

BSM AY 2015-2016 Assessment

Phase 1: Assessment Plan

Learning Outcome assessed:

BSM Learning Outcome 5: Accounting

Attain financial literacy in the understanding and interpretation of financial statements of organizations.

Assessment Method:

Comprehensive Business Exam (CBE 4.2) given to first year students and graduating students

Targeted performance, based on rubrics:

75% of exam questions should be answered correctly.

Evaluation Process:

Comprehensive Business Exam results are scored and binned by question topics provided to us by Pitsco Education. The Comprehensive Business ExamSM was developed as a joint venture of Future Business Leaders of America-Phi Beta Lambda, Inc., Pitsco, Inc., and Technological Fluency Institute, Inc.

Course where learning outcome was assessed:

Exam administered in BSM 303 (start of core in program) and in BSM 309 (end of core in program).

A sample of 40 first-year students were tested in spring 2016 and a sample of 46 students completing the program were tested in summer 2016.

Evaluator(s):

Peggy Takahashi and Mark Cannice

Phase 2: Results Assessment and Planned Action**Results:**

PRE-TEST

Accounting Overall Percentage of Correct Answers	45.39%
1) Identify the basic financial statements and their purposes, and explain their interrelationships.	36.88%
2) List the effects of transactions on the elements of the accounting equations and transaction analysis.	48.13%
3) Demonstrate an understanding of the content, concepts, structure, and meaning of reporting for organizational operations for external use.	54.17%
4) Identify and utilize sources of financial statement information of publicly traded companies.	51.25%
5) Demonstrate a fundamental understanding of accounting terminology.	38.75%

POST TEST

Accounting Overall Percentage of Correct Answers	48.86%
1) Identify the basic financial statements and their purposes, and explain their interrelationships.	52.72%
2) List the effects of transactions on the elements of the accounting equations and transaction analysis.	45.11%
3) Demonstrate an understanding of the content, concepts, structure, and meaning of reporting for organizational operations for external use.	59.42%
4) Identify and utilize sources of financial statement information of publicly traded companies.	43.48%
5) Demonstrate a fundamental understanding of accounting terminology.	46.20%

What did we learn about student learning?

No evidence present that anything was learned. Target of 75% was not met.

Suggested Action:

The courses in this program are very truncated. We plan to make adjustments to the duration and hours of the course so that students can learn the information provided in the classroom.

Phase 3: Closing the Loop

In the year that the assessment is made, this is good place to describe how the suggested actions might be evaluated in a future assessment cycle. When that cycle is complete, the results can be added to this document to finalize the report.