

2016/2017 BSBA Learning Goal 4: Functional Business Knowledge

Assessment Method

Last-semester seniors enrolled in our undergraduate capstone course (BUS 4000 – Business Capstone Experience) take the ETS Major Field Test in Business as part of the course. The current cohort consisted of students from the 2015-2016 academic year (n=359). Students are required to take the exam, outside of normal class time, and are encouraged to perform to the best of their ability. Their score on the ETS exam accounts for 10% of their grade in BUS 4000. The table below includes results for 2016-2017, as well as the two previous academic years.

Summary Results

Business Knowledge Functional Area	COB percentile scores per year, all students (2015 n=449) (2016 n=235*) (2017 n=359)	
Accounting 2015 2016 2017		79 76 75
Economics 2015 2016 2017		76 78 75
Management 2015 2016 2017		96 96 84
Quant. Analysis 2015 2016 2017		90 90 84
Finance 2015 2016 2017		84 84 72
Marketing 2015 2016 2017		83 74 83
Legal & Social 2015 2016 2017		80 82 64
Info. Systems 2015 2016 2017		86 83 88
International 2015 2016 2017		89 83 68
ETS Exam Total 2015 2016 2017		89 87 80

* Approximately 50% of students took the Business Aptitude Test (BAT) instead of the ETS exam.