



College of Business & Economics

Assurance of Learning

Program Learning Objective (PLO): Written Communication
AY 2015-2016

MSA

PLO4; LO4A

MS Acct 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

Curriculum Alignment: 6660 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. Prerequisites: ACCT 2251. Grading: A-F grading only.

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.

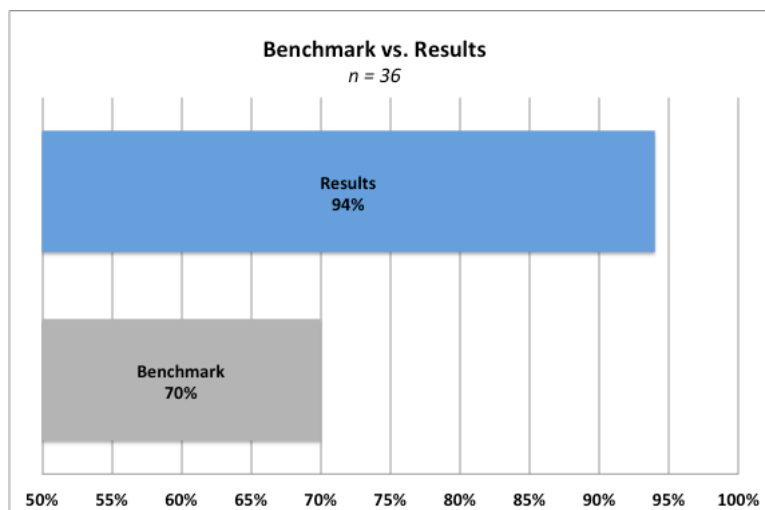
Assessment Measurement Tool Used: Externally adopted rubric. Modified by department.

Status of Assessment: Completed.

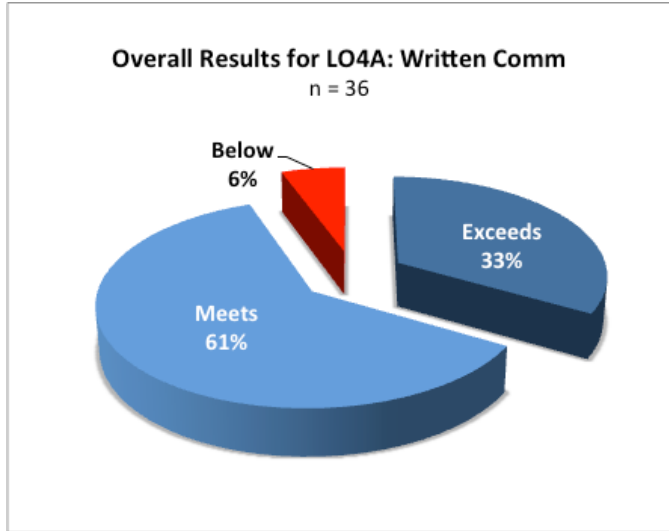
Artifacts Archived: Scores recorded and archived.

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

Data Summary & Analysis:

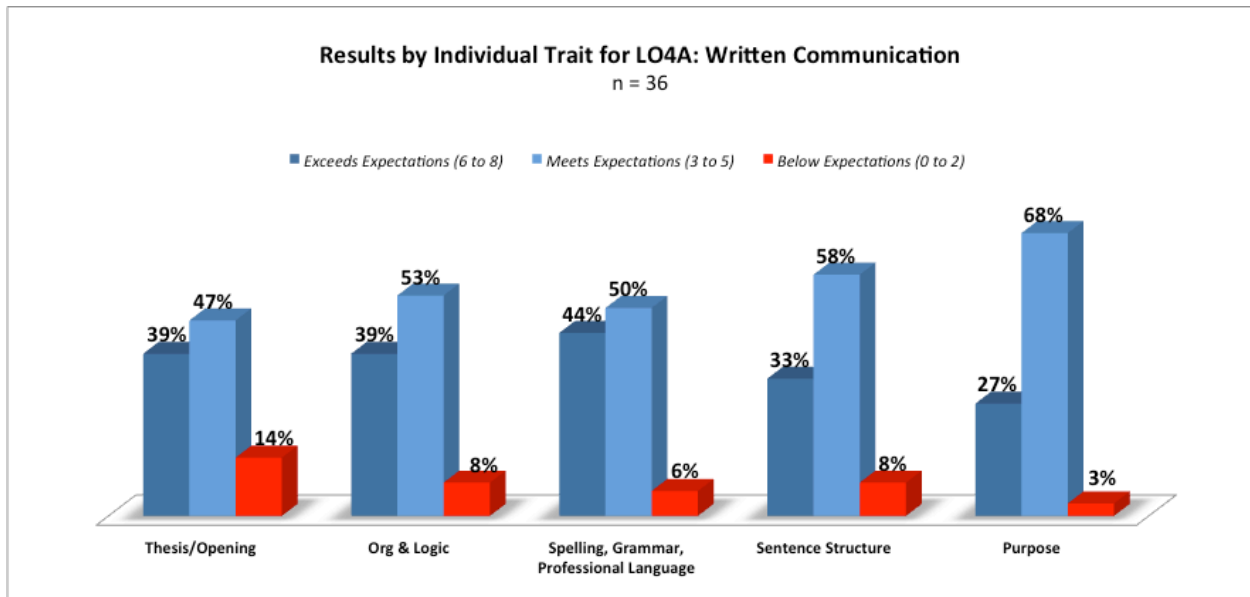


The proficiency target for learning objective 4A: Written Communication is set that 70% of students receive an overall score of meeting or exceeding expectations on the specific learning objective. Results show students clearly meeting the benchmark with 94% of students meeting/exceeding. The same findings that were found in the last round of assessment.



Overall assessment results for the learning objective show 61% of assessed students meeting expectations, with 33% exceeding expectations, and 6% of assessed students below expectations. This is an increase in percentage of students exceeding expectations compared to the last round of data collection.

The graphic below display the findings for each individual trait as it is compared with the performance of other traits. When it came to ‘below’ expectations, Trait #1: Thesis/Opening had the highest amount of students assessed between 0 and 2 points. However, it also had one of the highest percentages in terms of exceeding expectations with 39% of students scoring between 6 and 8 points. Trait #2: Organization & Logic improved from the previous assessment cycle.



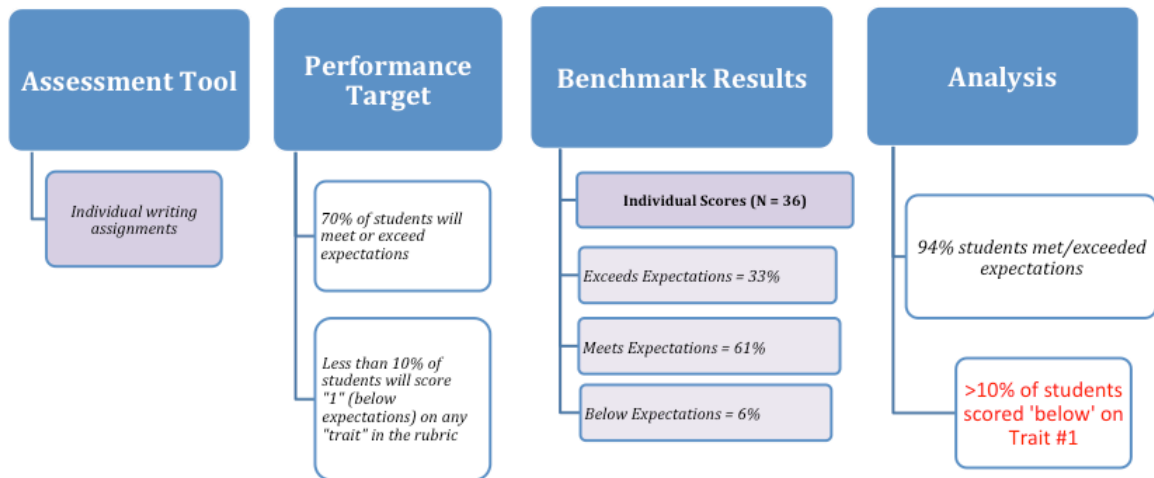
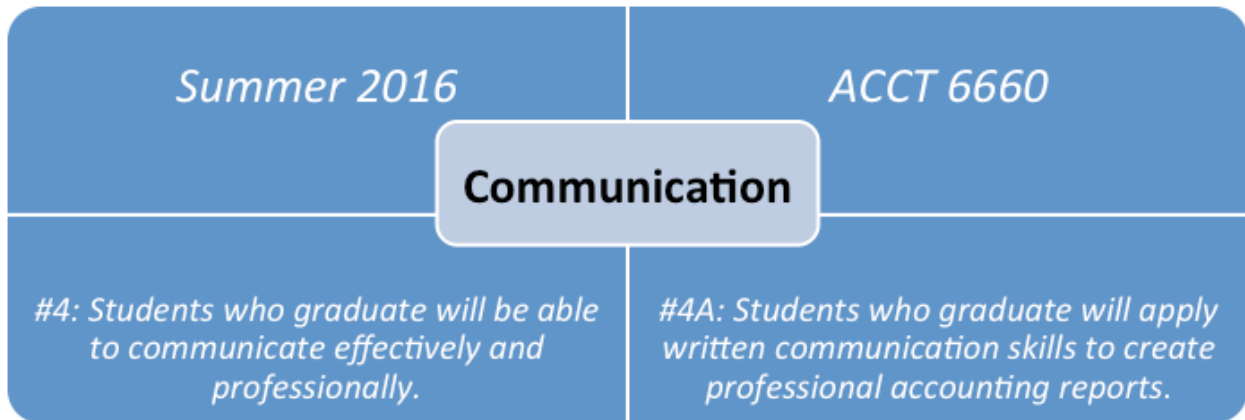
Conclusions:

Overall, students are meeting proficiency targets for learning objective 4A: Written Comm. One area highlighted for suggested improvement involves Trait#1: Thesis/Opening.

APPENDIX

One-Page Summaries

Learning Goal 4A: One-Page Assessment Summary



End of Report