



College of Business & Economics

Assurance of Learning

Program Learning Objective (PLO): Written Communication
AY 2014-2015

MSA

PLO4; L04A

MSA Learning Goal 4: Students who graduate will be able to communicate effectively and professionally.

CBE Learning Objective 4A:

L04A: Students who graduate will apply written communication skills to create professional accounting reports.

Mapped Course:

ACCT 6660 - Accountants' Ethics and Professional Responsibilities [Summer 2015]

Curriculum Alignment: Explores ethical, legal, regulatory issues and social responsibilities facing the accounting profession. Covers the elements of ethical reasoning, corporate governance, and reviews professional codes of conduct of the AICPA and other regulatory bodies and their real-world business application. *Prerequisite: ACCT 2251.*

Participating Faculty: 2 faculty members – 1 Teaching + 1 Assessing

Methods & Procedures: Faculty member #1 will provide identified artifact, individual written paper assignment on particular topic. Faculty member #2, selected by Program Director/Chair, will assess artifacts using the selected assessment measurement tool, an externally adopted rubric appropriate for the accurate measurement of the learning objective within the program.

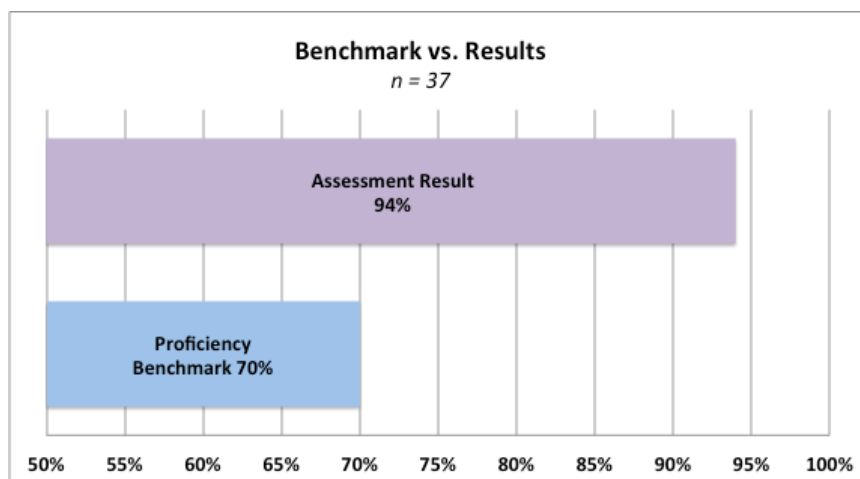
Assessment Measurement Tool Used: Externally adopted rubric.

Status of Assessment: Completed.

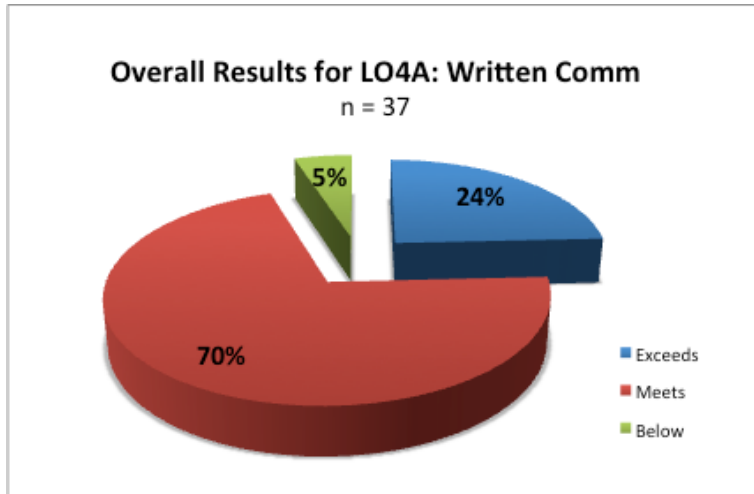
Artifacts Archived: Yes.

Performance Targets: 70% of students meet or exceed expectations.

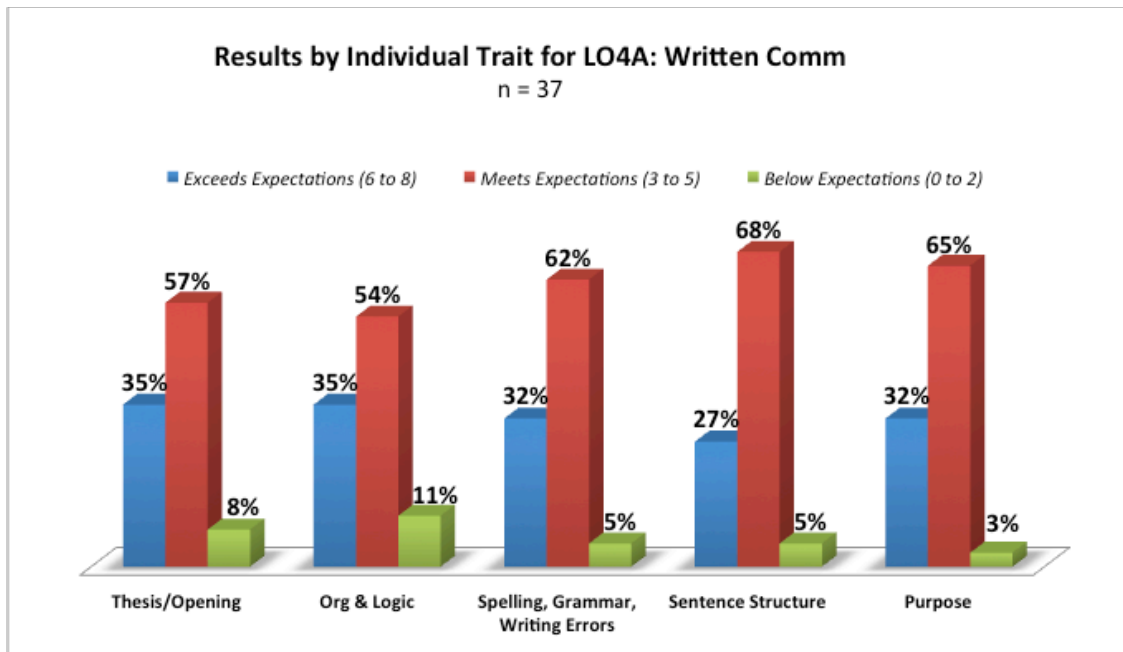
Data Summary & Analysis:



The proficiency target for learning objective 4A: Written Communication is set that 70% of students receiving an overall score of meeting or exceeding expectations on the specific learning objective. Results show students clearly meeting the benchmark with 94% of students meeting/exceeding.



Assessment results for the learning objective *overall* show 70% of assessed students meeting expectations, with 24% exceeding expectations, and only 5% of assessed students below expectations.



Analysis from each individual trait shows each trait measuring relatively consistently; no trait strayed far from the results of the other traits for 'meeting' and 'exceeding' expectations. However, when it came to 'below' expectations, Trait #2: Organization & Logic, led with 11 percentage points in number of students assessed with a score of 0 to 2. Trait #4: Sentence Structure showed the lowest percentage (27%) of students meeting expectations by comparison to all other traits.

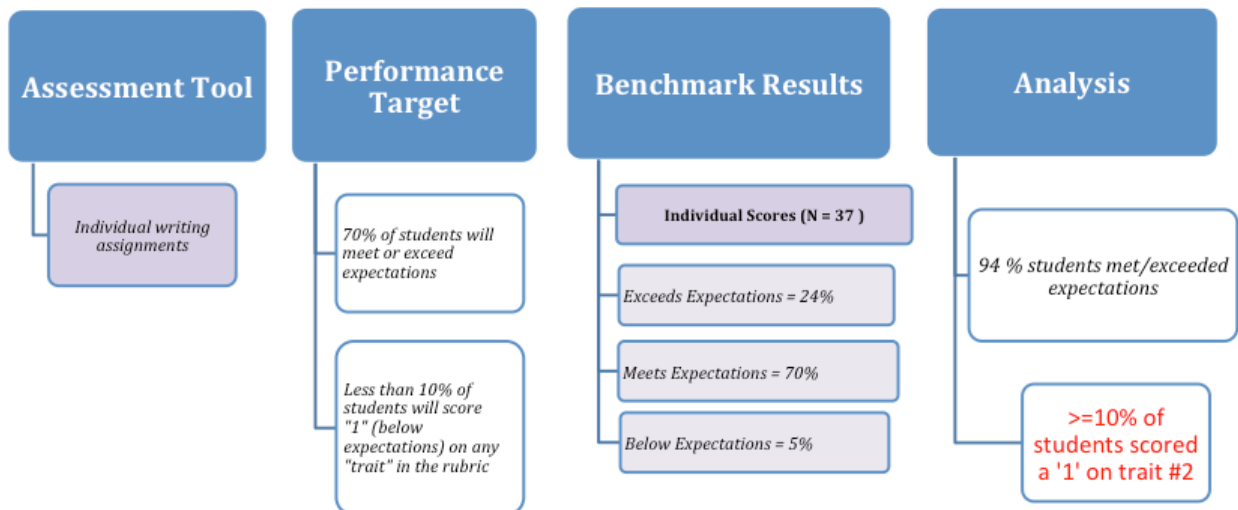
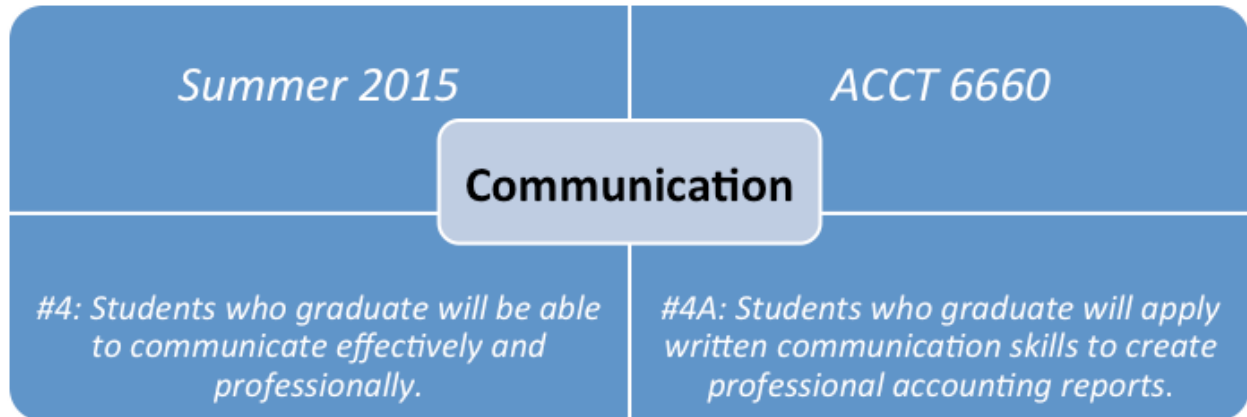
Conclusions:

Overall, students are meeting proficiency targets for learning objective 4A: Written Comm. One area highlighted for suggested improvement involves Trait#2: Organization & Logic and Trait #4: Sentence Structure.

APPENDIX A:

One-Page Summaries

Learning Goal 4A: One-Page Assessment Summary



End of Report