

Academic Year 2018-2019

Measure	Benchmarks	Academic Year 2018/2019	AY 2019/2020 (Year 5)
Learning Goal 1 - Communication Skills: BSBA students will develop the written and oral communication skills necessary for success in their business careers.			
<p>Writing Proficiency Portfolio: 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>Assessment Population: Total= 106 SOBA students Date Assessed: Spring 2019 Conclusion: The USC Aiken mean for the Writing Proficiency Portfolio was 3.53 with a standard deviation of .611. The business mean was 3.35. Target has been met. Recommendations for Improvement: The English department suggested that SOBA add an additional paper into the core business course to help Palmetto College students collect enough papers for the WPP. The goal is to incorporate another paper into the 2020/2021 cycle.</p>	
<p>In-Class Assessment for Written Communication: Embedded Test in BADM 345</p>	<p>80% of students pass assessment exam with C (70%) or better.</p>	<p>Assessment Population: Total= 155 [f2f= 87, online=68] Dates Assessed: Fall 2018, Spring 2019 Conclusion: 84.53% of students met the benchmark in face to face and 87.65% met the benchmark for online. Recommendations for Improvement: Implement a rubric for a writing assignment in BADM A345.</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- <i>oral communication skills</i></p>	<p>Assessment Population: Total= 126 students Date Assessed: Fall 2018 and Summer 2019. Conclusion: A total of 126 graduating students completed the exit survey for Fall 2018 and Spring/Summer 2019. 98.4% of respondents answered "adequately", "well", or "very well" prepared in the area of oral communication skills. Closing the Loop: 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- <i>written communication skills</i></p>	<p>Assessment Population: Total= 126 students Date Assessed: Fall 2018 and Summer 2019. Conclusion: A total of 126 graduating students completed the exit survey for Fall 2018 and Spring/Summer 2019. 99.2% of respondents answered "adequately", "well", or "very well" prepared in the area of written communication skills. Closing the Loop: No actions deemed necessary</p>	

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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= 114 [f2f = 84, online=30] Date Assessed: Fall 2018 and Spring 2019 Conclusion: 31% of students met the benchmark in the f2f and 80% in the online Recommendations for Improvement: No action as the course has been withdrawn from the curriculum	
BADM 298: Business Analytics I - In-Class Project for "Technology Skills".	80% of the student will score 6 or higher using the designed rubric.	Assessment Population: Total= 21 [f2f = 21, online=0] Date Assessed: Spring 2019 Conclusion: 86% of students met the benchmark. Closing the Loop: No actions necessary since the target was met. 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 " Computer Skills. "	Assessment Population: Total= 126 [f2f = 75, online = 51] Date Assessed: Fall 2018/Spring 2019 Conclusion: 91% 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 " Technological advances "	Assessment Population: Total=126 [f2f=75, online=51] Date Assessed: Fall 2018/Spring 2019 Conclusion: 92.8% responded that they were "adequately", "well", or "very well" prepared 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 = [f2f = 89 , online = 47] Date Assessed: Fall 2018/Spring 2019 Conclusion: The national mean was 51.2, and the standard deviation was 4.2. The f2f mean score was 50, and the online mean score was 51. 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: 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= 111 [f2f = 58, online=53] Date Assessed: Fall 2018/Spring 2019 Conclusion: 93% of students met the benchmark for Fall 2018. This is comprised of 81% pass rate in f2f and 100% pass rate online. 73% of students met the benchmark for Spring 2019. This is comprised of 57% pass rate in f2f and 100% pass rate online. Closing the Loop: Fall 2018 breakdown results shows that pass rate in f2f = 81% vs. pass rate online = 100%. Spring 2019 breakdown of results shows that pass rate in f2f = 53% vs. pass rate in online = 100%. This is a decrease in pass rate for the f2f class as compared to previous semesters. Discussed results with instructors (Porca and Harrison) and proposed recommendations below. Circle back with faculty in Spring 2020 to determine what changes will be made, and continue to monitor student pass rates.</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, "well", or "very well" in the following area: - Global perspective of business</p>	<p>Assessment Population: Total=126 Date Assessed: Fall 2018 and Spring 2019 Conclusion: 96.8% responded that they were "adequately", "well", or "very well" prepared 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 global business knowledge area</p>	<p>Assessment Population: Total = [f2f = 89, online = 47] Date Assessed: Fall 2018 and Spring 2019 Conclusion: The national mean was 39.7, and the standard deviation was 4.6. 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.			
<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", "well", or "very well" in the following area - Basic business knowledge.</p>	<p>Assessment Population: Total= 126 [f2f = 75, online = 51] Date Assessed: Fall 2018/Spring 2019 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 - overall business knowledge.</p>	<p>Assessment Population: Total = [f2f = 89 , online = 47] Date Assessed: Fall 2018 and Spring 2019 Conclusion: The national mean was 149.3, and the standard deviation was 6.9. The f2f mean score was 148, and the online mean score was 150. 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>	
<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 Accounting knowledge.</p>	<p>Assessment Population: Total = [f2f = 89, online = 47] Date Assessed: Fall 2018/Spring 2019 Conclusion: The national mean was 43.0, and the standard deviation was 5.1. The f2f mean score was 42.0, 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>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 = [f2f = 89, online = 47] Date Assessed: Fall 2018/Spring 2019 Conclusion: The national mean was 40.2, and the standard deviation was 5.8. The f2f mean score was 37.0, and the online mean score was 37.0. 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>Finance knowledge.</i>	Assessment Population: Total = [f2f = 89, online = 47] Date Assessed: Fall 2018/Spring 2019 Conclusion: The national mean was 43.1, and the standard deviation was 5.4 . The f2f mean score was 42.0, 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.	
<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>	Assessment Population: Total = [f2f = 89, online = 47] Date Assessed: Fall 2018/Spring 2019 Conclusion: The national mean was 61.2, and the standard deviation was 7.7. The f2f mean score was 62.0, 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.	
<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>	Assessment Population: Total = [f2f = 89, online = 47] Date Assessed: Fall 2018/Spring 2019 Conclusion: The national mean was 50.4, and the standard deviation was 6.4. The f2f mean score was 51.0, 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 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 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= 149 [f2f = 53, online=96] Date Assessed: Fall 2018/Spring 2019 Conclusion: 97% of students met the benchmark in Fall 2018. This is comprised of 94% pass rate in f2f and 100% pass rate online. 95% of students met the benchmark in Spring 2019. This is comprised of 81% pass rate f2f and 100% pass rate online. 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", "well", or "very well" in the following areas: - <i>Ethical responsibilities</i> - <i>Analytical skills</i> - <i>Legal & regulatory issues</i></p>	<p>Assessment Population: Total= 126 [f2f = 75, online = 51) Date Assessed: Fall 2018/Spring 2019 Conclusion: 98% of students responded "adequately", "well", or "very well" regarding ethical responsibilities. 98% of students responded "adequately", "well", or "very well" regarding social responsibilities. 91% 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 – <i>legal and ethical knowledge</i>.</p>	<p>Assessment Population: Total = 136 [f2f = 89, online = 47] Date Assessed: Fall 2018/Spring 2019 Conclusion: The national mean was 46.6, and the standard deviation was 4.4. The f2f mean score was 46.0, 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>	