

Assessment: Reporting Unit Four Column

Accounting - B.B.A.

Mission Statement: EKU's School of Business provides quality accredited business programs that generate educational and experiential opportunities for students, businesses, and the professional community in a technologically dynamic global environment

<i>Objectives</i>	<i>Assessment Methods</i>	<i>Results/Observations</i>	<i>Meaningful Changes</i>
<p>16-20 BBA PLLO Critical Thinking - Students will use critical thinking skills to review, distinguish, organize, and evaluate information leading to their making sound decisions and solving problems Objective Status: Active Objective Type (Control-click to select multiple): 16-20 Plan, Accounting, Critical Thinking Learning Objective, Program-Level Learning Objectives (PLLO), Service Learning</p>	<p>Directly related to Objective</p>	<p>Result Status: Result Closed-No further action needed Result/Observation Type: Strength Evidence for need for address critical thinking students of accounting graduates came from a number of sources, including CPA Exam results indicated that the auditing section was a weakness for EKU graduates. The Kentucky State Board of Accountancy's report confirmed that this is an area for improvement for graduates. Also, feedback from employers indicated that entry-level graduates were not thinking critically, and this was confirmed through informal feedback from practitioners during the accounting program's annual Meet the Firms event. To address this deficiency, case analysis was chosen because it strengthens higher order thinking and learning. (05/01/2017) Related Documents: ACC 441 Syllabus F2016.doc ACC 441 Syllabus Spr2017.doc Audit Case.docx</p>	<p>Meaningful Changes: Case analysis was added to two upper-level required accounting courses, ACC 302, Intermediate Accounting II, and ACC 441, Auditing. Supporting documentation includes syllabi and a sample case assignment. (05/01/2017)</p>
	<p>Scoring Guide for Critical and Creative Thinking used in higher level classes. Criterion: Students will score above the national average in the 15 categories. Schedule: Semiannually Who will use the data (How and When)?: School of Business Curriculum and Assessment</p>		

Objectives	Assessment Methods	Results/Observations	Meaningful Changes
	<p>Committee review every other year.</p> <p>Critical Thinking Assessment in CCT 300W</p> <p>Criterion: 80% of School of Business students will score 80% or better on critical thinking assessment.</p> <p>Schedule: Semiannually</p> <p>Who will use the data (How and When)?: School of Business Curriculum and Assessment Committee review every other year.</p>		
<p>16-20 BBA PLLO Communications - Students will communicate effectively in writing.</p> <p>Objective Status: Active</p> <p>Objective Type (Control-click to select multiple): 16-20 Plan, Accounting , Communication Skills Learning Objective, Program-Level Learning Objectives (PLLO)</p>	<p>Written assignment in CCT 300W</p> <p>Criterion: 75% of students will score "competent" or higher using the Scoring Guide for Effective Written Communication.</p> <p>Schedule: Every Semester</p> <p>Who will use the data (How and When)?: Assessment committee for improvement.</p>	<p>Co-op Employer Survey</p> <p>Criterion: Co-op Employer Survey results will show that 75% of AFIS students write, speak and make effective presentations.</p> <p>Schedule: Annually</p> <p>Who will use the data (How and When)?: Assessment committee will review for improvement.</p>	
<p>16-20 BBA PLLO Core Knowledge - Students will demonstrate a comprehensive foundation of global business principles, methods, issues, and technologies.</p> <p>Objective Status: Active</p> <p>Objective Type (Control-click to select multiple): 16-20 Plan, Accounting , Program-Level Learning Objectives</p>	<p>Directly related to Objective</p>	<p>Result Status: Result Closed-No further action needed</p> <p>Result/Observation Type: Strength</p> <p>Over different semesters different auditing professors observed the issue of student retention of fundamental accounting knowledge. At the same time, the intermediate accounting professor identified a lack of retention of fundamental accounting knowledge. Accounting faculty members met to discuss alternatives, which led to changes in the accounting systems course (ACC 350). During the same time, the accounting program's survey of</p>	<p>Meaningful Changes: As a result, ACC 350 was extensively revised, leading to a new course, ACC 251, which was offered for the first time in Fall 2015. Evidence for this change includes the attached curriculum change forms and syllabi. (05/01/2017)</p>

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(PLLO)	<p>Directly related to Objective</p> <hr/> <p>Undergraduate MFTB EXAM. Criterion: Students in each program will score above the national mean on the nine ETS assessment indicators. Schedule: Every Semester Who will use the data (How and When)?: Chair and faculty will review annually</p>	<p>management accounting practitioners indicated the need for exposure to accounting software. ACC 350 course evaluations and informal student feedback also indicated the need for change.</p> <p>(05/01/2017) Related Documents: AFIS 04-ACC 251 new course.docx AFIS 05-ACC 251 Syllabus.docx ACC 251 TR Syllabus F2016.doc</p> <hr/> <p>Result Status: Result Closed-No further action needed Result/Observation Type: Strength The lack of retention of fundamental accounting knowledge, noted above, included the accounting cycle (foundational for subsequent accounting classes). Lack of understanding of the accounting cycle contributed to a lack of ability to think critically/comprehend more complex intermediate topics in intermediate accounting. (05/01/2017) Related Documents: syllabus 301 fall 2015 day class (2).doc syllabus 301 spring 2016 day class (3).doc Documentation of emphasis on accounting cycle.docx</p>	<p>Meaningful Changes: The accounting cycle was added back to ACC 301, Intermediate Accounting I. Evidence for this change is documented in the attached syllabi and screen capture of the accounting cycle assignment. (05/01/2017)</p>
<p>16-20 BBA PLLO in Public Accounting - Public Accounting Concentration Accounting students will demonstrate skills and knowledge required to be successful in the accounting profession after graduation. Objective Status: Active</p>	<p>MFT Exam Criterion: 75% of students will score at or above the national average in ACC and FIN. Schedule: Annually Who will use the data (How and When)?: Chair and faculty will review</p>		

Objectives	Assessment Methods	Results/Observations	Meaningful Changes
<p>Objective Type (Control-click to select multiple): 16-20 Plan, Accounting , Program-Level Learning Objectives (PLLO)</p>	<p>for improvement Co-op employer assessment Criterion: 75% of students will score at least 3 or higher on all relevant functional measures. Schedule: Annually Who will use the data (How and When)?: Chair and faculty will review for improvement.</p>		
<p>16-20 BBA PLLO in Accounting, Management Accounting Concentration - Management Accounting students will demonstrate skills and knowledge required to be successful in the accounting profession after graduation. Objective Status: Active</p>	<p>MFT Exam Criterion: 75% of students will score at or above the national average in ACC and FIN Schedule: Annually Who will use the data (How and When)?: Chair and faculty will review for improvement</p>		
<p>Objective Type (Control-click to select multiple): 16-20 Plan, Accounting , Program-Level Learning Objectives (PLLO)</p>	<p>Co-op employer assessment Criterion: 75% of students will score at least 3 or higher on all relevant functional measures. Schedule: Annually Who will use the data (How and When)?: Chair and faculty will review for improvement.</p>		