## Academic Year 2016-2017

<table>
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<tr>
<th>Measure</th>
<th>Benchmarks</th>
<th>Academic Year 2016/2017</th>
<th>AY 2017/2018 (Year 3)</th>
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<td><strong>Learning Goal 1 - Communication Skills:</strong> BSBA students will develop the written and oral communication skills necessary for success in their business careers.</td>
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</table>
| **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= 114 SOBA students  
**Date Assessed:** Fall 2016 and Spring 2017  
**Conclusion:** 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.  
**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= 166  
**Dates Assessed:** Fall 2016, Spring 2017  
**Conclusion:** 96% of students met the benchmark in Fall 2015 and 81% 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= 73  
**Dates Assessed:** Fall 2016, Spring 2017  
**Conclusion:** 100% of students met the benchmark in Fall 2016 and 88% met the benchmark in Spring 2017  
**Recommendations for Improvement:** No action deemed necessary | |
| **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 oral communication skills** | **Assessment Population:** Total= 102 students  
**Date Assessed:** Fall 2016 and Spring/Summer 2017  
**Conclusion:** 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.  
**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= 102 students  
**Date Assessed:** Fall 2016 and Spring/Summer 2017  
**Conclusion:** 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.  
**Closing the Loop:** No actions recommended | |

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**Notes:**
- **Academic Year 2016-2017**
- **Measure:** Describes the criteria for evaluating communication skills.
- **Benchmarks:** Outlines the expected performance levels.
- **Academic Year 2016/2017:** Details the assessment methods and results.
- **AY 2017/2018 (Year 3):** Indicates the target year for evaluation.
- **Recommendations for Improvement:** Specifies any necessary actions for improvement.
### Measure | Benchmarks | Academic Year 2016/2017 | AY 2017/2018 (Year 3)  
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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= 148 [f2f = 67, online=81]  
  - **Date Assessed:** Fall 2016 and Spring 2017  
  - **Conclusion:** 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.  
  - **Closing the Loop:** the results did not meet the target  
  - **Recommendations for Improvement:** We noticed an improvement in the scores. No additional action was taken.  
  - **Improvement:** The results dropped in the academic year 17-18.  

**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= 161 [f2f = 84, online=76]  
  - **Date Assessed:** Fall 2016 and Spring 2017  
  - **Conclusion:** 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.  
  - **Closing the Loop:** The results were met  
  - **Recommendations for Improvement:** no action deemed necessary  

**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= 102 [f2f=73, online = 29]  
  - **Date Assessed:** Fall 2016/Spring 2017  
  - **Conclusion:** 90% of students responded "adequately", "well", or "very well"  
  - **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 information systems area.  
  - **Assessment Population:** Total= 70 [f2f = 70, online=0]  
  - **Date Assessed:** Fall 2016 and Spring 2017  
  - **Conclusion:** 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.  
  - **Closing the Loop:** the results were not met.  
  - **Recommendations for Improvement:** More hands-on approach in information systems.  
  - **Improvement:** The results improved in the following academic year and the target was met.
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| **Learning Goal 3 - Global Perspective: BSBA students will acquire a global perspective of the modern business environment.** | **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. | **Assessment Population:** Total = 69 [f2f = 56, online=0]  
**Date Assessed:** Fall 2016/Spring 2017  
**Conclusion:** 78% of students met the benchmark in Fall 2016. 85% of students met the benchmark in Spring 2017.  
**Closing the Loop:** No actions deemed necessary.  
**Recommendations for Improvement:** No actions deemed necessary. |                       |
|                         | 80% of students pass the assessment exam with C (70%) or better                                                                                                                                               |                                                                                                                                                                                                                           |                       |
| **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 - Global perspective of business | **Assessment Population:** Total = 102 [f2f = 73, online = 29]  
**Date Assessed:** Fall 2016/Spring 2017  
**Conclusion:** 98% of students responded "adequately", "well", or "very well"  
**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 measured area - international issues.                                                                    | **Assessment Population:** Total = 70 [f2f = 70, online =0]  
**Date Assessed:** Fall 2016/Spring 2017  
**Conclusion:**  
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.  
**Closing the Loop:** No actions deemed necessary.  
**Recommendations for Improvement:** No actions deemed necessary. |                       |
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| Learning Goal 4 - Business Knowledge: BSBA students will acquire the basic business knowledge necessary for success in their business careers. | **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 Basic business knowledge  
**Assessment Population:** Total = 102 [f2f = 73, online = 29]  
**Date Assessed:** Fall 2016/Spring 2017  
**Conclusion:** 100% of students responded "adequately", "well", or "very well"  
**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 measured area - Overall Business Knowledge | **Assessment Population:**  
Total = 70 [f2f = 70, online = 0]  
**Date Assessed:** Fall 2016/Spring 2017  
**Conclusion:** 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.  
**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 measured area – Accounting Knowledge | **Assessment Population:**  
Total = [f2f = 70, online = 0]  
**Date Assessed:** Fall 2016/Spring 2017  
**Conclusion:** 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.  
**Closing the Loop:** No actions deemed necessary.  
**Recommendations for Improvement:** No actions deemed necessary. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                      |
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| Learning Goal 4 - Business Knowledge: BSBA students will acquire the basic business knowledge necessary for success in their business careers. | BSBA students will be within one standard deviation of the corresponding national mean for the MFT in the measured area *Economics knowledge.* | Assessment Population: Total = [f2f = 70, online = 0]  
Date Assessed: Fall 2016/Spring 2017  
Conclusion: 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.  
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 measured area *Finance knowledge.* | Assessment Population: Total = [f2f = 70, online = 0]  
Date Assessed: Fall 2016/Spring 2017  
Conclusion: 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.  
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 measured area *Management knowledge.* | Assessment Population: Total = [f2f = 70, online = 0]  
Date Assessed: Fall 2016/Spring 2017  
Conclusion: 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.  
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 measured area – *Marketing Knowledge.* | Assessment Population: Total = [f2f = 70, online = 0]  
Date Assessed: Fall 2016/Spring 2017  
Conclusion: 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.  
Closing the Loop: No actions deemed necessary.  
Recommendations for Improvement: No actions deemed necessary. | |
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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. | **BADM 379: Social, Ethical, & Legal Aspects of Business** - 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 | **Assessment Population:** Total = 103 [f2f = 59, online=44]  
**Date Assessed:** Fall 2016/Spring 2017  
**Conclusion:** 95% of students met the benchmark in Fall 2016. 84% of students met the benchmark in Spring 2017.  
**Closing the Loop:** No actions deemed necessary.  
**Recommendations for Improvement:** No actions deemed necessary. |                     |
| **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  
**Ethical responsibilities**  
**Social responsibilities**  
**Legal & regulatory issues** | **Assessment Population:** Total = 102 [f2f = 73, online = 29]  
**Date Assessed:** Fall 2016/Spring 2017  
**Conclusion:**  
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.  
**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 measured area - legal and ethical knowledge. | **Assessment Population:** Total = 70 [f2f = 70, online =0]  
**Date Assessed:** Fall 2016/Spring 2017  
**Conclusion:** 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.  
**Closing the Loop:** No actions deemed necessary  
**Recommendations for Improvement:** No actions deemed necessary |                     |