1. Assessment information collected

   A. Communication

   a) Communication Written: Writing samples are collected from Acct 452 (Auditing), Acct 472 (Internal & Governmental Auditing), and Acct 430 (Advanced Taxes).

   b) Communications Oral: Oral presentations are filmed in Acct 414 Governmental & NFP Accounting (beginning Spring 2014).

   B. Technical Proficiency

   a) Specific to Accounting: Questions are embedded in upper division courses (auditing, governmental, and taxation)

   b) General Business Knowledge: The ETS business comprehensive exam is given in BA 462 (Corporate Strategy).

   C. Professionalism

   a) Identification of Ethical Issues: Ethics test is administered each fall in the Auditing course. This instrument comes from an accounting academic education journal.

   b) Demonstration of Professional Work Ethic: Recruiter surveys developed by faculty to assess professional appearance, communications and career preparedness.

   c) Demonstration of Ethical Behavior: Implement “Good Student Bonus” reward system in all accounting courses to promote professional behavior.

Note: Data is collected every semester, assessment every other year by faculty. This year Technical Proficiency and Professionalism was assessed.
2. Conclusions drawn from the collected information summarized above

   A. Communication is next assessed in FY15.

   B. Technical Proficiency-

      a. Accounting Knowledge

      During spring 2014 we evaluated our technical learning assessments for all areas and students met or exceeded expectations for all learning goals/ measures.

      b. General Business

      Students scored 97% on the accounting portion of the ETS standardized test administered in 2013-14 which exceeds expectations for this learning goal.

   C. Professionalism

      During fall/spring 2014 we administered and evaluated our professionalism instruments including: ethics test, and our recruiter/ employer surveys of job applicants. Our students meet all professional expectations except for one issue noted in the ethics instrument.

      Students were too eager to assess fraud in acceptable business relations/practices.

3. Curricular changes resulting from conclusions drawn above

   Closing the Loop was performed for Technical Proficiency and Professionalism

   A. Communication Written

   Is next assessed in FY15.

   B. Technical Proficiency: No Changes

   No Changes

   C. Professionalism

   Students were too eager to assess fraud in acceptable business relations/practices. To address this shortcoming we are going to add discussion in both auditing courses regarding the importance of
making accurate ethics assessments as well as the potential consequences of being overzealous. We have not yet implemented c) demonstration of ethical behavior. This learning goal will be evaluated during the next cycle in 2015.

4. **Identify the faculty members involved in reaching the conclusions drawn above and agreeing upon the curricular changes resulting**

The BBA Accounting assessment is performed by the accounting assurance of learning committee which consists of:

Charlie Sparks, Chair  
Ken Abramowicz  
Kevin Berry  
Amy Cooper  
Mike Davis  
Ruth Prato  
Anita Hughes (AOL Support)