ASSESSMENT PLAN
Spring 2024 – Summer 2025

BBA-Accounting (Instructional Degree Program)

Undergraduate (Degree Level)

Program Mission

The Department of Business Administration is committed to the success of our students and to the highest observance of our professional accreditation standards. The department's goal is to be the best small business department in the Southwest, preparing students to be confident, competent, ethical and responsible decision makers, managers, leaders and agents of economic and social betterment in today's changing global business environment.

Student Learning Outcome 1

Students will identify and record business transactions using accrual accounting and prepare financial statements based on Generally Accepted Accounting Principles (GAAP).
Criterion measure: 75% of students will earn a 70% or better = meets the outcome.

Traits Specifically Linked to Student Learning Outcome 1

Mastery of Content Knowledge and Skills
Effective Communication Skills
Effective Use of Technology
Quantitative or Qualitative Analysis

First Means of Assessment for Student Learning Outcome 1

Financial statement assignment in ACCT 387, Intermediate Accounting 1.
Criterion measure: 75% of students will earn a 70% or better = meets the outcome.

Second Means of Assessment for Student Learning Outcome 1

Average score on chapter exams in ACCT 387, Intermediate Accounting 1.
Criterion measure: 75% of students will earn a 70% or better = meets the outcome.

Student Learning Outcome 2

Students will identify the stages of an audit from planning to conclusion using standard audit procedures.
Criterion measure: 75% of students will earn a 70% or better = meets the outcome.

Traits Specifically Linked to Student Learning Outcome 2

Mastery of Content Knowledge and Skills
Effective Communication Skills
Effective Use of Technology
Quantitative or Qualitative Analysis

First Means of Assessment for Student Learning Outcome 2

Average score on chapter tests in ACCT 492, Auditing.
Criterion measure: 75% of students will earn a 70% or better = meets the outcome.

Second Means of Assessment for Student Learning Outcome 2

Case study score in ACCT 492, Auditing.
Criterion measure: 75% of students will earn a 70% or better = meets the outcome.

Student Learning Outcome 3

Students will apply IRS Tax Code to prepare an individual tax return.
Criterion measure: 75% of students will earn a 70% or better = meets the outcome.

Traits Specifically Linked to Student Learning Outcome 3

Mastery of Content Knowledge and Skills
Critical Thinking and Reflective Thinking Skills
Effective Use of Technology
Quantitative or Qualitative Analysis

First Means of Assessment for Student Learning Outcome 3

Average of Individual tax return assignments in ACCT 321, Individual Taxation.
Criterion measure: 75% of students will earn a 70% or better = meets the outcome.

Second Means of Assessment for Student Learning Outcome 3

Comprehensive final exam score in ACCT 321, Individual Taxation.
Criterion measure: 75% of students will earn a 70% or better = meets the outcome.

Student Learning Outcome 4

Students will utilize computerized accounting software to record business transactions and prepare financial statements.
Criterion measure: 75% of students will earn a 70% or better = meets the outcome.

Traits Specifically Linked to Student Learning Outcome 4

Mastery of Content Knowledge and Skills
Critical Thinking and Reflective Thinking Skills
Effective Communication Skills
Effective Use of Technology
Quantitative or Qualitative Analysis

First Means of Assessment for Student Learning Outcome 4

Average score on chapter assignments in ACCT 410, Accounting Technology.
Criterion measure: 75% of students will earn a 70% or better = meets the outcome.

Second Means of Assessment for Student Learning Outcome 4

Average score on computerized accounting projects in ACCT 410, Accounting Technology.
Criterion measure: 75% of students will earn a 70% or better = meets the outcome.