



Texas Southern University
Assessment Plan 2010-2013

Unit Assessment Plan

School of Business

Bachelor of Business Administration in Accounting

Introduction

Texas Southern University's Mission

Texas Southern University is a comprehensive metropolitan university. Building on its legacy as a historically black institution, the university provides academic and research programs that address critical urban issues and prepare an ethnically diverse student population to become a force for positive change in a global society.

In order to achieve this mission, Texas Southern University provides:

- quality instruction in a culture of innovative teaching and learning
- basic and applied research and scholarship that is responsive to community issues
- opportunities for public service that benefit the community and the world.

Texas Southern University's Vision

Texas Southern University will become one of the nation's pre-eminent comprehensive metropolitan universities. We will be recognized by the excellence of our programs, the quality of our instruction, our innovative research, and our desire to be a contributing partner to our community, state, nation, and world.

Accreditation Standards

Accreditation by Southern Association of Colleges and Schools Commission on Colleges (SACS) Commission on Colleges signifies that the institution: (1) has a mission appropriate to higher education, (2) has resources, programs, and services sufficient to accomplish and sustain that mission, and (3) maintains clearly specified educational objectives that are consistent with its mission and appropriate to the degrees it offers, and that indicate whether it is successful in achieving its stated objectives.

Source: The Principles of Accreditation: Foundations for Quality Enhancement, 5th edition

Goal 1 Assessment Plan 2010-11 to 2012-13

1 Goal Description

Goal 1

Students will demonstrate knowledge of key business concepts.

2 SLO Student Learning Outcomes/Objectives

SLO 1.1

Students will demonstrate knowledge of accounting, business law, finance, management, information systems, and marketing.

SLO 1.2

Students will demonstrate general accounting knowledge.

3 Metric

Metric 1.1

ETS Major Field Test- Business Scores

Metric 1.2

ETS Major Field Test- Business Scores

4 Target 2010-11

Target 1.1

Students will achieve a score of 140* or higher on key business concepts.

Target 1.2

Students will achieve a mean percent correct of 50 or higher on the accounting assessment indicator.

*The minimum mean score of 140 exceeds that of comparable institutions.

5 Findings 2010-11

Findings 1.1

Students achieved a score of 143 and exceeded the target score for key business concepts.

Findings 1.2

Students achieved a mean percent correct of (49) and did not meet the target score on the accounting assessment indicator.

6 Action Plan 2010-11

Action Plan 1.1

2010-2011 Action Plan

Continued to strengthen courses and monitored test results.

Utilized SkillsSoft electronic tutorials to increase area coverage in quantitative and marketing topics.

Action Plan 1.2

2010-2011 Action Plan

Continued to strengthen courses and monitored test results.

Utilized SkillsSoft electronic tutorials to increase area coverage in business law and marketing.

7 Target 2011-12

Target 1.1

Students will achieve a score of 140* or higher on key business concepts.

Target 1.2

Students will achieve a mean percent correct of 50 or higher on the accounting assessment indicator.

*The minimum mean score of 140 exceeds that of comparable institutions.

8 Findings 2011-12

Findings 1.1

Students achieved a score of 142 and exceeded the target score for key business concepts.

Findings 1.2

Students achieved a mean percent correct of (44) and did not meet the target score on the accounting assessment indicator.

9 Action Plan 2011-12

2011-2012 Action Plan 1.1

Utilize common course syllabi for marketing and finance core courses.

2011-2012 Action Plan 1.2

Use course-embedded assessments in ACCT 231 and ACCT 232.

10 Target 2012-13

Target 1.1

Students will achieve a score of 140* or higher on key business concepts.

Target 1.2

Students will achieve a mean percent correct of 50 or higher on the accounting assessment indicator.

*The minimum mean score of 140 exceeds that of comparable institutions.

11 Findings 2012-13

Findings 1.1

Students achieved a score of 138, but did not meet the target score for key business concepts.

Findings 1.2

Students achieved a mean percent correct of (31), but did not meet the target score on the accounting assessment indicator.

12 Action Plan 2012-13

2012-2013 Action Plan 1.1

Provide additional tutoring for accounting 231 and 232, finance, and utilize common course syllabi for marketing.

2012-2013 Action Plan 1.2

Provide additional tutoring, common course syllabi, and course embedded-assessments in accounting 231 and 232.

13 Additional Reference Documents

R.1.1

ETS Scores â Accounting Majors

Skillsoft tutorial course listing â Accounting, Finance, Business Law, Management, MIS, and Marketing

R.1.1

ETS Scores â Accounting Majors

Skillsoft tutorial course listing â Accounting

[1.1 & 1.2 ETS ACCT Scores](#) [PDF 175 KB 10/28/13]

[1.1 & 1.2 Skillsoft Course Listings](#) [PDF 264 KB 10/28/13]

Goal 2 Assessment Plan 2010-11 to 2012-13

1 Goal Description

Goal 2

Students will demonstrate knowledge of key accounting concepts

2 SLO Student Learning Outcomes/Objectives

SLO 2.1

Students will demonstrate financial accounting, auditing, and cost accounting and reporting skills to be able to work in the profession and pass the professional exam.

SLO 2.2

Students will demonstrate tax, business law, and information systems to be able to work in the profession and pass the professional exam.

3 Metric

Metric 2.1

Certified Public Accountants-CPA Exam Pass Rates

Metric 2.2

Certified Public Accountants-CPA Exam Pass Rates

4 Target 2010-11

Target 2.1

40% pass rate on Financial Accounting and Reporting (FAR), Auditing and Attestation (AUD), Regulation (REG), and Business Environment and Concepts(BEC) sections of the CPA Exam, respectively

Target 2.2

40% pass rate on Financial Accounting and Reporting (FAR), Auditing and Attestation (AUD), Regulation (REG), and Business Environment and Concepts(BEC) sections of the CPA Exam, respectively

5 Findings 2010-11

Findings 2.1

Students did not meet the target pass rate with 21% on the FAR section, but exceeded the target with 50% on the AUD section of the CPA Exam.

Findings 2.2

Students did not meet the target pass rate with 27% on the REG section and 25% on the BEC section of the CPA Exam.

6 Action Plan 2010-11

Action Plan 2.1

Based on 2010-2011

Continued to strengthen courses and monitored test results.

Action Plan 2.2

Based on 2010-2011

Increased coverage of REG and BEC topics in accounting courses and SkillSoft

7 Target 2011-12

Target 2.1

40% pass rate on FAR, AUD, REG, and BEC sections of the CPA Exam, respectively

Target 2.2

40% pass rate on FAR, AUD, REG, and BEC sections of the CPA Exam, respectively

8 Findings 2011-12

Findings 2.1

Students did not meet the target pass rate with 18% on the FAR section and 10% on the AUD section of the CPA Exam.

Findings 2.2

Students did not meet the target pass rate with 33% on the REG section and 0% on the BEC section of the CPA Exam.

9 Action Plan 2011-12

Action Plan 2.1

Based on 2010-2011 Results

Continued to strengthen courses and monitored test results.

Based on 2011-2012 Results

Implemented Skillsoft electronic tutorials to increase area coverage in FAR topics (e.g., concepts and standards for financial statements and typical items in financial statements) and AUD topics.

Action Plan 2.2

Based on 2010-2011 Results

Increased coverage of REG and BEC topics in accounting courses and Skillsoft.

Based on 2011-2012 Results

Increased Skillsoft electronic tutorials to increase area coverage in REG and BEC topics

10 Target 2012-13

Target 2.1

40% pass rate on FAR, AUD, REG, and BEC sections of the CPA Exam, respectively

Target 2.2

40% pass rate on FAR, AUD, REG, and BEC sections of the CPA Exam, respectively

11 Findings 2012-13

Findings 2.1

Students did not meet the target pass rate with 15% on the FAR section and 0% on the AUD section of the CPA Exam.

Findings 2.2

Students did not meet the target pass rate with 33% on the REG section and 22% on the BEC section of the CPA Exam.

12 Action Plan 2012-13

2012-2013 Action Plan 2.1

Used course-embedded assessments in ACCT 331, ACCT 332, ACCT 433, and ACCT 436.

2012-2013 Action Plan 2.2

Continued course-embedded assessment in auditing, federal income tax, and accounting information systems.

13 Additional Reference Documents

R.2.1

CPA Exam Pass Rates

R.2.2

CPA Exam Pass Rates

[2.1 & 2.2 CPA Exam Pass Rates](#) [PDF 210 KB 10/28/13]

