

MBA Outcome: 1 - Core Business Knowledge

Students will attain core knowledge in the theories and practices of accounting, finance, management, and marketing disciplines.

Measure	Benchmarks	Academic Year 2018/2019	Academic Year 2019/2020 (Year 1)
<p>The ETS® Major Field Test for the MBA consists of 124 multiple-choice questions, half of which are based on short case-study scenarios. a calculator. Most of the questions require knowledge of specific information drawn from marketing, management, finance and managerial accounting, or a combination of these.</p>	<p>Target: Accounting, Finance, Marketing and Management knowledge will be evaluated according to the mean score for MBA students compared to the national overall mean for the MFT in the respective area. The mean score for MBA students will not be significantly lower (within one standard deviation) than the national mean.</p>	<p>Assessed Population: Total = 20 SOBA MBA students out of 20 students enrolled in August 2018, December 2018, and April 2018.</p> <p>Note: Due to the online MBA launching in 2018 and small sample size to date, the MFT results for this particular measure were not assessed until we had a few cohorts to combine and compare. August 2017 results are not included in these combinations since that MFT was a different form and the ETS Reports service will not calculate those results with the active results. As indicated in 2017-2018 data, the August 2017 class of 14 students achieved a score of 249, exceeding the 2017 reported national mean of 247.6. Finance was the only area indicator .6 below the national mean but well within the standard deviation of 5.9.</p> <p>Dates Assessed: The combined cohort score from August 2018 through Spring 2019, was a mean of 249 which exceeds the national 2018 mean of 247.9.</p> <p>The combined cohort scores from August 2018 through Spring 2019 across the five individual assessment indicators show that the USC Aiken mean percent correct was higher than the national score in marketing, management and strategic integration. Finance was .7 lower, while accounting was 3.3 lower, but within one standard deviation.</p> <p>Assessed Population: Total = 14 students in the August 2019 section and the total 34 students taking the MFT since August 2018.</p> <p>Dates Assessed: The 14 MBA students testing in August 2019 achieved a mean of 252, exceeding the 2018 Comparative Data Guide</p>	<p>Improvement: NA</p>

reported mean of 247.9 for all domestic institutions. The score for all 34 students since August 2018 is 250, also exceeding the mean.

The 14 MBA students testing in August 2019 achieved scores exceeding the national mean for marketing, management and strategic integration. Finance and Accounting were lower than the national mean, but within one standard deviation.

For the entire 34 students completing the MFT since August 2018, the marketing, management and strategic integration scores exceed the national mean. The finance score is 1.7 less and the accounting score is 2.3 less than the national mean, but these are within the standard deviations of 4.7 and 6.6 respectively.

Conclusion: Target met.

Action: NA

Closing the Loop: NA

Outcome: 2 - Knowledge in Key Business Topics
 Students will attain advanced business knowledge and skills relevant to managing in dynamic environments, including diversity, sustainability, globalization, and ethics.

Measure	Benchmarks	Academic Year 2018/2019	Academic Year 2019/2020 (Year 1)
<p><i>Ethical Reasoning I:</i> Given an ethical dilemma, students will submit an essay that offers a resolution to the dilemma, including the (a) influence of their core beliefs, (b) relevant ethical perspectives and concepts, (c) complicating factors in the scenario, (d) relationships to other societal issues, and (e) the implication(s) of their proposed resolution.</p>	<p>Target: Students must achieve an average score of 2.5 or higher on the SOBA-modified AAC&U Ethical Value Rubric.</p>	<p>Assessed Population: Total = 33 students</p> <p>Date Assessed: Fall 2018. Students achieved an average score of 2.5, but there was concern about interrater reliability, which generated some concern about the assignment instructions and the lesson.</p> <p>Conclusion: Target met, but indication of improvement needed.</p> <p>Action: The professor agreed to clarified instructions and reinforce core values in the lesson.</p> <p>Closing the Loop: The spring 2018 lesson and assignment was refined for fall 2018. Student achievement improved over spring 2018.</p> <p>Assessed Population: Total = 40 students</p> <p>Date Assessed: Spring 2019. Students average score exceeded 2.5</p> <p>Conclusion: Target met.</p> <p>Action: NA.</p> <p>Closing the Loop: The fall 2018 lesson and assignment was refined for spring 2019. Student achievement has improved.</p>	<p>Improvement:</p>

<p>Ethical Reasoning II: Exiting MBA students will complete an online survey in which they will be asked how well the program prepared them with respect to ethical reasoning skills.</p>	<p>Target: At least 80% of the respondents will answer that they were "adequately," "well," or "very well" prepared for ethical reasoning.</p>	<p>Assessed Population: Total = 14 MBA students</p> <p>Dates Assessed: Spring & Summer 2019. 5 students replied 'more than adequately' and 9 responded 'adequately' in regard to the program developing their ethical reasoning skills. 100% of respondents replied prepared.</p> <p>Conclusion: Target met.</p> <p>Action: NA</p> <p>Closing the Loop: NA</p>	
<p>Global Perspectives: Students will submit an essay addressing global self-awareness, cultural diversity, global systems, and the role of personal and social responsibility in these contexts.</p>	<p>Target: Students must achieve an average score of 2.5 or higher on the SOBA-Modified AAC&U Global Learning Value Rubric.</p>	<p>Assessed Population: Total = 12 students</p> <p>Dates Assessed: Summer 2018. Average score was 2.63.</p> <p>Conclusion: Target met.</p> <p>Action: None required, but students' answers were not very comprehensive and the assignment might not promote enough depth for students to score well against the rubric. The professor has proposed a case study to generate better assessment artifacts.</p> <p>Closing the Loop: Reassess fall 2019</p>	
<p>Globalization: Exiting MBA students will complete an online survey in which they will be asked how well the program prepared them with respect to global perspectives.</p>	<p>Target: At least 80% of the respondents will answer that they were "adequately," "well," or "very well" prepared for global perspectives.</p>	<p>Assessed Population: Total = 14 MBA students</p> <p>Dates Assessed: Spring & Summer 2019. 6 students replied 'more than adequately' and 8 responded 'adequately' in regard to the program developing their global perspective. 100% of respondents replied prepared.</p> <p>Conclusion: Target met.</p> <p>Action: NA</p> <p>Closing the Loop: NA</p>	

<p>Managing Diversity - Values & Perspectives: Students will respond to a discussion question in MGMT 715 asking them to describe what values and perspectives are necessary to be able to manage effectively in a culturally diverse workplace.</p>	<p>Target: Students must achieve an average score of 85% or higher on the assessment of managing effectively in a diverse workplace.</p>	<p>Assessed Population: Total = 55 MBA students</p> <p>Dates Assessed: Spring 2019. Instructor reports that students scored above 85%.</p> <p>Conclusion: Target met.</p> <p>Action: None at this time, but there is on-going discussion about the expectations of this assignment and best way to assess it since it relies on the instructor's score.</p> <p>Closing the Loop: NA</p>	
<p>Managing in a Diverse Environment: Exiting MBA students will complete an online survey in which they will be asked how well the program prepared them with respect to diversity.</p>	<p>Target: At least 80% of the respondents will answer that they were "adequately," "well," or "very well" prepared for managing in a diverse environment.</p>	<p>Assessed Population: Total = 14 MBA students</p> <p>Dates Assessed: Spring & Summer 2019. 6 students replied 'more than adequately' and 8 responded 'adequately' in regard to the program developing their potential to manage a diverse program. 100% of respondents replied prepared.</p> <p>Conclusion: Target met.</p> <p>Action: NA</p> <p>Closing the Loop: NA</p>	
<p>Sustainability: Students will complete a 15-Question objective-item assessment covering sustainability.</p>	<p>Target: Students must achieve an average score of 80% or higher on the sustainability assessment.</p>	<p>Assessed Population: Total = 32 MBA students</p> <p>Dates Assessed: Spring 2018. 32 students scored an average of 78.6% on the quiz.</p> <p>Conclusion: Target not met.</p> <p>Action: Through student feedback, the professor determined that the quiz questions did not align well with the course content on sustainability. She deemed the quiz questions to be ineffective in assessing important sustainability content because they did not adequately reflect the current state of business sustainability. She is</p>	

		<p>redesigning the assessment as a sustainability essay which includes a review of the Triple Bottom Line in a current scholarly article and accessing sustainability reports from the GRI repository.</p> <p>Closing the Loop: Fall 2019 results to be assessed.</p>	
<p>Sustainability Management: Exiting MBA students will complete an online survey in which they will be asked how well the program prepared them with respect to sustainability management.</p>	<p>Target: At least 80% of the respondents will answer that they were "adequately," "well," or "very well" prepared for managing sustainability.</p>	<p>Assessed Population: Total = 14 MBA students</p> <p>Dates Assessed: Spring & Summer 2019. 4 students replied 'more than adequately', 9 responded 'adequately' and 1 responded 'less than adequately' in regard to the program preparing them to manage with a sustainability perspective. 92.6% of respondents replied prepared.</p> <p>Conclusion: Target met.</p> <p>Action: NA</p> <p>Closing the Loop: NA</p>	

Outcome: 3 - Analytical Skills			
Students will attain the analytical skills necessary for effective management of business operations.			
Measure	Benchmarks	Academic Year 2018/2019	Academic Year 2019/2020 (Year 1)
<p>Business Analytics: Students will submit a project showing evidence of analytics skills relevant to business.</p>	<p>Target: Students must achieve an average score of 2.5 or higher on the AAC&U Quantitative Literacy Value Rubric.</p>	<p>Assessed Population: Total = 12 students</p> <p>Dates Assessed: Fall 2018. 5 projects involving 12 students scored an average of 2.9.</p> <p>Conclusion: Target met.</p> <p>Action: NA</p>	<p>Improvement:</p>

		Closing the Loop: NA	
GLO-BUS for Analytical Skills: Data for measuring "Analytical Skills" is based on student answers to selected questions in the GLO-BUS simulation game Quiz 2. The report is based on the individual's answers to 11 questions from Quiz #2.	Target: Students must average in the 60th percentile or higher.	<p>Assessed Population: Total = 34 students</p> <p>Dates Assessed: August 2018 (6), Fall 2018 (4), Spring 2019 (10), August 2019 (14). When compared to worldwide results, SOBA students scored 64th percentile in among U.S. schools SOBA students scored 60th percentile. August 2018 scored the lowest, so the average scores for the most recent three classes is 65th and 61st percentiles respectively.</p> <p>Conclusion: Target met.</p> <p>Action: None, but monitor since SOBA is close to minimum.</p> <p>Closing the Loop: NA</p>	
MFT for MBA Analytical Skills: The ETS® Major Field Test measures an individual's critical thinking ability to analyze and interpret data. Questions employ materials such as diagrams, graphs and statistical data.	Target: Analytical skills will be evaluated according to the mean overall MFT score for MBA students compared to the national overall mean for the MBA MFT. The mean score for MBA students will not be significantly lower (within one standard deviation) than the national mean.	<p>Assessed Population: Total = 20 SOBA MBA students out of 20 students enrolled in August 2018, December 2018, and April 2018.</p> <p>Note: Due to the online MBA launching in 2018 and small sample size to date, the MFT results were not assessed until we had a few cohorts to combine.</p> <p>Dates Assessed: The combined cohort score from August 2018 through Spring 2019, was a mean of 249 which exceeds the national 2018 mean of 247.9.</p> <p>Assessed Population: Total = 14 students in the August 2019 section and the total 34 students taking the MFT since August 2018.</p> <p>Dates Assessed: The 14 MBA students testing in August 2019 achieved a mean of 252, exceeding the 2018 Comparative Data Guide</p>	

		<p>reported mean of 247.9 for all domestic institutions.</p> <p>The score for all 34 students since August 2018 is 250, also exceeding the mean. The weighted average score for all 48 students completing the MBA to date is 249.9</p> <p>Conclusion: Target met.</p> <p>Action: NA</p> <p>Closing the Loop: NA</p>	
<p>Analytical Skills: Exiting MBA students will complete an online survey in which they will be asked how well the program prepared them with respect to analytical skills.</p>	<p>Target: At least 80% of the respondents will answer that they were "adequately," "well," or "very well" prepared with analytical skills.</p>	<p>Assessed Population: Total = 14 MBA students</p> <p>Dates Assessed: Spring & Summer 2019. 6 students replied 'more than adequately', 7 responded 'adequately' and 1 responded 'less than adequately' in regard to the program preparing them with respect to analytical skills. 92.6% of respondents replied prepared.</p> <p>Conclusion: Target met.</p> <p>Action: NA</p> <p>Closing the Loop: NA</p>	

Outcome: 4 - Integration and Strategy

Students will engage in an integrative experience necessary to attain a strategic view of business organizations.

Measure	Benchmarks	Academic Year 2018/2019	Academic Year 2019/2020 (Year 1)
<p><i>Creative Thinking and Sound Judgement:</i> Students will respond to a discussion question in BADM 760 asking them to assess the essentials of creative thinking and sound decision making in a given situation.</p>	<p><i>Target:</i> Students must achieve an average score of 2.5 or higher on the SOBA-modified AAC&U Creative Thinking Value Rubric.</p>	<p>Assessed Population: Total = 6 MBA students Date Assessed: August 2018 Findings: Students scored 2.125 on the rubric. Results/Conclusion: Target not met. Students submissions were not thorough enough to score well on the rubric. Action: Small sample to date. Instructor to emphasize assignment directions for next class offering. Monitor and reassess. Closing the Loop: NA</p> <p>Assessed Population: Total = 4 MBA students Date Assessed: Fall 2018 Findings: Students scored 1.25 on the rubric. Results/Conclusion: Target not met. Students submissions were again not thorough enough to score well on the rubric. One student scored zero, but the average without that score was still 1.67. Action: The instructor will add a creativity lesson to cover a conceptual framework within which students can answer the question. Closing the Loop: TBD</p> <p>Assessed Population: Total = 10 MBA students Date Assessed: Spring 2019 Findings: Students scored 2.33 on the rubric. Results/Conclusion: Target not met. One student did not answer and one student scored a 1 out of 4. The results have improved and would have been 2.5 without the very low student score. Action: Reemphasize the directions for this assessment with respect to the newly added lesson on creativity. Closing the Loop: Some improvement has occurred with the addition of the new lesson. Additional closure to be considered in next class offering.</p>	<p>Improvement:</p>

		<p>Assessed Population: Total = 14 MBA students Date Assessed: Summer 2019 Findings: Students scored 2.5 on the rubric. Results/Conclusion: Target met. Most students are now scoring better than a 2.5. Action: Continue to monitor these results since they are at a minimum level. Closing the Loop: Improvement has occurred with the addition of the new lesson and emphasizing the directions for the assignment.</p>	
<p>Integration - MFT for MBA: The ETS® Major Field Test for the MBA Assesses Strategic Integration with indicator A5.</p>	<p>Target: At least 50% of the A5 questions will be answered correctly by at least 50% of the students. When this mark is not met, then at least 75% of the questions answered by SOBA MBA students will have a correct answer percentage better than or within 5% of the national correct percentage.</p>	<p>Assessed Population: Total = 34 MBA students/4 Sections Dates Assessed: Sum 2018, Fall 2018, Sp 2019, Sum 2019 This is the first application of this measure due to an insufficient sample to date. IAW ETS rules, it was possible to calculate this with only 20 students as of spring 2019 and the result was the same: 57.6% of the A5 questions were answered correctly by at least 50% of the students, but only 78% of the questions had a correct answer percentage better than or within 5% of the national correct percentage.. Findings: 57.6% of the A5 questions were answered correctly by at least 50% of the students. For benchmark purposes, the additional calculation was made showing that 86.4% of the questions had a correct answer percentage better than or within 5% of the national correct percentage. Results/Conclusion: Target met Action: None necessary Closing the Loop: NA</p>	

<p>Integrative Experience: GLOBUS Strategic Management Simulation</p>	<p>Target: Students Industry average score will be higher than the Industry average score for all U.S. schools.</p>	<p>Assessed Population: Total = 6 MBA students Date Assessed: August 2018 Findings: SOBA Industry average = 94, US average = 90. Results/Conclusion: Target met. Action: NA Closing the Loop: NA</p> <p>Assessed Population: Total = 4 MBA students Date Assessed: Fall 2018 Findings: SOBA Industry average = 102, US average = 90. Results/Conclusion: Target met. Action: NA Closing the Loop: NA</p> <p>Assessed Population: Total = 10 MBA students Date Assessed: Spring 2019 Findings: SOBA Industry average = 95, US average = 90. Results/Conclusion: Target met. Action: NA Closing the Loop: NA</p> <p>Assessed Population: Total = 14 MBA students Date Assessed: Summer 2019 Findings: SOBA Industry average = 94, US average = 90. Results/Conclusion: Target met. Action: NA Closing the Loop: NA</p>	
<p>Leading in Organizational Situations: Students will respond to a discussion question in BADM 760 asking them to assess the role of leadership in strategy</p>	<p>Target: Students must achieve an average score of 85% or higher on the assessment of the role of leadership in strategy execution.</p>	<p>Assessed Population: Total = 6 MBA students Date Assessed: August 2018 Findings: Student average: 86.25 Results/Conclusion: Target met. Action: NA. Closing the Loop: TBD</p> <p>Assessed Population: Total = 4 MBA students</p>	

<p>execution.</p>		<p>Date Assessed: Fall 2018 Findings: Student average: 83.75 Results/Conclusion: Target not met. Small sample. Monitor and reassess. Action: Instructor to reemphasize assignment directions for next class offering. Closing the Loop: TBD</p> <p>Assessed Population: Total = 10 MBA students Date Assessed: Spring 2019 Findings: Student average: 87 Results/Conclusion: Target met. Action: NA Closing the Loop: Improvement over fall 2018.</p> <p>Assessed Population: Total = 14 MBA students Date Assessed: Summer 2019 Findings: Student average: 90.8 Results/Conclusion: Target met. Action: NA Closing the Loop: Significant improvement over fall 2018.</p>	
<p><i>Vision, Innovation/Creativity and Strategy:</i> Each GLO-BUS simulation team will develop and submit a comprehensive strategic analysis of their activities in the GLO-BUS simulation to include a corporate vision and their firm's efforts to be innovative and creative.</p>	<p><i>Target:</i> Students must achieve an average score of 85% or higher on the comprehensive strategic analysis.</p>	<p>Assessed Population: Total = 6 MBA students Date Assessed: August 2018 Findings: Student average: 97 Results/Conclusion: Target met. Action: NA. Closing the Loop: NA</p> <p>Assessed Population: Total = 4 MBA students Date Assessed: Fall 2018 Findings: Student average: 94.25 Results/Conclusion: Target met. Action: NA Closing the Loop: NA</p>	

Assessed Population: Total = 10 MBA students

Date Assessed: Spring 2019

Findings: Student average: 94.6

Results/Conclusion: Target met.

Action: NA

Closing the Loop: NA

Assessed Population: Total = 14 MBA students

Date Assessed: Summer 2019

Findings: Student average: 100

Results/Conclusion: Target met.

Action: NA

Closing the Loop: NA