

**University of South Carolina Lancaster  
Associate in Science (AS) in Business  
Academic Program Assessment Executive Summary, 2013-2014**

**Overview**

The Associate in Science (AS) in Business degree provides 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. Since the degree is intended both for students who will complete their education after earning the AS and for those who will pursue baccalaureate study, the curriculum is accordingly designed to be both comprehensive for entry-level work and to feed into ITEC requirements.

As the chart below indicates, with a minimum performance level of 70% of students meeting the outcome, all learning outcomes were met for all degree programs, indicating programmatic success and positive student learning:

<b>Learning Outcome</b>	<b>Total # student samples assessed</b>	<b>% successfully meeting outcome</b>	<b>Overall average score (5-1)</b>
1. Accounting and Financial Skills	56	94.6%	4.00
2. Knowledge of Basic Legal Concepts	46	63.05%	2.80
3. Management Skills	59	89.83%	3.60
4. Effective Communication			
A) Spoken Component	60	90.0%	3.50
B) Written Component	20	90.0%	3.76

**Use of Results**

The 2013-2014 assessment cycle represents the fourth year that USCL has assessed the BUSN AS degree with specific business outcomes; previously the degree was assessed by studying student performance in general education outcomes. Business faculty worked closely with the Assessment Coordinator to develop an assessment program, rubrics, and to collect appropriate student data.

In light of the development of the Carolina Core, the Assessment Coordinator will provide results to the Business Faculty for review and consideration for changes to the A.S. Business curriculum. Special emphasis will be placed on Learning Outcome #2 (Knowledge of Basic Legal Concepts), as this learning outcome target was NOT MET for the 2013-2014 cycle.

**Budgetary Effects**

Four years of consecutive budget cuts in state allocations have greatly restricted USC Lancaster's flexibility in allocating resources based on its assessment findings. From a state appropriation of \$2.1 million in 2008, the campus's fiscal year allocation from the SC General Assembly for 2013-2014 has been reduced to \$1,468,791 (approximately 10% of total annual budget).

Assessment findings are distributed campus wide to all faculty and staff and are being used by various faculty committees such as Hiring Priorities, Computer, and Academic Success Center, to identify those areas in which additional funds need to be allocated in order to hire faculty members,

purchase appropriate software to assist students (this is especially true in areas such as math), and to employ professional tutors in the Academic Success Center.

Each committee reports to the USCL Executive Council and makes its recommendations regarding those areas of greatest need. The findings of USCL's assessment efforts inform committee members and guide them in making these recommendations.