

Academic Year 2016-2017

Measure	Benchmarks	Academic Year 2016/2017	AY 2017/2018 (Year 3)
<b>Learning Goal 1 - Communication Skills: BSBA students will develop the written and oral communication skills necessary for success in their business careers.</b>			
<p><b>Writing Proficiency Portfolio:</b> A portfolio of written assignments evaluated by at least two faculty graders.</p>	<p>The mean score for SOBA students is not more than one standard deviation below the mean score for all USCA students.</p>	<p><b>Assessment Population:</b> Total= 114 SOBA students  <b>Date Assessed:</b> Fall 2016 and Spring 2017  <b>Conclusion:</b> The USC Aiken mean for the Writing Proficiency Portfolio was 3.49 with a standard deviation of 0.625. The business mean was 3.25 which is not below one standard deviation of the USC Aiken mean. Target has been met.  <b>Recommendations for Improvement:</b> No actions deemed necessary</p>	
<p><b>In-Class Assessment for Written Communication:</b> Embedded Test in BADM 345</p>	<p>80% of students pass the assessment exam with C (70%) or better.</p>	<p><b>Assessment Population:</b> Total= 166  <b>Dates Assessed:</b> Fall 2016, Spring 2017  <b>Conclusion:</b> 96% of students met the benchmark in Fall 2015 and 81% met the benchmark in Spring 2016  <b>Recommendations for Improvement:</b> No action deemed necessary</p>	
<p><b>In-Class Assessment for Oral Communication:</b> Oral presentation in MGMT 478</p>	<p>80% of students pass the presentation with satisfactory or above</p>	<p><b>Assessment Population:</b> Total= 73  <b>Dates Assessed:</b> Fall 2016, Spring 2017  <b>Conclusion:</b> 100% of students met the benchmark in Fall 2016 and 88% met the benchmark in Spring 2017  <b>Recommendations for Improvement:</b> No action deemed necessary</p>	
<p><b>Business Exit Survey -</b> 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 <b>Effective oral communication skills</b></p>	<p><b>Assessment Population:</b> Total= 102 students  <b>Date Assessed:</b> Fall 2016 and Spring/Summer 2017  <b>Conclusion:</b> 100% of respondents answered "adequately", "well", or "very well" for Fall 2016 and 100% of respondents answered "adequately", "well", or "very well" for Spring/Summer 2017.  <b>Closing the Loop:</b> No actions recommended</p>	
<p><b>Business Exit Survey -</b> 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 <b>Effective written communication skills</b></p>	<p><b>Assessment Population:</b> Total= 102 students  <b>Date Assessed:</b> Fall 2016 and Spring/Summer 2017.  <b>Conclusion:</b> 100% of respondents answered "adequately", "well", or "very well" for Fall 2015 and 97.5% of respondents answered "adequately", "well", or "very well" for Spring/Summer 2017.  <b>Closing the Loop:</b> No actions recommended</p>	

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<b>Learning Goal 2 – Technology: BSBA students will develop basic technological skills to prepare them for their business careers.</b>			
<p><b>BADM 290:</b>  <b>Introduction to MIS in Business</b>  - Embedded Test related to "Technology Skills".</p>	<p>80% of students pass assessment exam with C (70%) or better</p>	<p><b>Assessment Population:</b> Total= 148 [f2f = 67, online=81]  <b>Date Assessed:</b> Fall 2016 and Spring 2017  <b>Conclusion:</b> in Fall 2016, 74% of business students passed in with a grade of C or better. In Spring 2017, 80% of business students passed with a grade of C or better.  <b>Closing the Loop:</b> the results did not meet the target  <b>Recommendations for Improvement:</b>  We noticed an improvement in the scores. No additional action was taken.</p>	<p>Improvement:  The results dropped in the academic year 17-18.</p>
<p><b>BADM 390:</b>  <b>Management Information Systems</b>  - Embedded Test related to "Technology Skills".</p>	<p>80% of students pass assessment exam with C (70%) or better</p>	<p><b>Assessment Population:</b> Total= 161 [f2f = 84, online=76]  <b>Date Assessed:</b> Fall 2016 and Spring 2017  <b>Conclusion:</b> in Fall 2016, 86% of business students passed with a grade of C or better. In Spring 2017, 95% of business students passed with a grade of C or better.  <b>Closing the Loop:</b> The results were met  <b>Recommendations for Improvement:</b> no action deemed necessary</p>	
<p><b>Business Exit Survey</b> - 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 "<b>Computer Skills.</b>"</p>	<p><b>Assessment Population:</b> Total= 102 [f2f =73, online = 29]  <b>Date Assessed:</b> Fall 2016/Spring 2017  <b>Conclusion:</b>  90% of students responded "adequately", "well", or "very well"  <b>Closing the Loop:</b> No actions deemed necessary  <b>Recommendations for Improvement:</b> No actions deemed necessary</p>	
<p><b>Major Field Test</b></p>	<p>BSBA students will be within one standard deviation of the corresponding national mean for the MFT in the <b>information systems</b> area.</p>	<p><b>Assessment Population:</b> Total= 70 [f2f = 70, online=0]  <b>Date Assessed:</b> Fall 2016 and Spring 2017  <b>Conclusion:</b> The combined MFT Information Systems mean score for USCA business students in Fall 2016 and Spring 2017 was 47.0. The national mean was 51.5, with a standard deviation of 4.7.  <b>Closing the Loop:</b> the results were not met.  <b>Recommendations for Improvement:</b>  More hands-on approach in information systems.</p>	<p>Improvement  The results improved in the following academic year and the target was met.</p>

Measure	Benchmarks	Academic Year 2016/2017	AY 2017/2018 (Year 3)
<b>Learning Goal 3 - Global Perspective: BSBA students will acquire a global perspective of the modern business environment.</b>			
<p><b>BADM 383:</b> <i>International Business</i> - 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><b>Assessment Population:</b> Total= 69 [f2f = 56, online=0]  <b>Date Assessed:</b> Fall 2016/Spring 2017  <b>Conclusion:</b> 78% of students met the benchmark in Fall 2016. 85% of students met the benchmark in Spring 2017.  <b>Closing the Loop:</b> No actions deemed necessary.   <b>Recommendations for Improvement:</b> No actions deemed necessary.</p>	
<p><b>Business Exit Survey</b> - 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  - <i>Global perspective of business</i></p>	<p><b>Assessment Population:</b> Total= 102 [f2f = 73, online = 29]  <b>Date Assessed:</b> Fall 2016/Spring 2017  <b>Conclusion:</b> 98% of students responded "adequately", "well", or "very well"  <b>Closing the Loop:</b> No actions deemed necessary.  <b>Recommendations for Improvement:</b> No actions deemed necessary.</p>	
<p><b>Major Field Test</b></p>	<p>BSBA students will be within one standard deviation of the corresponding national mean for the MFT in the measured area - <i>international issues</i>.</p>	<p><b>Assessment Population:</b> Total = 70 [f2f = 70, online =0]  <b>Date Assessed:</b> Fall 2016/Spring 2017  <b>Conclusion:</b> The national mean was 40, and the standard deviation was 5.2. The USC Aiken mean score was 39 which is within one standard deviation of the national mean.  <b>Closing the Loop:</b> No actions deemed necessary.  <b>Recommendations for Improvement:</b> No actions deemed necessary.</p>	

Measure	Benchmarks	Academic Year 2016/2017	AY 2017/2018 (Year 3)
<b>Learning Goal 4 - Business Knowledge: BSBA students will acquire the basic business knowledge necessary for success in their business careers.</b>			
<p><b>Business Exit Survey</b> - 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 Basic <i>business knowledge</i></p>	<p><b>Assessment Population:</b> Total= 102 [f2f = 73, online = 29]  <b>Date Assessed:</b> Fall 2016/Spring 2017  <b>Conclusion:</b> 100% of students responded "adequately", "well", or "very well"  <b>Closing the Loop:</b> No actions deemed necessary.  <b>Recommendations for Improvement:</b> No actions deemed necessary.</p>	
<p><b>Major Field Test</b></p>	<p>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>	<p><b>Assessment Population:</b> Total = 70 [f2f = 70, online =0]  <b>Date Assessed:</b> Fall 2016/Spring 2017  <b>Conclusion:</b> The national mean was 149.5, with a standard deviation of 7.1. The USC Aiken mean score was 146.0 which is within one standard deviation of the national mean.  <b>Closing the Loop:</b> No actions deemed necessary.  <b>Recommendations for Improvement:</b> No actions deemed necessary.</p>	
<p><b>Major Field Test</b></p>	<p>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>	<p><b>Assessment Population:</b> Total = [f2f = 70, online = 0]  <b>Date Assessed:</b> Fall 2016/Spring 2017  <b>Conclusion:</b> The national mean was 43.2, and the standard deviation was 5.4. The USC Aiken mean score was 42.0 which is within one standard deviation of the national mean.  <b>Closing the Loop:</b> No actions deemed necessary.  <b>Recommendations for Improvement:</b> No actions deemed necessary.</p>	

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<b>Learning Goal 4 - Business Knowledge: BSBA students will acquire the basic business knowledge necessary for success in their business careers.</b>			
<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>Economics knowledge</i> .	<b>Assessment Population:</b> Total = [f2f = 70, online = 0] <b>Date Assessed:</b> Fall 2016/Spring 2017 <b>Conclusion:</b> The national mean was 40.6, and the standard deviation was 6.3. The USC Aiken mean score was 36.0 which is within one standard deviation of the national mean. <b>Closing the Loop:</b> No actions deemed necessary. <b>Recommendations for Improvement:</b> No actions deemed necessary.	
<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> .	<b>Assessment Population:</b> Total = [f2f = 70, online = 0] <b>Date Assessed:</b> Fall 2016/Spring 2017 <b>Conclusion:</b> The national mean was 43.3, and the standard deviation was 5.8. The USC Aiken mean score was 42 which is within one standard deviation of the national mean. <b>Closing the Loop:</b> No actions deemed necessary. <b>Recommendations for Improvement:</b> No actions deemed necessary.	
<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> .	<b>Assessment Population:</b> Total = [f2f = 70, online = 0] <b>Date Assessed:</b> Fall 2016/Spring 2017 <b>Conclusion:</b> The national mean was 61.5, and the standard deviation was 8.0. The USC Aiken mean score was 60.0 which is within one standard deviation of the national mean. <b>Closing the Loop:</b> No actions deemed necessary. <b>Recommendations for Improvement:</b> No actions deemed necessary.	
<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> .	<b>Assessment Population:</b> Total = [f2f = 70, online = 0] <b>Date Assessed:</b> Fall 2016/Spring 2017 <b>Conclusion:</b> The national mean was 50.2, and the standard deviation was 6.9. The USC Aiken mean score was 49.0 which is within one standard deviation of the national mean. <b>Closing the Loop:</b> No actions deemed necessary. <b>Recommendations for Improvement:</b> No actions deemed necessary.	

Measure	Benchmarks	Academic Year 2016/2017	AY 2017/2018 (Year 3)
<b>Learning Goal 5 - Social, Ethical &amp; Legal Aspects of Business: BSBA students will develop an appreciation for ethical decision-making, and the social responsibility of business to all stakeholders.</b>			
<b><i>BADM 379: Social, Ethical, &amp; Legal Aspects of Business</i></b> - Multiple choice exam administered in Blackboard designed to assess concepts covered in course related to "Ethical Decision Making and Social Responsibility".	80% of students pass the assessment exam with C (70%) or better	<b>Assessment Population:</b> Total= 103 [f2f = 59, online=44] <b>Date Assessed:</b> Fall 2016/Spring 2017 <b>Conclusion:</b> 95% of students met the benchmark in Fall 2016. 84% of students met the benchmark in Spring 2017.  <b>Closing the Loop:</b> No actions deemed necessary. <b>Recommendations for Improvement:</b> No actions deemed necessary.	
<b><i>Business Exit Survey</i></b> - 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 - <b><i>Ethical responsibilities</i></b> - <b><i>Social responsibilities</i></b> - <b><i>Legal &amp; regulatory issues</i></b>	<b>Assessment Population:</b> Total= 102 [f2f = 73, online = 29) <b>Date Assessed:</b> Fall 2016/Spring 2017 <b>Conclusion:</b> 100% of students responded "adequately", "well", or "very well" regarding ethical responsibilities. 99% of students responded "adequately", "well", or "very well" regarding social responsibilities. 95% of students responded "adequately", "well", or "very well" regarding legal & regulatory issues. <b>Closing the Loop:</b> No actions deemed necessary. <b>Recommendations for Improvement:</b> No actions deemed necessary.	
<b><i>Major Field Test</i></b>	BSBA students will be within one standard deviation of the corresponding national mean for the MFT in the measured area - <b><i>legal and ethical knowledge.</i></b>	<b>Assessment Population:</b> Total = 70 [f2f = 70, online =0] <b>Date Assessed:</b> Fall 2016/Spring 2017 <b>Conclusion:</b> The national mean was 46.8, and the standard deviation was 4.7. The USC Aiken mean score was 41 which is within one standard deviation of the national mean. <b>Closing the Loop:</b> No actions deemed necessary <b>Recommendations for Improvement:</b> No actions deemed necessary	