

**AACSB
1A**

**HLC-BBA
1A**

Goal: Critical/Analytical Thinking

Objective: Problems and solutions

Measure: Capstone © Simulation

Benchmark: 50th percentile

Courses: MGMT 4347

Fall Results

47th Percentile; n=102

Spring Results

52.7th Percentile; n=122

Closing the Loop/Analysis:

Fall failed to meet benchmark and Spring exceeded the benchmark. Faculty invested time to understand the makeup of the Capstone course and its various assessments. Continue to assess this measure; three passes are needed to rotate this objective out.

**AACSB
3A**

**HLC-BBA
3A**

Goal: Ethics

Objective: Ethical Issues

Measure: Writing Assignment

Benchmark: 4 Rubric Points (6 Possible)

Courses: MGMT 3340

Fall Results

4.16; n=65

Spring Results

4.96; n=122

Closing the Loop/Analysis:

Both Fall and Spring exceeded the benchmarks. Continue to assess this measure; three passes are needed to rotate this objective out.

**AACSB
2A**

**HLC-BBA
2A**

Goal: Global Environment

Objective: Global Perspectives

Measure: Blackboard Quizzes

Benchmark: Mean ≥ 70%

Courses: ECON 2310

Fall Results

70.7%; n=175

Spring Results

78.8%; n=142

Measure: Pretest/Posttest

Benchmark: Significant improvement

Courses: MKTG 3350, MGMT 3344, ACCT 3315

Fall Results

Pretest: 61%; n=25
Posttest: 84.7%; n=26

Spring Results

Pretest: 62.8%; n=153
Posttest: 82.7%; n=152

Closing the Loop/Analysis:

Both Fall and Spring exceeded the benchmarks. Continue to assess this measure; three passes are needed to rotate this objective out.

**AACSB
4A**

**HLC-BBA
4A**

Goal: Communications

Objective: Written

Measure: Report, Paper, or Case Analysis

Benchmark: 9 Rubric Points (14 Possible)

Courses: ACCT 4317, ECON 4380, FINA 4336, INSU 4320, MGMT 4348, MGMT 4376, MIS 3328, MKTG 4355 (when offered)

Fall Results

11.51; n=73

Spring Results

11.49; n=163

Closing the Loop/Analysis:

Both Fall and Spring exceeded the benchmarks. Continue to assess this measure; three passes are needed to rotate this objective out.

Master of Accountancy

(AACSB and HLC)

**AACSB
1A**

**HLC-Macc
1A**

Goal: Theory and Practice

Objective: Financial Standards

Measure: Test Question

Benchmark: 80% ≥ 3 (4 Possible)

Courses: ACCT 6310

Fall Results

Over 3: 78.9%; n=19

Spring Results

Course not offered

Closing the Loop/Analysis:

The benchmark was not met, though it was close. Continue to assess.

**AACSB
2A**

**HLC-Macc
2A**

Goal: Communication

Objective: Writing

Measure: Research Paper

Benchmark: 80% ≥ 11 (14 Possible)

Courses: ACCT 6310

Fall Results

Over 11: 68.4%; n=19

Spring Results

Course not offered

Closing the Loop/Analysis:

The benchmark was not met, though it was close. Continue to assess.

**AACSB
1C**

**HLC-Macc
1C**

Goal: Theory and Practice

Objective: Tax Code

Measure: Research Project

Benchmark: 80% ≥ 6 (8 Possible)

Courses: ACCT 6309

Fall Results

Over 6: 76.2%; n=21

Spring Results

Course not offered

Closing the Loop/Analysis:

The benchmark was not met. Continue to assess.

**AACSB
3A**

**HLC-Macc
3A**

Goal: Information Management

Objective: Finding Information

Measure: Research Project

Benchmark: 80% ≥ 6 (8 Possible)

Courses: ACCT 6309

Fall Results

Over 6: 86.7%; n=21

Spring Results

Course not offered

Closing the Loop/Analysis:

Fall exceeded the benchmark. Continue to assess this measure; three passes are needed to rotate this objective out.

**AACSB
1A**

**HLC-MBA
1A**

Goal: Global Environment

Objective: Global Environment

Measure: GLO-BUS Simulation

Benchmark: UCA \geq Average

Courses: MBA 6320

Fall Results

Course not offered

Spring Results

UCA=69 < Avg=84; n=19

Closing the Loop/Analysis:

Failed to meet the benchmark. Continue to assess this measure; three passes are needed to rotate this objective out.

**AACSB
3A**

**HLC-MBA
3A**

Goal: Communication

Objective: Written

Measure: Report, Paper, or Case Analysis

Benchmark: 75% \geq 9 (14 Possible)

Courses: MBA 6308

Fall Results

Over 9: 100%; n=10

Spring Results

Over 9: 100%; n=9
(assessed in summer)

Closing the Loop/Analysis:

Both semesters exceeded the benchmarks. Continue to assess this measure; three passes are needed to rotate this objective out.

**AACSB
2A**

**HLC-MBA
2A**

Goal: Ethics

Objective: Ethical Actions

Measure: GLO-BUS Social Responsibility

Benchmark: 50th Percentile

Courses: MBA 6320

Fall Results

Course not offered

Spring Results

34th Percentile; n=19

Closing the Loop/Analysis:

Failed to meet benchmark. Continue to assess this measure; three passes are needed to rotate this objective out.

**AACSB
3B**

**HLC-MBA
3B**

Goal: Communication

Objective: Oral

Measure: Presentation

Benchmark: 75% \geq 39 (55 Possible)

Courses: MBA 6308

Fall Results

Over 39: 100%; n=10

Spring Results

Course not offered

Closing the Loop/Analysis:

Fall exceeded the benchmarks. Continue to assess this measure; three passes are needed to rotate this objective out.