Mission/Purpose

The College of Business supports the mission of the University by focusing on the higher educational needs of business students in the region. Programs are designed to help students advance their education in business to become more productive citizens, further their careers, and pursue advanced studies within a changing global environment. Undergraduate programs offer selected specializations built on a foundation of general education and a broad business core. The Master of Business Administration program provides more advanced general management education with selected concentrations. The Master of Accountancy program offers advanced accounting studies. The College promotes a code of ethics, special concern for student learning, and the effective use of technology.

Student learning is the highest priority of the College. To that end, the College emphasizes intellectual contributions of applied scholarship and instructional development. The College supports faculty development, community service and involvement in professional organizations resulting in service to key stakeholders. The College solicits input from its primary stakeholders through advisory councils.

Student Learning Outcomes, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans

O 1: Communication
Students will demonstrate the ability to communicate solutions to complex accounting situations to diverse audiences effectively, both orally and in writing.

Associations:
AACSBB

General Education or Core Curriculum:
2 Writing
3 Speaking

Related Measures:

M 1: ACCT 5351 case study
Course-embedded measurement - ACCT 5351 - case study
Source of Evidence: Written assignment(s), usually scored by a rubric

Achievement Target:
80% of students will exceed or meet expectations

Findings (2007-2008) - Achievement Target: Met
Identify the main ideas of the article = 100%
Evaluate the main ideas in the article = 100%
Communicate the main ideas to the class = 100%
Hold class attention during presentation = 100%
Team coordination in presentation = 100%
Quality of written summary = 100%

Findings (2006-2007) - Achievement Target: Met
Spring 2007: 100% met the goal.

O 2: Apply and interpret accounting theory
Students will interpret and apply accounting theory and practice for complex organizations.

Associations:
AACSB

General Education or Core Curriculum:
5  Critical Thinking
7  Establish broad & multiple perspectives

Related Measures:

M 2: ACCT 5381 case study
Course-embedded measurement - ACCT 5381 - case study
Source of Evidence: Written assignment(s), usually scored by a rubric
Achievement Target:
80% of students will exceed or meet expectations

Findings (2007-2008) - Achievement Target: Partially Met
Identifies and summarizes the problem / question at issue = 90%
Identifies and presents the student's own perspective and position as it is important to the analysis of the issue = 60%
Identifies and considers other salient perspectives and positions that are important to the analysis of the issue = 70%
Identifies and assesses the key assumptions = 70%
uses professional documentation in analysis of the issue = 70%
Overall = 72%

Findings (2006-2007) - Achievement Target: Met
Spring 2007: 91% met the goal.

Related Action Plans:

Accounting Theory Interpretation
Instructor has provided additional class materials for case study reporting.

For more information, see the Action Plan Details section of this report.

O 3: Analytical skills
Students will demonstrate the ability to use analytical skills supported by information technology and research tools to solve complex accounting and business problems.

Associations:
AACSB

General Education or Core Curriculum:
5  Critical Thinking
6  Computer Literacy
13  Use logical reasoning in problem solving

**Related Measures:**

**M 3: ACCT 5371 case study**
Course-embedded measurement - ACCT 5371 - case study
Source of Evidence: Written assignment(s), usually scored by a rubric

**Achievement Target:**
80% of students will exceed or meet expectations

**Findings (2007-2008) - Achievement Target: Met**
Gather facts = 88%
Identify issues = 94%
Locate relevant authority 82%
Evaluate authority = 82%
Conclude = 82%
Communicate = 88%
Overall = 86%

**Findings (2006-2007) - Achievement Target: Met**
Summer 2007: 82% met the goal.

**O 4: Ethical and governance issues**
Students will recognize ethical and governance issues and resolve these in a socially responsible manner.

**Associations:**
AACS

**General Education or Core Curriculum:**
8  Understand how to be responsible member of society
11  Develop personal values for ethical behavior

**Related Measures:**

**M 4: ACCT 5341 paper**
Course-embedded measurement - ACCT 5341 - industry analysis paper
Source of Evidence: Written assignment(s), usually scored by a rubric

**Achievement Target:**
80% of students will exceed or meet expectations

**Findings (2007-2008) - Achievement Target: Met**
Recognize ethical and governance dilemmas = 93%
List all possible alternatives = 83%
Evaluate how stakeholders will be affected by various solutions to ethical dilemmas = 83%
make an ethical analysis of the alternatives = 100%
Decide on a course of action and provide rationale for the decision = 83%
Overall = 87%

**Findings (2006-2007) - Achievement Target: Met**
Fall 2006: 95% met the goal.

**O 5: Solve accounting problems in diverse settings**
Students will solve accounting problems in diverse and changing environments.

**Associations:**
General Education or Core Curriculum:
- 5 Critical Thinking
- 7 Establish broad & multiple perspectives
- 13 Use logical reasoning in problem solving
- 14 Understand the interrelationships of disciplines

Related Measures:

M 5: MGMT 5355 case study
Course-embedded measurement - MGMT 5355 - case study
Source of Evidence: Written assignment(s), usually scored by a rubric

Achievement Target:
80% of students will exceed or meet standard expectations

Findings (2007-2008) - Achievement Target: Partially Met
- Recognize client business and industry risk = 60%
- Describe professional ethics and regulatory issues facing the accounting firm = 100%
- Recognize key project and engagement management issues = 90%
- Recognize issues created by changes in the client's environment = 80%
- Citation of appropriate professional standards and laws = 70%
- Overall = 80%

Findings (2006-2007) - Achievement Target: Met
- Spring 2007: 75% met the goal. Summer 2007: 100% met the goal.

Related Action Plans:

Accounting Problems
- Incorporated additional MAcc components in overall MGMT class project.
- For more information, see the Action Plan Details section of this report.

Details for Action Plans Established This Cycle

Accounting Problems
- Incorporated additional MAcc components in overall MGMT class project.
  - Priority: Medium
  - Target Date: 01/2009

Accounting Theory Interpretation
- Instructor has provided additional class materials for case study reporting.
  - Priority: Medium
  - Target Date: 08/2008

Analysis Answers

What specifically did your assessments show regarding proven strengths or progress you made on outcomes/objectives?
- Most measures have been achieved.

What specifically did your assessments show regarding any outcomes/objectives that will require continued attention?
Course-embedded measures need continued cycles of measures and refinement.

## Annual Reports

### Executive Summary
An annual report is not required for the MAcc program.

### Public/Community Service
N/A

### Anticipated Challenges
N/A

### Closing the Loop / Planned Actions
N/A

### Summary of Requested Resources
N/A

### Administrative Unit Accomplishments
N/A

### Teaching Results / Accomplishments
N/A

### Research/Scholar Activity Accomplishment
N/A