Expected Outcomes: Oral and written communication skills

Accounting majors will demonstrate oral and written communication skills in an accounting setting.

Related typical general education outcomes:

7  Written Communication
8  Oral Communication

Assessment methods

Method: Acct 5120 research paper evaluation

At least 75% of accounting majors will achieve an average rating of 4.0 or higher on a 5-point scale measuring written communication skill where 5 = excellent and 1 = unacceptable.

Findings:

In 2012, 78 percent of 37 students achieved an average rating of 4.0 on a 5-point rating scale measuring written communication skill.

How did you use findings for improvement?

In 2012, 78 percent of 37 students achieved an average rating of 4.0 on a 5-point rating scale measuring written communication skill.

Additional comments:

None.

Method: Acct 4310 oral communication

At least 75% of accounting majors will achieve a rating of at least 'Good' measuring oral communication skill as evaluated by the course instructor.

Findings:

In 2012, 82 percent of 70 students achieved a rating of at least 'Good' measuring oral communication skill.

How did you use findings for improvement?

We will continue to monitor our progress relative to this outcome to ensure that we meet or exceed our goal.

Additional comments:

None.

Method: Acct 4920 employer evaluation of written skills

At least 75% of students of students enrolled in ACCT4920 (Internship) will achieve a rating of 4.0 or higher on a 5-point scale from the employer evaluation questionnaire measuring written communication skill where 5 = excellent and 1 = poor.
Findings:
In 2012, 91.67 percent of 36 students in ACCT4920 achieved a rating of 4.0 or higher on a 5-point scale evaluating written communication skill.

How did you use findings for improvement?
We will continue to monitor our progress relative to this outcome to ensure that we meet or exceed our goal.

Additional comments:
None.

Method: Acct 4920 employer evaluation of oral comm skills
At least 75% of students enrolled in ACCT4920 (Internship) will achieve a rating of 4.0 or higher on a 5-point scale from the employer evaluation questionnaire measuring oral communication skill where 5 = excellent and 1 = poor.

Findings:
In 2012, 91.67 percent of 36 students in ACCT4910 achieved a rating of 4.0 or higher on a 5-point scale evaluating oral communication skill.

How did you use findings for improvement?
We will continue to monitor our progress relative to this outcome to ensure that we meet or exceed our goal.

Additional comments:
None.

Expected Outcomes: Technical Competence

Accounting majors will demonstrate competence in evaluating information and applying analytical skills.

Related typical general education outcomes:
1. Information Literacy
2. Analytical and Critical Reading

Assessment methods

Method: Acct 3510 projects
At least 75% of accounting students will achieve a grade of 70 percent or more on selected projects measuring the ability to interpret information and apply analytical and critical thinking and reading skills.

Findings:
In 2012, 84 percent of 95 students achieved a score of 70 percent or higher on projects.

How did you use findings for improvement?
We will continue to monitor our progress relative to this outcome to ensure that we meet or exceed our goal.

Additional comments:
Method: Acct 4920 employer evaluation survey
At least 75% of students enrolled in ACCT4920 (Internship) will achieve a rating of 4.0 or higher on a 5-point scale from the employer evaluation questionnaire measuring academic preparation for internship experience, where 5 = excellent and 1 = poor.

Findings:
In 2012, 94.4 percent of 36 students in ACCT4920 achieved a score of 4.0 or higher on the employer evaluation measuring academic preparation.

How did you use findings for improvement?
We will continue to monitor our progress relative to this outcome to ensure that we meet or exceed our goal.

Additional comments:
None.

Expected Outcomes: Technical competence - financial and managerial

Accounting majors will demonstrate technical competence in financial and managerial theory and practice.

Related typical general education outcomes:

1. Ability to Construct Arguments
2. Ability to Use Mathematical Methods
3. Ability to Solve Open-Ended Problems

Method: Acct 3120 financial statement project
At least 75% of accounting students will achieve a score of 70 percent or more on two financial statement projects.

Findings:
In 2012, 96 percent of 81 students achieved a score of 70 percent or higher on financial statement projects.

How did you use findings for improvement?
We will continue to monitor our progress relative to this outcome to ensure that we meet or exceed our goal.

Additional comments:
None.

Method: Acct 3210 managerial exam questions
At least 75% of accounting majors will achieve a score of 70 percent or more on selected exam questions measuring technical competence in managerial accounting theory and practice.
Findings:

In 2012, 89 percent of 31 students achieved a score of 70 percent or higher on selected exam questions measuring technical competence in managerial accounting theory and practice.

How did you use findings for improvement?

We will continue to monitor our progress relative to this outcome to ensure that we meet or exceed our goal.

Additional comments:

None.

Expected Outcomes: Technical competence - information technology

Accounting majors will demonstrate technical competence in the application of practical information technology.

Related typical general education outcomes:

1. Information Literacy
5. Ability to Use Mathematical Methods
6. Ability to Solve Open-Ended Problems

Assessment methods

Method: Acct 3510 spreadsheet project

At least 75% of accounting majors will achieve a score of 80 percent or more on a spreadsheet assignment assessing spreadsheet skills using eight criteria. The course instructor will evaluate student work samples requiring students to develop a financial reporting spreadsheet.

Findings:

In 2012, 95 percent of 95 student received a score of 80 percent or higher on a spreadsheet project measuring spreadsheet skills.

How did you use findings for improvement?

We will continue to monitor our progress relative to this outcome to ensure that we meet or exceed our goal.

Additional comments:

None.

Method: Acct 4920 employer evaluation IT skills

At least 75% of students enrolled in ACCT4920 (Internship) will achieve a rating of 4.0 or higher on a 5-point scales from the employer evaluation questionnaire measuring information technology skills where 5 = excellent and 1 = poor.

Findings:

In 2012, 88.9 percent of 36 students achieved a score of 4.0 or higher on the employer evaluation questionnaire measuring information technology skills where 5.0 = excellent and 1 = poor.

How did you use findings for improvement?
We will continue to monitor our progress relative to this outcome to ensure that we meet or exceed our goal.

Additional comments:

None.

**Expected Outcomes: Capacity to use analytical skills**

Accounting majors will demonstrate capacity to use analytical skills in an accounting setting.

**Related typical general education outcomes:**

5 Ability to Use Mathematical Methods

6 Ability to Solve Open-Ended Problems

**Assessment methods**

**Method:** Acct 4920 employer evaluation analytical skills

At least 75% of students enrolled in ACCT4920 (Internship) will achieve a rating of 4.0 or higher on a 5-point scale from the employer evaluation questionnaire measuring analytical skills in an accounting setting where 5 = excellent and 1 = poor.

**Findings:**

In 2012, 94.4 percent of 36 students achieved a score of 4.0 or higher on a 5-point scale on the employer evaluation questionnaire measuring analytical skills in an accounting setting.

**How did you use findings for improvement?**

We will continue to monitor our progress relative to this outcome to ensure that we meet or exceed our goal.

**Additional comments:**

None.