

Academic Year 2017-2018

Measure	Benchmarks	Academic Year 2017/2018	AY 2018/2019 (Year 4)
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= 98 SOBA students Date Assessed: Fall 2017 and Spring 2018 Conclusion: The USC Aiken mean for the Writing Proficiency Portfolio was 3.53 with a standard deviation of .611. The business mean was 3.25. 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 assessment exam with C (70%) or better	Assessment Population: Total= 140 Date Assessed: Fall 2017 and Spring 2018 Conclusion: 94% of students met the benchmark Recommendations for Improvement: Revision of the assessment tool for the entire learning objective	
In-Class Assessment for Oral Communication: Oral presentation in MGMT 478.	80% of students pass the presentation with satisfactory or above	Assessment Population: 16 students Date Assessed: Fall 2017 and Spring 2018 Conclusion: 100% of the students met the benchmark Recommendations for Improvement: This assessment should be moved to BADM 345.	
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- Oral Communication Skills	Assessment Population: Total= 95 [f2f =67, online = 28] Date Assessed: Fall 2017 and Spring 2018 Conclusion: 92% of students responded "adequately", "well", or "very well" 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- Written Communication Skills	Assessment Population: Total= 95 [f2f =67, online = 28] Date Assessed: Fall 2017 and Spring 2018 Conclusion: 96% of students responded "adequately", "well", or "very well" Closing the Loop: No actions deemed necessary. Recommendations for Improvement: No actions deemed necessary.	

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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 = 60, online=55] Date Assessed: Fall 2017 and Spring 2018 Conclusion: 53% met the benchmark in the f2f and 91% in the online Closing the Loop: The target was not met for f2f programs Recommendations for Improvement: The faculty in charge reported that some students will not take the test. Provide more initiatives to take the test.	
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= 84 [f2f = 64, online=20] Date Assessed: Fall 2017 and Spring 2018 Conclusion: 31% met the benchmark in the f2f and 90% in the online. Closing the Loop: The target was not met in the f2f program Recommendations for Improvement: no action necessary as the class will not be offered anymore	
Business Exit Survey: Administered via email by USCA Institutional Effectiveness office. 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 " <i>Computer Skills.</i> "	Assessment Population: Total= 95 [f2f = 67, online = 28] Date Assessed: Fall 2017/Spring 2018 Conclusion: 94% of students responded "adequately", "well", or "very well" Closing the Loop: No actions deemed necessary. Recommendations for Improvement: No actions deemed necessary.	
Business Exit Survey - Administered via email by USCA Institutional Effectiveness office. 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 " <i>Technological Advances</i> "	Assessment Population: Total= 95 [f2f = 67, online = 28] Date Assessed: Fall 2017/Spring 2018 Conclusion: 88% 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 <i>information systems</i> area.	Assessment Population: Total =134 [f2f = 99, online = 35] Date Assessed: Fall 2017/Spring 2018 Conclusion: The national mean was 51.3, and the standard deviation was 4.4. The f2f mean score was 52.0, and the online mean score was 52.0. Scores are within one standard deviation of the national mean. Closing the Loop: No actions deemed necessary. Recommendations for Improvement: No actions deemed necessary.	

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Learning Goal 3 - Global Perspective: BSBA students will acquire a global perspective of the modern business environment.			
<p>BADM 383: <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>Assessment Population: Total= 93 [f2f = 69, online=24] Date Assessed: Fall 2017/Spring 2018 Conclusion: 96% of students met the benchmark in Fall 2017. 93% of students met the benchmark in Spring 2018. Closing the Loop: No actions deemed necessary. Recommendations for Improvement: No actions deemed necessary.</p>	
<p><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.</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>Assessment Population: Total= 95 [f2f = 67, online = 28) Date Assessed: Fall 2017/Spring 2018 Conclusion: 98% of students responded "adequately", "well", or "very well" Closing the Loop: No actions deemed necessary. Recommendations for Improvement: No actions deemed necessary.</p>	
<p><i>Major Field Test</i></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>Assessment Population: Total =134 [f2f = 99, online = 35] Date Assessed: Fall 2017/Spring 2018 Conclusion: The national mean was 39.8, and the standard deviation was 4.8. The f2f mean score was 41.0, and the online mean score was 42.0. 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 4 - Business Knowledge: BSBA students will acquire the basic business knowledge necessary for success in their business careers.			
<i>Business Exit Survey</i> 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>	Assessment Population: Total= 95 [f2f = 67, online = 28) Date Assessed: Fall 2017/Spring 2018 Conclusion: 99% of students responded "adequately", "well", or "very well" Closing the Loop: No actions deemed necessary. Recommendations for Improvement: 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>overall business knowledge</i> .	Assessment Population: Total = 134 [f2f = 99 , online = 35] Date Assessed: Fall 2017/Spring 2018 Conclusion: The national mean was 149.5, and the standard deviation was 7.0. The f2f mean score was 149.0, and the online mean score was 151. The online mean is higher than the national mean. Scores are within one standard deviation of the national mean. Closing the Loop: No actions deemed necessary. Recommendations for Improvement: 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>Accounting Knowledge</i> .	Assessment Population: Total = 134 [f2f = 99 , online = 35 Date Assessed: Fall 2017/Spring 2018 Conclusion: The national mean was 43.1, and the standard deviation was 5.1. The f2f mean score was 42.0, and the online mean score was 45.0. Scores are within one standard deviation of the national mean. Closing the Loop: No actions deemed necessary. Recommendations for Improvement: No actions deemed necessary.	
<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> .	Assessment Population: Total = 134 [f2f = 99, online =35] Date Assessed: Fall 2017/Spring 2018 Conclusion: The national mean was 40.4, and the standard deviation was 6.0. The f2f mean score was 39.0, and the online mean score was 41.0. Scores are within one standard deviation of the national mean. Closing the Loop: No actions deemed necessary. Recommendations for Improvement: No actions deemed necessary.	

Measure	Benchmarks	Academic Year 2017/2018	AY 2018/2019 (Year 4)
Learning Goal 4 - Business Knowledge: BSBA students will acquire the basic business knowledge necessary for success in their business careers.			
<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 = 134 [f2f = 99, online = 35] Date Assessed: Fall 2017/Spring 2018 Conclusion: The national mean was 43.3, and the standard deviation was 5.6 . The f2f mean score was 43, and the online mean score was 41.0. 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>Management knowledge.</i>	<p>Assessment Population: Total = 134 [f2f = 99, online = 35] Date Assessed: Fall 2017/Spring 2018 Conclusion: The national mean was 61.4, and the standard deviation was 7.8. The f2f mean score was 61.0, and the online mean score was 66.0. 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 = 134 [f2f = 99, online = 35] Date Assessed: Fall 2017/Spring 2018 Conclusion: The national mean was 50.5, and the standard deviation was 6.6. The f2f mean score was 50.0, and the online mean score was 52.0. 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><i>BADM 379: Social, Ethical, & Legal Aspects of Business</i> - Multiple choice exam administered in Blackboard designed to assess concepts covered in course related to "Ethical Decision Making and Social Responsibility" LG.</p>	<p>80% of students pass the assessment exam with C (70%) or better</p>	<p>Assessment Population: Total= 107 [f2f = 54, online=53] Date Assessed: Fall 2017/Spring 2018 Conclusion: 99% of students met the benchmark in Fall 2017. 92% of students met the benchmark in Spring 2018. Closing the Loop: No actions deemed necessary. Recommendations for Improvement: No actions deemed necessary.</p>	
<p><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.</p>	<p>70% of respondents answer that the USCA SOBA program helped them learn and develop "adequately" or higher for:: - <i>Ethical responsibilities</i> - <i>Social responsibilities</i> - <i>Legal & regulatory issues</i></p>	<p>Assessment Population: Total= 95 [f2f = 67, online=28] Date Assessed: Fall 2017/Spring 2018 Conclusion: 98% of students responded "adequately", "well", or "very well" regarding ethical responsibilities. 97% of students responded "adequately", "well", or "very well" regarding social responsibilities. 97% 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><i>Major Field Test.</i></p>	<p>BSBA students will be within one standard deviation of the corresponding national mean for the MFT in the <i>legal and ethical knowledge.</i></p>	<p>Assessment Population: Total =134 [f2f = 99, online = 35] Date Assessed: Fall 2017/Spring 2018 Conclusion: The national mean was 46.7, and the standard deviation was 4.6. The f2f mean score was 45.0, and the online mean score was 47.0. 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>	