

Academic Year 2015-2016

| Measure | Benchmarks | Academic Year 2015/2016 | AY 2016/2017 (Year 2) |
|---|---|---|--------------------------|
| Learning Goal 1 - Communication: BSBA students will develop the written and oral communication skills necessary for success in their business careers. | | | |
| Writing Proficiency Portfolio: A portfolio of written assignments evaluated by at least two faculty graders. | The mean score for SOBA students is not more than one standard deviation below the mean score for all USCA students. | Assessment Population: Total= 93 SOBA students Date Assessed: Fall 2015 and Spring 2016 Conclusion: The USC Aiken mean was 3.33 with a standard deviation of 0.30. SOBA’s mean was 3.15. Target has been met. Recommendations for Improvement: No actions deemed necessary. | |
| In-Class Assessment for Written Communication: Embedded Test in BADM 345 | 80% of students pass the assessment exam with C (70%) or better. | Assessment Population: Total= 149 Dates Assessed: Fall 2015, Spring 2016 Conclusion: 93% of students met the benchmark in Fall 2015 and 89% met the benchmark in Spring 2016 Recommendations for Improvement: No action deemed necessary | |
| In-Class Assessment for Oral Communication: Oral presentation in MGMT 478 | 80% of students pass the presentation with satisfactory or above. | Assessment Population: Total= 102 Dates Assessed: Fall 2015, Spring 2016 Conclusion: 95% of students met the benchmark in Fall 2015 and 93% met the benchmark in Spring 2016 Recommendations for Improvement: No action deemed necessary | |
| Business Exit Survey - Administered via email by USCA Office of Institutional Effectiveness. The survey is completed by graduating seniors in the BSBA program. | 70% of respondents answer that the USCA SOBA program helped them learn and develop "adequately" or higher for Effective oral communication skills | Assessment Population: Total= 116 [Fall= 43 and Spring =73] Date Assessed: Fall 2015 and Spring/Summer 2016 Conclusion: 95.3% of respondents answered "adequately", "well", or "very well" for Fall 2015 and 95.9% of respondents answered “adequately”, “well”, or “very well” for Spring/Summer 2016. Closing the Loop: No actions recommended | |
| Business Exit Survey - Survey administered via email by USCA Office of Institutional Effectiveness. The survey is completed by graduating seniors in the BSBA program. | 70% of respondents answer that the USCA SOBA program helped them learn and develop "adequately" or higher for Effective written communication skills | Assessment Population: Total= [Fall= 43 and Spring =73] Date Assessed: Fall 2015 and Spring/Summer 2016. Conclusion: 97.7% of respondents answered "adequately", "well", or "very well" for Fall 2015 and 95.9% of respondents answered “adequately”, “well”, or “very well” for Spring/Summer 2016. Closing the Loop: No actions recommended | |

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| Learning Goal 2 – Technology: BSBA students will develop basic technological skills to prepare them for their business careers. | | | |
| BADM 290: Introduction to MIS in Business - Embedded Test related to "Technology Skills". | 80% of students pass assessment exam with C (70%) or better | Assessment Population: Total= 153 [f2f = 99, online=54] Date Assessed: Fall 2015 and Spring 2016 Conclusion: In Fall 2015, 65% of students passed the assessment test with a grade of C or better. In Spring 2016, 74% of students passed the assessment test with a grade of C or better. Closing the Loop: the results were not met. Recommendations for Improvement: Use a different book Develop a new instrument | Improvement: The results for the f2f improved but did not meet the target |
| BADM 390: Management Information Systems - Embedded Test related to "Technology Skills". | 80% of students pass assessment exam with C (70%) or better | Assessment Population: Total= 115 [f2f = 69, online=46] Date Assessed: Fall 2015 and Spring 2016 Conclusion: In Fall 2015, 74% of students passed the assessment test with a grade of C or better. In Spring 2016, 97% of students passed the assessment test with a grade of C or better. Closing the Loop: the results were met Recommendations for Improvement: The instructor needs to place more emphasis in the class meetings on the topics covered. | Improvement: The results improved and the target was met. |
| Business Exit Survey - Survey administered via email by USCA Office of Institutional Effectiveness. The survey is completed by graduating seniors in the BSBA program. | 70% of respondents answer that the USCA SOBA program helped them learn and develop "adequately" or higher for " Computer Skills. " | Assessment Population: Total= 116 (Fall= 43 and Spring =73) Date Assessed: Fall 2015/Spring 2016 Conclusion: In Fall 2015 91% of students responded "adequately", "well", or "very well" and in Spring 2016, 95% of students responded "adequately" or higher for computer skills. Closing the Loop: No actions deemed necessary. Recommendations for Improvement: No actions deemed necessary. | |
| Major Field Test | BSBA students will be within one standard deviation of the corresponding national mean for the MFT in the <i>information systems</i> area. | Assessment Population: Total = 97 [f2f = 68 , online = 29] Date Assessed: Fall 2015 and Spring 2016 Conclusion: The combined MFT Technology mean score for USCA business students in Fall 2015 and Spring 2016 was 49.9. The national mean was 54, with a standard deviation of 6.5. Closing the Loop: the results were met for both programs Recommendations for Improvement: No actions needed | |

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| Learning Goal 3 - Global Perspective: BSBA students will acquire a global perspective of the modern business environment. | | | |
| <p>BADM 383: International Business - Multiple choice exam administered in Blackboard designed to assess concepts covered in the course related to the "Global Perspective" learning goal.</p> | <p>80% of students pass the assessment exam with C (70%) or better</p> | <p>Assessment Population: Total= 169 [f2f = 85, online=84] Date Assessed: Fall 2015/Spring 2016 Conclusion: 92% of students met the benchmark in Fall 2015. 90% of students met the benchmark in Spring 2016.</p> <p>Closing the Loop: No actions deemed necessary.</p> <p>Recommendations for Improvement: No actions deemed necessary.</p> | |
| <p>Business Exit Survey - Survey administered via email by USCA Office of Institutional Effectiveness. The survey is completed by graduating seniors in the BSBA program.</p> | <p>70% of respondents answer that the USCA SOBA program helped them learn and develop "adequately" or higher for - Global perspective of business</p> | <p>Assessment Population: Total= 116 (Fall= 43 and Spring =73) Date Assessed: Fall 2015/Spring 2016 Conclusion: In Fall 2015, 97.7% of students responded "adequately", "well", or "very well" and in Spring 2016, 97.3% of students responded "adequately" or higher Closing the Loop: No actions deemed necessary. Recommendations for Improvement: No actions deemed necessary.</p> | |
| <p>Major Field Test</p> | <p>BSBA students will be within one standard deviation of the corresponding national mean for the MFT in the measured area - international issues.</p> | <p>Assessment Population: Total = 97 [f2f = 68, online = 29] Date Assessed: Fall 2015/Spring 2016 Conclusion: The national mean was 40.1, and the standard deviation was 5.8. The f2f mean score was 42, and the online mean score was 43. Scores are higher than the national mean. Closing the Loop: No actions deemed necessary. Recommendations for Improvement: No actions deemed necessary.</p> | |

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| Learning Goal 4 - Business Knowledge: BSBA students will acquire the basic business knowledge necessary for success in their business careers. | | | |
| <i>Business Exit Survey</i> - Survey administered via email by USCA Office of Institutional Effectiveness. The survey is completed by graduating seniors in the BSBA program. | 70% of respondents answer that the USCA SOBA program helped them learn and develop "adequately", "well", or "very well" in the following area: - <i>Basic business knowledge</i> | <p>Assessment Population: Total= 116 (Fall= 43 and Spring =73) Date Assessed: Fall 2015/Spring 2016 Conclusion: In Fall 2015,95.4% of students responded "adequately", "well", or "very well" and in Spring 2016, 97.3% of students responded "adequately" or higher</p> <p>Closing the Loop: No actions deemed necessary.</p> <p>Recommendations for Improvement: No actions deemed necessary.</p> | |
| <i>Major Field Test</i> | BSBA students will be within one standard deviation of the corresponding national mean for the MFT in the measured area - <i>Overall business knowledge</i> | <p>Assessment Population: Total = 97 [f2f = 68 , online = 29] Date Assessed: Fall 2015/Spring 2016 Conclusion: The national mean was 152.0 with a standard deviation of 13.8. The f2f mean score was 150, and the online mean score was 154.0. The f2f mean is within 1 standard deviation of the national mean, and the online mean is higher than the national mean. Closing the Loop: No actions deemed necessary. Recommendations for Improvement: No actions deemed necessary.</p> | |
| <i>Major Field Test</i> | BSBA students will be within one standard deviation of the corresponding national mean for the MFT in the measured area - <i>Accounting knowledge</i> | <p>Assessment Population: Total = 97 [f2f = 68 , online = 29] Date Assessed: Fall 2015/Spring 2016 Conclusion: The national mean was 41.3 with a standard deviation of 6.0. The f2f mean was 39.0 and the online mean was 43.0. The target has been met. Closing the Loop: No actions deemed necessary. Recommendations for Improvement: No actions deemed necessary.</p> | |
| <i>Major Field Test</i> | BSBA students will be within one standard deviation of the corresponding national mean for the MFT in the measured | <p>Assessment Population: Total = [f2f = 68, online = 29] Date Assessed: Fall 2015/Spring 2016 Conclusion: The national mean was 39.6, and the standard deviation was 6.1. The f2f mean score was 36.0, and the online mean score was 40. Scores are within one standard deviation of the national mean. Closing the Loop: No actions deemed necessary. Recommendations for Improvement: No actions deemed necessary.</p> | |

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| Learning Goal 4 - Business Knowledge: BSBA students will acquire the basic business knowledge necessary for success in their business careers. | | | |
| | area – <i>Economics knowledge</i> | | |
| <i>Major Field Test</i> | BSBA students will be within one standard deviation of the corresponding national mean for the MFT in the measured area – <i>Finance knowledge</i> | <p>Assessment Population: Total = [f2f = 68, online = 29] Date Assessed: Fall 2015/Spring 2016 Conclusion: The national mean was 42.3, and the standard deviation was 6.5. The f2f mean score was 40, and the online mean score was 43. Scores are within one standard deviation of the national mean. Closing the Loop: No actions deemed necessary. Recommendations for Improvement: No actions deemed necessary.</p> | |
| <i>Major Field Test</i> | BSBA students will be within one standard deviation of the corresponding national mean for the MFT in the measured area – <i>Management knowledge</i> | <p>Assessment Population: Total = [f2f = 68, online = 29] Date Assessed: Fall 2015/Spring 2016 Conclusion: The national mean was 54.1, and the standard deviation was 6.4. The f2f mean score was 54.0, and the online mean score was 63.0. Scores are within one standard deviation of the national mean. Closing the Loop: No actions deemed necessary. Recommendations for Improvement: No actions deemed necessary.</p> | |
| <i>Major Field Test</i> | BSBA students will be within one standard deviation of the corresponding national mean for the MFT in the measured area – <i>Marketing knowledge</i> . | <p>Assessment Population: Total = [f2f = 68, online = 29] Date Assessed: Fall 2015/Spring 2016 Conclusion: The national mean was 54.9, and the standard deviation was 6.7. The f2f mean score was 55.0, and the online mean score was 56.0. Scores are within one standard deviation of the national mean. Closing the Loop: No actions deemed necessary. Recommendations for Improvement: No actions deemed necessary.</p> | |

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| Learning Goal 5 - Social, Ethical & Legal Aspects of Business: BSBA students will develop an appreciation for ethical decision-making, and the social responsibility of business to all stakeholders. | | | |
| <p>BADM 379: Social, Ethical, & Legal Aspects of Business - Multiple choice exam administered in Blackboard designed to assess concepts covered in course related to the "Ethical Decision Making and Social Responsibility" learning goal.</p> | <p>80% of students pass the assessment exam with C (70%) or better</p> | <p>Assessment Population: Total= 115 [f2f = 91, online=24] Date Assessed: Fall 2015/Spring 2016 Conclusion: 73% of students met the benchmark in Fall 2015. 91% of students met the benchmark in Spring 2016. Closing the Loop: In response to the unacceptable pass rates in AY - 15-16, the course instructors of BADM-A379 changed the course textbook to Business & Society: Ethics, Sustainability, & Stakeholder Management by Carroll, Brown, and Buchholtz. The instructors also revisited the assessment exam and updated the questions to reflect topics deemed more current and representative of the course learning objectives. Recommendations for Improvement: No further recommendations.</p> | <p>This resulted in more favorable pass rates in the following years.</p> |
| <p>Business Exit Survey - Survey administered via email by USCA Office of Institutional Effectiveness. The survey is completed by graduating seniors in the BSBA program.</p> | <p>70% of respondents answer that the USCA SOBA program helped them learn and develop "adequately" or higher for Ethical responsibility, Social responsibility, and Legal & regulatory issues.</p> | <p>Assessment Population: Total= 116 [Fall= 43 and Spring =73] Date Assessed: Fall 2015/Spring 2016 Conclusion: For Fall and Spring combined, 97% of students responded "adequately", "well", or "very well" regarding ethical responsibilities. 97% of students responded "adequately", "well", or "very well" regarding social responsibilities. 95% of students responded "adequately", "well", or "very well" regarding legal & regulatory issues. Closing the Loop: No actions deemed necessary. Recommendations for Improvement: No actions deemed necessary.</p> | |
| <p>Major Field Test</p> | <p>BSBA students will be within one standard deviation of the corresponding national mean for the MFT in the measured area - legal and ethical knowledge.</p> | <p>Assessment Population: Total = 97 [f2f = 68, online = 29] Date Assessed: Fall 2015/Spring 2016 Conclusion: The national mean was 59.4, and the standard deviation was 6.0. The f2f mean score was 56, and the online mean score was 64. Scores are within one standard deviation of the national mean. Closing the Loop: No actions deemed necessary. Recommendations for Improvement: No actions deemed necessary.</p> | |