

**Associate in Science in Business
University of South Carolina Lancaster
2013-2014 Assessment Report and 2014-2015 Assessment Plan**

I. ANNUAL REPORT FOR YEARS 2013-2014

MISSION STATEMENT

The mission of the Associate in Science (AS) in Business degree, offered through USC Lancaster, a regional campus of the University of South Carolina, is to provide educational opportunities that will prepare students for careers in business and industry as well as meet the preliminary requirements that transfer into the four-year Integrated Information Technology (ITEC) program offered at the University of South Carolina Columbia.

GOAL 1

Students completing the Associate in Science in Business degree program at USC Lancaster will achieve a foundational understanding of business practices, financial and economic concerns, and information technologies for the workplace. In the process of acquiring this knowledge, they will develop the fundamental skills, knowledge, and capacity for critical thought necessary to pursue further learning, to succeed in their chosen career fields, and to assume the responsibilities of informed and enlightened citizenship in their communities and in the wider society.

Curriculum

Curriculum for Learning Outcome 1

Accounting and Financial Skills

ACCT 225 Introduction to Financial Accounting or RETL 261 Functional Accounting I

Curriculum for Learning Outcome 2

Knowledge of Basic Legal Concepts

ITEC 240 Business Law or ACCT 324 Survey of Commercial Law

Curriculum for Learning Outcome 3

Management Skills

MGMT 371 Principles of Management

Curriculum for Learning Outcome 4

Effective Communication

SPCH 140 Public Communication, ITEC 242 Business Communications, or ENGL 463 Business Writing

Learning Outcome 1

Accounting and Financial Skills

Students completing the Associate of Science in Business degree program at USC Lancaster will be able to perform the basic functions of business financial operations, such as interpreting basic financial statements and reconciling accounts.

Criteria

70% of students should obtain a score of 3 or better on sample work submitted by Accounting faculty members.

Methods

2013-2014: Representative faculty members teaching ACCT 225 delivered samples of accounting work to USCL’s Assessment Coordinator. Following initial analysis of results, assessment data were reported to all faculty involved in the collection of sample student work, as well as to all business faculty, for review and recommendations.

Results

The Accounting and Financial Skills Rubric developed last year has been improved to include nine different traits to assess. In addition, students were given an on-line assessment exercise (using Cengage Software) to complete and assessment results were automatically collected by the program. This is a much more efficient way to assess students than previous methods. The results for the assessment exercise are provided below:

Results for Learning Outcome 1 *Accounting and Financial Skills*

Learning Outcome 1: Students completing the Associate of Science in Business degree program at USC Lancaster will be able to perform the basic functions of business financial operations, such as interpreting basic financial statements and reconciling accounts.		
Level of Achievement	Number of Artifacts Scored	Percentage of Artifacts
5 (Exemplary)	30	53.5%
4 (Proficient)	20	35.7%
3 (Adequate)	03	5.4%
2 (Developing)	00	0.0%
1 (Inadequate)	03	5.4%
Total artifacts scored	56	
Percentage Scoring 3 (out of 5) or higher on the <u>Accounting and Financial Skills Rubric</u>		94.6%
Overall Average Score		4.0

Subscores for Learning Outcome 1: In addition to the overall score, most samples for this outcome were also scored within nine subcategories below to better identify areas needed for improvement.				
Understanding the differences between cash and accrual accounting	Understanding the accounting cycle	Properly recording journal entries in a general journal format	Properly recording adjusting entries	Properly recording closing entries
Average Score	Average Score	Average Score	Average Score	Average Score
n/a*	n/a*	4.0	4.0	4.0

Properly identifying the components of the financial statements	Properly preparing a bank reconciliation	Properly recording for receivables including uncollectible receivables	Properly recording the purchase of and depreciation of long term assets
Average Score	Average Score	Average Score	Average Score
4.0	3.0	3.0	5.0

*artifact(s) submitted for review did not pertain to subcategory

Outcome was met with 94.6% (53 of 56 students) scoring 3 or better.

Use of Results

Student achievement levels are strong and no change is recommended at this time. Following initial analysis of results, assessment data will be reported to all business faculty for review and recommendations. Future submissions will need to address additional subcategories for assessment.

Learning Outcome 2

Knowledge of Basic Legal Concepts

Students completing the Associate of Science in Business degree program at USC Lancaster will be able to describe basic legal concepts and the judicial system, with emphasis on business law.

Criteria

70% of students should obtain a score of 3 (out of 5) or higher on the BUSN Knowledge of Basic Legal Concepts Rubric.

Methods

2013-2014: The Assessment Coordinator works with faculty to collect samples of ungraded student work relevant to the learning outcome from ITEC 240 or ACCT 324. These samples may include examinations, projects, research papers, PowerPoint presentations, or other relevant examples demonstrating knowledge of basic legal concepts relative to business law. These artifacts will be coded, stripped of identifying information, and scored by a faculty review panel including members of the Assessment Committee, as well as selected business faculty. Following initial analysis of results,

assessment data will be reported to all faculty involved in the collection of sample student work, as well as to all business faculty, for review and recommendations.

Results

Utilizing the Business Law Rubric, the Assessment Coordinator worked with faculty to collect samples of ungraded student work relevant to learning outcomes from ACCT 324. Artifacts were coded and stripped of identifying information before scoring. A faculty member approved to teach in the A.S. Business program scored these samples.

Results for Learning Outcome 2 *Knowledge of Basic Legal Concepts*

Learning Outcome 2: Students completing the Associate of Science in Business degree program at USC Lancaster will be able to describe basic legal concepts and the judicial system, with emphasis on business law.		
Level of Achievement	Number of Artifacts Scored	Percentage of Artifacts
5 (Exemplary)	2	4.34%
4 (Proficient)	7	15.22%
3 (Adequate)	20	43.48%
2 (Developing)	14	30.43%
1 (Inadequate)	3	6.52%
Total artifacts scored		46
Percentage Scoring 3 (out of 5) or higher on the Business Law Rubric		63.05%
Overall Average Score		2.8

Subscores for Learning Outcome 2: In addition to the overall score, most samples for this outcome were also scored within eight subcategories below to better identify areas needed for improvement.			
Identifying & understanding the legal process	Identifying and understanding various definitions & terminology	Identifying and understanding the elements of a cause of action	Understanding the application of relevant facts to the elements of a cause of action
Average Score	Average Score	Average Score	Average Score
2.8	3.3	2.1*	**NS
Identifying, understanding, and comparing different business entities	Identifying and understanding the real property sales process	Identifying and understanding agency relationships	Understanding and applying the Constitution with focus on the 1 st Amendment
Average Score	Average Score	Average Score	Average Score
*NS	**NS	*NS	2.6*

* Scores for 28 samples of 46 (some artifacts did not address specific subcategory)

**Not scored (artifacts submitted did not address specific subcategory)

Outcome was NOT MET with 63.05% (29 of 46 students) scoring at 3 or higher, with goal being 70% of students scoring at this level.

Use of Results

Student achievement levels fell from last year's results and the outcome was not met. However, it is noted that many of the artifacts submitted did not address all of the subcategories noted. Following initial analysis of results, assessment data will be reported to all business faculty for review and recommendations for changes. If no changes are made to the outcome, artifacts submitted in future cycles will need to address additional subcategories for more precise assessment of the outcome.

Learning Outcome 3

Management Skills

Students completing the Associate of Science in Business degree program at USC Lancaster will be able to apply basic management theories to reach appropriate business decisions.

Criteria

70% of students should obtain a score of 3 (out of 5) or higher on the [BUSN Management Skills Rubric](#).

Methods

2013-2014: Business faculty members will review the [BUSN Management Skills Rubric](#) to determine if any change is desired in the rubric or sample collection methods.

The Assessment Coordinator will then work with faculty to collect samples of ungraded student work relevant to the learning outcome from MGMT 371.

These samples may include examinations, projects, research papers, PowerPoint presentations, or other relevant examples demonstrating application of knowledge of basic management theories.

These artifacts will be coded, stripped of identifying information, and scored by a faculty review panel including members of the Assessment Committee, as well as selected business faculty.

Following initial analysis of results, assessment data will be reported to all business faculty for review and recommendations.

Results

Utilizing the [BUSN Management Skills Rubric](#), the Assessment coordinator worked with faculty to collect samples of ungraded student work relevant to learning outcomes from MGMT 371 (Sections A & V).

Artifacts were coded and stripped of identifying information before scoring. Faculty members approved to teach in the A.S. Business program scored these samples.

Initial results of the scoring were as follows:

Results for Learning Outcome 3 *Management Skills*

Learning Outcome 3: Students completing the Associate of Science in Business degree program at USC Lancaster will be able to apply basic management theories to reach appropriate business decisions.		
Level of Achievement	Number of Artifacts Scored	Percentage of Artifacts
5 (Exemplary)	9	15.25%
4 (Proficient)	25	42.37%
3 (Adequate)	19	32.2%
2 (Developing)	6	10.17%
1 (Inadequate)	0	0%
Total artifacts scored	59	
Percentage Scoring 3 (out of 5) or higher on the Management Skills Rubric		89.83%
Overall Average Score		3.6

Subscores for Learning Outcome 3: In addition to the overall score, most samples for this outcome were also scored within four subcategories below to better identify areas needed for improvement.

Ability to apply business acumen	Ability to plan, research, & complete assignments properly	Ability to think strategically	Ability to understand basic management principles
Average Score	Average Score	Average Score	Average Score
3.6	NS*	3.6	3.6

*Not scored (artifacts submitted did not address specific subcategory)

Outcome was met with 89.83% (53 of 59 students) scoring 3 or higher, with goal being 70% of students scoring at this level.

Use of Results

Student achievement levels are strong for this assessment and no immediate change is recommended in the scoring rubric or assessment methods.

Following initial analysis of results, assessment data will be reported to all business faculty for review and recommendations for improving student performance in the areas noted in the subscores. Future submissions will need to address additional subcategories for assessment.

Learning Outcome 4

Effective Communication

Students completing the Associate of Science in Business degree program at USC Lancaster will be able to communicate effectively for a business environment.

Criteria

70% of students should obtain a score of 3 (out of 5) or higher on the [BUSN Effective Communication Rubric](#).

Methods

2013-2014: Business faculty members met with USCL's Assessment Coordinator members to develop the BUSN Effective Communication Rubric.

The Assessment Coordinator will then work with faculty to collect samples of ungraded student work relevant to the learning outcome from SPCH 140, ITEC 242, or ENGL 463.

These samples may include examinations, projects, research papers, PowerPoint presentations, or other relevant examples demonstrating effective communication in a business environment.

These artifacts will be coded, stripped of identifying information, and scored by a faculty review panel including members of the Assessment Committee, as well as selected business faculty.

Following initial analysis of results, assessment data will be reported to all faculty involved in the collection of sample student work, as well as to all business faculty, for review and recommendations.

Results

Business faculty developed the [BUSN Effective Communication Rubric](#) in coordination with USCL's Assessment Coordinator.

Ungraded work was collected from students enrolled in SPCH 140 (Public Speaking), and ITEC 242 (Business Communications).

Additionally, business faculty decided to include ungraded work from ITEC 143 (Advanced Business Document Preparation), as it pertains to effective communication within business.

These samples were processed as described in Methods above and scored. Business faculty scored the Business Communication samples and Speech faculty scored the public speaking samples; no faculty members scored samples from their own classes.

Results for Learning Outcome 4 *Effective Communication*

A) Spoken Component – SPCH 140 (Public Speaking)

Learning Outcome 4: Students completing the Associate of Science in Business degree program at USC Lancaster will be able to communicate effectively for a business environment.		
Level of Achievement	Number of Artifacts Scored	Percentage of Artifacts
5 (Exemplary)	12	20%
4 (Proficient)	17	28.36%
3 (Adequate)	25	41.66%
2 (Developing)	05	8.33%
1 (Inadequate)	01	1.67%
Total artifacts scored	60	
Percentage Scoring 3 (out of 5) or higher on the Effective Communication Rubric		90%
Overall Average Score		3.50

Subscores for Learning Outcome 4: In addition to the overall score, most samples for this outcome were also scored within four subcategories below to better identify areas needed for improvement.			
Purpose	Organization	Evidence or Support	Wording & Mechanics
Average Score	Average Score	Average Score	Average Score
3.90	3.60	3.40	3.10

Outcome was met with 90% of students (56 out of 60) scoring at the 70% stated goal.

B) Written Component – ITEC 143 (Advanced Business Document Preparation) & ITEC 242 (Business Communications)

Learning Outcome 4: Students completing the Associate of Science in Business degree program at USC Lancaster will be able to communicate effectively for a business environment.		
Level of Achievement	Number of Artifacts Scored	Percentage of Artifacts
5 (Exemplary)	5	25%
4 (Proficient)	9	45%
3 (Adequate)	4	20%
2 (Developing)	1	5%
1 (Inadequate)	1	5%
Total artifacts scored	20	
Percentage Scoring 3 (out of 5) or higher on the Effective Communication Rubric		90%
Overall Average Score		3.76

Subscores for Learning Outcome 4: In addition to the overall score, most samples for this outcome were also scored within four subcategories below to better identify areas needed for improvement.			
Identifying the components of a resume, cover letters, and interviewing skills	Identifying the writing and presenting of a research paper	Properly composing positive, negative, and persuasive messages	Identifying cultural differences and nonverbal communication
Average Score	Average Score	Average Score	Average Score
4.2*	NS***	3.2**	NS***

*scores for 13 artifacts (out of 20) – not all artifacts addressed each subcategory

**scores for 7 artifacts (out of 20) – not all artifacts addressed each subcategory

***Not scored (artifacts submitted did not address subcategory)

Outcome was met with 90% of students (18 out of 20) scoring at the 70% stated goal.

Use of Results

Student achievement levels appear to be solid for the assessment. Following initial analysis of results, assessment data will be reported to all business faculty for review and recommendations.

Recommendations:

- Select samples more appropriate to the rubric.
- Consider revisions to rubric. Many of the samples submitted that did not fit the rubric still served as examples of effective business communication. One subscore area, “Research Paper,” had no scores at all, indicating that this category did not apply to the samples of student work submitted. If this is an important aspect of the outcome, business faculty should submit relevant samples; if not, the category should be eliminated from the rubric.

II. FUTURE ASSESSMENT PLAN FOR YEARS 2014-2015

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Curriculum for Learning Outcome 3

Management Skills

MGMT 371 Principles of Management

Curriculum for Learning Outcome 4

Effective Communication

SPCH 140 Public Communication, ITEC 242 Business Communications, or ENGL 463 Business Writing

Learning Outcome 1

Accounting and Financial Skills

Students completing the Associate of Science in Business degree program at USC Lancaster will be able to perform the basic functions of business financial operations, such as interpreting basic financial statements and reconciling accounts.

Criteria

70% of students should obtain improved scores on an Office Proficiency Assessment and Certification (OPAC) bank reconciliation post-test as compared to pre-test measures.

Methods

2014-2015: Business faculty will review the Accounting and Financial Skills Rubric to determine if additional change is desired in the rubric or sample collection methods. (This is unlikely, as the rubric was modified in the 2012-2013 assessment cycle.) Following initial analysis of results, assessment data will be reported to all business faculty for review and recommendations.

Learning Outcome 2

Knowledge of Basic Legal Concepts

Students completing the Associate of Science in Business degree program at USC Lancaster will be able to describe basic legal concepts and the judicial system, with emphasis on business law.

Criteria

70% of students should obtain a score of 3 (out of 5) or higher on the BUSN Knowledge of Basic Legal Concepts Rubric.

Methods

2014-2015: The Assessment Coordinator will work with faculty to collect samples of ungraded student work relevant to the learning outcome from ITEC 240 or ACCT 324. These samples may include examinations, projects, research papers, PowerPoint presentations, or other relevant examples demonstrating knowledge of basic legal concepts relative to business law. These artifacts will be coded, stripped of identifying information, and scored by a faculty review panel including members of the Assessment Committee, as well as selected business faculty. Following initial analysis of results, assessment data will be reported to all business faculty for review and recommendations.

Learning Outcome 3

Management Skills

Students completing the Associate of Science in Business degree program at USC Lancaster will be able to apply basic management theories to reach appropriate business decisions.

Criteria

70% of students should obtain a score of 3 (out of 5) or higher on the [BUSN Management Skills Rubric](#).

Methods

2014-2015: Business faculty members will review the [BUSN Management Skills Rubric](#) to determine if any change is desired in the rubric or sample collection methods. The Assessment Coordinator will then work with faculty to collect samples of ungraded student work relevant to the learning outcome from MGMT 371. These samples may include examinations, projects, research papers, PowerPoint presentations, or other relevant examples demonstrating application of knowledge of basic management theories.

It may be necessary to review a greater variety of artifacts and samples in order to adequately assess the various subcategories outlined in the rubric. These artifacts will be coded, stripped of identifying information, and scored by a faculty review panel including members of the Assessment Committee, as well as selected business faculty. Following initial analysis of results, assessment data will be reported to all business faculty for review and recommendations.

Learning Outcome 4

Effective Communication

Students completing the Associate of Science in Business degree program at USC Lancaster will be able to communicate effectively for a business environment.

Criteria

70% of students should obtain a score of 3 (out of 5) or higher on the [BUSN Effective Communication Rubric](#).

Methods

2014-2015: Business faculty members will review the [BUSN Effective Communication Rubric](#) to determine if any change is desired in the rubric or sample collection methods. The Assessment Coordinator will then work with faculty to collect samples of ungraded student work relevant to the learning outcome from SPCH 140, ITEC 143, ITEC 242, or ENGL 463. These samples may include examinations, projects, research papers, PowerPoint presentations, or other relevant examples demonstrating effective communication in a business environment. These artifacts will be coded, stripped of identifying information, and scored by a faculty review panel including members of the Assessment Committee, as well as selected business faculty. Following analysis of results, assessment data will be reported to all business faculty for review and recommendations.