

BACHELOR OF ARTS IN ACCOUNTING ANNUAL ASSESSMENT PLAN & FINDINGS 2010-2011 ACADEMIC YEAR

2010 – 2011 CURRICULUM MAP

2010 2011 COMMCOLOWINA	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
	Demonstrate fundamental accounting principles and procedures	Employ technology tools related to the area of accounting.	Analyze alternatives to complex accounting problems.	Utilize and integrate accounting information in business decision making.	Synthesize accounting information and non- accounting information in order to appropriately assess business opportunities.
ACC 205: Principles of Accounting	ı	ı	I	I	ı
ACC 206: Principles of Accounting II	1	R	R	R	I
ACC 305: Intermediate Accounting I	R	R	R	R	
ACC 306: Intermediate Accounting II	R			R	
ACC 310: Cost Accounting	R	R		М	R
ACC 380: Accounting for Not-for-Profit Organizations	R			I	
ACC 401: Federal Income Taxes I	R	М			
ACC 407: Advanced Accounting	R		М		
ACC 410: Auditing	М	М		R	М
BUS 308: Statistics for Managers			R		R
BUS 311: Business Law I				R	
BUS 401: Principles of Finance		R			R

Office of Learning Assessment and Program Review



ECO 204: Principles of Microeconomics	R		R
CGD 218: Visual Literacy in Business			R



ANNUAL ASSESSMENT PLAN FINDINGS

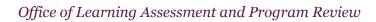
PLO 1 - Demonstrate fundamental accounting principles and procedures.

MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: ACC 205 Final Project	100%(of the sample selected) must score 70% or higher on final paper and demonstrate understanding of fundamental accounting principles and procedures.	382	487	78.44%	3. DOES NOT MEET THE ACCEPTABLE TARGET





Direct Measure 2: ACC 206 Final Paper	100% (of the sample selected) must score 70% or higher on final paper and demonstrate understanding of fundamental accounting principles.	360	486	74.07%	3. DOES NOT MEET THE ACCEPTABLE TARGET
\Direct Measure 3: CPC Comprehensive Exam – Accounting Section	100% (of the sample selected) score at or above the average in the PAS "Online Campus" and "Traditional Campus" Aggregate Pools related to the Accounting section of the CPC comprehensive exam when compared to other competitive programs.	N/A	N/A	N/A	BAA students aggregate scores in the Accounting section of the CPC Comprehensive Exam were above the averages of the PAS "Online Campus" and "Traditional Campus" pools.
Direct Measure 4: CPC Comprehensive Exam Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	58	59	98.31%	1. EXCEEDS THE ACCEPTABLE TARGET
	70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating	#46 = 49 #52 = 54	59	#46 = 83.05% #52 = 91.51%	#46 =1. EXCEEDS THE ACCEPTABLE TARGET





Indirect Measure 1:	either "Agree" or "Strongly Agree." The three	#53 = 50		#53 = 84.74%	#52 = 1. EXCEEDS
Alumni Survey	questions used to gauge career success				THE ACCEPTABLE
	include:				TARGET
					.,
	• (#46) – I believe my Ashford degree				#53 = 1. EXCEEDS
	will provide me with additional opportunities				THE ACCEPTABLE
	in my current career track.				TARGET
	• (#52) – Earning my degree from				
	Ashford University gives me the confidence to				
	pursue new job opportunities.				
	(#53) – Earning my degree from				
	Ashford University resulted in making me				
	more employable.				
	more employable.				
	70% or more of students will express				
	satisfaction on the End-of-Course survey for				
Indirect Measure 2:	each course aligned with mastery of a				
Graduate Satisfaction	program outcome by indicating either "High				Course Material = 3.
Survey	Quality" or "Very High Quality." The three				DOES NOT MEET THE
	questions used to gauge student satisfaction	Course Material		Course Material	ACCEPTABLE TARGET
	include:	= 87		=66.41%	Course = 3. DOES
	meidde.		131	Course = 59.54%	NOT MEET THE
	How would you rate the quality of	Course = 78	131	Course - 35.34%	ACCEPTABLE TARGET
	the course material?			Instructor =	ACCEPTABLE TARGET
		Instructor = 80		61.06%	Instructor = 3. DOES
	How would you rate the quality of				NOT MEET THE
	the course?				ACCEPTABLE TARGET
	How would you rate the quality of				
	the instructor?				
	the mstructor:				
PLO 2 - Employ techno	ology tools related to the area of accounting				



MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: ACC 310 Final Paper	100% (of the sample selected) must score 70% or higher on final paper and demonstrate understanding of fundamental accounting principles and procedures.	351	425	82.59	3. DOES NOT MEET THE ACCEPTABLE TARGET
Direct Measure 2: ACC 410 Final Paper	100% (of the sample selected) must score 70% or higher on final paper and demonstrate understanding of fundamental accounting principles and procedures.	257	361	71.19%	3. DOES NOT MEET THE ACCEPTABLE TARGET





Direct Measure 3: CPC Comprehensive Exam – Information Management Systems Section	100% (of the sample selected) score at or above the average in the PAS "Online Campus" and "Traditional Campus" Aggregate Pools related to the Information Management Systems section of the CPC comprehensive exam when compared to other competitive programs.	N/A	N/A	N/A	BAA students aggregate scores in the Information Management Systems section of the CPC Comprehensive Exam were below the averages of the PAS "Online Campus" and above the averages of the "Traditional Campus" pools.
Direct Measure 4: CPC Comprehensive Exam Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	58	59	98.31%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: Alumni Survey	70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating either "Agree" or "Strongly Agree." The three questions used to gauge career success include:	#46 = 49 #52 = 54 #53 = 50	59	#46 = 83.05% #52 = 91.51% #53 = 84.74%	#46 =1. EXCEEDS THE ACCEPTABLE TARGET #52 = 1. EXCEEDS THE ACCEPTABLE TARGET



	 (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track. (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. (#53) – Earning my degree from Ashford University resulted in making me more employable. 				#53 = 1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 2: Graduate Satisfaction Survey	70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with mastery of a program outcome by indicating either "High Quality" or "Very High Quality." The three questions used to gauge student satisfaction include: How would you rate the quality of the course material? How would you rate the quality of the course? How would you rate the quality of the instructor?	Course Material = 87 Course = 78 Instructor = 80	131	Course Material =66.41% Course = 59.54% Instructor = 61.06%	Course Material = 3. DOES NOT MEET THE ACCEPTABLE TARGET Course = 3. DOES NOT MEET THE ACCEPTABLE TARGET Instructor = 3. DOES NOT MEET THE ACCEPTABLE TARGET
PLO 3 - Analyze altern	atives to complex accounting problems.				
MEASURE	ACCEPTABLE TARGET				



		TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: ACC 407 Final Paper	100% (of the sample selected) must score 70% or higher on final paper and demonstrate understanding of fundamental accounting principles and procedures.	348	388	89.69%	3. DOES NOT MEET THE ACCEPTABLE TARGET
Direct Measure 2: CPC Comprehensive Exam - Accounting Section	100% (of the sample selected) score at or above the average in the PAS "Online Campus" and "Traditional Campus" Aggregate Pools related to the Accounting section of the	N/A	N/A	N/A	BAA students aggregate scores in the Accounting section of the CPC Comprehensive





	CPC comprehensive exam when compared to other competitive programs.				Exam were above the averages of the PAS "Online Campus" and "Traditional Campus" pools.
Direct Measure 3: CPC Comprehensive Exam Score	90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.	58	59	98.31%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: Alumni Survey	70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating either "Agree" or "Strongly Agree." The three questions used to gauge career success include: • (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track. • (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.	#46 = 49 #52 = 54 #53 = 50	59	#46 = 83.05% #52 = 91.51% #53 = 84.74%	#46 =1. EXCEEDS THE ACCEPTABLE TARGET #52 = 1. EXCEEDS THE ACCEPTABLE TARGET #53 = 1. EXCEEDS THE ACCEPTABLE TARGET



Indirect Measure 2: Graduate Satisfaction Survey	 (#53) – Earning my degree from Ashford University resulted in making me more employable. 70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with mastery of a program outcome by indicating either "High Quality" or "Very High Quality." The three questions used to gauge student satisfaction include: How would you rate the quality of the course material? How would you rate the quality of the course? How would you rate the quality of the instructor? 	Course Material = 84 Course = 98 Instructor = 97	123	Course Material = 68.29% Course = 79.67% Instructor = 78.86%	Course Material = 3. DOES NOT MEET THE ACCEPTABLE TARGET Course = 1. EXCEEDS THE ACCEPTABLE TARGET Instructor = 1. EXCEEDS THE ACCEPTABLE TARGET
PLO 4 - Utilize and inte	egrate accounting information in business de	ecision making.			
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING	1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET



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Direct Measure 2: CPC Comprehensive Exam – Business Integration and Strategic Management Section	100% (of the sample selected) score at or above the average in the PAS "Online Campus" and "Traditional Campus" Aggregate Pools related to the Business Integration and Strategic Management section of the CPC comprehensive exam when compared to other competitive programs.	N/A	N/A	N/A	BAA students aggregate scores in the Business Integration and Strategic Management section of the CPC Comprehensive Exam were above the averages of the PAS "Online Campus" and "Traditional Campus" pools.



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	70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with mastery of a program outcome by indicating either "High Quality" or "Very High Quality." The three	Course Material = 117 Course = 125	151	Course Material = 77.48% Course = 82.78%	Course Material = 1. EXCEEDS THE ACCEPTABLE TARGET



Indirect Measure 2: Graduate Satisfaction Survey	questions used to gauge student satisfaction include: How would you rate the quality of the course material? How would you rate the quality of the course? How would you rate the quality of the instructor?	Instructor = 119		Instructor = 78.80%	Course = 1. EXCEEDS THE ACCEPTABLE TARGET Instructor = 1. EXCEEDS THE ACCEPTABLE TARGET
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA





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Direct Measure 2: CPC Comprehensive Exam – Business Finance Section	100% (of the sample selected) score at or above the average in the PAS "Online Campus" and "Traditional Campus" Aggregate Pools related to the Business Finance section of the CPC comprehensive exam when compared to other competitive programs.	N/A	N/A	N/A	BAA students aggregate scores in the Business Finance section of the CPC Comprehensive Exam were above the averages of the PAS "Online Campus" and "Traditional Campus" pools.
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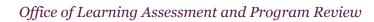
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OVERALL RECOMMENDATIONS



It is recommended that the College of Business and Professional Studies faculty review program learning outcomes, curriculum map, and assessment plan to ensure student learning can be effectively measured, program learning outcomes are accurately mapped to program course sequence, and targets are appropriately set. In addition, faculty should work closely with the College of Business and Professional Studies assessment analyst to examine additional measurement opportunities and work to increase precision of existing measures (e.g., through Waypoint rubric implementation). Lastly, additional data should be gathered, increasing sample size and improving the accuracy and generalizability of findings.

	ANNUAL ASSESSMI	ENT PLAN ACTION ITEM	STATUS REPORT		
ОИТСОМЕ	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION	
PLOs 1, 2, 3, 4, 5	TBD	The Bachelor of Arts in Accounting Program Chair	In Progress	2011-2012 Academic Year	
Action Details			e-related actions will be d	• •	
	Accounting Program Chair in collaboration with program faculty.				
ОИТСОМЕ	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION	
Action Details					
ОИТСОМЕ	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION	
Action Details					
оитсоме	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION	
Action Details					





OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
Action Details				