BACHELOR OF ACCOUNTANCY
ASSESSMENT PLAN

Mission Statement: To develop accountants – through the use of personalized, innovative teaching methods developed by faculty who are active in the production and dissemination of knowledge – who have the skills to complete in a diverse and fast-changing global professional environment.

Goals and Student Learning Outcomes

I. Technical accounting measurement and reporting knowledge

- Assessment Method:
  - CPA exam results
  - Placement of recent graduates (i.e. 90 day)
  - Placement of graduates after 5 years
  - Accountancy Advisory Board feedback
  - Perception of recruiters
  - EBI Senior Survey
  - In-house spring survey of BAcc students
  - BAcc alumni survey 5 years out of program

II. Business writing and verbal communication skills

Student Learning Outcomes:
- SLO #2.1: Written assignments that are coherent, organized, concise, clear, engaging and well-presented
- SLO #2.2: Verbal presentations that are coherent, organized, concise, clear, engaging and well-presented

- Assessment Method:
  - Writing assignment in ACCT 401W
  - Writing assignment in ACCT 301
  - Presentation in ACCT 402
  - EBI Senior Survey
  - In-house spring survey of BAcc students
  - Survey of BAcc alumni 5 years out of program
  - Survey of recruiters
  - Writing Pilot Program: Utilizing external reviewers who develop writing assignments and assess writing with three-point rubric

III. Leadership and interpersonal skills

Student Learning Outcomes:
- SLO #3.1: Show confidence in their interpersonal relations
- SLO #3.2: Exhibit balance between their interpersonal relations and task
- SLO #3.3: Ability to listen
- SLO #3.4: Stays on track
- SLO #3.5: Overall, builds groups into effective problem-solving teams
• **Assessment Method:**
  - Peer review of team members in MGMT 300 utilizing three-point rubric for categories of confidence; balance between interpersonal relations and task; ability to listen; and stays on track

**IV. Skills needed to critically analyze information**

**Student Learning Outcomes:**
- **SLO #4.1:** Present an understanding of the company/situation
- **SLO #4.2:** Diagnose and categorize a problem
- **SLO #4.3:** Gather and analyze relevant data needed to address the problem
- **SLO #4.4:** Identify and evaluate competing solutions
- **SLO #4.5:** Ability to use professional judgment to evaluate solutions in unfamiliar circumstances

• **Assessment Method:**
  - Embedded in ACCT 300, ACCT 301, ACCT 302
  - EBI Senior Survey
  - In-house spring survey of BAcc students
  - Survey of BAcc alumni 5 years out of program
  - Survey of Recruiters

**V. Utilization and leveraging of technology prevalent within the accountancy profession**

**Student Learning Outcomes**
- **SLO #5.1:** Use technology as a means of communication
- **SLO #5.2:** Use various computer applications to analyze business problems
- **SLO #5.3:** Acquired accounting technology and systems-related skills required by accounting professionals.

• **Assessment Method:**
  - Embedded in ACCT 303W
  - EBI Senior Survey
  - In-house spring survey of BAcc students
  - Survey of BAcc alumni 5 years out of program
  - Survey of recruiters
  - Pilot Program: Conducting Microsoft Excel certification in ITMG 100

**VI. Ethical attitudes and values**

**Student Learning Outcomes**
- **SLO #6.1:** Identify appropriate values in a given context
- **SLO #6.2:** Identify dilemma in the context of ethical versus unethical actions
- **SLO #6.3:** Understands appropriate professional responsibilities requirements
- **SLO #6.4:** Makes appropriate ethical recommendations in line with values and professional responsibilities

• **Assessment Methods**
  - Embedded ACCT 408
- EBI Senior Survey
- In-house spring survey of BAcc students
- Survey of BAcc alumni 5 years out of program
- Survey of recruiters