## Master of Science in Accounting  
**Fall 2008 – Spring 2010**

**Objectives:** Overall Outcome – 75%, Trait Outcome – 75% of Traits meet 75% Outcome

<table>
<thead>
<tr>
<th>Learning Objective</th>
<th>Outcome Analysis</th>
<th>Trait Outcome Analysis</th>
<th>Closing the Loop/Recommendations</th>
</tr>
</thead>
</table>
| **SLO No. 1**  
Students will demonstrate a conceptual understanding and application of advanced accounting knowledge (ACCT 502) | **Method:** Discussion Questions  
**Overall mean:** 79.9% (79.9/100)  
**Performance on individual traits:** 87.5% (7 of 8)  
**Conclusion:** Objective wholly satisfied | **Market Efficiency:** 54.1%  
**Other Stock Market Topics:** 75.8%  
**Moral Hazard/Adverse Selection:** 80.8%  
**Accounting Revolution:** 80.0%  
**Current Topics:** 87.2%  
**Managerial Compensation:** 84.7%  
**Accounting Method Choices:** 84.7%  
**Misc. – Expensing Stock Options:** 83.3% | • A new learning objective related to students’ critical thinking and application of advanced accounting solutions will be developed to replace the current objective.  
• The scoring method will be changed from discussion questions to a rubric |
| **SLO No. 2**  
Students will demonstrate advanced research skills using appropriate professional literature (ACCT 597) | **Method:** Project Rubric  
**Overall mean:** 80.8% (3.2/4)  
**Performance on individual traits:** 100% (1 of 1)  
**Conclusion:** Objective wholly satisfied | **Professional Literature:** 80.8% | • The objective will be revised to “design and execute research related to accounting topics”  
• The revised object will be used to evaluate two main aspects of students’ research skills: applying appropriate professional literature and using appropriate information technology resources. |
| **SLO No. 3**  
Students will demonstrate advanced research skills using appropriate information technology resources (ACCT 597) | **Method:** Project Rubric  
**Overall mean:** 86.4% (3.5/4)  
**Performance on individual traits:** 100% (1 of 1)  
**Conclusion:** Objective wholly satisfied | **Information Technology Sources:** 86.4% | • This objective will be incorporated into the new MSA learning objective of “design and execute effective research related to accounting topics”  
• The new objective is designed to evaluate the students’ ability to conduct research using both professional literature and appropriate information technology skills (e.g. Wharton research data services)  
• The research skills rubric will be updated to reflect this change. |
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| **SLO No. 4** Students will demonstrate effective written communication skills (ACCT 597) | • Method: Project Rubric  
• Overall mean: 87.5% (14/16)  
• Performance on individual traits: 100.0%  
• Conclusion: Objective wholly satisfied | • Thesis/Problem/Research Question: 87.5%  
• Analysis: 91.3%  
• Synthesis: 84.6%  
• Documentation: 86.5% | • ACCT 506 (Seminar in Professional Accounting Communications) was identified as more appropriate for assessing this objective. Starting in Fall 2010, written communication skills will be assessed using ACCT 506. |
| **SLO No. 5** Students will demonstrate effective oral communication skills (ACCT 506) | • Method: Oral Communication Rubric  
• Overall mean: 77.6% (38.8/50)  
• Performance on individual traits: 70% (7 of 10)  
• Conclusion: Objective not wholly satisfied | • Introduction: 60.0%  
• Main Point: 76.0%  
• Supporting Material: 80.0%  
• Transition Points: 81.3%  
• Vocal Delivery: 86.7%  
• Effective Language: 80.0%  
• Overall Organization: 82.7%  
• Visual Aids: 89.3%  
• Style: 65.3%  
• Conclusion: 74.7% | • Going forward this learning objective will be assessed using ACCT 597 instead of ACCT 506. The newly designed ACCT 597 (Project) requires that students make oral presentations of their research proposals, progress reports and final report.  
• Appropriate feedback should be provided to students at each stage to improve students’ oral presentation skills. |
| **SLO No. 6** Students will demonstrate knowledge of the ethical responsibilities of the accounting profession (ACCT 506) | • Method: Ethics Rubric  
• Overall mean: 82.4% (16.5/20)  
• Performance on individual traits: 75.0% (3 of 4)  
• Conclusion: Objective wholly satisfied | • Identify Issues: 89.8%  
• Alternative Courses of Action: 80.0%  
• Stakeholders: 74.6%  
• Recommendation: 85.3% | • An ethical module was added to ACCT 506 as recommended in a previous assessment report.  
• There is need to further expand and broaden the coverage of ethical issues in the mini cases that are used in this course. |
| **SLO No. 7** Students will be able to demonstrate their ability to work effectively as part of a team (ACCT 506) | • Method: Teamwork Rubric  
• Overall mean: 87.7% (21.9/25)  
• Performance on individual traits: 100% (5 of 5)  
• Conclusion: Objective wholly satisfied | • Contributions: 83.6%  
• Problem Solving: 84.8%  
• Attitude: 90.7%  
• Focus on the Task: 89.0%  
• Working with Others: 90.4% | • Student performance on this objective is far above the department goal. While no specific recommendations are proposed, the results will be closely monitored for future improvements. |