

## BBA – Accounting

<b>Learning Outcome</b> <i>Of Division of Accountancy,            Computer Information Systems &amp;            Finance</i>	<b>Data Collection and            Analysis</b>	<b>Results of Evaluation</b>	<b>Use of Evaluation            Results</b>
<p>Accounting students will demonstrate the ability to recognize ethical dilemmas and make ethical business decisions.</p>	<p>1) Accounting undergraduate students will score in the 50<sup>th</sup> percentile on the Legal and Society area of the Major Field Achievement Test (MFT).</p> <p>2) At least 90% of the Accounting graduates responding to the Alumni/ Graduate Survey will report that the Accounting program prepared them to make ethical decisions.</p> <p>3) At least 75% of the employers responding to the Employer Survey will report that Accounting graduates demonstrated the ability to recognize ethical dilemmas and make ethical business decisions.</p>	<p>1) Accounting students scored an average of 47.2% correct answers which approximates 50<sup>th</sup> percentile.</p> <p>The Accountancy curriculum requires a course, ACC 477, Forensic Accounting, which addresses ethical issues.</p> <p>2) In progress</p> <p>3) Pending on responses of Alumni/Graduate Survey.</p>	<p>1) The Accountancy Department Curriculum Committees will encourage faculty to revise courses to include ethical situations.</p> <p>2) Include assignments involving ethical decisions through cases and short exercises in the various courses.</p> <p>3) Same as above.</p>
<p>Accounting majors will demonstrate the ability to apply business knowledge to practice.</p>	<p>1) Accounting undergraduate students will score in the 50<sup>th</sup> percentile on the Accounting functional area of the Major Field Achievement Test (MFT).</p> <p>2) At least 90% of the Accounting graduates taking licensure/certification examinations will successfully complete the examinations.</p>	<p>1) Accounting students scored an average of 54.2% correct answers which approximates 55<sup>th</sup> percentile.</p> <p>2) In progress. However, privacy laws have been prohibitive of detail disclosures from examination boards. Reliance on candidates' notification of success of each examination part is not accurate for reporting purposes.</p>	<p>1) The ACC Department Curriculum Committee will review the balance of basic accounting versus broad coverage of topics.</p> <p>2) Evaluate curriculum to include all areas of business.</p>

	3) At least 75% of the employers responding to the Employer Survey will report that Accounting graduates demonstrated the ability to think strategically and creatively.	3) Pending the results of the Alumni/ Graduate Survey.	3) The ACC Department Curriculum Committee will encourage faculty to revise assignments to challenge students to think strategically and creatively.
Division majors will demonstrate effective oral and written communication skills.	<p>1) At least 80% of the Division majors will earn credit on the writing proficiency and/or CAAP exam. Examine data from Writing Proficiency Exam and the CAAP,</p> <p>2) At least 90% of the Division graduates responding to the Alumni/Graduate Survey will report that the Division programs enhanced their presentation/writing skills.</p> <p>3) At least 75% of the employer responding to the Employer Survey will report that Division graduates demonstrated strong one-on-one interpersonal skills, written communication skills and oral presentation skills.</p> <p>4) Students through the University-conducted Survey of Graduates ranked the Division on a scale from 1 to 5 with 1 being the best score on whether students were helped to communicate effectively.</p>	<p>1) Composite pass rate of Division majors on the Writing Proficiency Exam are for the following academic years: 2005-2006: 60.3% 2004-2005: 49.0% 2003-2004: 45.9%</p> <p>2) In progress.</p> <p>3) Pending the results of the Alumni/Graduate Survey.</p> <p>4) The Survey of Graduates show the Division received the following scores on whether students were helped to communicate effectively: 2006: 1.7 2005: 1.8 2004: 1.7</p>	<p>1) The departmental curriculum committees upon review of testing results will require additional writing exercises.</p> <p>2) Departmental curriculum committees will review the adequacy of programs' priority on presentation/writing skills.</p> <p>3) Departmental curriculum committees will review the adequacy of programs' priority on presentation/writing skills.</p> <p>4) Departmental curriculum committees will review the effectiveness of individual programs</p>
Division majors will demonstrate the ability to use and manage business technology.	1) At least 80% of the Division majors will demonstrate proficiency on special projects. Syllabi of Division faculty will be reviewed for the incorporation of business technology	<p>1) 87.5% of Division faculty made assignments requiring the use of business technology.</p> <p>It is by the nature of the courses</p>	1) The departmental curriculum committees will encourage Division faculty to increase the use of business technology.

	<p>into Division courses</p> <p>2) At least 90% of the Division graduates responding to the Alumni/Graduate Survey will report that the Division programs enhanced their ability to use and manage business technology.</p> <p>3) At least 75% of the employer responding to the Employer Survey will report that Division graduates demonstrated the ability to apply technology.</p>	<p>taught by the Computer Information Systems (CIS) faculty that its contents include much of business technology.</p> <p>The Accountancy (ACC) curriculum requires an additional six hours of CIS courses in its major.</p> <p>2) In progress</p> <p>3) Pending the results of Alumni/Graduate Survey.</p>	<p>2) Upon recommendation by the departmental curriculum committee, faculty will be encouraged to make additional assignments using technology where applicable.</p> <p>3) Review technology requirements in curriculum.</p>
<p>Division majors will demonstrate a broad understanding of the functional areas of business.</p>	<p>1) Division undergraduate students will score in the 50<sup>th</sup> percentile on the Major Field Achievement Test (MFT). <i>The ETS Field Achievement Test in Business is the U.S. standard benchmarking measure of business core administered to business seniors in a capstone course, MGT 499, Strategic Management.</i> This test was given for the first time in spring 2006 where data analysis was available.</p> <p>2) Students through the University-conducted Survey of Graduates ranked the Division on a scale from 1 to 5 with 1 being the best score on the quality of courses in preparing for employment and/or graduate school.</p>	<p>1) Division undergraduate students scored on the average in the range of 36<sup>th</sup> percentile. The average scores by departments are: ACC: 70% CIS: 36% FIN + Insurance &amp; Real Estate: 9%</p> <p>2) The Survey of Graduates show the Division received the following scores on the quality of courses in preparing students for employment and/or graduate school: 2006: 1.6 2005: 2.1 2004: 1.6</p>	<p>1) Each department's curriculum committee will re-evaluate the business core curriculum and, in turn, make recommendations which will be compiled by the Division's representative to the business core committee. In addition, Division faculty will reinforce these concepts in their respective courses.</p> <p>2) Departmental curriculum committees will review the effectiveness of individual programs</p>

<p>Division students will demonstrate the ability to reason, analyze, define and solve problems, and make decisions.</p>	<p>1) Division undergraduate students will score in the 50<sup>th</sup> percentile on the Quantitative Business Analysis area of the Major Field Achievement Test (MFT). <i>The ETS Field Achievement Test in Business is the U.S. standard benchmarking measure of business core administered to business seniors in a capstone course, MGT 499, Strategic Management.</i> This test was given for the first time in spring 2006 where data analysis was available.</p> <p>2) At least 90% of the Division graduates responding to the Alumni/Graduate Survey will report that the College of Business program enhanced their ability to think critically and make decisions.</p> <p>3) At least 75% of the employers responding to the Employer Survey will report that the Division graduates demonstrated the ability to define business problems and to apply a systemic approach to solving business problems.</p>	<p>1) Division undergraduate students scored an average of 46% correct answers which approximates 49<sup>th</sup> percentile.</p> <p>2) In progress.</p> <p>3) Pending the results of Alumni/Graduate Survey.</p>	<p>1) Division faculty will be encouraged to revise assignments to include more problem solving and decision-making exercises.</p> <p>2) The departmental curriculum committees will encourage all of the Division faculty to include more problem solving and decision making assignments.</p> <p>3) The departmental curriculum committees will encourage Division faculty to make more assignments to include real-world case analysis.</p>
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