

2017-18 Assessment Cycle

## Assessment Findings

### Finding per Measure

#### Accounting Program (AAS) Outcome Set

Outcome

##### **Outcome : 1. Recognize the primary theories within the principle functional areas of business.(IL)**

Recognize the primary theories within the principle functional areas of business including: Accounting, Economics, Law, Management, and Marketing.

##### ▼ **Measure:** End of Program Exam *Program level ; Direct - Exam*

|                                 |  |
|---------------------------------|--|
| Details/Description:            | The students will take their End of Program Exam in ACCT 4523 Intermediate Accounting. |
| Acceptable Target:              | 50% of students will correctly answer 70% or more of the multiple choice questions.    |
| Ideal Target:                   | 70% of students will correctly answer 70% or more of the multiple choice questions.    |
| Implementation Plan (timeline): | The End of Program Exam will be administered every year starting in 2017-2018.         |
| Key/Responsible Personnel:      | ACCT 4523 Instructor<br>Danielle Green<br>Mark Boxsom                                  |

Supporting Attachments:

[AAS Accounting End of Program Exam \(Adobe Acrobat Document\)](#)


Findings for End of Program Exam

Summary of Findings: 0% of students achieved the target of 70% correct.

Results : Acceptable Target Achievement: Not Met;  
Ideal Target Achievement: Approaching

Reflections/Notes:

Substantiating Evidence:

 Accounting End of Program Exam Results (Adobe Acrobat Document)

**These Findings are associated with the following Actions:**

End of Program Exam  
Action Plan  
(Continuous Improvement  
Action; 2017-18 Assessment  
Cycle)

▼ **Measure:** Exit Survey  
*Program level ; Indirect - Survey*

|                                 |  |
|---------------------------------|--|
| Details/Description:            | All students will take the AAS in Accounting Exit Survey administered through Blackboard.  |
| Acceptable Target:              | 70% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.   |
| Ideal Target:                   | 80% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.   |
| Implementation Plan (timeline): | The AAS in Accounting Exit Survey will be administered to all graduating students through Blackboard starting in academic year 2017-2018. This survey will be administered every year for graduating students. |

Key/Responsible  
Personnel:

Jeff Lokey  
Danielle Green  
Mark Bloxson  
AAS in Accounting Curriculum Coordinator

Supporting Attachments:

 AAS Accounting Exit Survey (Adobe Acrobat Document)

#### Findings for Exit Survey

Summary of Findings: 100% of students indicated “agree” or higher in achieving each of the program student learning outcomes

Results : Acceptable Target Achievement: Met; Ideal Target Achievement: Exceeded

Reflections/Notes:

Substantiating Evidence:

 Accounting Student Exit Surveys (Adobe Acrobat Document)

**These Findings are associated with the following Actions:**

PSLO 1 - Indirect Measure  
(Continuous Improvement Action; 2017-18 Assessment Cycle)

**Outcome : 2. Demonstrate professional business communication.(WO)**

▼ **Measure:** Business Communication Project  
*Program level ; Direct - Student Artifact*


|                                 |  |
|---------------------------------|--|
| Details/Description:            | Students will research a business topic and write a formal report. This topic must be approved by the instructor. A Powerpoint presentation will be created from this report and presented to the class. |
| Acceptable Target:              | 50% of students will achieve a rating of "Meets" or above on the AAS in Accounting Rubric.   |
| Ideal Target:                   | 70% of students will achieve a rating of "Meets" or above on the AAS in Accounting Rubric.   |
| Implementation Plan (timeline): | The Business Communication Project will be implemented in BUAD 2033 Business Communications in the 2017-2018 academic year and administered every year.  |
| Key/Responsible Personnel:      | BUAD 2033 Instructor<br>Danielle Green<br>Mark Bloxsom   |


Supporting Attachments:

 AAS Accounting Communication Project (Adobe Acrobat Document)

Findings for Business Communication Project

|                          |   |
|--------------------------|---|
| Summary of Findings:     | 100% of students either met or exceeded the standard on the business communication project. |
| Results :                | Acceptable Target Achievement: Exceeded;<br>Ideal Target Achievement: Exceeded              |
| Reflections/Notes:       |   |
| Substantiating Evidence: |   |

 Accounting Business Communications Evidence Documents (Adobe Acrobat Document)

 Accounting Business Communications Project (Adobe Acrobat Document)

**These Findings are associated with the following Actions:**

Communication Project  
Action Plan  
(Continuous Improvement  
Action; 2017-18 Assessment  
Cycle)

▼ **Measure:** Exit Survey  
*Program level ; Indirect - Survey*

|                                 |  |
|---------------------------------|--|
| Details/Description:            | All students will take the AAS in Accounting Exit Survey administered through Blackboard.  |
| Acceptable Target:              | 70% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.   |
| Ideal Target:                   | 80% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.   |
| Implementation Plan (timeline): | The AAS in Accounting Exit Survey will be administered to all graduating students through Blackboard starting in academic year 2017-2018. This survey will be administered every year for graduating students. |
| Key/Responsible Personnel:      | Jeff Lokey<br>Danielle Green<br>Mark Bloxsom<br>AAS in Accounting Curriculum Coordinator   |

Supporting Attachments:

 AAS Accounting Exit Survey (Adobe Acrobat Document)

## Findings for Exit Survey

Summary of Findings: 100% of students indicated “agree” or higher in achieving each of the program student learning outcomes

Results : Acceptable Target Achievement: Met; Ideal Target Achievement: Exceeded

Reflections/Notes:

Substantiating Evidence:

 Accounting Student Exit Surveys (Adobe Acrobat Document)

**These Findings are associated with the following Actions:**

PSLO 2 - Indirect Measure  
(Continuous Improvement Action; 2017-18 Assessment Cycle)

**Outcome : 3. Illustrate critical thinking and effective decision-making within the principle functional areas of accounting. (CT)**

▼ **Measure:** End of Program Exam (Essay)  
*Program level ; Direct - Exam*

|                                 |   |
|---------------------------------|---|
| Details/Description:            | The students will take their End of Program Exam in ACCT 4523 Intermediate Accounting.                            |
| Acceptable Target:              | 50% of students will "Meet" or "Exceed" the requirement on essay questions based on the AAS in Accounting Rubric. |
| Ideal Target:                   | 70% of students will "Meet" or "Exceed" the requirement on essay questions based on the AAS in Accounting Rubric. |
| Implementation Plan (timeline): | The End of Program Exam will be administered every year starting in 2017-2018.                                    |
| Key/Responsible Personnel:      | ACCT 4523 Instructor<br>Danielle Green<br>Mark Boxsom   |

Supporting Attachments:

[AAS Accounting Essay Questions \(Adobe Acrobat Document\)](#)

Findings for End of Program Exam (Essay)

|                          |  |
|--------------------------|--|
| Summary of Findings:     | 0% of students either met or exceeded the standard on the related essay questions. |
| Results :                | Acceptable Target Achievement: Not Met;<br>Ideal Target Achievement: Approaching   |
| Reflections/Notes:       |  |
| Substantiating Evidence: |  |

[Accounting End of Program Essay Results \(Adobe Acrobat Document\)](#)

**These Findings are associated with the following Actions:**

End of Program Exam  
Action Plan  
(Continuous Improvement  
Action; 2017-18 Assessment  
Cycle)

▼ **Measure:** Exit Survey  
*Program level ; Indirect - Survey*

|                                 |  |
|---------------------------------|--|
| Details/Description:            | All students will take the AAS in Accounting Exit Survey administered through Blackboard.  |
| Acceptable Target:              | 70% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.   |
| Ideal Target:                   | 80% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.   |
| Implementation Plan (timeline): | The AAS in Accounting Exit Survey will be administered to all graduating students through Blackboard starting in academic year 2017-2018. This survey will be administered every year for graduating students. |
| Key/Responsible Personnel:      | Jeff Lokey<br>Danielle Green<br>Mark Bloxsom<br>AAS in Accounting Curriculum Coordinator   |

Supporting Attachments:

 AAS Accounting Exit Survey (Adobe Acrobat Document)

Findings for Exit Survey

|                          |  |
|--------------------------|--|
| Summary of Findings:     | 84% of students indicated "agree" or higher in achieving each of the program student learning outcomes |
| Results :                | Acceptable Target Achievement: Met; Ideal Target Achievement: Exceeded                                 |
| Reflections/Notes:       |  |
| Substantiating Evidence: |  |



**These Findings are associated with the following Actions:**

PSLO 3 - Indirect Measure  
(Continuous Improvement Action; 2017-18 Assessment Cycle)

**Outcome : 4. Identify ethical issues within accounting.**

▼ **Measure:** End of Program Exam (Essay)  
*Program level ; Direct - Exam*

|                                 |   |
|---------------------------------|---|
| Details/Description:            | The students will take their End of Program Exam in ACCT 4523 Intermediate Accounting.                            |
| Acceptable Target:              | 50% of students will "Meet" or "Exceed" the requirement on essay questions based on the AAS in Accounting Rubric. |
| Ideal Target:                   | 70% of students will "Meet" or "Exceed" the requirement on essay questions based on the AAS in Accounting Rubric. |
| Implementation Plan (timeline): | The End of Program Exam will be administered every year starting in 2017-2018.                                    |
| Key/Responsible Personnel:      | ACCT 4523 Instructor<br>Danielle Green<br>Mark Boxsom   |

Supporting Attachments:

[AAS Accounting Essay Questions \(Adobe Acrobat Document\)](#)

### Findings for End of Program Exam (Essay)

Summary of Findings: 0% of students either met or exceeded the standard on the related essay questions.

Results : Acceptable Target Achievement: Not Met;  
Ideal Target Achievement: Approaching

Reflections/Notes:

Substantiating Evidence:

[Accounting End of Program Essay Results \(Adobe Acrobat Document\)](#)

**These Findings are associated with the following Actions:**

End of Program Exam  
Action Plan  
(Continuous Improvement  
Action; 2017-18 Assessment  
Cycle)

▼ **Measure:** Exit Survey  
*Program level ; Indirect - Survey*

Details/Description: All students will take the AAS in Accounting Exit Survey administered through Blackboard.

Acceptable Target: 70% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.

Ideal Target: 80% of all graduating students will indicate "Agree" or higher in achieving each of the program student learning outcomes.

Implementation Plan  
(timeline):

The AAS in Accounting Exit Survey will be administered to all graduating students through Blackboard starting in academic year 2017-2018. This survey will be administered every year for graduating students.

Key/Responsible  
Personnel:

Jeff Lokey  
Danielle Green  
Mark Bloxsom  
AAS in Accounting Curriculum Coordinator

Supporting Attachments:

 AAS Accounting Exit Survey (Adobe Acrobat Document)

#### Findings for Exit Survey

Summary of Findings: 66% of students indicated “agree” or higher in achieving each of the program student learning outcomes

Results : Acceptable Target Achievement: Not Met;  
Ideal Target Achievement: Approaching

Reflections/Notes:

Substantiating Evidence:

 Accounting Student Exit Surveys (Adobe Acrobat Document)

**These Findings are associated  
with the following Actions:**

PSLO 4 - Indirect  
Measure  
(Continuous Improvement  
Action; 2017-18  
Assessment Cycle)

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