

TENTATIVE MAJOR FIELD ASSESSMENT PLAN B.S. ACCOUNTING

The mission of Southeastern Louisiana University is to meet the educational and cultural needs, primarily of Southeast Louisiana, to disseminate knowledge and to facilitate life-long learning through quality instruction, research and service in a safe, student-centered environment.

The purpose of the B.S. in Accounting is to provide a high degree of specialized training which is intended to assist graduates to enter and continue to develop in public, private, or governmental accounting or to seek admission to a graduate or law school. The program also seeks to provide basic conceptual accounting and business knowledge for accounting majors.

Goal 1

To provide students with the broad knowledge base necessary to pursue a career in accounting.

A. Expected Outcome

Students completing the baccalaureate program in Accounting will possess the technical accounting knowledge necessary to obtain employment in the field of accounting.

Assessment

- a. In the most recently available Undergraduate Alumni Survey, at least 70% of the students having completed the baccalaureate program in Accounting will indicate that they have obtained employment in the field of accounting. Since the Office of Institutional Research and Assessment currently plans to complete the Undergraduate Alumni Survey on a biannual basis, these results will also be reported biannually.
- b. In the most recently available SLU Exit Survey (i.e., of seniors), at least 80% of the students having completed the baccalaureate program in Accounting will indicate that they believe themselves to possess the technical knowledge necessary to obtain entry level employment in the field of accounting.
- c. In the most recently available SLU Exit Survey, at least 30% of the students having completed the baccalaureate program in Accounting will indicate that they have obtained entry level employment in the field of accounting.

Goal 2

To provide students completing the baccalaureate program in Accounting with the necessary foundation to enter graduate or professional school.

A. Expected Outcome

Students completing the baccalaureate program in Accounting will possess the necessary skills to apply for, attain admission to, and succeed in graduate or professional school.

Assessment

- a. In the most recently available Undergraduate Alumni Survey, at least 80% of the students having completed the baccalaureate program in Accounting will indicate that their educational experience at SLU either "effectively" or "very effectively" prepared them for graduate/professional school.
- b. In the most recently available Undergraduate Alumni Survey, at least 80% of the students having completed the baccalaureate program in Accounting will indicate that, when compared to other students, their educational experience at SLU provided them with preparation for graduate/professional school that was "about the same as most" or "better than most."

- d. In the most recently available questionnaires completed by employers that have participated in the Accounting department's internship program, at least 70% of employers will indicate that the SLU accounting major(s) employed as interns in their firm possessed sufficient technical knowledge to obtain an entry-level accounting position.

B. Expected Outcome

Students completing the baccalaureate program in Accounting will possess the ability to critically analyze information.

Assessment

- a. In the most recently available Undergraduate Alumni Survey, at least 80% of the students having completed the baccalaureate program in Accounting will indicate that their ability to use logic and critical thinking skills were "helped" or "helped a lot" while a student at SLU. Since the Office of Institutional Research and Assessment currently plans to complete the Undergraduate Alumni Survey on a biannual basis, these results will also be reported biannually.
- b. In the most recently available SLU Exit Survey, at least 80% of the students having completed the baccalaureate program in Accounting will indicate that they are "satisfied" or "very satisfied" with the analytical skills obtained while a student at SLU.
- c. In the most recently available questionnaires completed by employers that have participated in the Accounting department's internship program, at least 80% of employers will indicate that the SLU accounting major(s) employed as interns in their firm possessed sufficient analytical skills to perform well at accounting related duties.

C. Expected Outcome

Students completing the baccalaureate program in Accounting will possess strong oral communication skills.

Assessment

- a. In the most recently available Undergraduate Alumni Survey, at least 80% of the students having completed the baccalaureate program in Accounting will indicate that their ability to speak effectively was "helped" or "helped a lot" while a student at SLU. Since the Office of Institutional Research and Assessment currently plans to complete the Undergraduate Alumni Survey on a biannual basis, these results will also be reported biannually.
- b. In the most recently available SLU Exit Survey, at least 80% of the the students having completed the baccalaureate program in Accounting will indicate that they are "satisfied" or "very satisfied" with the oral communication skills obtained while a student at SLU.
- c. In the most recently available questionnaires completed by employers that have participated in the Accounting department's internship program, at least 80% of employers will indicate that the SLU accounting major(s) employed as interns in their firm possessed sufficient oral communication skills to perform well at accounting related duties.
- d. At least 90% of Accounting majors will receive a grade of "C" or better in Communications 211 - Introduction to Public Speaking.

D. Expected Outcome

Students completing the baccalaureate program in Accounting will possess strong written communication skills.

Assessment

- a. In the most recently available Undergraduate Alumni Survey, at least 80% of the students having completed the baccalaureate program in Accounting will indicate that their ability to write well was "helped" or "helped a lot" while a student at SLU. Since the Office of Institutional Research and Assessment currently plans to complete the Undergraduate Alumni Survey on a biannual basis, these results will also be reported biannually.

- b. In the most recently available SLU Exit Survey, at least 80% of the students having completed the baccalaureate program in Accounting will indicate that they are "satisfied" or "very satisfied" with the written communication skills obtained while a student at SLU.
- c. In the most recently available questionnaires completed by employers that have participated in the accounting department's internship program, at least 80% of employers will indicate that the SLU accounting major(s) employed as interns in their firm possessed sufficient written communication skills to perform well at accounting related duties.
- d. At least 80% of Accounting majors will receive a grade of "C" or better in English 101 and 102 - Freshman Composition.

E. Expected Outcome

Students completing the baccalaureate program in Accounting will possess strong microcomputing skills.

Assessment

- a. In the most recently available Undergraduate Alumni Survey, at least 80% of the students having completed the baccalaureate program in Accounting will indicate that their computing skills were "helped" or "helped a lot" while a student at SLU. Since the Office of Institutional Research and Assessment currently plans to complete the Undergraduate Alumni Survey on a biannual basis, these results will also be reported biannually.
- b. In the most recently available SLU Exit Survey, at least 80% of the students having completed the baccalaureate program in Accounting will indicate that they are "satisfied" or "very satisfied" with the accounting-related, microcomputer skills obtained while a student at SLU.
- c. In the most recently available questionnaires completed by employers that have participated in the accounting department's internship program, at least 70% of employers will indicate that the SLU accounting major(s) employed as interns in their firm possessed sufficient accounting-related, microcomputer skills to perform well at accounting related duties.