



# Central Washington University

## Degree Program Student Learning Outcome Assessment Plan

Departments: Accounting

Program: BS – Accounting

Revised Winter 2016

Student Learning Outcome (performance, knowledge, attitudes)	Related CWU Strategic Outcome(s) <a href="http://www.cwu.edu/strategic-planning/">http://www.cwu.edu/strategic-planning/</a>	Method(s) of Assessment (What is the assessment?)*	Who Assessed (Students from what courses - population)**	When Assessed (term, dates)***	Standard of Mastery/ Criterion of Achievement (How good does performance have to be?)
1. To develop foundation knowledge and skills in Management, Marketing, Human Resource Management, and Business Law, Finance and Supply Chain Management.	1.1.1 Students will achieve programmatic learning outcomes.	Major Field Test in Business  Curriculum Review	Students enrolled in MGT 489  Feedback from industry advisory boards	Fall, Winter, Spring, and Summer Quarters  Advisory Boards meet at least annually	90% of students score in the 50 <sup>th</sup> percentile or higher on the major field test in business.  Advisory boards agree that curriculum meets current industry standards.
2. Students demonstrate competency in specialized field of study.	1.1.1	In-field job placement Rates  Internships	Graduating seniors  Undergraduate accounting majors	Spring term  Fall, Winter, Spring, and Summer Quarters	60% of graduating seniors indicate job acceptance prior to graduation  One-third of all graduating accounting majors participated in an internship.
3. Students are able to create and deliver effective oral presentations.	1.1.1	Oral presentations in core class  Oral presentation in MGT 489 case study	Students enrolled in MIS 386  Students enrolled in MGT 489	Fall, Winter and Spring quarters  Fall, Winter, Spring and Summer quarters	75% of students scored at acceptable or higher using CB rubric for evaluating oral communication  90% of students scored at acceptable or higher using CB rubric for evaluating oral communication

<b>Student Learning Outcome (performance, knowledge, attitudes)</b>	<b>Related CWU Strategic Outcome(s)</b> <a href="http://www.cwu.edu/sstrategic-planning/">http://www.cwu.edu/sstrategic-planning/</a>	<b>Method(s) of Assessment (What is the assessment?)*</b>	<b>Who Assessed (Students from what courses - population)**</b>	<b>When Assessed (term, dates)***</b>	<b>Standard of Mastery/ Criterion of Achievement (How good does performance have to be?)</b>
4. Students' written communication skills meet professional and industry standards.	1.1.1	Written assignments in MKT 362	Students enrolled in MKT 362	Fall, Winter and Spring quarters	75% of students scored at acceptable or higher using CB rubric for evaluating written communication
		Written case study in MGT 489	Students enrolled in MGT 489	Fall, Winter, Spring and Summer quarters	90% of students scored at acceptable or higher using CB rubric for evaluating written communication
5. Students comprehend ethical issues in business and demonstrate an ability to make ethical decisions.	1.1.1	Ethics case in MGT 382	Students enrolled in MGT 382	Fall, Winter and Spring quarters	75% of students scored at acceptable or higher using CB rubric for evaluating ethical decision-making
		Written case study in MGT 489	Students enrolled in MGT 489	Fall, Winter, Spring and Summer quarters	90% of students scored at acceptable or higher using CB rubric for evaluating ethical decision making
6. Students are able to integrate and critically assess business information to make strategic decisions.	1.1.1	Case analysis in core class	Students enrolled in FIN 370	Fall, Winter and Spring quarters	75% of students scored at acceptable or higher using CB rubric for evaluating critical thinking
		Written case study in MGT 489	Students enrolled in MGT 489	Fall, Winter, Spring and Summer quarters	90% of students scored at acceptable or higher using CB rubric for evaluating critical thinking
7. Students are able to work effectively in small and large teams.	1.1.1	Group project in core class	Students enrolled in SCM 310	Fall, Winter and Spring quarters	75% of students scored at acceptable or higher using CB rubric for evaluating teamwork
		Group project in MGT 489	Students enrolled in MGT 489	Fall, Winter, Spring and Summer quarters	90% of students scored at acceptable or higher using CB rubric for evaluating teamwork

\*Method(s) of assessment should include those that are both direct (tests, essays, presentations, projects) and indirect (surveys, interviews) in nature.

\*\*Data needs to be collected and differentiated by location (Ellensburg campus vs University Centers) and modality (e.g. online, face-to-face, hybrid)

\*\*\*Timing of assessment should ideally be at different transition points of program (i.e., admission, mid-point, end-of-program, post-program)

rev. 12/14

### Assessment Cycle

Analysis and Interpretation: December

Improvement Actions: Completed by June

Dissemination: Completed by June

Year	15-16	16-17	17-18	18-19	19-20	20-21
<b>1</b>	x	x	x	x	x	x
<b>2</b>	x	x	x	x	x	x
<b>3</b>	x					x
<b>4</b>		x				
<b>5</b>			x			
<b>6</b>				x		
<b>7</b>					x	

**Assessment Oversight**

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