

# Accounting B.S.B.A.

## *Expanded Statement of Institutional Purpose*

### **Institutional Mission Reference**

The B.S.B.A. in Accounting offers undergraduate students a high quality degree program in accounting focusing on technical knowledge and intellectual and communication skills required for entry level accountants that meets national standards of excellence. The program includes 33 hours of lower level general education courses and at least nine hours of upper division general education courses in support of the University general education requirements. The accounting faculty are committed to quality teaching and the discovery of new knowledge, in addition to serving the students, the University, the accounting profession, and the community as a means of student and faculty development. The faculty support the institutional mission to serve a diverse student population and provide opportunities for lifelong learning by offering a full daytime program, nighttime program, Weekend College Program, and TELETECHNET program.

### **Institutional Goal(s) Supported**

The B.S.B.A. in Accounting supports the University goals of 1) quality undergraduate academic programs, 2) quality teaching, 3) discovery of new knowledge, 4) lifelong learning, and 5) distance education. (Old Dominion University Catalog 2000-2002 pp. 3-4, Strategic Plan 2000-2005, pp. 8-9)

## *Intended Educational (Student) Outcomes, Methods for Assessment, Criteria for Success, Assessment Results, and Use of Results*

### **Intended Outcome 1**

Students will receive a broad based education with an emphasis on accounting and the common body of knowledge applicable to modern business operations in various types of organizations and enterprises.

**Method for Assessing Outcome 1 and Criterion for Success:** Outcome is assessed by reviewing the accounting and business core curriculum on a regular basis to the recommended curriculum of the American Institute of CPAs, the Institute of Management of Accountants, the Institute of Internal Auditors, the Association of Government Accountants, and the American Accounting Association. All Accounting faculty are involved in this process biannually, and adjustments to course content are instituted in the next full semester.

**Summary of Assessment Data Collected for Outcome 1:** Assessment was done during the 2001-2002 Academic Year and resulted in the elimination of Accounting 423/523 "Operational Auditing" from the undergraduate program.

**Alternate Method for Assessing Outcome 1 and Criterion for Success:** Outcome is assessed by administering the Educational Testing Service's Level II Accounting Exam to undergraduate Accounting majors in the latter weeks of the auditing course. The test was developed by the AICPA as a method of evaluating whether an accounting curriculum and accounting undergraduates are sufficiently prepared to pursue CPA licensure. Students do not study for the test, taking it without preparation. Assessment shows the results of the test in total and by accounting topic with an individual score of 50 or higher considered a strong indication of adequate preparation in the common body of accounting knowledge to pursue a CPA designation. The department reviews the test results and for any accounting topic with an average of less than 40 undertakes a review of the course content and makes revisions.

**Summary of Assessment Data Collected, Alternate Method for Outcome 1:** The undergraduate assessment exam has been given each semester during this period. Test results have remained consistent from period to period with no statistically meaningful trends emerging.

**Alternate Method for Assessing Outcome 1 and Criterion for Success:** Outcome is assessed through contact with accounting employers in the Hampton Roads area at practitioner sponsored events and through a survey every three years of these employers regarding the skills needed in the workplace. A goal of 80% high satisfaction with the current program is expected.

**Summary of Assessment Data Collected, Alternate Method for Outcome 1:** Contact with accounting employers is being done. Nearly all faculty are members of and actively participate in local chapters of the Virginia Society of Certified Public Accountants, Institute of Internal Auditors, Institute of Management Accountants or Association of Government Accountants. An employer survey was completed during the Summer 2002 with a satisfaction rating greater than 80%.

**Use of Assessment Results from Intended Outcome 1 to Improve Academic Program:** Undergraduate program was changed by requiring all students to take Accounting 411, "Financial Auditing," rather than allowing students to choose between Accounting 411, "Financial Auditing," and Accounting 423, "Operational Auditing."

### **Intended Outcome 2**

Students will develop relevant skills to include analytical, critical thinking, problem solving, and written and oral communications.

**Method for Assessing Outcome 2 and Criterion for Success:** Outcome is assessed by reviewing the accounting and business core curriculum on a regular basis to the recommended curriculum of the American Institute of CPAs, the Institute of Management of Accountants, the Institute of Internal Auditors, the Association of Government Accountants, and the American Accounting Association. All Accounting faculty are involved in this process biannually, and adjustments to course content are instituted in the next full semester.

**Summary of Assessment Data Collected for Outcome 2:** Assessment was done during the 2001-2002 Academic Year and resulted in the elimination of Accounting 423/523 "Operational Auditing" from the undergraduate program.

**Alternate Method for Assessing Outcome 2 and Criterion for Success:** Outcome is assessed through contact with accounting employers in the Hampton Roads area at practitioner sponsored events and through a survey every three years of these employers regarding the skills needed in the workplace. A goal of 80% high satisfaction with the current program is expected.

**Summary of Assessment Data Collected, Alternate Method for Outcome 2:** Contact with accounting employers is being done. Nearly all faculty are members of and actively participate in local chapters of the Virginia Society of Certified Public Accountants, Institute of Internal Auditors, Institute of Management Accountants or Association of Government Accountants. An employer survey was completed during the Summer 2002 with a satisfaction rating greater than 80%.

**Alternate Method for Assessing Outcome 2 and Criterion for Success:** Outcome will be assessed by students passing the Old Dominion University Exit Exam of Writing Proficiency, and 85% will pass on the first attempt. ODU will make a comparison of on-campus, Weekend College, and TELETECHNET students. Outcome will be assessed for students participating in an internship by receiving a Good or Excellent evaluation on writing skills from their site supervisor as well as their faculty supervisor. The goal is that 90% of students will receive this rating.

**Summary of Assessment Data Collected, Alternate Method for Outcome 2:** The results from the Exit Exam for the academic years 2001, 2002, 2003 are excellent in that the percentage passing increases and was greater than the pass rates for the college and university.

**Use of Assessment Results from Intended Outcome 2 to Improve Academic Program:** No changes were deemed warranted at this time.

### **Intended Outcome 3**

Students will be taught to recognize the increasing complexity of business. To deal with this complexity, students will receive exposure to professional ethics, information technology, and global business issues.

**Method for Assessing Outcome 3 and Criterion for Success:** Outcome is assessed by reviewing the accounting and business core curriculum on a regular basis to the recommended curriculum of the American Institute of CPAs, the Institute of Management of Accountants, the Institute of Internal Auditors, the Association of Government Accountants, and the American Accounting Association. All Accounting faculty are involved in this process biannually, and adjustments to course content are instituted in the next full semester.

**Summary of Assessment Data Collected for Outcome 3:** Assessment was done during the 2001-2002 Academic Year and resulted in the elimination of Accounting 423/523 "Operational Auditing" from the undergraduate program.

**Alternate Method for Assessing Outcome 3 and Criterion for Success:** Outcome is assessed through contact with accounting employers in the Hampton Roads area at practitioner sponsored events and through a survey every three years of these employers regarding the skills needed in the workplace. A goal of 80% high satisfaction with the current program is expected.

**Summary of Assessment Data Collected, Alternate Method for Outcome 3:** Contact with accounting employers is being done. Nearly all faculty are members of and actively participate in local chapters of the Virginia Society of Certified Public Accountants, Institute of Internal Auditors, Institute of Management Accountants or Association of Government Accountants. An employer survey was completed during the Summer 2002 with a satisfaction rating greater than 80%.

**Alternate Method for Assessing Outcome 3 and Criterion for Success:** Outcome is assessed through a survey of alumni every three years as to their work and educational experiences following graduation. The goal of 80% placement of alumni in positions highly related to their major and 80% exhibiting high satisfaction with their degree.

**Summary of Assessment Data Collected, Alternate Method for Outcome 3:** Alumni survey was completed during 2002-2003 academic year and placement of alumni in positions highly related to their major and exhibiting high satisfaction with their degree exceeded 80%.

**Use of Assessment Results from Intended Outcome 3 to Improve Academic Program:** No changes were deemed warranted at this time.

### **Intended Outcome 4**

Students will receive sufficient technical knowledge to pursue a variety of career opportunities in Accounting.

**Method for Assessing Outcome 4 and Criterion for Success:** Outcome is assessed by reviewing the accounting and business core curriculum on a regular basis to the recommended curriculum of the American Institute of CPAs, the Institute of Management of Accountants, the Institute of Internal Auditors, the Association of Government Accountants, and the American Accounting Association. All Accounting faculty are involved in this process biannually, and adjustments to course content are instituted in the next full semester.

**Summary of Assessment Data Collected for Outcome 4:** Assessment was done during the 2001-2002 Academic Year and resulted in the elimination of Accounting 423/523 "Operational Auditing" from the undergraduate program.

**Alternate Method for Assessing Outcome 4 and Criterion for Success:** Outcome is assessed through a survey of alumni every three years as to their work and educational experiences following graduation. The goal of 80% placement of alumni in positions highly related to their major and 80% exhibiting high satisfaction with their degree.

**Summary of Assessment Data Collected, Alternate Method for Outcome 4:** Alumni survey was completed during 2002-2003 academic year and placement of alumni in positions highly related to their major and exhibiting high satisfaction with their degree exceeded 80%.

**Alternate Method for Assessing Outcome 4 and Criterion for Success:** Outcome is assessed through contact with accounting employers in the Hampton Roads area at practitioner sponsored events and through a survey every three years of these employers regarding the skills needed in the workplace. A goal of 80% high satisfaction with the current program is expected.

**Summary of Assessment Data Collected, Alternate Method for Outcome 4:** Contact with accounting employers is being done. Nearly all faculty are members of and actively participate in local chapters of the Virginia Society of Certified Public Accountants, Institute of Internal Auditors, Institute of Management Accountants or Association of Government Accountants. An employer survey was completed during the Summer 2002 with a satisfaction rating greater than 80%.

**Use of Assessment Results from Intended Outcome 4 to Improve Academic Program:** No additional changes were deemed warranted as a result of the assessment results.

#### **Intended Outcome 5**

Students will receive the basic skills for those wishing to pursue a graduate degree in Business and Accounting.

**Method for Assessing Outcome 5 and Criterion for Success:** Outcome is assessed by reviewing the accounting and business core curriculum on a regular basis to the recommended curriculum of the American Institute of CPAs, the Institute of Management of Accountants, the Institute of Internal Auditors, the Association of Government Accountants, and the American Accounting Association. All Accounting faculty are involved in this process biannually, and adjustments to course content are instituted in the next full semester.

**Summary of Assessment Data Collected for Outcome 5:** Assessment was done during the 2001-2002 Academic Year and resulted in the elimination of Accounting 423/523 "Operational Auditing" from the undergraduate program.

**Alternate Method for Assessing Outcome 5 and Criterion for Success:** Outcome is assessed through a survey of alumni every three years as to their work and educational experiences following graduation. The goal of 80% placement of alumni in positions highly related to their major and 80% exhibiting high satisfaction with their degree.

**Summary of Assessment Data Collected, Alternate Method for Outcome 5:** Alumni survey was completed during 2002-2003 academic year and placement of alumni in positions highly related to their major and exhibiting high satisfaction with their degree exceeded 80%.

**Alternate Method for Assessing Outcome 5 and Criterion for Success:** Outcome is assessed by administering the Educational Testing Service's Level II Accounting Exam to undergraduate Accounting majors in the latter weeks of the auditing course. The test was developed by the AICPA as a method of evaluating whether an accounting curriculum and accounting undergraduates are sufficiently prepared to pursue CPA licensure. Students do not study for the test, taking it without preparation. Assessment shows the results of the test in total and by accounting topic with an individual score of 50 or higher considered a strong indication of adequate preparation in the common body of accounting knowledge to pursue a CPA designation. The department reviews the test results and for any accounting topic with an average of less than 40 undertakes a review of the course content and makes revisions.

**Summary of Assessment Data Collected, Alternate Method for Outcome 5:** The undergraduate assessment exam has been given each semester during this period. Test results have remained consistent from period to period with no statistically meaningful trends emerging.

**Use of Assessment Results from Intended Outcome 5 to Improve Academic Program:** Undergraduate program was changed by requiring all students to take Accounting 411, "Financial Auditing," rather than allowing students to choose between Accounting 411, "Financial Auditing," and Accounting 423, "Operational Auditing."