



SLO Assessment Cycle for ACCT 1B

Financial Accounting II SLO Modified: [10/21/2010]

Mike Gough's Team Members:

Outcomes:

Outcome 1: Statement Modified: [10/28/2010]

Demonstrate a knowledge of the users of accounting information and forms or business ownership, risks and capitalization of each and prepare, analyze and evaluate the financial structure of a firm using corporate financial statements (and include the statement of cash flows).

Assessment Cycle Records:

Outcome 1: Assessment Planning Modified: [01/24/2011]

Assessment Strategy Used:

Quarter: Fall 2010

Assessors:

Assessment Tools: Exams

Sections being assessed: 01, 02, 03, 04

Outcome 1: Reflect & Enhance Modified: [01/24/2011]

Number of people involved in Phase III: 8

Changes:

We had completed "dry run" assessments in the 2009-10 school year where we used an end of the term quiz to test the major outcomes for the course. We determined that we could reduce the number of SLO's from four to two and were better able to target key areas of the course that were needed for success moving on to the next course in the sequence. We are using the same text and website we used in the 09-10 year and updated the exam to reflect the new, more complete, desired outcome

Methods:

We used a uniform multiple choice, original exam, developed by the full-time department members and administered it the last two weeks of the term. It was taken by nearly all of the sections of Accounting 1B in the Fall term as part of the course requirement.

For the updated SLO #1, there were sixteen multiple choice questions that tested the student's understanding of business ownership, capitalization and debt and equity.

Summary:

In general, it appears that the students met the expectation of student success for SLO#1. The students scored at an 80% level in answering the questions involving business ownership and users of accounting information, 64% in evaluating capital and 70% in evaluation of debt and equity for an overall 71% success rate. These are difficult concepts, particularly for those who lack business experience.

These scores are fairly close to the department success rate of 77%. And, it should be noted, that because this is a quiz with minimal point value available, it is assumed the students do not focus particularly strongly on it.

We do believe that by better integrating the measurement of this (and other) SLO's into the course, we will likely see performance improvement.

Enhancement (Part I):

As stated earlier, we plan on integrating our SLO measurement throughout the term, and it appears we may need to spend more time of capital evaluation analysis.

These issues will be a focus of our discussions between now and the end of the academic year.

Enhancement (Part II):

We are confident that having more lab time available for students for practice sets and applied problem solving would be helpful in reducing the department withdrawal rate, and perhaps reaching our minority students who drop and fail at a greater rate than the majority population. The Division is working on a plan to update and transform the third floor of the ATC as a dedicated lab for our division. We see the Accounting Program utilizing that space at a high rate going forward.

Outcome 2: Statement Modified: [10/28/2010]

Analyze and evaluate the capitalization of a firm using debt and equity and apply net present value methodology to the analysis.

Outcome 2: Assessment Planning Modified: [01/24/2011]

Assessment Strategy Used:

Quarter: Fall 2010

Assessors:

Assessment Tools: Exams

Sections being assessed: 01, 02, 03, 04

Outcome 2: Reflect & Enhance Modified: [01/24/2011]

Number of people involved in Phase III: 8

Changes:

We had completed "dry run" assessments in the 2009-10 school year where we used an end of the term quiz to test the major outcomes for the course. We determined that we could reduce the number of SLO's from four to two and were better able to target key areas of the course that were needed for success moving on to the next course in the sequence. We are using the same text and website we used in the 09-10 year and updated the exam to reflect the new, more complete, desired outcome

Methods:

We used a uniform multiple choice, original exam, developed by the full-time department members and administered it the last two weeks of the term. It was taken by nearly all of the sections of Accounting 1A in the Fall term as part of the course requirement.

For the updated SLO #2, there were eight multiple choice questions dealing with the four corporate financial statements (income statement, balance sheet, statement of retained earnings and statement of cash flow).

Summary:

Student success ran at 74.8% in this SLO - very close to the department overall success rate of 77% - so, as with SLO#1, the results were not surprising.

It seems that the students grasp the fundamentals of corporate financial statements - a crucial concept for future accounting courses and for upper division finance courses for any business major. So from that perspective, it appears that the (who likely pass the course) meet the standard of success.

We obviously would like to improve those numbers and will use the upcoming department meetings as an opportunity for improving performance.

Enhancement (Part I):

It seems that we need to address issues of capital (net present value and internal rate of return) - since that was the weakest area of performance - in greater depth and we will use that as the starting point of discussions for this course.

We will be looking at a new text next year, and part of the adoption process will consider how well the text addresses the capitalization outcome.

Enhancement (Part II):

We are confident that having more lab time available for students for practice sets and applied problem solving would be helpful in reducing the withdrawal rate, and perhaps reaching our minority students who drop and fail at a greater rate than the majority population. The Division is working on a plan to update and transform the third floor of the ATC as a dedicated lab for our division. We see the Accounting Program utilizing that space at a high rate going forward

