

ASSESSMENT REPORT FOR INSTRUCTIONAL PROGRAMS

Name: Richard Arredondo

Criteria: *70% of students having a grade of 70% or higher*

This is an examination administered to students majoring in accounting. The purpose of the instrument is to measure student performance in financial accounting theory and practice. The instrument was administered to 9 students in Accounting 3213 (Intermediate Accounting I class). The instrument had a dual purpose in both measuring student performance for assessment and providing feedback assessment to students.

However, to better assess student retention of course knowledge we plan to pretest students as they enter intermediate and advanced accounting courses and require students who fail the pretest remediation course or tutoring.

LO2- Organize their thoughts to effectively communicate in any business environment

Direct Assessment Instrument: *Paper evaluation*

Criteria: This is a research paper that is administered in an upper-level course to measure student writing and research ability. The purpose of the instrument is to measure student performance in financial accounting theory and practice relevance to current issues. In addition, the paper will identify various rulemaking bodies and codes of conduct which guide accounting professionals in both identifying and resolving accounting issues. The instrument was administered to 6 students in ACCT 3213 – Intermediate Accounting I.

Assessment Findings and Interpretations/Conclusion:

The writing sample was a research paper created to assess student writing and research ability. The research papers of 6 students enrolled in the ACC 4316 were evaluated using the rubric outlined in the assessment plan. The results of the writing sample are as follows:

Grade	Number
A	0
B	2
C	4
D	0
F	0

Since the targeted level of performance was a minimum grade of B by the average student, our students are performing in the area of written communication since all received a grade of “C” or better. Students who perform at the C level demonstrate good use of research and study skills.

Their papers demonstrate good knowledge of financial accounting and its relevance to current issues. However, to continually improve student written communication, it is recommended the Department require a research paper/project in all applicable courses.

LO3- Integrate accounting analysis technology to solve business related problems

Direct Assessment Instrument: *Analyze and create Excel financial spreadsheets*

Criteria: 70% of graduates having a grade of 70% or higher

This is an Excel-based project that utilizes contemporary accounting theory and robust functions in Excel to produce an efficient model for analyzing and evaluating accounting issues. The purpose of the instrument is to measure student performance in using accounting theory and practice with technology in solving business related issues. The planned instrument will be administered to students in upper division accounting classes. The instrument will have a dual purpose in both measuring student performance for assessment and feedback assessment to students. The instrument is still in development and will be implemented next academic year.

LO4- Evaluate entrepreneurial opportunities

Direct Assessment instrument: *Currently under review*

LO5- Integrate accounting management theory in a global business environment

Direct Assessment Instrument: *Paper evaluation*

Criteria: This is a research paper that is administered in an upper-level course to measure student's ability to integrate accounting management theory in a global business environment.

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funding, the ETS assessment instrument was not administered for AY 16/17 year but is planned to be used in AY 17/18.

- x Increase use of accounting practice problems requiring students to problem solve.
- x ACCT 4316 – Accounting Standards and the Accounting Profession created to provide students an ability to analyze the ethical factors in a business environment.
- x Thesis requirement in program will improve student writing skills and critical thinking.
- x Offer and retain all required professional program courses within the 17/18 academic period. This will reduce the number of students taking independent study courses to complete required coursework. This will also ensure that courses are taken in sequence.
- x Revise the comprehensive exam to better measure subtopics of interests.

Analysis and Program Change

Strengths

Based on an analysis of the results above, the program has made improvements in the areas related to students using appropriate accounting management theory to solve a problem, organize their thoughts to effectively communicate and integrate accounting management theory. An analysis of the writing samples from the Intermediate Accounting I course reflect students write in a clear concise prose.

However, all accounting students have not demonstrated improvements in all areas of accounting. Specifically, they performed poorly in the areas of accounting theory and practice as evidence by the significant drop in the score on the compreh

followed as much as practicable to minimize frustration and lack of attendance that result from not understanding a particular course. Members of the department and program contribute in a number of ways to the assessment process through participation in the design and conduct of tests, as well as preparing result of the tests.

A graduate of the Finance Program will be able to:

- a. Prescribe an appropriate financial management theory to solve a problem;
- b. organize their thoughts to effectively communicate in any business environment;
- c. integrate financial analysis technology to solve business related problems;
- d. evaluate entrepreneurial opportunities;
- e. integrate financial management theory in a global business environment;
- f. assess organizational diversity in a business environment; and
- g. Determine ethical issues and select appropriate actions

ACCOUNTING PROGRAM

appropriate actions.											
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ACCOUNTING PROGRAM

Accounting Program Required Courses

Student Learning Outcomes:	FIN 2660	ACCT 2110	ACCT 2111	ACCT 2120	ACCT 2291	ACCT 3213
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Key:

K= Knowledge/Comprehension

A= Application/Analysis

S= Synthesis/Evaluation

CS= Capstone

Assessment Plan Detail

Program Effectiveness Outcomes (PEOs) and Student Learning Outcomes (SLOs)

PEOs

SLOs

and **Grade of B:** Students who perform at the B level demonstrate excellent use of research

(one revised course, one new course). The marketing professors may request the required UCCC forms from Dr. Alsamara once they have completed the course descriptions and syllabi.

The next meeting of the UCCC will be at the end of November. Thus, the marketing faculty will aim for completion of the syllabi early spring, review from the College Curriculum Committee, after which the required forms will be forwarded to the UCCC. Following this timeline, the proposed changes to the marketing curriculum will take effect in the fall of 2017.

New University General Education (Gen Ed) Requirements

The university recently approved new general education requirements. We will need to review the new Gen Ed requirements to ensure that there are no conflicts with our current curriculum. Dean Collins will forward the new Gen Ed requirements to the College Curriculum Committee for review.

New Business

Dr. Abuleil submitted a proposal for the formal certification in Management Information Systems (MIS) Note: A copy of this document was forwarded to all COB faculty, via email, prior to today's meeting.

The MIS Proposal was initiated by the Dean and highlights the importance and the key role of certifications in the College of Business. The proposal Dr. Abuleil presented outlines new certifications for MIS. As he noted, certification are important factors in recruitment and in helping students develop skills employers seek.

The certification is for two types of people diploma and M

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For example, a minor requires the completion of 21 credit hours (this information was from an older catalog). “The rule was that you could not minor in another area in business if you were a business major. We have the courses now. We simply need to write the rules to allow business students to minor in another area within business.”
Dr. Alsamara will draft ~~abus~~

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business elective course. Five committee members present voted in favor of this motion. A vote will be put forth for the committee members not present.

The meeting adjourned at 12:28 p.m.

Our next meeting will be in December, an announcement will be sent shortly with the exact date and location. Minutes Submitted By,
Joni Jackson

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College of Business Curriculum
College Committee Agenda
November 16, 2016
11:00 AM- 1:30 PM

I Introductions

II Old Business

- Proposed Marketing Curriculum change [Dean Derrick Collins]
- New University Gen Ed requirements [Dean Derrick Collins]

III New Business

- Offering a Certification in Management Information Systems [Dr. Abu Leil]
- Minors for College of Business students.

IV Other Business

V Adjournment