

BBA-ACC Assessment Report (Fall 2021-Winter 2027)

Fall 2022

1.2 Written Communication (2 sections of ACC 311)

Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Content	5	4	6	2	17	2.3	47%
Organization	2	4	6	5	17	2.8	65%
Tone	2	4	6	5	17	2.8	65%
Mechanics	1	7	8	1	17	2.5	53%
References	1	4	12	0	17	2.6	71%
Format	3	5	6	3	17	2.5	53%

1.3 Oral Communication (2 sections of ACC 331)

Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Organization		1	16		17	2.9	94%
Delivery		3	14		17	2.8	82%
Content		3	11	3	17	3.0	82%
Communication Aids		1	15	1	17	3.0	94%
Nonverbals			17		17	3.0	100%

3.1 and 3.2 Informed Decision Making (8 sections of MGT 495)

Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Assesses external environment	1	0	32	13	46	3.2	98%
Assesses internal environment	3	2	24	17	46	3.2	89%
Identification of various aspects of a firm's global strategy	5	6	20	15	46	3.0	76%
Identification of cultural factors in international settings using a cultural framework	1	3	28	14	46	3.2	91%
Develops strategic options	7	0	26	13	46	3.0	85%

Winter 2023

1.1 Students will be proficient at locating, evaluating, and using information effectively

Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Seeks information	2	24	18	16	60	2.8	57%
Evaluates Information	2	18	27	13	60	2.9	67%
Uses information	5	15	28	12	60	2.8	67%
Sources information	4	17	17	22	60	3.0	65%

4. Ethics and values (2 sections of ACC 333)

Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Values clarification	0	3	8	10	21	3.3	86%
Identification of ethical issues	0	2	3	16	21	3.7	90%
Stakeholder identification	0	2	14	5	21	3.1	90%
Application of ethical theory/models	0	0	6	14	20	3.7	100%
Personal Voice and Action	0	1	9	11	21	3.5	95%

Fall 2023

5.1 Technical Accounting Knowledge- Students will recognize, measure, record, analyze and interpret accounting elements within financial statements. (All 4 sections of ACC 310.)

Criteria	Level 1	Level 2	Level 3	Level 4	Total # of students	Average Score	% of students performing at level 3 or above
Apply proper rules for recognizing, measuring, and presenting typical business transactions	17	4	17	94	132	3.4	84%
Prepare a balance sheet or income statement in proper format	14	27	48	34	123	2.8	67%
Analyze and interpret elements of a prepared financial statement	9	38	44	31	122	2.8	61%

5.2 Internal Control

Includes both ACC 413 and ACC 414 for criteria 1 and 3, and only includes ACC 414 for criteria 2 since financial statement auditing is not covered in (ACC 413) internal audit.

Criteria	Level 1 - Completely Inadequate	Level 2 - Needs Improvement	Level 3 - Meets Expectations	Level 4 - Exceeds Expectations	Total # of students	Average Score	% of students performing at level 3 or above
Critical Assessment of Internal Controls	12	4	9	43	68	3.2	76%
Assessment of Controls for an element of the financial statements	12			19	31	2.8	61%
Assess and evaluate the control environment	12	-	-	56	68	3.5	82%

5.3 Technical Accounting Knowledge- Students will use accounting information to evaluate strategic actions. (2 sections of ACC 321.)

Question #	Total # of students	Number of students who answered the question correctly	% who answered correctly
1	67	54	81%
2	67	49	73%
3	67	65	97%
4	67	63	94%
5	67	63	94%
6	67	42	63%
7	67	45	67%
8	67	38	57%
9	67	49	73%
10	67	49	73%

6. Data Management and Analytics- (2 sections of ACC 340.)

6.1 Students will explain how data is captured and stored in an enterprise system.

6.2 Students will extract, manipulate, and report data.

Criteria: Data Management and Analytics	Level 1 - Completely Inadequate	Level 2 - Needs Improvement	Level 3 - Meets Expectations	Level 4 - Exceeds Expectations	Total # of students	Average Score	% of students performing at level 3 or above
Students will explain how data is captured and stored in enterprise systems	1	2	6	46	55	3.76	94.55%
Students will extract, manipulate, and report data	1	3	8	43	55	3.7	93%

Winter 2024

2. Functional Business Knowledge

Round 1: Winter 2024 (ETS in 6 sections of MGT 495)

Overall	Average Score	Standard Deviation
338 domestic institutions	149	6.4
N=52,417 (Sept '21- June '24)	150.3	14.1
SCB (N=205)	149	13
ACC (N=27)	156	16.4

Average % of test questions answered correctly, by topic:

Assessment Indicator	National Mean % Correct	Standard Deviation	SCB Mean % Correct	ACC Mean % Correct
Accounting	40.9	5.7	40	53
Economics	50.3	4.8	54	57
Management	56.9	6.2	59	61
Quantitative Business Analysis	34.8	6.5	37	44
Finance	41.8	4.6	43	50
Marketing	52.3	6.5	52	53
Legal and Social Environment	50.9	5.3	49	51
Information Systems	41.6	4.6	38	37
International Issues	44.6	4.9	46	50