviation Division of Management, Marketing, & Business Administration Student Learning Outcomes 2017-2019



Program Outcomes – General Business Administration

General Business majors will understand the concepts in the major areas of business.

General Business majors will be proficient in professional selling solving techniques.

General Business majors will understand the components of a business plan.

General Business majors will be proficient in decision making/problem solving techniques.

General Business majors will demonstrate the ability to work as a team member.

General Business majors will be proficient in critical/creative thinking skills.

BACHELOR OF BUSINESS ADMINISTRATION (BBA) GENERAL BUSINESS ADMINISTRATION - Business Concepts **Analysis of Results Performance Measure Data Collection** Results of **Analysis and Action** (Competency) (Evidence) **Evaluation** Taken **A.** General Business majors 80% of the In AY 2018-19 The evaluation will understand the concepts **General Business** 76% of General results will be used in the major areas of business. majors taking **Business** majors in two ways. One is MGT 499 will earned a B or to assess whether better on their earn a B or better the learning in projects that business plan outcome was indicated they achieved. In this project, understood the compared to 79% case, the learning concepts in the in AY 2017-18 outcome was not major areas of and 95.5% and achieved. Another business. 100% in AY 2016use is to determine 17. whether the learning outcome needs to be changed. Since 76% of general business majors earned lower than a B in their projects, consideration will be given as to whether the assignments/projects need to change.

BACHELOR OF BUSINESS ADMINISTRATION (BBA) GENERAL BUSINESS ADMINISTRATION - Professional Selling **Analysis of Results Data Collection Results of Analysis and Action Performance Measure** (Competency) (Evidence) **Evaluation** Taken B. General Business majors will 80% of the In AY 2018-19 The evaluation understand the components of **General Business** 95% of General results will be used a business plan. majors taking **Business majors** in two ways. One is MKT 321 will earn earned a B or to assess whether or a B or better in better on their not the learning projects that outcome was projects, indicated they compared to achieved. In this understood the 100% in AY 2017case, the learning concepts of 18 and AY 2016outcome was professional 17. achieved. Another selling use is to determine techniques. whether the learning outcome needs to be changed. If 95% of general business majors earned B or better on their sales presentations then s consideration will be given as to whether sales presentations projects/assignments

need more rigor.

BACHELOR OF BUSINESS ADMINISTRATION (BBA) GENERAL BUSINESS ADMINISTRATION - Business Plans				
		Analysis of Results		
Performance Measure	Data Collection	Results of	Analysis and Action	
(Competency)	(Evidence)	Evaluation	Taken	
C. General Business majors will	80% of general	In AY 2018-19	The evaluation	
understand the components of	business majors	80% of General	results can be used	
a business plan.	will earn a grade	Business majors	in multiple ways.	
	of B or better on	earned a B or	One is to assess	
	their business	better on their	whether or not the	
	plans in	business plan	learning outcome	
	MGT/MKT 370	projects	was achieved. In this	
	and MGT 460.	compared to 79%	case, the learning	
		in AY 2017-18	outcome was	
		and 80% in AY	achieved. Another	
		2016-17.	use is to determine	
			whether or not the	
			learning outcome	
			should be changed.	
			Because 36 of the 37	
			made B or better on	
			the business plan, it	
			appears that the	
			learning outcome	
			assignments/projects	
			should not be	
			changed.	

BACHELOR OF BUSINESS ADMINISTRATION (BBA) GENERAL BUSINESS ADMINISTRATION - Decision Making					
	Analysis of Results				
Performance	Data Collection (Evidence)	Results of Evaluation	Analysis and Action		
Measure	At least 80% of General	In AY 2018-19, 76% of General	Taken		
(Competency)	Business majors will earn a	Business majors earned a B or	The evaluation		
D. General Business	grade of B or better on	better on projects that	results will be used		
majors will be	their project in MGT 499.	indicated they understood the	to assess whether		
proficient in decision		concepts of problem	the learning		
making/problem		solving/decision techniques,	outcome was		
solving techniques.		compared to 95.5% in AY	achieved. In this		
		2017-18 and 100% in AY 2016-	case, the learning		
		17.	outcome was not		
			achieved. Since 76%		
			of general business		
			majors earned lower		
			than a B in their		
			projects,		
			consideration will be		
			given as to whether		
			the		
			assignments/projects		
			need to change.		

BACHELOR OF BUSINESS ADMINISTRATION (BBA) GENERAL BUSINESS ADMINISTRATION - Teamwork					
	Analysis of Results				
Performance Measure	Data Collection (Evidence)	Results of Evaluation	Analysis and		
(Competency)	At least 80% of General	In AY 2018-19, 86% of General	Action		
E. General Business	Business majors will earn an	Business majors earned a B or	Taken		
majors will	average grade of B or better on	better on group evaluations	Consider		
demonstrate the	their group evaluations in MGT	demonstrating the ability to work	revising the		
ability to work as a	435 and MGT 499.	as a team, compared to 73.7% in	measuring		
team.		AY 2017-18 and 83.3% in AY	rubrics.		
		2016-17.	Consider		
			alternative		
	evaluation				
			tools.		

BACHELOR OF BUSINESS ADMINISTRATION (BBA) GENERAL BUSINESS ADMINISTRATION - Critical Thinking				
		Analysis of Re	esults	
Performance	Data Collection (Evidence)	Results of Evaluation	Analysis and Action	
Measure	At least 80% of General	In AY 2018-19, 76% of	Taken	
(Competency)	Business majors will earn an	General Business majors	The evaluation	
F. General Business	average grade of B or better	earned a B or better on	results will be used	
majors will be	in MGT 499 on their	projects demonstrating the	to assess whether	
proficient	projects that indicated they	ability to think creatively and	the learning	
critical/creative	are proficient in	critically compared to 95.5%	outcome was	
thinking skills.	critical/creative thinking	in AY 2017-18 and 100% in AY	achieved. In this	
	skills.	2016-17.	case, the learning	
			outcome was not	
			achieved. Since 76%	
			of general business	
			majors earned lower	
			than a B in their	
			projects,	
			consideration will be	
			given as to whether	
			the	
			assignments/projects	

Program Outcomes – Health Care Administration

Healthcare Administration majors will understand the integration of the functional areas of business in the healthcare industry.

Healthcare Administration will understand the concepts in the major areas of business.

Health Care Administration majors will be proficient in decision making/problem solving techniques.

Health Care Administration majors will demonstrate the ability to work as a team member. Health Care Administration majors will be proficient in critical/creative thinking skills.

need to change.

BACHELOR OF BUSINESS ADMINISTRATION (BBA) HEALTH CARE ADMINISTRATION - Health Care Integration

Analysis of Results Data Collection Results of Evaluation Analysis and Action Performance Measure (Competency) (Evidence) In AY 2018-19, 69% of Taken B. Health Care 80% of the Health Consider an the Health Care Administration majors will Care Administration majors introductory understand the Administration taking MGT 302, HCA textbook for HCA integration of the functional majors taking 302, HCA 335, and 440 or introduce areas of business in the MGT 302 or HCA HCA 440 earned a B intermediate Health Care industry. 302, HCA 335, or better in microeconomics as and HCA 440 will projects that a prerequisite. indicated they Continue to asses earn a B or better in projects understand the students through that indicated integration of the research papers they understand functional areas of and presentations. the integration of business in the Health Will consider offering subjective the functional Care industry as areas of business compared to 100% in tests. in the Health AY 2017-18. Care industry.

BACHELOR OF BUSINESS ADMINISTRATION (BBA) HEALTH CARE ADMINISTRATION - Business Concepts				
			s of Results	
Performance Measure	Data Collection	Results of	Analysis and Action	
(Competency)	(Evidence)	Evaluation	Taken	
C. Health Care Administration	80% of the Health	In AY 2018-19	The evaluation	
will understand the concepts in	Care	50% of Health	results will be used	
the major areas of business.	Administration	Care	to assess whether	
	majors taking	Administration	the learning	
	MGT 499 will	majors earned a B	outcome was	
	earn a B or better	or better on their	achieved. In this	
	in projects that	projects	case, the learning	
	indicated they	compared to 0%	outcome was not	
	understood the	in AY 2017-18	achieved. Since 76%	
	concepts in the	and 100% in AY	of general business	
	major areas of	2016-17.	majors earned lower	
	business.		than a B in their	
			projects,	
			consideration will be	
			given as to whether	
			the	
			assignments/projects	
			need to change.	

BACHELOR OF BUSINESS ADMINISTRATION (BBA)					
HEA	HEALTH CARE ADMINISTRATION - Decision Making Analysis of Results				
Performance	Data Collection (Evidence)	Results of Evaluation	Analysis and Action		
Measure	At least 80% of Health Care	In AY 2018-19, 50% of Health	Taken		
(Competency)	majors will earn a grade of	Care majors earned a B or	The evaluation		
D. Health Care	B or better on their project	better on projects that	results will be used		
majors will be proficient in decision making/problem solving techniques.	in MGT 499.	indicated they understood the concepts of problem solving/decision techniques compared to 0% in AY 2017-18 and 100% in AY 2016-17.	to assess whether the learning outcome was achieved. In this case, the learning outcome was not achieved. Since 76% of general business majors earned lower than a B in their projects, consideration will be given as to whether the assignments/projects need to change.		

BACHELOR OF BUSINESS ADMINISTRATION (BBA) HEALTH CARE ADMINISTRATION - Teamwork				
		Analysis of Re	sults	
Performance	Data Collection (Evidence)	Results of Evaluation	Analysis and Action	
Measure	At least 80% of Health Care	In AY 2018-19, 50% of Health	Taken	
(Competency)	majors will earn an average	Care majors earned a B or	The evaluation	
E. Health Care	grade of B or better on	better on group evaluations	results will be used	
majors will be	their group evaluations in	demonstrating the ability to	to assess whether	
demonstrate the	MGT 435 and MGT 499.	work as a team compared to	the learning	
ability to work as a		0% in AY 2017-18 and 100% in	outcome was	
team.		AY 2016-17.	achieved. In this	
			case, the learning	
			outcome was not	
			achieved. Since 76%	
			of general business	
			majors earned lower	
			than a B in their	
			projects,	
			consideration will be	
			given as to whether	
			the	
			assignments/projects	
			need to change.	

BACHELOR OF BUSINESS ADMINISTRATION (BBA) HEALTH CARE ADMINISTRATION - Critical Thinking					
	Analysis of Results				
Performance Measure	Data Collection (Evidence)	Results of Evaluation	Analysis and		
(Competency)	At least 80% of Health Care	In AY 2018-19, 50% of Health	Action		
F. Health Care majors	majors will earn an average	Care majors earned a B or better	Taken		
will be proficient	grade of B or better in MGT	on projects demonstrating the	The data are		
critical/creative	499 on their projects that	ability to think creatively and	used to		
thinking skills.	indicated they are proficient in	critically compared to 0% in AY	determine		
	critical/creative thinking skills.	2017-18 and 100% in AY 2016-17.	whether		
			students		
			actually		
			understand		
			the critical		
			and creative		
			thinking.		
			Also, faculty		
			will review		
			and revise, if		
			needed, the		
			measuring		
			rubrics.		

Program Outcomes - Management

Management majors will understand the functions of management: Planning, organizing, controlling, and leading.

Management majors will be knowledgeable of leadership styles.

Management majors will understand the concepts in the major areas of business.

Management majors will be proficient in decision making/problem solving techniques.

Management majors will demonstrate ability to work as a team member.

Management majors will be proficient in critical/creative thinking skills.

BACHELOR OF BUSINESS ADMINISTRATION (BBA) MANAGEMENT - Management Functions			
	Analysis of Results		
Performance Measure	Data Collection	Results of Evaluation	Analysis and Action
(Competency)	(Evidence)	In AY 2018-19, 100% of	Taken
A. Management majors will	At least 80% of	Management majors	The data are used to
understand the functions of	Management	earned a B or better on	determine whether
management: Planning,	majors will earn	projects that indicated	students actually
organizing, controlling, and	a grade of B or	they understood the	understand the main
leading.	better on their	functions of	functions of
	project in MGT	management: planning,	management. Also,
	475, MGT 484 or	organizing, controlling,	data are used so that
	MGT 495.	and leading,	students can take
		compared to 89% in AY	theoretical concepts
		2017-18 and 100% in	and apply them to
		AY 2016-17.	real life situations.
			Based on the results
			of the evaluation
			consideration will be
			given as to whether
			projects/assignments
			need more rigor.

BACHELOR OF BUSINESS ADMINISTRATION (BBA) MANAGEMENT - Leadership				
Analysis of Results				
Performance Measure	Data Collection	Results of	Analysis and Action	
(Competency)	(Evidence)	Evaluation	Taken	
B. Management majors will be	At least 80% of	In AY 2018-19, 67%	Revise course outline	
knowledgeable of leadership styles.	management majors will earn a grade of B or better on their project in MGT 305 or MGT 484.	of Management majors earned a B or better on projects that indicated they were knowledgeable of leadership styles, compared to 88.9% in AY 2017-18 and 81% in AY 2016-17.	by using teaching methods and assignments to better align with the learning outcome, allowing for more classroom structure. The outcomes from engaging in this process will be the students' ability to understand the information and implement the task.	

BACHELOR OF BUSINESS ADMINISTRATION (BBA) MANAGEMENT - Business Concepts				
Analysis of Results				
Performance Measure (Competency)	Data Collection	Results of	Analysis and Action	
C. Management majors will understand	(Evidence)	Evaluation	Taken	
the concepts in the major areas of	80% of the	In AY 2018-19	The data are used to	
business.	management	90.9% of	determine whether	
	majors taking	management	students actually	
	MGT 499 will	majors earned a B	understand the	
	earn a B or better	or better on their	concepts in the	
	in projects that	projects	major areas of	
	indicated they	compared to	business. Also, data	
	understood the	88.9% in AY 2017-	are used so that	
	concepts in the	18 and 85.7% in	students can take	
	major areas of	AY 2016-17.	theoretical concepts	
	business.		and apply them to	
			real life situations.	
			Based on the results	
			of the evaluation	
			consideration will be	
			given as to whether	
			projects/assignments	
			need more rigor.	

BACHELOR OF BUSINESS ADMINISTRATION (BBA) MANAGEMENT - Decision Making			
		Analysis of Re	esults
Performance	Data Collection (Evidence)	Results of Evaluation	Analysis and Action
Measure	At least 80% of	In AY 2018-19, 90.9% of	Taken
(Competency)	Management majors will	Management majors earned a	The data are used to
D. Management	earn a grade of B or better	B or better on projects that	determine whether
majors will be	on their project in MGT	indicated they understood the	students actually
proficient in decision	499.	concepts of problem	understand the
making/problem		solving/decision techniques	components of
solving techniques.		compared to 88.9% in AY	decision making and
		2017-18 and 85.7% in AY	problem solving.
		2016-17.	Also, data are used
			so that students can
			take theoretical
			concepts and apply
			them to real life
			situations. Based on
			the results of the
			evaluation
			consideration will be
			given as to whether
			projects/assignments
			need more rigor.

BACHELOR OF BUSINESS ADMINISTRATION (BBA) MANAGEMENT - Teamwork					
	Analysis of Results				
Performance	Data Collection (Evidence)	Results of Evaluation	Analysis and Action		
Measure	At least 80% of	In AY 2018-19, 90.9% of	Taken		
(Competency) E. Management majors will demonstrate the ability to work as a team member.	Management majors will earn an average grade of B or better on their group evaluations in MGT 435 and MGT 499.	Management majors earned a B or better on group evaluations demonstrating the ability to work as a team, compared to 92% in AY 2017- 18 and 81.3% in AY 2016-17.	The data are used to determine whether students actually understand the importance of functioning as a team member. Also, data are used so that students can take theoretical concepts and apply them to real life situations. Based on the results of the evaluation consideration will be given as to whether		
			projects/assignments need more rigor.		

BACHELOR OF BUSINESS ADMINISTRATION (BBA) MANAGEMENT - Critical Thinking					
Analysis of Results					
Performance Measure (Competency)	Data Collection	Results of	Analysis and Action		
F. Management majors will be proficient in	(Evidence)	Evaluation	Taken		
critical/creative thinking skills.	At least 80% of	In AY 2018-19,	The data are used to		
	Management	90.9% of	determine whether		
	majors will earn a	Management	students are		
	grade of B or	majors earned	proficient in		
	better on their	a B or better	critical/creative		
	project in MGT	on projects	thinking skills. Also,		
	499.	indicating	data are used so that		
		proficiency in	students can take		
		critical/creative	theoretical concepts		
		thinking skills,	and apply them to		
		compared to	real life situations.		
		88.9% in AY	Based on the results		
		2017-18 and	of the evaluation		
		85.7% in AY	consideration will be		
		2016-17.	given as to whether		
			projects/assignments		
			need more rigor.		

Program Outcomes – Marketing
Marketing majors will be proficient in professional selling techniques.
Marketing majors will be knowledgeable in quantitative research skills.
Marketing majors will understand the components of a marketing plan.
Marketing majors will be proficient in decision making/problem solving techniques.
Marketing majors will demonstrate ability to work as a team member.
Marketing majors will be proficient in critical/creative thinking skills.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)					
MARKETING	MARKETING - Professional Selling Techniques				
	1	Analysis of Results			
Performance Measure	Data Collection	Results of	Analysis and Action		
(Competency)	(Evidence)	Evaluation	Taken		
A. Marketing majors will be	At least 80% of	In AY 2018-19,	The data are used to		
proficient in professional	Marketing majors	89% of Marketing	revise the project		
selling techniques.	will earn a grade	majors earned a	and associated		
	of B or better on	B or better on	assignments to		
	their sales	projects	create checkpoints		
	presentations in	indicating	every three weeks to		
	MKT 321.	proficiency in	keep students		
		professional	focused and on task.		
		selling	Also, data are used		
		techniques,	so that students can		
		compared to	take theoretical		
		100% in AY 2017-	concepts and apply		
		18 and 95% in AY	them to real life		
		2016-17.	situations. Based on		
			the results of the		
			evaluation		
			consideration will be		
			given as to whether		
			projects/assignments		
			need more rigor.		

BACHELOR OF BUSINESS ADMINISTRATION (BBA) MARKETING - Quantitative Research Skills				
	Analysis of Results			
Performance Measure	Data Collection	Results of	Analysis and Action	
(Competency)	(Evidence)	Evaluation	Taken	
B. Marketing majors will be	At least 80% of	In AY 2018-19,	The results indicate	
knowledgeable in quantitative	Marketing majors	85.7% of	that it may be	
research skills.	will earn an	Marketing majors	prudent to either	
	average grade of	earned a B or	introduce students	
	B or better on	better on projects	to some more	
	their quantitative	indicating	advanced statistical	
	homework	proficiency in	means of data	
	assignments in	quantitative	analysis or ask	
	MKT 388.	research skills,	students to work	
		compared to	with a local business	
		100% in AY 2017-	to solve a research	
		18 and 84.2% in	problem for that	
		AY 2016-17.	business using the	
			statistical	
			techniques for	
			which they are	
			familiar.	

BACHELOR OF BUSINESS ADMINISTRATION (BBA) MARKETING - Marketing Plans						
	Analysis of Results					
Performance Measure	Data Collection (Evidence)	Results of	Analysis			
(Competency)	80% of marketing majors will earn a	Evaluation	and Action			
C. Marketing majors will	grade of B or better on their marketing	In AY 2018-19,	Taken			
understand the components	plan in MKT 499.	86% of	Faculty will			
of a marketing plan.		Marketing	consider			
		majors earned	projects in			
		a B or better	which			
		on projects	students			
		indicating an	work with a			
		understanding	local			
		of the	business to			
		components of	develop a			
		a marketing	marketing			
		plan,	plan for that			
		compared to	business.			
		86% in AY				
		2017-18 and				
		86.7% in AY				
		2016-17.				

BACHELOR OF BUSINESS ADMINISTRATION (BBA) MARKETING - Decision Making			
		Analysis of Results	
Performance Measure	Data Collection (Evidence)	Results of Evaluation	Analysis and
(Competency)	At least 80% of Marketing	In AY 2018-19, 75% of Marketing	Action
D. Marketing majors	majors will earn a grade of B or	majors earned a B or better on	Taken
will be proficient in	better on their project in MGT	projects that indicated they	The data are
decision	499.	understood the concepts of	used to
making/problem		problem solving/decision	determine
solving techniques.		techniques compared to 100% in	whether
		AY 2017-18 and 100% in AY 2016-	students
		17.	actually
			understand
			the
			components
			of decision
			making and
			problem
			solving. Also,
			data are
			used so that
			students can
			take
			theoretical
			concepts
			and apply
			them to real
			life
			situations.

BACHELOR OF BUSINESS ADMINISTRATION (BBA) MARKETING - Teamwork					
	Analysis of Results				
Performance	Data Collection (Evidence)	Results of	Analysis and Action		
Measure	80% of marketing majors will earn an average	Evaluation	Taken		
(Competency)	grade of B or better on their group evaluations	In AY 2018-	The data indicates		
E. Marketing	in MGT 435 and MGT 499.	19, 75% of	that students		
majors will		Marketing	actually understand		
demonstrate		majors	the theoretical		
ability to work as		earned a B or	concept of teamwork		
a team member.		better on	and actually		
		group	participate as a team		
		evaluation	member at a level		
		indicating an	that is acceptable to		
		ability work	other team		
		as a team	members. Based on		
		member,	the results of the		
		compared to	evaluation		
		72.2% in AY	consideration will be		
		2017-18 and	given as to whether		
		100% in AY	projects/assignments		
		2016-17.	need to be changed.		

	G - Critical Th		is of Results
Performance Measure (Competency)	Data Collection	Results of	Analysis and Action
. Marketing majors will be proficient in	(Evidence)	Evaluation	Taken
critical/creative thinking skills.	At least 80% of	In AY 2018-19,	The data are used t
	Marketing majors	75% of	determine whethe
	will earn a grade	Marketing	students are
	of B or better on	majors earned	proficient in
	their project in	a B or better	critical/creative
	MGT 499.	on projects	thinking skills. Also
		indicating	data are used so th
		proficiency in	students can take
		critical/creative	theoretical concep
		thinking skills	and apply them to
		compared to	real life situations
		100% in AY	Based on the resul
		2017-18 and	of the evaluation
		100% in AY	consideration will b
		2016-17.	given as to whether
			projects/assignmer
			need to be change

Program Outcomes - MBA/iMBA

MBA and iMBA majors will demonstrate the ability to perform professional research and analysis.

MBA and iMBA majors will understand the integration of the functional areas of business.

MBA and iMBA students will understand the concepts in the major areas of business.

MBA and iMBA students will be proficient in decision making/problem solving techniques.

MBA and iMBA majors will demonstrate ability to work as a team member.

MBA and iMBA students will be proficient in critical/creative thinking skills.

MASTER OF BUSINESS ADMINISTRATION (MBA) MBA/iMBA - Business Research Analysis

Analysis of Results Data Collection Results of Analysis and Action Performance Measure Evaluation Taken (Competency) (Evidence) B. MBA and iMBA majors will 80% of MBA and In AY 2018-19. demonstrate the ability to perform iMBA students will 70.9% of MBA/iMBA MGT655 Ensure earn an average professional research and analysis. majors earned a B instructions and or better on grade of B or better projects are on their research homework understood by and analysis assignments, students. Ensure homework demonstrating the projects provide assignments in all ability to perform proper guidelines of graduate courses professional how to perform ** MBA majors will research and research and analysis. score the national analysis, compared Provide guidelines to 82.5% in AY average on the and tips for Quantitative 2017-18 and 48.8% constitutes successful **Research Techniques** in AY 2016-17. projects. and Statistics section ** MBA/iMBA In AY of Peregrine CPC 2018-19, students The presentation of exam. scored 53.33% the new analytics compared to a content introduced national average of this year will be 55.10%. revised and updated for the CIS/MGT 601 sections in the iMBA Financial Strategy Module to better fit the module's grading system.

MASTER OF BUSINESS ADMINISTRATION (MBA) MBA/iMBA - Integration of Business Function Areas

MBA/iMBA - Integration of Business Function Areas			
		Analysis	of Results
Performance Measure	Data Collection	Results of	Analysis and Action
(Competency)	(Evidence)	Evaluation	Taken
C. MBA and iMBA majors will	* At least 80% of all	In AY 2018-19,	
understand of the integration of	MBA and iMBA	91.6% of MBA/iMBA	Ensure that projects
the functional areas of business.	students will earn an	majors earned a B	and assignments are
	average grade of B	or better on analysis	created to promote
	or better on their	projects indicating	critical thinking of
	projects in all	they understand the	the integrated
	graduate courses.	integration of the	concepts. HBR
	** MBA majors will	functional areas of	readings will be
	score the national	business, compared	added the MGT 695
	average on the	to 64% in AY 2017-	to strengthen the
	Business Integration	18 and 15% in AY	course.
	and Strategic	2016-17.	• • • • • • • • • • • • • • • • • • • •
	Management section	** In AY 2018-19	
	of Peregrine CPC	MBA students	
	exam.	scored 60.00%	
		compared to a	
		national average of	
		62.12%.	

MASTER OF BUSINESS ADMINISTRATION (MBA) MBA/iMBA - Business Concepts				
Analysis of Results				
Performance Measure	Data Collection	Results of	Analysis and Action	
(Competency)	(Evidence)	Evaluation	Taken	
C. MBA and iMBA majors will	* 80% of the MBA	In AY 2018-19,		
understand the concepts in the	and iMBA majors will	77.4% of the MBA	Ensure students can	
major areas of business.	earn an average	and iMBA	detect how the	
	grade of B or better	majors earned an	assignments and	
	in projects that	average grade of B	projects relate to the	
	indicated they	or better in projects	major areas of	
	understood the	that indicated they	business and how to	
	concepts in the	understood the	apply the concepts.	
	major areas of	concepts in the	wppij me comepus.	
	business in all	major areas of		
	graduate courses.	business in all		
	** MBA majors will	graduate courses		
	score the national	compared to 75% in		
	average on the	AY 2017-18 and		
	Global Dimensions	86.7% in AY 2016-		
	of Business section	17.		
	of Peregrine CPC	** In AY 2018-19		
	exam.	MBA students		
		scored 58.33%		
		compared to a		
		national average of		

57.99%.

MASTER OF BUSINESS ADMINISTRATION (MBA) MBA/iMBA - Decision Making			
Analysis of Results			
Performance Measure	erformance Measure Data Collection Results of		Analysis and Action
(Competency)	(Evidence)	Evaluation	Taken
D. MBA and iMBA students will be	* 80% of the MBA	In AY 2018-19,	
proficient in decision	and iMBA majors will	73.9% of the MBA	Revise rubric. Add
making/problem solving	earn an average	and iMBA majors	more experiential
techniques.	grade of B or better	earned an average	based learning
	in projects that	grade of B or better	initiatives emphasizing
	indicated they	in projects that	key concepts.
	understood the	indicated they	
	concepts of problem	understood the	
	solving/decision	concepts of problem	
	techniques in all	solving/decision	
	graduate courses.	techniques in all	
	** MBA majors will	graduate courses	
	score the national	compared to 69% in	
	average on the	AY 2017-18 and	
	Business Ethics	78.4% in AY 2016-	
	section of Peregrine	17.	
	CPC exam.	** In AY 2018-19	
		MBA students	
		scored 61.67%	
		compared to a	
		national average of	
		61.27%.	

MASTER OF BUSINESS ADMINISTRATION (MBA)				
MBA/iMBA - Tea		Analysis of Results		
Performance Measure	Data Collection	Results of	Analysis and Action	
(Competency)	(Evidence)	Evaluation	Taken	
E. MBA and iMBA students will	* 80% of the MBA	In AY 2018-19,	Ensure that students	
demonstrate ability to work as a	and iMBA majors will	91.7% of the MBA	examine their	
team member.	earn an average	and iMBA majors	teammates work and	
	grade of B or better	earned an average	understand the	
	on their group	grade of B or better	process and reasoning	
	evaluations	on their group	behind effectively	
	demonstrating the	evaluations	evaluating teammates.	
	ability to work as a	demonstrating the		
	team member in all	ability to work as a		
	graduate courses.	team member in all		
		graduate courses		
		compared to 88.5%		
		in AY 2017-18 and		
		99% in AY 2017-17.		

MASTER OF BUSINESS ADMINISTRATION (MBA) MBA/iMBA - Critical/Creative Thinking Skills

MDA/IMDA	Cilcical/Cica	tive ininking skins		
	1	Analysis of Results		
Performance Measure	Data Collection	Results of	Analysis and Action	
(Competency)	(Evidence)	Evaluation	Taken	
F. MBA and iMBA students will	* 80% of the MBA	* In AY 2018-19,	Ensure that projects	
be proficient in critical/creative	and iMBA majors	78.4% of the MBA	and assignments are	
thinking skills.	will earn an	and iMBA majors	created to promote	
	average grade of	earned an	problem	
	B or better in	average grade of	solving/decision	
	projects that	B or better in	techniques.	
	indicated they are	projects that		
	proficient in	indicated they are		
	critical/creative	proficient in		
	thinking skills in	critical/creative		
	all graduate	thinking skills in		
	courses.	all graduate		
		courses		
	** MBA/iMBA	compared to		
	majors will score	85.5% in AY 2017-		
	the national	18 and 50.7% in		
	average on the	AY 2016-17.		
	Business	** MBA/iMBA		
	Leadership	students scored		
	section of	65.56% compared		
	Peregrine CPC	to a national		
	exam.	average of		
		62.64% in AY		
		2018-19.		