



## Public Disclosure of Student Learning

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Institution

Juniata College

Academic Business Unit

Accounting, Business, and Economics

Academic Year

2016-2017

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## **Report of Student Learning and Achievement**

***Juniata College***

***Accounting, Business, and Economics (ABE)***

For Academic Year: 2016-2017

### **Mission of the Accounting, Business and Economics Department**

*Members of the Department of Accounting, Business, and Economics are committed to helping students become learners for life. Consistent with the mission of the college, we help students develop their abilities to read with insight, to use language effectively, and to think analytically. We believe students learn best by doing. As a result, we craft situations so they can learn to be intellectually bold, to be assured in the face of ambiguity, to understand the value of taking calculated risks, to be adept at identifying and solving problems, to be comfortable with change, to appreciate global implication, to work productively with others, and to behave ethically.*

### **Student Learning Assessment for Bachelor of Science and Bachelor of Arts programs**

#### **Program Intended Student Learning Outcomes (Program ISLOs)**

1. Students will demonstrate knowledge of the principal concepts, theories, and practices of the functional areas of business.
2. Students will analyze data to inform business decisions.
3. Students will demonstrate professional communication skills.
4. Students working in teams will analyze an industry using the case method.
5. Students will evaluate the economic, ethical, social, political, legal, and global environment of business decisions.

#### **Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:**

1. Major Field Test in Business

Program ISLOs Assessed by this Measure: 1

#### **Performance Objectives (Targets/Criteria) for Direct Measures:**

At least 70% of all graduating BA and BS students will score 30th percentile \* or higher on each subset of examination questions related to each of the program ISLOs assessed by this measure. The subsets are Accounting (A11), Economics (A2), Finance (A15), International (A19), Quantitative Business Analysis (A14), Marketing (A6), Management (A13), Legal and Social Environment (A17).

\*The 30th percentile target was selected for each individual indicator for

	<i>two reasons: 1) to streamline the administration of the data collection and reporting and 2) to recognize the individualized Program of Emphasis which is a strong component of our culture as a liberal arts institution. The department faculty collect and review the data by POE on detailed level within each indicator. This target was selected in recognition of the fact that the population includes students with individualized POEs. Due to the interdisciplinary nature of many individualized POEs, these students complete less business coursework than other business POEs and are unlikely to have completed the upper-level coursework needed to address all of the MFT Assessment Indicators identified above.</i>
2. Senior Capstone Project  Program ISLOs Assessed by this Measure: 1, 2, 3, 4, and 5.	On the rating scale in the case-study evaluation rubric (with “proficient” being the highest rating), at least 70% of all graduating BA and BS students will achieve a performance rating of “Good” (3 pts) or higher on each evaluation criterion associated with the program ISLOs assessed by this measure.
<b>Assessment Instruments for Intended Student Learning Outcomes—Indirect Measures of Student Learning:</b>	<b>Performance Objectives (Targets/Criteria) for Indirect Measures:</b>
1. Senior Survey  Program ISLOs Assessed by this Measure: 1, 2, 3, 4, and 5.	On the exit survey instrument, at least 70% of all graduating BA or BS students will indicate that they were “successful” or “very successful” in achieving each of the program ISLOs assessed by this measure. (reference to question 14 in the Senior Survey)
<b>Assessment Results: Program 1</b>	
<b>Summary of Results from Implementing Direct Measures of Student Learning:</b>	
1. Results of the Major Field Test for the Class of 2017 (n=66) follow:	<ul style="list-style-type: none"> <li>• Accounting (AI1) – 74 percent of students scored at target or higher</li> <li>• Economics (A2) – 73 percent of students scored at target or higher</li> <li>• Management (AI3) – 70 percent of students scored at target or higher</li> <li>• Quantitative Business Analysis (AI4) – 63 percent of students scored at target or higher</li> <li>• Finance (AI5) – 67 percent of students scored at target or higher</li> <li>• Marketing (A6) – 61 percent of students scored at target or higher</li> <li>• Legal and Social Environment (AI7) – 64 percent of students scored at target or higher</li> <li>• International (AI9) – 76 percent of students scored at target or higher</li> </ul>

2. Senior Capstone Project results:

- ISLO #1 – 81 percent of all graduating BA and BS students achieved a performance rating of “Good” (3 pts) or higher
- ISLO #2 – 75 percent of all graduating BA and BS students achieved a performance rating of “Good” (3 pts) or higher
- ISLO #3 – 75 percent of all graduating BA and BS students achieved a performance rating of “Good” (3 pts) or higher
- ISLO #4 – 81 percent of all graduating BA and BS students achieved a performance rating of “Good” (3 pts) or higher
- ISLO #5 – 63 percent of all graduating BA and BS students achieved a performance rating of “Good” (3 pts) or higher

**Summary of Results from Implementing Indirect Measures of Student Learning:**

Senior Survey results:

1. ISLO #1 – 94 percent of all graduating BA and BS students indicated that they were “successful” or “very successful” in achieving the ISLO
2. ISLO #2 – 94 percent of all graduating BA and BS students indicated that they were “successful” or “very successful” in achieving the ISLO
3. ISLO #3 – 100 percent of all graduating BA and BS students indicated that they were “successful” or “very successful” in achieving the ISLO
4. ISLO #4 – 94 percent of all graduating BA and BS students indicated that they were “successful” or “very successful” in achieving the ISLO
5. ISLO #5 – 94 percent of all graduating BA and BS students indicated that they were “successful” or “very successful” in achieving the ISLO

**Summary of Achievement of Intended Student Learning Outcomes:**

Intended Student Learning Outcomes	Learning Assessment Measures							
	<i>Major Field Test</i>	<i>Senior Capstone</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Senior Survey</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
Program ISLOs	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. Students will demonstrate knowledge of the principal concepts, theories, and practices of the functional areas of business.	Not met (4 of 8 indicators met target)	Met			Met			
2. Students will analyze data to inform business decisions.	NA	Met			Met			
3. Students will demonstrate professional communication skills.	NA	Met			Met			

4. Students working in teams will analyze an industry using the case method.	NA	Met			Met			
5. Students will evaluate the economic, ethical, social, political, legal, and global environment of business decisions.	NA	Not met			Met			

#### **Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:**

1. The MFT revealed Finance, Marketing, QBA, and Legal & Social fall just short of the target. Our current finance offerings are not included in every Program of Emphasis (POE) - particularly individualized POEs. ABE will re-examine the content and sequence of course offerings. Also, changes to the Finance POE one year ago. We anticipate these changes will result in improved scores over the next two graduating classes. Staffing changes in quantitative and marketing course offerings were made for 2017-2018. Again, these changes should produce the needed improvements within two years. Additionally, we previously identified curricular redundancy in some content areas and will, over the next year, remove redundant courses and replace with more relevant course content.
2. Both the MFT (excepting Economics which exceeded the target) and Senior Capstone Project indicated some weakness in ISLO #5 (Students will evaluate the economic, ethical, social, political, legal, and global environment of business decisions). The curricular redundancy referred to above may allow room for additional courses in legal issues and international business. The department faculty will consider these options.
3. The ABE department recently hired PhD in International Business. She will assist in addressing our weakness in ISLO #5. Part of this improvement includes a forthcoming proposal to re-engineer the introductory coursework for business students. This change will position international and global business (and related cultural, political, legal issues) more prominently at the start of the students' studies. Our work here is supported by the institutional strategic plan. We have consulted faculty colleagues in other disciplines who may serve as partners in our effort to improve this learning outcome.
4. In 2017-2018, ABE faculty have begun to integrate ISLO #5 concepts in several 300- and 400-level courses.

<b>Student Learning Assessment for: Master of Accounting program</b>	
<b>Program Intended Student Learning Outcomes (Program ISLOs)</b>	
1. Students will interpret the professional standards of financial accounting, managerial accounting, tax practices, and attestation.	
2. Students will explain and utilize complex accounting theory and practices in a business environment.	
3. Students will analyze information to recommend business decisions.	
4. Students will generate professional verbal and written communication.	
5. Students will evaluate the economic, ethical, social, political, legal, regulatory and global environment of complex accounting problems.	
6. Students, working in teams will propose solutions to accounting issues using the case method.	
<b>Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:</b>	
1. CPA Exam Practice Test  Program ISLOs Assessed by this Measure: 1 and 2	At least 70% of all graduating Master of Accounting students will score 50% or higher on each subset of examination questions related to each of the program ISLOs assessed by this measure
2. Team Presentations  Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, and 6.	On the rating scale in the case-study evaluation rubric (with “Excellent” being the highest rating), at least 70% of all graduating Master of Accounting students will achieve a performance rating of “Good” or “Excellent” on each evaluation criterion associated with the program ISLOs assessed by this measure.
<b>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</b>	
1. Survey Activity of Exit Focus Group  Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, and 6.	At least 70% of all Master of Accounting graduates will rate the program as B- or better on each of the student learning outcomes.
<b>Learning Assessment Results: <i>Master of Accounting</i></b>	
<b>Summary of Results from Implementing Direct Measures of Student Learning:</b>	
1. One-hundred percent of graduates scored 50% or greater on the CPA Exam Practice Test targets.	

2. One-hundred percent of graduates achieved a rating or “good” or “excellent” on each criterion.

**Summary of Results from Implementing Indirect Measures of Student Learning:**

1. One-hundred percent of graduates rated the program as “B-” or better on all ISLOs.

**Summary of Achievement of Intended Student Learning Outcomes:**

Intended Student Learning Outcomes	Learning Assessment Measures							
	<i>CPA Exam Practice Test</i>	<i>Team Presentation</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Survey Activity of Exit Focus Group</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
Program ISLOs	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. Students will interpret the professional standards of financial accounting, managerial accounting, tax practices, and attestation.	Met	Met			Met			
2. Students will explain and utilize complex accounting theory and practices in a business environment.	Met	Met			Met			
3. Students will analyze information to recommend business decisions.	Met	Met			Met			
4. Students will generate professional verbal and written communication.	Met	Met			Met			
5. Students will evaluate the economic, ethical, social, political, legal, regulatory and global environment of complex	Met	Met			Met			

accounting problems.							
6. Students, working in teams will propose solutions to accounting issues using the case method.	Met	Met			Met		
<b>Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:</b>							
<p>1. Despite meeting all the ISLO targets, the MAcc program faculty continue to look for improvement. Individual scores on the CPA Exam Practice Test for the Class of 2017 ranged from 51 – 78 percent. Although these scores met the ISLO target, most individual scores fell below passing scores for the CPA Exam. In 2017-2018, we will introduce a new CPA Exam tool and teaching approach to better monitor and motivate students. The aim is to better prepare students for the CPA Exam and encourage them to take the Exam earlier (i.e. before graduation).</p> <p>2. A new accounting faculty member started in August 2017 and has a strong background in taxation and have strong professional experience both of which will address areas in need of improvement.</p>							