

# **BBA-ACCT Degree CTL Assessment, 2016-17**

## **Overall Observations and Recommendations**

Below is a recap of the program-wide recommendations suggested by the BBA-ACCT CTL committee to address issues identified in this assessment cycle. More detailed observations and recommendations are included the BBA-ACCT CTL full report.

### **Summary of Recommendations for the BBA-ACCT Program**

1. Make ACCT-3110 (Intermediate Accounting I) a pre-requisite for taking ACCT-3510 (Federal Income Tax I). The 3110 course provides a good conceptual baseline of accounting concepts to help prepare them for 3510.
2. Encourage broader student participation in the VITA program (Volunteer Income Tax Assistance) during the spring semester. This is a hands-on activity where students assist low-income tax payers in preparing their federal returns. This is an excellent way for undergraduate accounting students to strengthen their conceptual and practical understanding of U.S. tax law.
3. Stop using ACCT-4520 to evaluate this learning outcome based on the difficulty of students being successful. (Note: this recommendation has already been acted upon since 4520 has been moved to a graduate-level course.)

### **Overall (Method-Related) Recommendations**

1. Improve the data collection methodology by providing more structured and consistent assessment instruments for faculty to use in measuring student mastery of this (and other) learning outcomes. Absent a consistent assessment instrument for each learning outcome, our faculty have relied upon a wide variety of approaches. This reduces the potential value of the assessment results for making long-term curriculum decisions.
2. Strive to collect more data from a larger number of sections for a given learning outcome.