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.

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<tr>
<th>Intended Objectives/Outcomes</th>
<th>Assessment Criteria and Procedures</th>
<th>Implementation (what, when, who)</th>
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| **1. Communication Skills**| **1a. Written Instruments:** Writing assignments similar to professional communications.  
(i). The writing rubric covers 6 components and is located within SOM. Taxation rubric contains 7 components.  
Min. Standard: 80% of students must meet or exceed expectations.  
1b. Oral Instruments:** Oral Presentations.  
(ii). The oral rubric covers 6 components and is located within SOM.  
Min. Standard: 80% of students must meet or exceed expectations.  |
| **1a. Written:** Students should be able to:  
(i). produce high-quality professional communications on technical issues/topics for internal and/or external audiences | **1a. Writing samples** are collected from Acct 452 (Auditing), Acct 472 (Internal &Governmental Auditing), and Acct 430 (Advanced Taxes).  
Faculty meet as scheduled to evaluate writing samples. Technical writing samples for taxation are also evaluated by tax practitioners on Accounting Advisory Board. | **1a. Writing samples** are collected from Acct 452 (Auditing), Acct 472 (Internal &Governmental Auditing), and Acct 430 (Advanced Taxes).  
Faculty meet as scheduled to evaluate writing samples. Technical writing samples for taxation are also evaluated by tax practitioners on Accounting Advisory Board. |
| **1b. Oral:** Students should be able to:  
(ii). deliver high-quality professional business presentations on technical topics to internal and/or external audiences | **1b. Oral communications** are filmed in Acct 414 (Governmental & NFP Accounting).  
Data will be collected every semester and assessed every other year by AOL committee. | **1b. Oral communications** are filmed in Acct 414 (Governmental & NFP Accounting).  
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<td><strong>2. Technical Proficiency</strong></td>
<td><strong>2a. Accounting Fields</strong> Instruments: Questions are embedded in upper division courses. (i). to (v). Questions cover specific discipline areas: financial, taxation, auditing, systems, and advanced accounting. <strong>Min. Standard</strong>: 70% of students achieve 75% or more correct answers. <strong>2b. General Instrument</strong>: ETS Business Exam. (vi). Number of correct answers. <strong>Min. Standard</strong>: 50th percentile for the accounting students as a whole and 50% for all SOM students on the accounting sub category.</td>
<td><strong>2a. Accounting Fields</strong> will be assessed using embedded questions covering identified learning goals in various courses: (i), (iii), (iv), &amp; (v). ACCT 452 (Auditing) (ii). ACCT 330 (Income Tax) <strong>2b. General knowledge</strong> is assessed using the ETS Business Exam given in BA 462 (Corporate Strategy) every semester. Data will be collected every semester and assessed every other year by AOL committee.</td>
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<td><strong>2b. General: Students should be able to:</strong></td>
<td>(vi). demonstrate the foundational knowledge of all business disciplines within the BBA degree</td>
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<td>3. Professionalism</td>
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<td>3a. Ethical Issues: Students should be able to:</td>
<td>3a. Ethical Issues Instrument: Ethics test is administered each fall in the Auditing course.</td>
<td>3a. Ethical Issues will be assessed using the ethics test administered each fall in ACCT 452 (Auditing).</td>
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<td>(i). function professionally in the business environment and identify ethical issues</td>
<td>(i). This instrument comes from an accounting academic education journal.</td>
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<td>3b. Work Ethic and Demeanor: Students should be able to:</td>
<td>3b. Work Ethic and Demeanor Instrument: Recruiter survey, developed by faculty to assess professional appearance, communications, and career preparedness.</td>
<td>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 office and smaller local CPA offices. Faculty members evaluate the results of these assessments each year.</td>
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<td>(ii). demonstrate professional work ethic and demeanor</td>
<td>(ii). Students participating in campus interviews are evaluated by campus recruiters at 4 levels.</td>
<td>Data will be collected every semester and assessed every other year by AOL committee.</td>
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<td>Min. Standard: Tests are scored using the published solution with 70% of the students expected to score 75% or higher.</td>
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<td>Min. Standard: Recruiters overall assessments, or a majority of the students, meet or exceed professional standards.</td>
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