

UNIVERSITY OF ALASKA FAIRBANKS
Student Learning Outcomes Assessment Plan

School of Management
 Bachelor of Business Administration (BBA)
 Accounting
 (2018-2019)

SOM MISSION: We are a learning community where innovation in teaching, discovery and service prepares students for professional success that benefits our community, the state of Alaska and the nation.

SOM VISION: The School of Management will be recognized for high-quality educational programs, hands-on educational opportunities for students, service to the community and accomplished teaching and research faculty. The School of Management strives to be acknowledged as the premier business school in Alaska.

Intended Objectives/Outcomes	Assessment Criteria and Procedures	Implementation (what, when, who)
<p>1. Communication Skills</p> <p>1a. Written: Students should be able to:</p> <p>(i). produce high-quality professional communications on technical issues/topics for internal and/or external audiences</p> <p>1b. Oral: Students should be able to:</p> <p>(ii). produce high-quality professional presentations using various modes of technology on technical issues/topics for internal and/or external audiences</p>	<p>1a. Written Instruments: Writing assignments similar to professional communications.</p> <p>(i). The writing rubric covers 6 components and is located within SOM.</p> <p><u>Min. Standard:</u> 80% of students must meet or exceed expectations.</p> <p>1b. Oral Instruments: Oral Presentations.</p> <p>(ii). The oral rubric covers 8 components and is located within SOM.</p> <p><u>Min. Standard:</u> 80% of students must meet or exceed expectations.</p>	<p>1a. Writing samples are collected from ACCT 452 (Auditing), ACCT 472 (Internal & Governmental Auditing), and ACCT 430 (Advanced Taxes).</p> <p>1b. Oral communications are filmed in ACCT 414 (Governmental & NFP Accounting).</p> <p>Data will be collected every semester and assessed every other year by AOL committee.</p>

Intended Objectives/Outcomes	Assessment Criteria and Procedures	Implementation (what, when, who)
<p>2. Technical Proficiency</p> <p>2a. Accounting Fields: Students should be able to:</p> <p>(i). Financial Accounting: demonstrate sufficient technical knowledge of financial reporting</p> <p>(ii). Taxation: recognize and apply the professional standards and rules relating to tax codes</p> <p>(iii). Auditing: demonstrate sufficient technical knowledge of auditing</p> <p>(iv). Systems: demonstrate sufficient technical knowledge of accounting systems</p> <p>(v). Advanced Accounting: demonstrate sufficient technical knowledge of advanced accounting rules and uses</p> <p>2b. General: Students should be able to:</p> <p>(vi). demonstrate an understanding of business concepts related to marketing, management, finance, managerial accounting, and strategy integration</p>	<p>2a. Accounting Fields</p> <p>Instruments: Questions are embedded in upper division courses.</p> <p>(i). to (v). Questions cover specific discipline areas: financial, taxation, auditing, systems, and advanced accounting.</p> <p><u>Min. Standard:</u> 70% of students achieve 75% or more correct answers.</p> <p>2b. General Instrument: ETS Business Exam.</p> <p>(vi). Number of correct answers.</p> <p><u>Min. Standard:</u> 50th percentile for the accounting students as a whole and 50% for all SOM students on the accounting sub category.</p>	<p>2a. Accounting Fields will be assessed using embedded questions covering identified learning goals in various courses:</p> <p>(i)., (iii)., (iv)., & (v). ACCT 452 (Auditing)</p> <p>(ii). ACCT 330 (Income Tax)</p> <p>2b. General knowledge is assessed using the ETS Business Exam given in BA 462 (Corporate Strategy) every semester.</p> <p>Data will be collected every semester and assessed every other year by AOL committee.</p>

Intended Objectives/Outcomes	Assessment Criteria and Procedures	Implementation (what, when, who)
<p>3. Professionalism</p> <p>3a. Ethical Issues: Students should be able to:</p> <p>(i). identify ethical issues and recognize how to function professionally in the business environment</p> <p>3b. Work Ethic and Demeanor: Students should be able to:</p> <p>(ii). employ professional work ethic and demeanor during a job interview</p> <p>(iii). employ professional work ethic and demeanor during an office visit</p>	<p>3a. Ethical Issues Instrument: Ethics test is administered each fall in the Auditing course.</p> <p>(i). This instrument comes from an accounting academic education journal.</p> <p><u>Min. Standard:</u> Tests are scored using the published solution with 70% of the students expected to score 75% or higher.</p> <p>3b. Work Ethic and Demeanor Instrument: Recruiter surveys, developed by faculty to assess professional appearance, communications, and career preparedness.</p> <p>(ii). Students participating in campus interviews are evaluated by campus recruiters on 6 components.</p> <p>(iii). Students participating in office visits are evaluated by campus recruiters on 6 components.</p> <p><u>Min. Standard:</u> Recruiters' overall assessments, or a majority of the students, meet or exceed professional standards.</p>	<p>3a. Ethical Issues will be assessed using the ethics test administered each fall in ACCT 452 (Auditing).</p> <p>3b. Work Ethic and Demeanor will be assessed using the recruiter surveys. Each fall during Accounting Week (early October) recruiters visit campus to interview Seniors and Juniors for professional positions. Assessments are completed each year for at least two types of CPA firms: large Anchorage offices and smaller local CPA offices. Faculty members evaluate the results of these assessments each year.</p> <p>Data will be collected every semester and assessed every other year by AOL committee.</p>