



DEPARTMENT OF BUSINESS

**ASSURANCE OF LEARNING REPORT
ACCT MAJOR**

FOR ACADEMIC YEAR 2014-2015

1. Introduction

This document describes the results from the assurance of learning exercises conducted by the ACCT program in 2014-15. The complete assessment plans used by the Department of Business are described in five documents: *Assessment Plan for the Undergraduate Business Program*, *MIS Major Assessment Plan*, *MKT Major Assessment Plan*, *ACCT Major Assessment Plan*, and *Assessment Plan for the MBA Program*. Each plan identifies program level learning goals (PLLGs) that are periodically assessed. These plans also specify rubrics for the assessment, processes for performing the assessment, processes for taking action on the assessment results, and processes for updating the assessment procedures. The assessment plans and the data generated are periodically reviewed for quality improvement.

ACCT students also take part in the business program assessment process. This document only summarizes the results of the assessment unique to ACCT students. The ACCT learning goals (ACCTLG) are summarized below. The ACCTLGs assessed during 14-15 are starred.

Undergraduate ACCT majors will be able to:

ACCTLG1-Students will be able to prepare corporate financial statements and to analyze corporate annual reports.

ACCTLG2-Students will be able to apply cost concepts to support management decision making.

***ACCTLG3-Students will demonstrate an understanding of the audit process and audit reports including internal auditing, governmental auditing, and operational auditing.**

ACCTLG4-Students will demonstrate an understanding of federal income taxation concepts and principles, and will develop the ability to prepare and consult on tax returns for individuals, "C" corporations, "S" corporations, partnerships, and estates and trust.

ACCTLG5-Students will demonstrate an understanding of the Common Law, Uniform Commercial Codes, the law of contracts, torts, bankruptcy, as well as other areas of law. Professional and ethical guidelines will also be addressed using real life case studies.

A summary of results follow.

3.3 Rubric for ACCTLG3

ACCTLG3: Students will demonstrate an understanding of the audit process and audit reports including internal auditing, governmental auditing, and operational auditing.

Course in which this learning goal is assessed: ACCT 404, Auditing.

Course Embedded Activity for Assessment: Final Project

Assessment Rubric:

ACCTLG3	Exemplary	Satisfactory	Unsatisfactory
Identifies the scope of the issue.	The scope of the question was identified.	Attempted the assignment and tried to identify the issue but not completely on target.	Did not attempt the assignment or identify the issue.
An appropriate set of conclusions are drawn.	Demonstrated a logical and complete understanding of the issues and conveyed that information.	Demonstrates a basic understanding of the issues but did not provide a complete response.	Did not present an appropriate conclusion.
Presented in an organized manner.	The written report was well done and appropriate for the venue.	The written report lacked a formal style (cover page and title) needed in this circumstance	Organization was totally inappropriate for the venue.
Communication skills shows correct grammar and spelling and is concise.	The written report was presented with correct grammar and spelling and was concise.	The written report was presented with few errors and was somewhat concise.	The written report was poorly written and not concise.

Results:

ACCTLG3
ACCT 404, Auditing

Assignment 1 Assessment

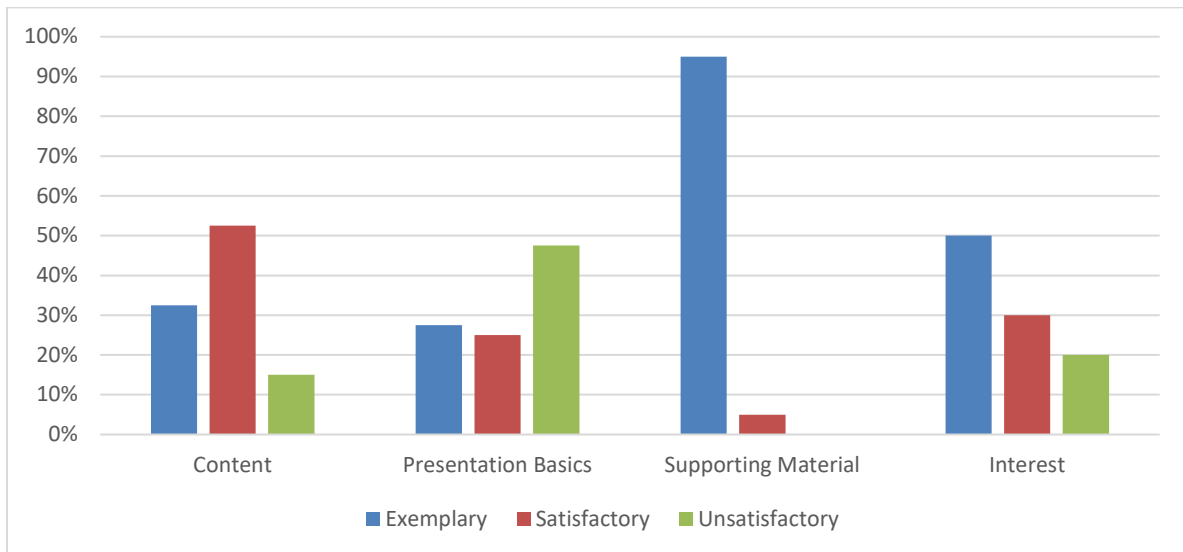
	Exemplary	Satisfactory	Unsatisfactory	Total
Identifies the scope of the issue	13 65%	7 35%	0 0%	20
An appropriate set of conclusions are drawn	8 40%	10 50%	2 10%	20
Presented in an organized manner	20 100%	0 0%	0 0%	20
Communication skills	11 55%	6 30%	3 15%	20

Assignment 2 Assessment

	Exemplary	Satisfactory	Unsatisfactory	Total
Identifies the scope of the issue	0 0%	14 70%	6 30%	20
An appropriate set of conclusions are drawn	3 15%	0 0%	17 85%	20
Presented in an organized manner	18 90%	2 10%	0 0%	20
Communication skills	9 45%	6 30%	5 25%	20

Total of Both Assessments in ACCT 404: Auditing

	Exemplary	Satisfactory	Unsatisfactory	Total
Identifies the scope of the issue	13 33%	21 53%	6 15%	40
An appropriate set of conclusions are drawn	11 28%	10 25%	19 48%	40
Presented in an organized manner	38 95%	2 5%	0 0%	40
Communication skills	20 50%	12 30%	8 20%	40



Comments/Observations:

Accounting faculty members are at the beginning stage of implementing its Assurance of Learning Plan. The results for the first auditing assignment assessed were significantly better than the students' performance on the second assignment in the course. The instructor may consider the appropriate complexity, topic coverage, and timing of assessments in the future. Additional assessments will be conducted for more PLLGs in accounting courses during 2015-16. Also, accounting faculty will continue meeting this Fall to discuss ways to improve performance on all PLLGs.