

Argosy University
Name of College: Arts and Sciences
Name of Program: Business Administration (AS)
Assessment Year: 2016-2017

To support program quality and integrity, Argosy University's AS in Business Administration program undergoes annual assessment reviews. Below are some statistics, findings, interventions and outcomes related to those reviews. For further details, contact Dr. Stuart Sigman, Dean of the College of Arts and Sciences at ssigman@argosy.edu.

By The Numbers	2015-2016	2016-2017	2017-2018
Annual Enrollment	1575	1247	1399
Annual Enrollment Demographics: Race and/or Ethnicity			
American Indian or Alaska Native	21	21	24
Asian	16	14	15
Black or African American	676	624	695
Hispanic	130	85	101
Hispanic or Latino	49	59	46
Native Hawaiian or Other Pacific Islander	62	47	55
Race/ Ethnicity Unknown	54	26	30
Two or more races	9	9	9
White	558	362	424
Gender			
Female	1056	849	903
Male	511	392	483
Not specified	8	6	13

Achievement of Program Outcomes:

Benchmark for Program: The signature assignment criteria have four performance levels for each measure: unsatisfactory, emerging, proficient, and exemplary. The goal of the program is for 65% of students to attain either the proficient or exemplary level in core courses.

AY2016-2017 Program Outcomes Assessment Results

Program Outcomes	Results % of students who scored “Proficient” or “Exemplary” in BUS212: Business Law and Corporate Ethics
Outcome Three: Critical Thinking	58%
Outcome Five: Ethics and Diversity*	72.5%

*The assignment in BUS212 lends itself to study of the ethics portion of PO5: Ethics and Diversity. Therefore, data only apply to attainment of competency in ethical reasoning.

Program Outcome 3, Critical Thinking, did not meet the benchmark of 65% of students attaining proficient/exemplary scores. An action plan has been developed to review the data and design curriculum modifications.

Data on the ethics portion of PO5: Ethics and Diversity exceeded the benchmark.

Closing the Loop: Results of AY2015-2016 and Action Plan

	PLANNED ACTION AND RATIONALE	ACTION TAKEN	RESULTS
1	Review of student success data for the required accounting course in the core (ACC201: Principles of Accounting) led to a decision for major revisions of contents and assignments.	A new version of ACC201 (along with ACC202: Principles of Management Accounting, which is required of bachelor’ students) was launched in AY2017-2018, taking advantage of courseware and e-publishing assets developed by MyEducator.	Preliminary data indicate improved student performance in the first year of implementation. Updates will be concluded at the end of Fall 2018, and will segment findings for associate’s and bachelor’s students.