

BBA-ACCT: CTL Results Summary by Learning Outcomes
Assessment Year: 2016-17

Measured Objective (by Goal)	Pct (%) Fair	Pct (%) Good	Pct (%) Exemplary	Met	Did not meet
Goals 1-3 used 80% Good/Exemplary Benchmark					
Goal 1: Graduates will demonstrate a satisfactory understanding of financial and managerial accounting concepts [ACCOUNTING SPECIFIC]					
Students will be able to demonstrate an acceptable level of competence in financial reporting	4%	43%	53%	X	
Students will be able to demonstrate an acceptable level of competence in managerial accounting	9%	9%	82%	X	
Goal 2: Graduates will demonstrate a satisfactory understanding of systems and auditing accounting concepts [ACCOUNTING SPECIFIC]					
Students will be able to understand and process the information and outputs needed by various organizations while using appropriate documentation	1%	19%	80%	X	
Students will be able to demonstrate an acceptable level of competence in attesting to the fairness of financial representations and the adequacy of internal controls	11%	17%	72%	X	
Goal 3: Graduates will demonstrate a satisfactory understanding of US Tax law and regulations related to financial reporting [ACCOUNTING SPECIFIC]					
Students will be able to demonstrate an acceptable level of competence in applying U.S. Tax Law for compliance and planning purposes	23%	19%	58%		X
Students will be able to demonstrate an acceptable level of competence in applying U.S. financial regulations related to investments and banking law (e.g., SEC compliance)	23%	42%	35%		X
Goals 4-8 used 75% Exemplary Benchmark					
Goal 4: Graduates will be proficient users of business presentation and analysis technology [BBA GENERAL]					
Students will be able to identify the major accounting system inputs and process flows of information in an accounting system	7%	28%	65%		X
Students will be able to utilize internet technology to perform queries and searches to locate relevant and accurate information	13%	27%	59%		X
Students will be able to use computer software tools to organize data for analysis to solve business problems	5%	22%	73%		X
Goal 5: Graduates will be knowledgeable about the global business environment [BBA GENERAL]					
Students will be able to demonstrate awareness of the economic, social and cultural environments within which international businesses operate	23%	37%	40%		X
Students will be able to demonstrate awareness of the political and technological environments within which international businesses operate	24%	31%	44%		X
Students will be able to demonstrate awareness of the legal, institutional, and financial types of international transactions that are components of global business operations.	26%	30%	45%		X

Measured Objective (by Goal)	Pct (%) Fair	Pct (%) Good	Pct (%) Exemplary	Met	Did not meet
Goal 6: Graduates will be knowledgeable about ethical factors in the business environment [BBA GENERAL]					
Students will be able to identify a dilemma relating to a potentially unethical behavior	12%	27%	62%		X
Students will be able to formulate stakeholders that are affected by a potentially unethical behavior	13%	50%	37%		X
Students will be able to analyze alternatives and identify consequences that result from unethical behavior	8%	48%	44%		X
Goal 7: Graduates will demonstrate critical thinking skills [BBA GENERAL]					
Students will be able to present, assess, and analyze appropriate supporting data/evidence relating to the problem or issue	7%	53%	40%		X
Students will be able to present, assess, and analyze appropriate supporting data/evidence relating to the problem or issue	6%	35%	59%		X
Students will be able to identify the problem and then formulate a summary	6%	37%	57%		X
Goal 8: Graduates will be effective communicators [BBA GENERAL]					
Students will be able to develop a clear and concise topic statement of the issues to be addressed	12%	6%	82%	X	
Students will be able to explain the approach taken to evaluate an issue relating to a business topic	10%	10%	81%		X
Students will be able to summarize the results of the analysis of an issue in a clear set of conclusions	22%	13%	65%		X
Students will be able to present the topic in a professional manner	20%	6%	74%		X

Notes:

- Goals 1, 2 and 3 are Accounting-specific and were assessed in this CTL report using a new benchmark of at least 80% being measured at either the good (2) or exemplary (3) levels. Any measured objective with 20% or more falling into the fair (1) category was identified for corrective actions.
- All other goals (4-8) are general to all BBA students and were measured against a benchmark of 75% exemplary (3). Those other goals and related interventions were addressed in the full BBA CTL report for this corresponding (2016-17) cycle.