

Argosy University

Name of College: Graduate School of Business & Management

Name of Program: Business Administration (Doctorate)

Assessment Year: 2016-2017

To support program quality and integrity, Argosy University’s DBA 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 Graduate School of Business and Management at ssigman@argosy.edu.

By The Numbers	2015-2016	2016-2017	2017-2018
Annual Enrollment	669	556	482
Annual Enrollment Demographics: Race and/or Ethnicity			
American Indian or Alaska Native	2	2	2
Asian	52	45	39
Black or African American	316	253	222
Hispanic	10	9	8
Hispanic or Latino	52	43	42
Native Hawaiian or Other Pacific Islander	7	9	9
Nonresident Alien	1	1	1
Race/ Ethnicity Unknown	28	23	13
Two or more races	10	10	9
White	193	163	139
Gender			
Female	297	248	204
Male	374	310	279
Not specified	--	--	1

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 GSBM is for 75% of students to attain either the proficient or exemplary level in both core and concentration courses, and 95% in the capstone course.

Outcome 6: Professional Focus (Concentration)

Measure	Results	
	% of students who scored “Proficient” or “Exemplary”	
Outcome 6.1 Accounting Concentration: Evaluate the results of accounting research and analyses to determine appropriate business actions for meeting organizational goals.	B7630 Contemporary Accounting Theory and B7640 Accounting in a Global Financial Community (Accounting concentration courses)	99%
Outcome 6.2 International Business Concentration: Evaluate current research and practices in the global market place and analyze worldwide drivers of business success to recommend sound and responsible organizational strategies.	B7602 Global Management Models and B7610 Leadership in Global & Multicultural Organizations (IB concentration courses)	100%
Outcome 6.3 Marketing Concentration: Analyze the foundation and development of marketing and consumer behavior theory and practice to strengthen the marketing function in modern organizations.	B7320 Marketing and Innovation and B7330 Marketing Research Design (Marketing concentration courses)	91%
Outcome 6.4 Management Concentration: Evaluate management research and current practices to develop employees and systems that sustain competitive and responsible organizations in changing environments.	B7408 Organizational Development and Change Management (Management concentration course)	99%

Closing the Loop:

Student results on the outcomes assessed in AY16-17 have met and exceeded benchmarks, so no action plan needed to be implemented. Details of the AY15-16 action plan are provided below.

Results of AY 2015-2016 Action Plan

	PLANNED ACTION AND RATIONALE	ACTION TAKEN	RESULTS
1	Focus on Program Outcome 3: Professional Communication.	An assessment plan for Program Outcome 3 was	Although the benchmark level was

		developed and implemented by faculty. Within each concentration, which contained the relevant signature assignment, achievement of the outcome at the benchmark level occurred.	achieved, the faculty committed to review Program Outcome 3 according to the schedule developed by the Associate VP for Curriculum and Assessment and adopted by the Academic Leadership Team.
2	Revise and update Program Outcomes. The program outcome elements were judged by faculty to be vague, lacking clear definitions as to what differentiates them from each other, and open to interpretation.	In academic year 2017-18 the Program Outcomes were revised and curriculum maps were updated.	Data will be collected and analyzed beginning at the end of Fall 2018.