



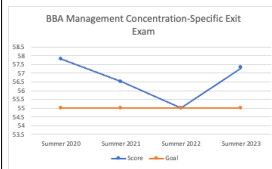
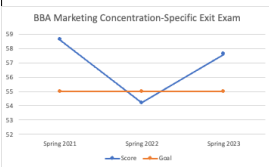
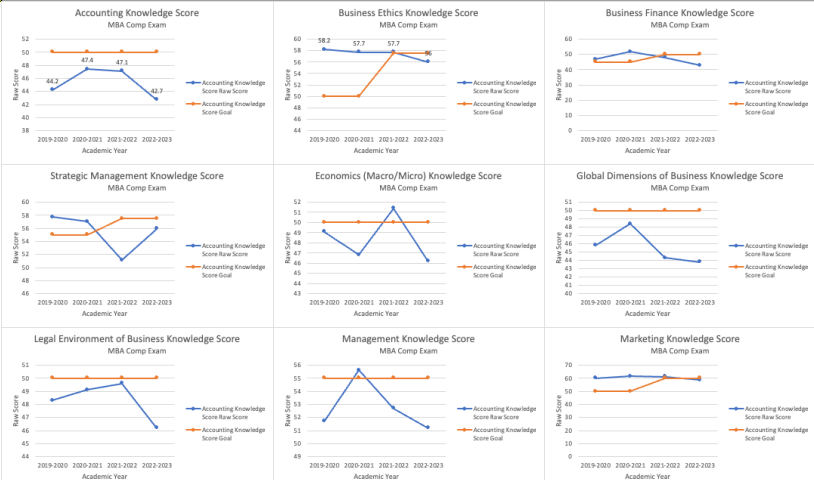
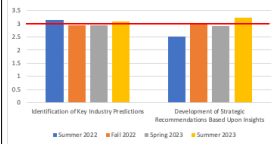
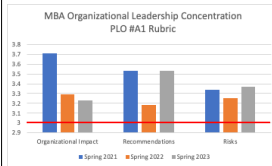
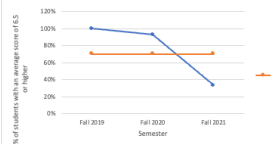


Information Systems Major PLO D2. Write correct and robust software. Goal: 80% of student will have an average score of at least 2 in each of the major areas.	CSC2052/2054 Signature Assignment Direct, Summative, Internal	In AY 2022-2023, the goal was met in the area of Problem Solving, with 96% of students scoring a 2 or higher. 61% of students scored a 2 or higher in Runtime Correctness.	The students find the run-time correctness the most challenging. This is because this is the area of programming that is the most detail oriented. The instrument was changed in 2019. In 2021 we began assessing in CSC2052 rather than CSC2054 which is the midpoint in the class for computer science students (CSC2052 is cross listed with CSC2054 and is the first quad of CSC2054) but the end of the class for information systems, mathematics and data science students. We are seeing improvement in the runtime correctness scores but need to watch them.	Continue to emphasize the need to carefully de-bug computer code during development. The rubric was modified to clarify the definition of run-time correctness which has made scoring simpler (Fall 2017). To capture the data for students in mathematics, data science, and information systems, we have moved the assessment to the mid-term point in the semester (see explanation above). The scores are improving as we are moving past the impact of the pandemic, but we need to continue to monitor these scores.								
Information Systems Major PLO D3. Analyze the interaction between hardware and software. Goal: 80% of students should have an average score of at least 7.	CSC3014 Signature Assignment Direct, Summative, Internal	59% of students scored at least a 7 in AY 2022-2023.	There is some variation in the data and some of it appears to be related to sample size. However, in 2020-21 the score dropped significantly. This could be due to this assessment being part of a final exam given in the Spring of 2021 during the COVID pandemic. Students were very tired and this score may be an indication of that fact as much as an indication of their knowledge. The scores improved in 2021-22 and 2022-23 but are still lagging behind historical values.	Continue to require operating systems (CSC3014) of all CS and IS students. The 2022-23 assessment was changed and we have an analysis by question. This will help us to better understand patterns of what is being missed. There are two questions that were missed by at least 75% of the students and we need to drill into the questions and the associated topics.								
B.S. Business Administration, International Development												
International Development Major PLO E1. Exhibit an in-depth knowledge of international development theories and concepts. Goal: Average student score will be at or above 60.	Peregrine Finance Major-Specific Exit Exam Direct, Summative, Internal	In Spring 2023, the average student score on the International Development Major-specific exit exam was 70.9.	In Spring 2023, the criteria for success was met.	No changes are necessary at this time, data will continue to be collected.								
International Development Major PLO E2. Compare approaches to decision making in for-profit and non-profit environments based on international development concepts. Goal: Average score for each criteria of the International Development Major PLO #E2 Rubric will be a 3.0 or higher out of 4.0.	MGT4070 Final Exam Question Direct, Summative, Internal	Scores exceeded the criteria for success in the area of Mission, Measurement, and Examples in Spring 2023. Scores fell below the criteria for success in the area of Methods in Spring 2023.	The average student score met the criteria for success (average score of 3.0 out of 4.0) in the rubric criteria area of Mission in five of the six semesters. The average student score met the criteria for success in four of the six semesters in the areas of Measurements and Examples, with the last three semesters above 3.0 for both areas. The average student score fell below the criteria for success in four of the six semesters in the area of Methods.	A thorough analysis of the development of the learning outcome throughout the International Development curriculum was conducted in AY 20-21, and changes to MGT 4070 and other International Development major courses was made as deemed necessary. In addition, the instructor revised the assessment question to ensure alignment with the rubric. It appears that the described changes made in AY 20-21 had a positive impact, as all four areas now meet the criteria for success. As of AY23-24, no changes are needed, and data will continue to be collected and monitored.								
B.S. Business Administration, Management												
Management Major PLO F1. Exhibit an in-depth knowledge of management theory. Goal: Average student score will be at or above 60.	Peregrine Management Major-Specific Exit Exam Direct, Summative, Internal	In Spring 2023, the average student score on the Management Major-specific exit exam was 50.1.	The criteria for success was achieved in two of the five periods, with the most recent period trending upward and meeting the criteria for success.	In Spring 2023, the criteria for success was met. As of now, this data will continue to be collected and monitored. No changes will be made.								
Management Major PLO F2. Assess the competitive advantage of a business based on management concepts. Goal: Average score for each criteria of the Management Major PLO #F2 Rubric will be a 3.0 or higher out of 4.0.	MGT4084 Signature Assignment - Comparative Operational Analysis Direct, Summative, Internal	Scores exceeded the criteria for success in all areas in Spring 2023.	The criteria for success (average of 3.0 or higher out of 4.0) was met in five of six semesters in the rubric criteria area of Application, including the most recent semester. The criteria for success were met in four of the six semesters in the rubric criteria areas of Development and Evaluation, including the most recent semester. The criteria for success were met in four of the six semesters in the rubric criteria area of Recommendation, including the most recent. Given that Spring 2020 is significantly lower than the prior periods (especially in the areas of Evaluation and Recommendation), Spring 2020 data may be an outlier.	Through the assessment process in AY 19-20, a need was recognized for improving the clarity of the assigned instructions, especially in the area of Recommendation. In addition, a need was recognized for a sample paper. Both of these changes were implemented in AY 20-21. All scores increased in Spring 21, three out of the four scores (all but Recommendation) further increased in Spring 2022, and all scores were above the criteria for success in Spring 2023, including recommendations. No additional changes need to be made at this time. The assignment associated with this assessment will change in Spring 2024 as a result of changes in the marketplace. It will include the addition of Tableau, a data visualization software, and an executive summary of conclusions drawn from the data. Rubric categories will be the same. It is important to note that scores for the first few years of this may fluctuate, and it will take some time to establish a reasonable pattern and criteria for success.								
B.S. Business Administration, Management with Entrepreneurship Concentration												
Management Major PLO #F3: Analyze a startup pitch based on entrepreneurship knowledge and concepts. Goal: The average score for each criteria of the Management Major PLO #F3 Rubric will be a 3.0 or higher out of 4.0.	MGT3082 – Startup Pitch Analysis Direct, Summative, Internal	Scores exceeded the criteria for success in all areas in Spring 2023.	The criteria for success (average of 3.0 or higher out of 4.0) was met in the rubric criteria area of Identify Problem and Solution in all five periods. The criteria for success was met in the rubric criteria area of Assessment of Founders in three of the five periods; however, was only .02 under the criteria for success for both periods under 3.0. The criteria for success were met in the rubric criteria areas of Analysis of Start-Up Strategy in three of the five periods, with Spring 2023 meeting the criteria	The assessors noted that the instructions should provide more detail and be more consistent with the rubric. The instructor will revisit the instructions during AY 22-23 and adjust them as necessary. No changes are recommended at this time. Data will continue to be collected and monitored in future semesters. In AY22-23, the criteria for success was met in all areas. No changes are recommended at this time. Data will continue to be collected and monitored in future semesters								
B.S. Business Administration, Marketing												
Marketing Major PLO G1. Exhibit an in-depth knowledge of marketing theory and concepts. Goal: Average student score will be at or above 60.	Peregrine Marketing Major-Specific Exit Exam Direct, Summative, External	In Spring 2023, the average student score on the Marketing Major-specific exit exam was 56.3.	No data was collected Spring 2020 due to Covid. The criteria for success was not achieved in any of the four periods assessed.	During Spring 2023, the marketing faculty will analyze the content across marketing major courses to determine if there are any content areas that need to be expanded or added. This data will continue to be closely monitored. In AY 23-24, data will continue to be monitored. No changes need to be made.								
Marketing Major PLO G2. Evaluate a marketing strategy based on marketing knowledge and concepts. Goal: Average score for each criteria of the Marketing Major PLO #G2 Rubric will be a 3.0 or higher out of 4.0.	MKT4060 Signature Assignment - Firm Application Paper Direct, Summative, Internal	Scores exceeded criteria for success in each rubric criteria area in Spring 2023.	The criteria for success (average of 3.0 or higher out of 4.0) was met in the rubric criteria areas of Definition of Strategy and Analysis of Marketing Mix in all five semesters. Student scores fell slightly below the criteria for success in the rubric criteria area of Alternatives and Recommendations in Spring 2018, but exceeded the criteria for success in the four subsequent semesters.	No changes recommended as criteria for success was met for all areas in last four semesters.								
Bachelors of Business Administration (BBA), Management Concentration												

BBA Management Concentration PLO A2. Propose organizational improvements using management knowledge and concepts. Goal: Average score for each criteria of the BBA Management Concentration PLO #A2 Rubric will be a 3.0 or higher out of 4.0.	Peregrine Management Major-Specific Exit Exam Direct, Summative, External	In Spring 2023, the average student score on the Management Major-specific exit exam (BBA) was 57.3, which exceeds criteria for success.	The Management Major-specific exit exam was implemented in Summer 2020. The average student scores were 57.8, 56.5, and 55 in Summer 2020, Summer 2021, and Summer 2022, respectively. This met the criteria for success in all semesters.	Data will continue to be collected and monitored.							
Bachelors of Business Administration (BBA), Marketing Concentration											
BBA Marketing Concentration PLO B1. Exhibit an in-depth knowledge of marketing theory and concepts. Goal: Average student score will be at or above 60.	Peregrine Marketing Major-Specific Exit Exam Direct, Summative, External	In Spring 2023, the average student score on the Marketing Major-specific exit exam (BBA) was 57.6, which exceeds criteria for success.	The Marketing Major-specific exit exam was implemented in Spring 2019. The average student scores were 55.5, 58.6, and 54.2 in Spring 2019, Spring 2021, and Spring 2022, respectively. The criteria for success was set by the Assessment Committee at 55, and thus, criteria for success were met in 3 of the 4 semesters. No data was collected Spring 2020 due to Covid.	Data will continue to be collected and monitored.							
Master of Business Administration Core											
MBA Core PLO 1. Exhibit mastery of the concepts, models and theories in the core business disciplines. Goal: Students will score at or above the set criteria for success per disciplinary area.	Peregrine Comprehensive Exit Exam Results Direct, Summative, External, Comparative	During AY 22-23, the criteria for success were not met in any of the disciplinary areas. Accounting and Business Finance fell below the criteria for success by 7.3 points. Business Ethics and Strategic Management were below by 1.5 and 1.6 points, respectively. Economics was 3.8 points below. Global Dimensions of Business was 6.2 points below. Management fell 3.8 points below, Marketing fell 1.3 points below, and Legal Environment of Business fell 3.8 points below. All scores except Strategic Management decreased compared to the prior year.	The following areas have been recognized as opportunities for improvements: Accounting, Global Business, and Finance. An analysis of the BUS 6035 International Business course content was completed in the Fall of 2019. This resulted in curriculum changes in AY 19-20. Additional analysis of course content and adjustments as necessary, was completed in Spring 2021 to improve the course curriculum further. PLO #4 (Evaluate the impact of business decisions in a global context) Assessment Report scores for both AY 20-21 and AY 21-22 have improved and exceeded the criteria for success (see details per the PLO #4 report). This appears to be due to a positive impact from the content changes made to BUS 6035. However, PLO #1 Global Dimension of Business Scores for AY 20-21 improved but were slightly below the criteria for success, and scores for AY 21-22 are slightly lower than AY 19-20 levels, 5.7 points below the criteria for success. The PLO #4 topics represent a small subset of the PLO #1 Exit Exam topics. Therefore, during AY 2023, faculty for BUS 6035 further analyzed course content to determine if the PLO #1 topics not included in PLO #4 are sufficiently covered in the course. This area will continue to be monitored closely. Revised content was implemented in BUS6015 Accounting for Decision Making during AY 18-19 and AY 19-20. However, there was no improvement in scores in AY 19-20 compared to AY 18-19. A new full-time accounting faculty member was hired and began teaching BUS 6015 in Fall 2020. The new accounting faculty member analyzed the course curriculum during Spring 2021 and made further refinements to the curriculum and delivery of content. The scores are were maintaining at 47, three points below the goal. Changes made in Spring 2021 do not seem to have had the positive impact on scores as hoped. As a result, a deep dive into the content of the accounting portion of the Peregrine exam was done. There are 6 areas covered: Assets and Liabilities (which falls only 1 point of the criteria for success in AY 22-23), Audits, Auditing and the Balance Sheet (which falls 5.3 points below the criteria for success in AY 22-23), Capital Investments (which falls 3.7 points below the criteria for success in AY 22-23), Debts and Credits (which met the criteria for success in AY 22-23), Equity (which falls 14.2 points below the criteria for success), and Present Value (which falls 11.2 points below the criteria for success). Audits, Auditing, Debts and Credits are not taught in BUS 6015, as they do not align with the purpose or learning objectives of the course. Capital Investments and Present Value are concepts taught in BUS 6070 - Business Finance, not BUS 6025. There are also concepts taught in BUS 6015 that are included in the Finance section of the Peregrine exam, including Balance Sheets and Financial Statements (which fell 4.8 points below the criteria for success in AY 22-23) and Financial Ratios (which fell 1.6 points below the criteria for success in AY 22-23). When excluding the scores in categories not taught in BUS 6015 and including those that are miscategorized, the average total score of accounting rises to 44.6, a 1.9-point improvement (that still doesn't meet the criteria for success). Additionally, there appears to be a difference between the overall average scores in the Daytime MBA and the Evening MBA students, who score higher in accounting than daytime students. The Daytime MBA is changing formats in AY 24-25. This area will continue to be monitored. The criteria for success for finance increased from 45 to 50 in AY21-22 and, at 48, fell just short of the new goal score. AY 22-23 was quite a bit lower at 42.7. In reference to the above categories that are mixed up between accounting and finance on the Peregrine exit exam, a recalculation of this average increases it to 43.6, which is 1.1 points higher than the initial average. However, it is still quite below the criteria for success. This area will continue to be monitored. Revised course content in BUS6030 Economic Environment of Business was implemented in AY 20-21. The scores from AY 21-22 meet the goal score, but the scores in AY 22-23 fell below. A new Economics professor was hired with a start date of Fall 2022. The professor has continued to analyze course content for BUS6030 during AY 22-23 and AY 23-24, and will continue to do so. The criteria for success for strategic management was increased from 55 to 57.5 in AY21-22, and at 51.1, it fell short of the original goal score. Beginning in spring 2022, the exit exam will be administered in the final semester of the MBA program. Previously, there were some students who took the exit exam before taking BUS6095 Strategic Management. This change has improved the scores in the area of strategic management, as it was the only category that increased this year. This area will continue to be monitored.	During four of the last six years of data ending AY 21-22, the criteria for success for Management has been missed by 2 or more points. During Spring 2021, BUS6060 Operational Excellence content was reviewed to ensure sufficient foundational content in Operations Management. During AY 2023, faculty for BUS6060 Managing in a Changing Environment will revisit the amount and focus of human resources and organizational behavior content in the course. This area will continue to be monitored closely.							
MBA Core PLO 2. Integrate knowledge across core business disciplines to identify key strategies and opportunities. Goal: Average score for each criteria of the Integrative Learning Rubric will be a 3.0 or higher out of 4.0.	BUS 6095 Signature Assignment - Final Written Case Direct, Summative, Internal	In Summer 2023, criteria for success were met in both rubric categories.	Scores in the rubric criteria area of Identification of Key Industry Predictions are above goal in four of the six semesters. The Development of Strategic Recommendations scores are above goal in two of the six semesters.	In Spring 2021, the rubric and assignment were revised, and the professor implemented the changes in Fall 2021. Based upon assessor feedback, during AY 22-23, the instructor revised the instructions for the area of Development of Strategic Recommendations Based upon Insights. In addition, based on assessor feedback, the instructor will provide a sample paper and review the rubric with the students before completing the Final Written Case assignment. This seems to have helped in Summer 2023, as for the first time, criteria for success were met in both categories. This will continue to be closely monitored in AY 23-24.							
Master of Business Administration Concentrations											
MBA Organizational Leadership Concentration PLO A1. Assess corporate culture and make sound recommendations based on organizational behavior concepts. Goal: Average score for each criteria of the Org Leadership PLO A1 Rubric will be a 3.0 or higher out of 4.0.	BUS6010 Signature Assignment - Environmental Scan Paper Direct, Summative, Internal	Scores met the criteria for success in all rubric criteria areas in Spring 2023.	The signature assignment was changed in AY 20-21. The criteria for success were met in all rubric areas for the three semesters.	No changes are recommended. Data will continue to be collected.							
MBA Innovation and Entrepreneurship Concentration PLO B1. Create viable business opportunities using innovation and entrepreneurship methods and knowledge. Goal: 70% of students will score an average of 6.5 or higher on a 10.0 scale on at least one innovation.	BUS6078 Darwinator Simulation Direct, Summative, External	No data was available for Fall 2022. The concentration was eliminated in AY22-23 due to low enrollment. There will be one final offering of the course in AY 23-24.	The criterion for success was met in two of the periods. However, the most recent data shows a significant drop in the results. This concentration was eliminated from the MBA program in AY22-23. To teach out the course, it was offered in Fall 2023.	No changes are necessary. This is no longer a concentration in the MBA program.							

MBA Project Management Concentration PLO C1. Formulate a project management plan based on project management knowledge, concepts and processes. Goal: Average score for each criteria of the Project Management PLO C1 Rubric will be a 3.0 or higher out of 4.0.	BUS6067 Signature Assignment - Project Management Plan Direct, Summative, Internal	Scores exceeded the criteria for success in all rubric criteria areas in Spring 2023 except Success Factors & Risks, where they fell .03 below the criteria for success.	The signature assignment was changed in AY 20-21. The criteria of success were met in all rubric areas in all semesters except Success Factors & Risks in Spring 2023; however, it was only .03 off from meeting the criteria for success.	Data will continue to be collected and monitored. There are no recommended changes at this time.	<div>MBA Project Management Concentration PLO #C1 Rubric</div> <table><tr><th>Category</th><th>Spring 2021</th><th>Spring 2022</th><th>Spring 2023</th></tr><tr><td>Major Considerations</td><td>3.5</td><td>3.0</td><td>3.0</td></tr><tr><td>Tasks and Schedules</td><td>3.5</td><td>3.0</td><td>3.0</td></tr><tr><td>Success Factors & Risks</td><td>3.5</td><td>3.0</td><td>3.0</td></tr></table>	Category	Spring 2021	Spring 2022	Spring 2023	Major Considerations	3.5	3.0	3.0	Tasks and Schedules	3.5	3.0	3.0	Success Factors & Risks	3.5	3.0	3.0					
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