MAJOR: Accounting
DEPARTMENT: Business

1. Listing of Student Learning and/or General Education Outcomes Assessed
   The following Student Learning Outcomes and/or General Education Outcomes were assessed in AY 2011 – 2012:

   SLO 2: Demonstrate effective and professional communication and collaboration skills, including effective use of information technology in business situations.

   SLO 3: Demonstrate an understanding of analysis, formulation and implementation of strategy at the corporate or entrepreneurial level.

   SLO 5: Demonstrate awareness of economic, ethical, and legal contexts of global business practice.

   Gen Ed 7: Analyze ideas and events from the perspectives of the liberal arts tradition.

   Gen Ed 8: Experience multiple ways of knowing, by developing creativity, imagination and perceptive thinking.

2. Summary of Assessment Results
   BUS 304 (Federal Taxation) and BUS 305 (Accounting Information Systems) were selected for assessment of SLO 2. 100% of the students met the measure in both classes. These courses require the utilization of specific software to produce forms and reports that communicate financial data to internal and/or external users. Further, the application of current business issues to course material is featured. Problem-solving and perceptive thinking are part of the mix.
BUS 206 (Management Principles) and BUS 426 (Strategic Management) were selected for assessment of SLO 3. Specifically, 89% of day/evening students met the measure in BUS 206 and 100% of the day/evening students met the measure in BUS 426. The basic principles of corporate strategy are introduced in BUS 206 and are applied and assessed at a more sophisticated level in BUS 426.

BUS 252 (Intermediate Accounting I) and BUS 253 (Intermediate Accounting II) were selected for assessment of SLO 5. Specific International Financial Reporting Standards (IFRS) are introduced in both courses and students are expected to be able to contrast those with U.S. Generally Accepted Accounting Principles (GAAP). The final exam includes many questions regarding both. 81% of day/evening students met the measure in BUS 252 and 81% of day/evening students met the measure in BUS 253.

3. Proposed changes

The assessment tool (comprehensive final exam) will be reviewed and refined as appropriate to reflect a constantly dynamic business and accounting environment. BUS 252 and BUS 253 will continue to include the Connect (publisher) feature that enables students to access additional online practice and evaluation exercises and problems.

4. Plans for data collection and assessment activity next AY 2012/2013

Instructions: If courses or sections are taught by Adjunct Faculty, identify the process by which data will be obtained.

In May, 2012, adjunct faculty received a letter with their employment contract stating the need to collect grades, etc. as assessment data necessary for full-time faculty analysis. This comprehensive letter also informs the adjunct faculty member of the requirements to embed material such as CPCs, etc. in their course syllabi. Plans to present and discuss more thoroughly the requirements to provide full-time faculty with required assessment data will be presented to adjunct faculty at their orientation in August and January of each year.

The following Student Learning Outcomes and/or General Education Outcomes will be assessed in AY 2012 – 2013:

SLO 6: Demonstrate ability to make a basic investment and financing decisions for a business using financial management concepts and methods.
SLO 7: Demonstrate ability to apply accounting concepts and methods to interpret financial statements for evaluating the financial position and performance of organizations.

SLO 8: Demonstrate ability to use quantitative and qualitative tools and methodologies to support organizational decision making.

Gen Ed 1

Gen Ed 3

Note: Delete all Instructions and Questions for Consideration prior to submission. Submit to “S” drive by June 15th.

1. Name the file: MAJOR_Student Learning Outcomes Summary_11_12
2. Follow link to: S:\Assessment Resources for Faculty and Staff\AY 2011_2012_Student Learning Outcomes Assessment Summary
3. Save to folder 2011_2012_Student Learning Outcomes Assessment Summary