Assessment of student learning
The BSP program provides students with a strong foundation in general psychology. Students will gain insight into the cognitive and affective processes that underlie the individual human experience through analysis of a variety of theoretical approaches related to human development and behavior.

The courses in this program do not have a clinical emphasis and do not lead to professional licensure; instead, they are designed to provide supervisors, managers and other professionals with greater skills in critical thinking, communication, collaboration and information utilization through the enhanced understanding of human psychology. The College of Social Sciences assesses BSP students’ progress throughout their course of study to determine how well they are meeting program outcomes.

The assessment approach addresses both formative and summative learning through collection and analysis of evidence throughout the program, as well as targeted emphasis in the integration and synthesis of all learning outcomes into a final, capstone course. The results of the formal assessment annual reporting, combined with feedback from faculty members, subject matter experts, Faculty Council and College of Social Sciences staff, are all used to ensure the continuous quality improvement of the BSP program through data-driven curriculum revisions and enhancements.

BSP program learning outcomes
Program outcomes for the BSP program are based on the American Psychological Association (APA) goals and learning outcomes for undergraduate psychology curriculum. The outcomes represent the knowledge that psychology students should obtain during their course of study:

- **Knowledge base of psychology.** Students will be able to apply their knowledge of psychology to effectively solve problems and address issues related to human behavior.

- **Research methods in psychology.** Students will be able to conceptualize and critically evaluate psychological theories and research results.

- **Critical-thinking skills in psychology.** Students will be able to apply creative and critical-thinking skills, including their knowledge of the scientific method, to theories, research results, problems and issues related to human behavior.

- **Application of psychology.** Students will be able to apply psychological principles, theories and research results to a wide range of personal, social, cultural and organizational situations and problems.

- **Values in psychology.** Students will demonstrate an understanding of the APA code of ethics. They will understand the importance of adhering to ethical principles, respecting diversity and accepting their own personal and professional limitations. They will use their knowledge of ethics to analyze situations in a thoughtful, deliberate manner.

- **Sociocultural and international awareness.** Students will demonstrate an awareness of and respect for sociocultural diversity on a local and global level.
University learning goals
In addition to program-specific learning outcomes, University of Phoenix has a set of institution-wide learning goals. These University learning goals encapsulate the knowledge, skills and values the institution aims to help students develop through their educational experiences, regardless of the program of study they are enrolled in. The University learning goals cover the following areas:

- Professional competence and values
- Critical thinking and problem-solving
- Communication
- Information utilization
- Collaboration

Student learning assessments
The BSP program assesses student learning outcomes using multiple methods of direct and indirect assessments. Below is a brief description of some of the key activities used to assess student learning:

A. Course Grades
These are grades achieved by students in key courses that are directly aligned with demonstrating program outcomes.

B. Benchmark assignments/performance assessments
These are standardized, course-embedded assignments that directly assess specific student learning outcomes at various points in the curriculum.

C. Senior Surveys
Students provide feedback concerning the effectiveness of the course of study related to the program learning outcomes.

D. ETS® Proficiency Profile
The Proficiency Profile, formerly known as the Measure of Academic Proficiency and Progress (MAPP), is a standardized assessment developed by Educational Testing Service (ETS) to assess undergraduate students' reading, writing, mathematics and critical-thinking skills in the context of the humanities, social sciences and natural sciences.

E. Alumni Academic Questionnaire
Developed by University of Phoenix, this web-based questionnaire aligns with the University’s mission and student outcomes and is administered every two years by the University’s Office of Learning Assessment and Academic Research Group to graduates who have completed their programs within the past two to three years.