

UNIVERSITY OF ALASKA FAIRBANKS
Student Learning Outcomes Assessment Plan
College of Business and Security Management
Bachelor of Business Administration (BBA)
Accounting
2020-2025

CBSM MISSION: We are a diverse and inclusive 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.

CBSM VISION: The College of Business and Security Management is recognized for high-quality programs, experiential learning opportunities for students, service to the community, and accomplished teaching and research faculty. The College of Business and Security Management continuously strives to be the known as a premier business school in Alaska and around the Nation.

DIRECT MEASURES

Competency	Assessment Instrument	Assessment Point
1. Communication A. Written Students should be able to produce high-quality professional communications on technical issues/topics for internal and/or external audiences. B. Oral Students should be able to produce high-quality professional presentations using various modes of technology on technical issues/topics for internal and/or external audiences.	A. Written Writing rubric assessing competencies across six categories. Minimal Standard: 70% of students should meet or exceed expectations. B. Oral Oral rubric assessing competencies across eight categories. Minimal Standard: 70% of students should meet or exceed expectations.	A. Written Writing samples will be collected in BA 323 (Business Ethics). B. Oral Oral communications will be recorded and/or surveyed in BA 323 (Business Ethics).
2. Ethics General Students should be able to identify and understand whether certain business conduct is legal and/or ethical and apply the knowledge situationally.	General Business Ethics section 3 of the Peregrine Accounting Comprehensive Exam with Supplemental Topics. Minimal Standard: 70% of students should score at or above national average for the topic section.	General The Peregrine Accounting Comprehensive Exam with Supplemental Topics will be administered in BA 462 (Corporate Strategy).

Competency	Assessment Instrument	Assessment Point
3. Technical Proficiency General Students should be able to apply and interpret financial information.	General Supplemental sections (16, 22, 35, and 46) Peregrine Accounting Comprehensive Exam with Supplemental Topics covering financial statement analysis, internal control and cost, recording business transactions and statement of cash flows. Min. Standard: 70% of students should score 50% or higher for the topic section.	General The Peregrine Accounting Comprehensive Exam with Supplemental Topics will be administered in BA 462 (Corporate Strategy).
4. Technical Knowledge: Accounting Fields (i) Cost: Students should be able to express and apply cost behavior, relevant costs, contribution margin, and breakeven analysis. (ii) Tax: Students should be able to calculate adjusted gross income based on a specific set of variables. (iii) Auditing: Students should be able to interpret the role of auditing and apply the auditing risk model.	Accounting Fields (i) Supplemental sections 11, 12, and 43 of the Peregrine Accounting Comprehensive Exam with Supplemental Topics. (ii). Supplemental section 41 of the Peregrine Accounting Comprehensive Exam with Supplemental Topics. (iii). Supplemental section 3 of the Peregrine Accounting Comprehensive Exam with Supplemental Topics. Min. Standard: 70% of students should score 50% or higher for the topic section.	Accounting Fields (i-iii). The Peregrine Accounting Comprehensive Exam with Supplemental Topics will be administered in BA 462 (Corporate Strategy).

INDIRECT MEASURES

CBSM also performs indirect assessments. Each year the graduating students fill out an exit survey to assess their satisfaction level with their program. In total there are six value statements. Students were asked, for each statement, whether they strongly agree, agree, neutral, disagree or strongly disagree. The minimal standard that BSRB wishes to achieve is that 80% of students either strongly agree or agree with each statement.

- 1) I would recommend this program to another student
- 2) I feel well prepared to face expected professional challenges
- 3) I see myself as part of the CBSM community
- 4) I would feel comfortable asking a CBSM professor for help if I did not understand the material
- 5) When I interact with CBSM professors, I feel they care about how I am doing
- 6) Number Students Responding