

INTEGRATED ACCOUNTING (BBA/MPAc) ASSESSMENT 2012-2013

ACCLG2 – Demonstrate competency in interpersonal, oral and written communications in an accounting context.

Course: BCIS 4366 – Business Modeling and Decision Making

Measure: Project

Intended Result: 100%

Actual Result: 3.53/4 or 88.2%

Use of Results: The students achieved 3.53/4 or 88.2% average on the projects. They are required to present projects requiring the appropriate use of information resources, technology and advanced Excel. The instructor will hone the expectations of the project and enhance the preparation of the students prior to their launching the projects. This year's score is an improvement over last year's 3.43/4 or 85.8%.

ACCLG3 – Demonstrate knowledge of contemporary theory and practice in accounting.

Course: ACC 4303

Measure: Standardized Exam – Major Field Test (MFT) – Overall score for accounting majors

Intended Result: 50%

Actual Result: 82%

Historical Results – Overall Score: 2008-2009/75%; 2009-2010/85%; 2010-2011/75%; 2011-2012/60%; 2012-2013/82%

Use of Results: The overall MFT score for accounting majors demonstrates considerable variation year-to-year, increasing from 60% last year to 82% this year, staying well above the target of 50%. This overall score includes scores for nine disciplines within the College of Business. The strengths are in accounting (99%), finance (83%), legal/social (82%) and information systems (77%), all taught within the Department of Accounting, Economics and Finance. The weakest areas were marketing (28%) and international business (33%). The accounting instructors will emphasize the importance of the various disciplines to an accounting career and encourage the students to excel in all areas of study.

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ACCLG3F – Demonstrate knowledge of contemporary theory and practice in accounting.

Course: BA 4303

Measure: Standardized Exam – Major Field Test (MFT) – Accounting score for accounting majors

Intended Result: 75%

Actual Result: 99%

Historical Results – Accounting Score: 2008-2009/95%; 2009-2010/95%; 2010-2011/95%; 2011-2012/96%; 2012-2013/99%

Use of Results: The result of the 99th percentile for accounting majors on the accounting section of the MFT is commendable and indicative of the high level of achievement on a nationally normed and widely used exam. Nonetheless, the body of knowledge in accounting expands at an ever-increasing rate and requires constant vigilance on the part of the faculty to update and expand coverage of the courses.

ACCLG4 – Demonstrate acceptable ethical awareness and moral reasoning

Course: MGT 4302

Measure: Paper

Intended Result: 75%

Actual Result: 75%

Use of Results: The ethics paper addresses three major aspects of ethical awareness and moral reasoning: (1) The student analyzes his/her own and others' ethical viewpoints, assumptions and limitations including the relevance of context. They recognize the complexity of the ethical issue. (2) The student identifies and explains ethical questions, issues and situations clearly and comprehensively. (3) The student selects, interprets and evaluates needed information comprehensively. The student selects, interprets and evaluates needed information comprehensively. The student selects, interprets and evaluates ethical principles relevant to the issues and questions. The instructor will update materials with current examples from the business media demonstrating the pervasiveness of ethical dilemmas in society and the importance of resolving them in a fair and just manner.

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ACCLG5 – Demonstrate knowledge of foreign currency concepts, transactions and financial statements.

Course: ACC 4312

Measure: Exam

Intended Result: 4/4 or 100%

Actual Result: 3/4 or 75%

Use of Results: The students demonstrate their comprehension of principles and their collective ability to apply the principles to record international transactions involving the exchange of international currencies. They also must demonstrate an understanding of how translation affects income statement and balance sheet values for reporting purposes. The students garnered 3 out of 4 on a carefully crafted examination covering these concepts. The professors will examine the weaknesses and expand course materials to strengthen the coverage of global accounting issues. This is the first year to use this assessment measure, so a trend has yet to be established.

MPACGLG1.2 – Demonstrate skills in the use of current information resources to research tax and financial accounting problems.

Course: ACC 6362 – Tax Research Methodology

Measure: Exam

Intended Result: 75%

Actual Result: 79.2%

Use of Results: The students achieved 79.2% on this assessment compared to an intended result of 75%. This assessment addresses identifying multiple research sources (75%), making effective use of current and reliable sources (100%), identifying relevant sources of tax law (75%), demonstrating appropriate use of research technology (75%), identifying critical issues (75%), and applying original ideas to resolving the issues (75%). The instructor will add resources to maintain relevance of ever-changing laws and engage students in critical thinking to understand a tax question, research the multiplicity of available sources to identify the most relevant and apply the law to reach an optimal solution for the client.

INTEGRATED ACCOUNTING (BBA/MPAc) ASSESSMENT 2012-2013

MPACGLG2.2 – Demonstrate knowledge of International Financial Reporting Standards.

Course: ACC 6317 – Advanced Accounting Problems

Measure: Exam

Intended Result: 100%

Actual Result: 4%

Use of Results: International Financial Reporting Standards (IFRS) have not been emphasized in the graduate curriculum because, historically, they have not received significant coverage on the CPA exam. IFRS is emerging as the global accounting standard and is expected to gain importance in the future. The faculty will evaluate the curriculum to determine the most effective and efficient methods of coverage and the courses best suited to this timely topic.