

Bergen Community College

Assessment Report for 2008-2010

Department/Program: Business Administration / Accounting

Department Leader: Robert Saldarini

Liaison: Florence McGovern

Assessment Project Coordinator (if not the Department Leader): Florence McGovern

Date Submitted: April 1, 2009

Program(s), if applicable (AAS, Interdepartmental, etc.):

AAS Accounting

Mission/Goal statement of the department or program:

The primary mission of the AAS Accounting program is to provide students with the accounting, business and general education and skills necessary to achieve personal and professional growth and employment in an entry level position in public accounting, industry, and other organizations.

SEMESTER 1: Create the Assessment Plan

Goal or learning objective being assessed:

Students will compose a letter to a client or supervisor explaining an accounting issue in a grammatically correct, professional manner which is technically accurate, and explained and supported in a clear and organized fashion.

Relevant Core Competencies: (check as many as apply)

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|--|--|---|
| <input checked="" type="checkbox"/> Communication | <input checked="" type="checkbox"/> Quantitative Reasoning | <input checked="" type="checkbox"/> Critical Thinking |
| <input type="checkbox"/> Civic Responsibility | <input type="checkbox"/> Technological and Information Fluency | <input type="checkbox"/> Personal Skills |
| <input checked="" type="checkbox"/> Interpersonal Skills | <input type="checkbox"/> Creativity and Aesthetic Appreciation | <input checked="" type="checkbox"/> Applied Knowledge |

Means of Assessment:

Students in an advanced course, such as Intermediate Accounting or Cost Accounting, will be required to prepare a letter which conveys guidance on accounting issue.

A rubric will be used to assess how well the learning objective has been met.

SEMESTER 2: Develop an Assessment Strategy

Criterion for success:

75% of the students will receive a grade of 17 or above using a rubric with a maximum point value of 24.

Dean's Comments: Satisfactory as submitted for Semester 1 and 2. Department chairs will be completing semesters 3 and 4 in the new format.

Peter Dlugos' comments: This is really well done. One question: Do you mean a 70% score on a rubric? Rubrics typically involve a letter grade, or, more commonly, a point value of 20 or less.

VP's Comments: I recommend completing draft rubrics and sharing them. Getting input on the rubrics will facilitate a more effective assessment.

Financial Statement Analysis Rubric

Criteria	Evaluations		
Ratio Identification	<p>Maximum Points: 18</p> <p>You should select 3 ratios from each of the following categories: liquidity, solvency, and profitability. For each ration that is identified under the correct category, you will receive 2 points.</p>		
Ratio Calculation	<p>Maximum Points: 27</p> <p>You must calculate the nine ratios identified above for your company using Excel formulae</p>		
	Each ratio calculated correctly using Excel formulae - 3 points each	Each ratio calculated WITHOUT using Excel formulae – 2 points each	Ratio calculated incorrectly – 0 points
NAICS Code	<p>Maximum Points: 4</p>		
	Industry average is identified correctly – 4 points	Industry average is not included or is incorrect – 0 points	
Industry Averages	<p>Maximum Points: 9</p> <p>You must include the industry averages for the ratios you identified above. If the industry average is not available you should calculate the ratio for a competitor. You will receive 1 point for each industry average included.</p>		
Market Price	<p>Maximum Point: 3</p> <p>You must decide the market price of your company's stock on 3 dates: within one week of submission of your report, on the last date of the company's prior</p>		

	fiscal year, and on the last date of the fiscal year from two years ago. 1 point for each price		
Lending Decision	Maximum Points: 18		
	You should make a decision about whether to lend this company money using your observations. Use only facts, not your opinions.		
	You referenced most identified ratios, industry averages, current events, trends, and market values in your decision – 15-18 points	You omitted several ratios, industry averages, current events, trends, and market values when making your decision – 10-14 points	You omitted many ratios, industry averages, current events, trends, and market values – 0-9 points
Investing Decision	Maximum Points: 22		
	You should make a decision about whether to invest in this company money using your observations. Use only facts, not your opinions.		
	You referenced most identified ratios, industry averages, current events, trends, and market values in your decision – 17-22 points	You omitted several ratios, industry averages, current events, trends, and market values when making your decision – 12-16 points	You omitted several ratios, industry averages, current events, trends, and market values when making your decision – 0-11 points
Current Events	Maximum Points: 18		
	You should attach two recent articles (within the last year) that you believe will affect your decisions about the company. You should summarize the articles and include your opinion about how the event will affect your decision.		
	You attached the article, accurately summarized it, and evaluated it – 7-9 points for each article	You attached the article, accurately summarized it, but did not evaluate it – 4-6 points for each article	You attached the article, but did not accurately summarize it, and/or evaluate it – 2-3 points for each article
Spelling, Grammar, Word	Maximum Points: 10		
	You have prepared the report using Microsoft Word – 3 points Spelling - 0-4 points Grammar - 0-3 points		
Appearance	Maximum Points: 10		

	<p>Your name is on the cover sheet – 2 points</p> <p>The company’s name is on the cover sheet – 2 points</p> <p>The degree you are pursuing (AS or AAS) is on the cover page – 2 points</p> <p>The report is stapled – 2 points</p> <p>The report is neat (no coffee stains, etc.) – 2 points</p>
Sources	<p>Maximum Points: 3</p> <p>You identified your sources of information including at least 3 from the internet.</p>

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SEMESTER 3: Implement Assessment Plan & Strategy

Summary and analysis of data collected:

66 students in ACC202, Intermediate Accounting I, prepared papers on the International Financial Reporting Standards. The students were evaluated using a writing rubric prepared by the accounting faculty. The rubric has a maximum of 24 points; our goal is to have at least 75% of our students achieve a grade of 70 or better (17 out of 24 points).

The results are that 56 out of the 66 students achieved a grade of 17 or better, 84.8%. We have met our objective.

(The Summary should appear here. Use attachments only to provide information to support the summary.)

SEMESTER 4: Reporting and Revising

Use of results:

Although we met our overall objective, we examined each of the 9 individual components of the rubric. We noted that the punctuation and sentence construction was the weakest of the 9 areas with an overall average of 68%.

The accounting faculty has proposed a capstone type of course to be included in the AAS Accounting program. While this course will cover current changes in the profession and standards it will be writing intensive and will provide students with additional instruction and practice in business writing. We will revisit this assessment objective again after this course is added to the curriculum.

Dean’s Comments:

VP’s Comments: