

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

To support program quality and integrity, Argosy University's BS 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](mailto:ssigman@argosy.edu).

<b>By The Numbers</b>	<b>2015-2016</b>	<b>2016-2017</b>	<b>2017-2018</b>
<b>Annual Enrollment</b>	3121	2500	2143
<b>Annual Enrollment Demographics: Race and/or Ethnicity</b>			
American Indian or Alaska Native	37	35	34
Asian	74	71	69
Black or African American	1201	1000	847
Hispanic	190	142	137
Hispanic or Latino	218	221	205
Native Hawaiian or Other Pacific Islander	138	111	100
Nonresident Alien	4	2	1
Race/ Ethnicity Unknown	122	73	56
Two or more races	51	44	41
White	1086	801	653
<b>Gender</b>			
Female	2008	1602	1353
Male	1103	890	778
Not specified	10	8	12

## 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:

<b>Program Outcomes</b>	<b>Results</b> % of students who scored “Proficient” or “Exemplary” in MGT416: Management Operations
Outcome Four: Analysis and Application	57%
Outcome Five: Ethics and Diversity	48.75%

Students did not attain the benchmark of 65% proficient/exemplary scores for PO4: Analysis and Application and PO5: Ethics and Diversity. An action plan has been developed to review the data and design curriculum modifications.

## Closing the Loop:

### Results of AY2015-2016 Action Plan

	<b>PLANNED ACTION AND RATIONALE</b>	<b>ACTION TAKEN</b>	<b>RESULTS</b>
1	Review of student success data for the two required accounting courses in the core (ACC201: Principles of Accounting, ACC202: Principles of Management Accounting) led to a decision for major revisions of contents and assignments.	New versions of ACC201 and ACC202 were 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.