Public Disclosure of Student Learning Form

Institution: Bemidji State University
Academic Business Unit: Accounting
Academic Year: 2014-2015
## Outcomes Assessment Results

### Mission of Accounting

**Mission Statement**

_Educate students through a learning-centered environment_

### Section I: Student Learning Assessment - Accounting Major

<table>
<thead>
<tr>
<th>Student Learning Assessment for Accounting Major</th>
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<tbody>
<tr>
<td><strong>General Program Intended Student Learning Outcomes (General Program ISLOs)</strong></td>
</tr>
</tbody>
</table>

1. **Graduates will attain higher learning in the field of accounting**
   - Broad-Based Student Learning Goals Associated with this Outcome: *Graduates will be prepared for entry into and advancement in business careers. Graduates will be prepared to contribute to their global and local communities.*

2. **Graduates will demonstrate information literacy**
   - Broad-Based Student Learning Goals Associated with this Outcome: *Graduates will be prepared for entry into and advancement in business careers.*

3. **Graduates will demonstrate ability to use practical business tools**
   - Broad-Based Student Learning Goals Associated with this Outcome: *Graduates will be prepared for entry into and advancement in business careers.*

4. **Graduates will demonstrate good communication skills and ability to work effectively as part of a team**
   - Broad-Based Student Learning Goals Associated with this Outcome: *Graduates will be prepared for entry into and advancement in business careers. Graduates will be prepared to contribute to their global and local communities.*

5. **Graduates will demonstrate the ability to analyze complex business situations and ethical obligations in a realistic business environment**
### Intended Student Learning Outcomes: Accounting Major

1. **Students will be able to demonstrate an understanding of contract law in business situations**
   - Broad-Based Student Learning Goals Associated with this Outcome: *Graduates will be prepared for entry into and advancement in business careers.*

2. **Students will be able to demonstrate an understanding of the taxation of individual income**
   - Broad-Based Student Learning Goals Associated with this Outcome: *Graduates will be prepared for entry into and advancement in business careers.*

3. **Students will be able to apply cost accounting methods to help managers make business decisions**
   - Broad-Based Student Learning Goals Associated with this Outcome: *Graduates will be prepared for entry into and advancement in business careers.*

4. **Students will be able to demonstrate knowledge of current Generally Accepted Accounting Principles (GAAP) relevant to governmental/not-for-profit entities.**
   - Broad-Based Student Learning Goals Associated with this Outcome: *Graduates will be prepared for entry into and advancement in business careers.*

5. **Students will be able to demonstrate an understanding of the basic concepts internal control**
   - Broad-Based Student Learning Goals Associated with this Outcome: *Graduates will be prepared for entry into and advancement in business careers.*

6. **Students will be able to demonstrate competence in fundamental skills in financial accounting**
   - Broad-Based Student Learning Goals Associated with this Outcome: *Graduates will be prepared for entry into and advancement in business careers.*

### Assessment Instruments for Intended Student Learning Outcomes—Direct Measures of Student Learning:

<table>
<thead>
<tr>
<th>Performance Objectives (Targets/Criteria) for Direct Measures:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average student performance will be at 50th percentile or above for peer institutions on MFAT. <em>(Implementation for online students Fall 2014).</em></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Direct Measures of Student Learning:</th>
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</thead>
<tbody>
<tr>
<td><strong>Senior exam</strong></td>
<td></td>
</tr>
<tr>
<td>General Program ISLOs Assessed by this Measure:</td>
<td>1.</td>
</tr>
<tr>
<td>Accounting Major ISLOs Assessed by this Measure:</td>
<td>none</td>
</tr>
</tbody>
</table>
2. **Capstone Experience Rubric**
   - General Program ISLOs Assessed by this Measure: 1. 2. 3. 4. 5.
   - Accounting Major ISLOs Assessed by this Measure: none
   
   At least 90% of the graduates will demonstrate adequate level of performance or higher on the following assessment rubrics: program level student learning outcomes section, information literacy section, the use of practical business tools section, the communication skills and effective team work section, and the ability to analyze complex business situations and ethical obligations in a realistic business environment section.

3. **Accounting Major Exam**
   - General Program ISLOs Assessed by this Measure: none
   - Accounting Major ISLOs Assessed by this Measure: 1. 2. 3. 4. 5. 6.
   
   At least 75% of students taking the exam will score at least 60% or higher. (Passing score = 60%; Target passing rate = 75% will pass).

**Assessment Instruments for Intended Student Learning Outcomes—Indirect Measures of Student Learning:**

<table>
<thead>
<tr>
<th>Assessment Instrument</th>
<th>Performance Objectives (Targets/Criteria) for Indirect Measures:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <strong>Senior survey</strong></td>
<td>At least 70% of each year’s graduates will indicate they attained learning in the functional areas of business.</td>
</tr>
</tbody>
</table>
| General Program ISLOs Assessed by this Measure: 1. 2. 3. 4. 5.  
  Accounting Major ISLOs Assessed by this Measure: none |   |
| 2. **Graduate Placement Survey** | At least 80% of each year’s graduates will be employed in related field, or in graduates school, within 2 years. |
| General Program ISLOs Assessed by this Measure: 1.  
  Accounting Major ISLOs Assessed by this Measure: none |   |
| 3. **Accounting Major Senior Survey** | At least 70% of students graduating with an Accounting Major will indicate they are able to demonstrate the Student Learning Outcomes of the Accounting Major. |
| General Program ISLOs Assessed by this Measure: none  
  Accounting Major ISLOs Assessed by this Measure: 1. 2. 3. 4. 5. 6. |   |

**Assessment Results: Accounting Major**

**Summary of Results from Implementing Direct Measures of Student Learning:**

1. **Senior Exam.**
Note: The results for the MFT are the combined results of three majors, Accounting, Business Administration, and CIS. We don’t have a separation of the results for the MFT by the three majors.

**Senior Exam Performance Target:**
Average student performance will be at 50<sup>th</sup> percentile or above for peer institutions on MFAT.

The results for Summer 2014, Fall 2014, and Spring 2015 are combined.

**Results:** National Goal met; Peer Goal met

Results SU14, F14, SP15
BSU Mean score = 154 (n=174)
Median of the Institutional Means = 151 (n=563)
Median of the Institutional Means for Peer Group = 152 (n=11)

Please see Appendix 3 2014-2015 Student Learning Outcome Results

2. **Capstone Experience Rubric.**
   *For papers and presentations - exceeded goals. Proposed to continue with work. For team work - we didn’t meet any of the goals. These results are not broken down by major.*

   **Papers Category:**
   At least 90% of the graduates will demonstrate higher than the Adequate or Developing level of performance on each section of the assessment rubric. This indicates an average point score of > 3.5.

   **Met our goal in every category:**
   SLO#1: Goal: 90% > 3.5, Achievement: 91% > 3.5, Average score: 4.4
   SLO #2: Goal: 90%> 3.5, Achievement: 98% >3.5, Average score: 4.3
   SLO #3: Goal: 90%> 3.5, Achievement: 98% > 3.5, Average score: 4.3
   SLO #4: Goal: 90%> 3.5, Achievement: 95% > 3.5, Average score: 4.3
   SLO #5: Goal: 90%> 3.5, Achievement: 98% > 3.5, Average score > 4.4

   **Presentation Category:**
At least 90% of the graduates will demonstrate higher than the Adequate or Developing level of performance on each section of the assessment rubric. This indicates an average point score of > 3.5.

**Met our goal in every category:**
- **Content Knowledge:** Goal: 90% > 3.5, Achievement: 97% > 3.5, Average score: 4.6
- **Coherence & Organization:** Goal: 90% > 3.5, Achievement: 100% > 3.5, Average score: 4.3
- **Speaking Skills:** Goal: 90% > 3.5, Achievement: 97% > 3.5, Average score: 4.4
- **Use of Visual Aids:** Goal: 90% > 3.5, Achievement: 100% > 3.5, Average score: 4.3
- **Professionalism:** Goal: 90% > 3.5, Achievement: 100% > 3.5, Average score: 4.0

**Team Work Category:**
At least 90% of the graduates will demonstrate higher than the Adequate or Developing level of performance on each section of the assessment rubric. This indicates an average point score of > 3.5.

**Short of goal in all categories:**
- **Effectively Communicate:** Goal: 90% > 3.5, Achievement: 88% > 3.5, Average score: 4.0
- **Interpersonal Skills - Team Work:** Goal: 90% > 3.5, Achievement: 88% > 3.5, Average score: 4.5
- **Leadership Skills - Team Work:** Goal: 90% > 3.5, Achievement: 84% > 3.5, Average score: 4.0
- **Personal Attitude:** Goal: 90% > 3.5, Achievement: 88% > 3.5, Average score: 4.0
- **Good Communication:** Goal: 90% > 3.5, Achievement: 87% > 3.5, Average score: 4.1

Please see Appendix 3 2014-2015 Student Learning Outcome Results

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3. **Accounting Major Exam**

31.3% of students scored at least 60% or higher (n=48)

Please see Appendix 3 2014-2015 Student Learning Outcome Results

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**Summary of Results from Implementing Indirect Measures of Student Learning:**

1. **Senior Survey**

   Results for Accounting: For the indirect measures of student learning embedded in the two Accounting Senior Surveys, students met each of the performance objectives (targets/criteria).

   Graduating Senior Survey results: (Summer 2014, Fall 2014, Spring 2015)
   Respondents: 46
Population:

Percentage of graduates who agree (strongly, moderately, or somewhat on a 6-point scale) with the following statement:

As a graduating senior in Accounting, I am able to demonstrate an understanding of the following functional areas:

- Economics: 100
- Management: 100
- Marketing: 95.7
- Legal Environment: 97.8
- Finance: 100
- Quantitative/Statistical: 89.1
- Operations Management: 87.0
- International/Global: 78.3
- Ethics: 97.8
- Financial Accounting: 100
- Cost Accounting: 95.7
- Tax Accounting: 95.7
- Accounting Information Systems: 97.8
- Auditing: 91.3
- Governmental Accounting: 93.5
- Fraud: 87.0

Percentage of graduates who agree with the following statement:

As a graduating senior in Accounting, I am able to process facts into information upon which to base informed decisions: 97.8.

Percentage of graduates who agree with the following statement:

As a graduating senior in Accounting, I am able to use:

- Internet: 100
- Word processing: 100
- Spreadsheets: 100
- Presentation software: 100
- Database management software: 95.7
Percentage of graduates who agree with the following statements:

As a graduating senior in Accounting, I am able to:
Communicate effectively using written skills 97.8
Communicate effectively using verbal skills 100
Work effectively as part of a team: 100

Percentage of graduates who agree with the following statements:
As a graduating senior in Accounting, I am able to:
Analyze complex business situations and ethical obligations in a realistic business environment: 100.

Please see Appendix 3 2014-2015 Student Learning Outcome Results

2. **Graduate Placement Survey**

   The performance objectives (targets/criteria) for both department is that: at least 80% of each year’s graduates will be employed in related field, or in graduate school, within 2 years.

   For the year 2013, Accounting had 87.8% of their graduates in related employment or continuing education. As noted in previous summaries, this information is a year behind the annual report submission.

   Please see Appendix 3 2014-2015 Student Learning Outcome Results

3. **Accounting Major Senior Survey**

   *Results for Accounting: For the indirect measures of student learning embedded in the two Accounting Senior Surveys, students met each of the performance objectives (targets/criteria).*

   **Graduating Senior Survey results: (Summer 2014, Fall 2014, Spring 2015)**

   Respondents: 46

   Percentage of graduates who indicate their understanding or ability is somewhat good, good, or very good with regard to the following accounting SLOs:

   Q3 my ability to understand and apply contract law in business situations is: 87.0

   Q4 my understanding of the taxation of individual income is: 93.5
Q5 my ability to apply cost accounting methods to help managers make business decisions is: 95.7

Q6 my ability to demonstrate knowledge of current Generally Accepted Accounting Principles (GAAP) relevant to Governmental/Not-for-Profit entities is: 87.0

Q7 my ability to identify the basic concepts of internal control is: 100

Q8 my ability to demonstrate competence in fundamental skills of financial accounting is: 100

Please see Appendix 3 2014-2015 Student Learning Outcome Results

### Summary of Achievement of Intended Student Learning Outcomes:

<table>
<thead>
<tr>
<th>Intended Student Learning Outcomes</th>
<th>Learning Assessment Measures</th>
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<tbody>
<tr>
<td><strong>General Program ISLOs</strong></td>
<td>Senior Exam</td>
</tr>
<tr>
<td>Performance Target Was...</td>
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<tr>
<td>1. Graduates will attain higher learning in the field of accounting</td>
<td>Met</td>
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<td>2. Graduates will demonstrate information literacy</td>
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## Intended Student Learning Outcomes: Accounting Major

<table>
<thead>
<tr>
<th>Intended Learning Outcome</th>
<th>Senior Exam</th>
<th>Capstone Experience Rubric</th>
<th>Accounting Major Emphasis Exam</th>
<th>Senior Survey</th>
<th>Graduate Placement Survey</th>
<th>Accounting Major Senior Survey</th>
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<tbody>
<tr>
<td></td>
<td>N/A</td>
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### Performance Target Was...

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1. **Students will be able to demonstrate an understanding of contract law in business situations**

2. **Students will be able to demonstrate an understanding of the taxation of individual income**

3. **Students will be able to apply cost accounting methods to help managers make business decisions**

4. **Students will be able to demonstrate knowledge of current**
Generally Accepted Accounting Principles (GAAP) relevant to governmental/not-for-profit entities

5. Students will be able to demonstrate an understanding of the basic concepts internal control

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6. Students will be able to demonstrate competence in fundamental skills in financial accounting

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Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:

1. Senior Exam.
   a. Peer Group Makeup Change:
      Description was provided on a change in the composition of our “peer” group we have selected for IACBE purposes. Specifically, for the current analysis (Su 14 thru Sp15), two of our peers did not have MFT scores (Minnesota State University Moorhead and Culver-Stockton College, MO.) In an attempt to create a peer group somewhat comparable to that of the past, Minnesota State University Mankato was added to fill out our peer group for Su14 through Sp15.

   b. Results of BSU institutional performance by academic area:
      While not part of our actual assessment plan, we also evaluate BSU’s institutional mean score on each of the nine assessment indicators provided by ETS, as a means of helping us identify any areas for improvement. The results show that BSU’s institutional mean score met or exceeded the median of the institutional means for the national and peer comparative groups in each of the following assessment areas: accounting, economics, management, quantitative, finance, marketing, legal and social environment, and information systems. We did not meet the median score for the national or peer comparative group in the area of international issues. As we look further into the “international issues,” we need to look at those content areas that are tested as international areas: Accounting, management, economics, finance and marketing are in the international coverage.

Closing the Loop for International:
The plan to address student knowledge of the International Financial Reporting Standards (IFRS) is to have the general differences between IFRS and Generally Accepted Accounting Principles (GAAP). This will be shown after the statement of cash flows in Accounting II so that all accounting and business students will have this information.
2. **Capstone Experience Rubric.**

   **Team Work:**
   
a. Faculty will incorporate peer evaluations in their Strategy classes to assist in meeting this goal which we fell slightly short on. Goal was increased from 3.0 to 3.5 from last year so if goal is not met again next year we will review the possibility of revising our goal as it may be set too high for team work.
   
b. Closing the Loop Decision: Leave the new criteria (3.5) the same for another year. Current faculty are going to incorporate peer evaluations as one approach to improve student performance on the Team Works rubric measurements.

3. **Accounting Major Exam**

   Made a lot of changes in the specific areas where students are tested in their specialty. Four of five questions were changed.

   **Effective:** Spring 2016
   
   **Instructors:** Accounting 1102

Please see **Appendix 3** 2014-2015 Student Learning Outcome Results and **Appendix 4** 2014-2015 Closing the Loop MFT Exam Decisions