

BACHELOR BUSINESS ADMINISTRATION IN ACCOUNTING ASSESSMENT PLAN

COB Vision

Our vision is to be the leading regional public business college in Arkansas, with national recognition in selected fields or areas.

COB Statement of Mission and Core Values

Our mission is to provide high quality business education to our undergraduate and graduate students through the delivery of a current and responsive curriculum that promotes intellectual and professional development. We promote excellence through our scholarly endeavors and service to our stakeholders through strong engagement with the regional and global business community. In carrying out this mission, the College of Business is guided by the following core values:

1. Intellectual Excellence.

- 1.1. **Educate students:** We promote intellectual and professional development of students by emphasizing communication, critical and analytical thinking, collaboration, information management and a broad exposure to key business disciplines.
- 1.2. **Scholarship:** We believe that faculty and students should engage in professional development and scholarly endeavors that promote the application and creation of knowledge in business practice and education.
- 1.3. **Cultural competence:** We maintain and develop current and responsive curriculum that prepares students for the global business environment through broad exposure to key business disciplines.
- 1.4. **Physical learning environment:** We strive to provide a physical infrastructure with appropriate technology that provides an environment in which our students and faculty can thrive professionally and intellectually.

2. Community.

- 2.1. **Collegiality:** We encourage transparency in our decision making practice through a process of shared governance based on interactions among faculty, staff, and students.
- 2.2. **Service:** We pursue collaborative partnerships between our internal and external stakeholders to promote life-long and experiential learning, research, service, and community interaction.

3. Diversity.

- 3.1. We value the opportunity to work, learn, and develop in a community that embraces the diversity of individuals and ideas.

4. Integrity.

- 4.1. **Ethics:** We are committed to ethical and responsible behavior in our own actions and to developing the same commitment in our students by promoting the awareness of professional ethical responsibilities.
- 4.2. **Responsibility:** We commit to being responsible and accountable in our operations at all levels, including assessment and continuous improvement of our academic programs and transparency in our fiscal and operational proceedings.

To achieve this mission we are committed to the pursuit of the following Learning Goals:

BBA

Our graduates shall possess:

1. Critical Thinking & Analytical Thinking Skills;
2. Awareness of the Global Business Environment;
3. Ethical Reasoning Abilities;
4. Effective Communication Abilities;
5. Effective Collaborative Skills;
6. Effective Information Management Skills;
7. Understanding of a Broad Range of Business Disciplines.

For each Learning Goal, the COB has defined at least one corresponding Learning Objective.

Consistent with the College’s values, vision, and mission, the accounting faculty identified learning goals specific to the BBA in Accounting degree program. For each learning goal, one or more objectives have been specified.

Learning Goal #8: Our graduate shall possess an understanding of accounting topics.

Objective 8A: Students will learn about financial accounting.

Objective 8B: Students will learn about cost accounting.

Objective 8C: Students will learn about tax accounting.

Objective 8D: Students will learn about governmental and nonprofit accounting.

Objective 8E: Students will learn about accounting information systems.

Objective 8F: Students will learn about auditing.

Measure (for all objectives): Students will take a pre- test and a post-test.

Benchmark (for all objectives): Mean scores will improve from pre- to post-test.

Frequency:

Objective	Course	Frequency
8A	ACCT 3311	Fall Semester of Even Years
8A	ACCT 3312	Spring Semester of Odd Years
8A	ACCT 4312	Spring Semester of Even Years
8B	ACCT 3315	Fall Semester of Odd Years
8B	ACCT 4315	Spring Semester of Even Years
8C	ACCT 3316	Fall Semester of Odd Years
8C	ACCT 4316	Fall Semester of Odd Years
8D	ACCT 4304	Fall Semester of Even Years
8E	ACCT 3320	Spring Semester of Even Years
8F	ACCT 4317	Fall Semester of Even Years