

Table XXX

BSBA Assessment Results for “Basic Content Knowledge” Learning Goal: Aggregate Subject Matter Scores

Subject Matter	Assessment Method/and or Measures	Target Performance Level	Results	Follow-up
<i>Accounting</i>	Individual Student Performance on 15 accounting related questions	Goal is for students to correctly answer 70% correct.	Fall 15: 55% Spring 16: 62% Fall 16: 55% Spring 17: 78%	
<i>Finance</i>	Individual Student Performance on 15 finance related questions	Goal is for students to correctly answer 70% correct.	Fall 15: 45% Spring 16: 37% Fall 16: 39% Spring 17: 49%	
<i>Information Systems</i>	Individual Student Performance on 15 information systems questions	Goal is for students to correctly answer 70% correct.	Fall 15: 44% Spring 16: 34% Fall 16: 39% Spring 17: 40%	
<i>Supply Chain and Analytics</i>	Individual Student Performance on 15 Supply Chain and Analysis related questions	Goal is for students to correctly answer 70% correct.	Fall 15: 55% Spring 16: 54% Fall 16: 65% Spring 17: 52%	
<i>Management</i>	Individual Student Performance on 15 management related questions	Goal is for students to correctly answer 70% correct.	Fall 15: 72% Spring 16: 61% Fall 16: 57% Spring 17: 58%	
<i>Marketing</i>	Individual Student Performance on 15 marketing related questions	Goal is for students to correctly answer 70% correct.	Fall 15: 78% Spring 16: 70% Fall 16: 73% Spring 17: 61%	

Table XXX

BSBA Assessment Results for “Basic Content Knowledge” Learning Objectives: Accounting Scores

Learning Objectives	Assessment Method/and or Measures	Target Performance Level	Results	Follow-up
1. Basic Accounting terminology	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Fall 15: 74% Spring 16: 79% Fall 16: 65 % Spring 17: 90%	
2. Business transactions	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Fall 15: 68% Spring 16: 73% Fall 16: 76% Spring 17: 91%	
3. Financial statements	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Fall 15: 56% Spring 16: 59% Fall 16: 60% Spring 17: 46%	
4. Basic cost terminology	Individual Student Performance on 3 related	Goal is for students to correctly answer 70% correct.	Fall 15: 48% Spring 16: 50% Fall 16: 31% Spring 17: 79%	
5. Cost, volume profit concepts	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Fall 15: 31% Spring 16: 48% Fall 16: 45% Spring 17: 84%	

Table XXX

BSBA Assessment Results for “Basic Content Knowledge” Learning Objectives: Finance Scores

Learning Objectives	Assessment Method/and or Measures	Target Performance Level	Results	Follow-up
1. Financial principles	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Fall 15: 37% Spring 16: 48% Fall 16: 66% Spring 17: 37%	
2. Analytical and problem solving	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Fall 15: 49% Spring 16: 26% Fall 16: 35% Spring 17: 60%	
3. Evaluate financial statements	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Fall 15: 50% Spring 16: 36% Fall 16: 34% Spring 17: 41%	
4. Financial markets	Individual Student Performance on 3 related	Goal is for students to correctly answer 70% correct.	Fall 15: 42% Spring 16: 41% Fall 16: 42% Spring 17: 41%	
5. Financial assessment	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Fall 15: 48% Spring 16: 37% Fall 16: 20% Spring 17: 64%	

Table XXX

BSBA Assessment Results for “Basic Content Knowledge” Learning Objectives: Information Systems Scores

Learning Objectives	Assessment Method/and or Measures	Target Performance Level	Results	Follow-up
1. Technology and information management	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Fall 15: 28% Spring 16: 49% Fall 16: 39% Spring 17: 26%	
2. Strategic thinking	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Fall 15: 26% Spring 16: 29% Fall 16: 31% Spring 17: 46%	
3. Ethics and technology	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Fall 15: 67% Spring 16: 36% Fall 16: 38% Spring 17: 46%	
4. Analysis and design	Individual Student Performance on 3 related	Goal is for students to correctly answer 70% correct.	Fall 15: 64% Spring 16: 30% Fall 16: 48% Spring 17: 36%	
5. Utilize information systems	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Fall 15: 36% Spring 16: 29% Fall 16: 37% Spring 17: 44%	

Table XXX

BSBA Assessment Results for “Basic Content Knowledge” Learning Objectives: Supply Chain and Analytics Scores

Learning Objectives	Assessment Method/and or Measures	Target Performance Level	Results	Follow-up
1. Statistical principles and methods	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Fall 15: 38% Spring 16: 52% Fall 16: 48% Spring 17: 59%	
2. Supply chain concepts	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Fall 15: 67% Spring 16: 72% Fall 16: 75% Spring 17: 55%	
3. Role and value of technology	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Fall 15: 47% Spring 16: 43% Fall 16: 44% Spring 17: 51%	
4. Apply quantitative methods	Individual Student Performance on 3 related	Goal is for students to correctly answer 70% correct.	Fall 15: 69% Spring 16: 47% Fall 16: 80% Spring 17: 46%	
5. Communication	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Fall 15: 53% Spring 16: 57% Fall 16: 78% Spring 17: 50%	

Table XXX

BSBA Assessment Results for “Basic Content Knowledge” Learning Objectives: Management Scores

Learning Objectives	Assessment Method/and or Measures	Target Performance Level	Results	Follow-up
1. Individual differences and perceptions	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Fall15: 78% Spring 16: 71% Fall 16: 84% Spring 17: 79%	
2. Motivation and decision making	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Fall 15: 75% Spring 16: 61% Fall 16: 39% Spring 17: 67%	
3. Communications, conflict, and team dynamics	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Fall 15: 84% Spring 16: 79% Fall 16: 58% Spring 17: 51%	
4. Influence and Leadership	Individual Student Performance on 3 related	Goal is for students to correctly answer 70% correct.	Fall 15: 76% Spring 16: 44% Fall 16: 55% Spring 17: 55%	
5. Organization structure and leadership	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Fall 15: 50% Spring 16: 52% Fall 16: 52% Spring 17: 39%	

Table XXX

BSBA Assessment Results for “Basic Content Knowledge” Learning Objectives: Marketing Scores

Learning Objectives	Assessment Method/and or Measures	Target Performance Level	Results	Follow-up
1. Marketing concepts	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Fall 15: 77% Spring 16: 84% Fall 16: 83% Spring 17: 77%	
2. Consumer behavior and segmentation	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Fall 15: 90% Spring 16: 55% Fall 16: 82% Spring 17: 52%	
3. New products and branding	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Fall 15: 85% Spring 16: 77% Fall 16: 76% Spring 17: 80%	
4. Integrated marketing communications	Individual Student Performance on 3 related	Goal is for students to correctly answer 70% correct.	Fall 15: 86% Spring 16: 62% Fall 16: 55% Spring 17: 38%	
5. Channel and Pricing	Individual Student Performance on 3 related questions	Goal is for students to correctly answer 70% correct.	Fall 15: 53% Spring 16: 70% Fall 16: 66% Spring 17: 57%	