

Degree: BBA in Accounting
2023-2024 Assessment Plan

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| | Student Learning Outcome #1 | Students will demonstrate knowledge of the fundamental principles of accounting. |
| PLAN | Assessment Method(s) | <p>Direct: Accounting section of the Business Assessment Test (BAT).</p> <p>Indirect: Responses to following questions in the Exit Survey:</p> <ol style="list-style-type: none"> 1. Adequacy of preparation for accounting major classes provided by College of Business core classes. 2. Quality of College of Business accounting courses in preparing you for employment. |
| | Proficiency | <p>Direct: Students will score 70% or more on the accounting section of the BAT.</p> <p>Indirect: Students will choose “satisfied” to both questions.</p> |
| DO | Benchmark | <p>Direct: At least 80% of the students in the class will score at 70% or more on the accounting section of the BAT.</p> <p>Indirect: At least 80% of the students in the class will choose satisfied to both questions.</p> |
| | Results of Assessment | <p>BAT: 80%</p> <p>Question 1 Exit Survey: 84%</p> <p>Question 2 Exit Survey: 74%</p> |

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| S T U D Y | Analysis of Results | Indirect measure 2 (question 2 Exit Survey) is below 80%. |
| ACT | Improvement Plan for 2024-2025 | <p>We believe more data is necessary to develop an effective improvement plan, as this is the first year of assessment at the program concentration level using these metrics. An improvement plan will be formulated after collecting another year of data.</p> |

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| | Student Learning Outcome #2 | Students graduating with a bachelor's degree in accounting should utilize critical thinking in decision-making |
| PLAN | Assessment Method(s) | Direct: "Analytical Skills" section of the Business Strategy Game (BSG). Indirect: Responses to following question in the Exit Survey: 1. How well has your experience in the College of Business provided you with capacity to analyze and think critically about complex situations? |
| | Proficiency | Direct: Students will score at or above the 50th percentile worldwide. Indirect: Students will choose "satisfied" to the question. |
| DO | Benchmark | Direct: At least 50% of the students in the class will score at or above the 50 th percentile. Indirect: At least 80% of the students in the class will choose satisfied to the question. |
| | Results of Assessment | BSG: 64% scored at or above 50 th percentile. Question Exit Survey: 79% |
| S T U D Y | Analysis of Results | Indirect measure (question Exit Survey) is below 80%. |

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| ACT | Improvement Plan for 2024-2025 | <p>We believe more data is necessary to develop an effective improvement plan, as this is the first year of assessment at the program concentration level using these metrics. An improvement plan will be formulated after collecting another year of data.</p> |
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| | Student Learning Outcome #3 | Students graduating with a bachelor's degree in accounting should incorporate ethical considerations in decision-making. |
| PLAN | Assessment Method(s) | Direct: Ethics section of the Business Assessment Test (BAT). Indirect: Responses to following question in the Exit Survey: 1. How well has your experience in the College of Business provided you with ethical sensitivity? |
| | Proficiency | Direct: Students will score 70% or more. Indirect: Students will list "satisfied" to the question. |
| DO | Benchmark | Direct: At least 80% of the students in the class. Indirect: At least 80% of the students in the class. |
| | Results of Assessment | BAT Ethics section: 83%. Question Exit Survey: 89% |
| S T U D Y | Analysis of Results | Both assessment methods are over 80%. |

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| ACT | Improvement Plan for 2024-2025 | Although benchmarks were met, we believe more data is needed to develop an adequate improvement plan since this is the first year of assessment at the program concentration level using these metrics. |
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| | Student Learning Outcome #4 | Students graduating with a bachelor's degree in accounting should understand global perspectives in business. |
| PLAN | Assessment Method(s) | Direct: International section of the Business Assessment Test (BAT). Indirect: Responses to following question in the Exit Survey: 1. How well has your experience in the College of Business provided you with an understanding of global dimensions of business? |
| | Proficiency | Direct: Students will score 70% or more. Indirect: Students will list "satisfied" to the question. |
| DO | Benchmark | Direct: At least 80% of the students in the class. Indirect: At least 80% of the students in the class. |
| | Results of Assessment | BAT International section: 68%. Question Exit Survey: 63% |
| S T U D Y | Analysis of Results | Both metrics are below 80%. |

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| ACT | Improvement Plan for 2024-2025 | <p>We believe more data is necessary to develop an effective improvement plan, as this is the first year of assessment at the program concentration level using these metrics. An improvement plan will be formulated after collecting another year of data.</p> |
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