

Assessment Plan, Improvements and Recommendations for the Undergraduate Program

Competency	Performance Target	How it is assessed?	Where it is assessed?	When it was assessed?	Improvement and Recommendation
Understanding of the Management processes	70% meet or exceed the requirement	Capsim Capstone Simulation together with CompXM Comprehensive Exam	MNGT 393	2021, 2020, 2019, 2017	<ul style="list-style-type: none"> • Successfully transitioned to experiential learning by adopting Capsim Capstone Simulation Software • Reduced the maximum class size so that the instructors can appropriately supervise the participation in Capsim Simulation. • Currently working with the Capsim Support group to create an enhanced report that give us a sharper picture of student performance and needs. • Institute improvements to our current Strategic Management curriculum to take advantage of the experiential learning aspects of Capsim. • Create 3-6 person teams in the

					capstone course that have the responsibility of managing the whole as aspects of and simulated company to enhance the learning experience.
Understanding of the marketing process	70% meet or exceed the requirement	Standardized Quiz	MKTG 350	2021, 2020, 2019, 2017	<ul style="list-style-type: none"> • Key concepts from topics covered in the first half of the semester may be repeated where ever applicable to improve students' retention. • Shift form from basic understanding of the concepts to application and analysis level of learning. • Exercises and quizzes will be designed to assess student' ability to apply the marketing concepts in real life marketing situations.
Understanding of the accounting and reporting process	70% meet or exceed the requirement	Common Comprehensive Exam	ACTG 201	2021, 2020, 2019, 2017	<ul style="list-style-type: none"> • Place more emphasis on the application rather than the concept such as more on analysis and journal entry

					<ul style="list-style-type: none"> • Emphasize topics that are appropriate for students to learn in the introductory level • Introduce the assignment that require students to perform a complete task in accounting cycle
Understanding of the financial decision process	70% meet or exceed the requirement	Common Comprehensive Exam	FINA 360	2021, 2020, 2019, 2017	<ul style="list-style-type: none"> • Deficiency areas were identified and addressed in the next cycle. • Introduced more features of McGraw Hill Connect to improve students' learning • Introduce the practical aspects of finance such as how time value of money affects daily financial decision • Initiate plan to invite outside speakers to the classroom • Incorporate more online learning and testing even in a face-to-face course

<p>Effective written and oral communication skills</p>	<p>70% meet or exceed the requirement</p>	<p>Capsim Capstone Simulation together with CompXM Comprehensive Exam</p>	<p>MNGT 393</p>	<p>2021, 2020, 2019, 2017</p>	<ul style="list-style-type: none"> • Successfully transitioned to experiential learning by adopting Capsim Capstone Simulation Software • Switch from a business case analysis to requiring students to create “Competition Round Decision Summary” documents explaining and justifying their Capsim decisions as well as a Final Oral Group Presentation to discuss their companies over the course of the simulation. • Currently working with the Capsim Support group to create an enhanced report that give us a sharper picture of student performance and needs.
<p>Effective problem solving and decision making skills</p>	<p>70% meet or exceed the requirement</p>	<p>Capsim Capstone Simulation together with CompXM Comprehensive Exam</p>	<p>MNGT 393</p>	<p>2021, 2020, 2019, 2017</p>	<ul style="list-style-type: none"> • Successfully transitioned to experiential learning by adopting Capsim Capstone Simulation Software

					<ul style="list-style-type: none"> • Create a tool to evaluate student decision-making and problem solving process throughout the simulation. • Currently working with the Capsim Support group to create an enhanced report that give us a sharper picture of student performance and needs.
Understanding of leadership	70% meet or exceed the requirement	Capsim Capstone Simulation together with CompXM Comprehensive Exam	MNGT 393	2021, 2020, 2019, 2017	<ul style="list-style-type: none"> • Successfully transitioned to experiential learning by adopting Capsim Capstone Simulation Software • Required students to take leadership roles in different business functions within their simulated company as well as taking accountability for their decisions. • Currently working with the Capsim Support group to create an enhanced report that give us a sharper picture of student performance and needs.

Understanding of Diversity	70% meet or exceed the requirement	Capsim Capstone Simulation together with CompXM Comprehensive Exam	MNGT 393	2021, 2020, 2019, 2017	<ul style="list-style-type: none"> • Successfully transitioned to experiential learning by adopting Capsim Capstone Simulation Software • Switched from an exam based assessment of diversity to an experiential based assessment so that students can explore the challenges and benefits of diverse approaches to running a business • Currently working with the Capsim Support group to create an enhanced report that give us a sharper picture of student performance and needs.
Understanding of Ethics and Legal Environment	70% meet or exceed the requirement	Capsim Capstone Simulation together with CompXM Comprehensive Exam	MNGT 393	2021, 2020, 2019, 2017	<ul style="list-style-type: none"> • Successfully transitioned to experiential learning by adopting Capsim Capstone Simulation Software • Enhanced our approach to ethics by introducing both short individual case analyses (i.e. end of chapter mini-

					<p>case questions) and long individual case briefs from Capsim simulation</p> <ul style="list-style-type: none">• Currently working with the Capsim Support group to create an enhanced report that give us a sharper picture of student performance and needs.
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Assessment Plan, Improvements and Recommendations for the MBA Program

Competency	Performance Target	How it is assessed?	Where it is assessed?	When it was assessed?	Recommendation and Improvement
Understanding of managing firms in the core discipline of Accounting	70% meet or exceed the requirement	Series of Exam	ACTG 402	2021	<ul style="list-style-type: none"> • Deficiency areas were identified and will be addressed in the next cycle. • Initiated a plan to review and revise assessment method for future assessment.
Understanding of managing firms in the core discipline of Finance	70% meet or exceed the requirement	Final Exam	FINA 402	2020, 2019, 2017	<ul style="list-style-type: none"> • Deficiency areas have been identified and will be addressed in the next cycle. • Provide students with more real-world examples through articles on applied corporate finance
Understanding of managing firms in the core discipline of Marketing	70% meet or exceed the requirement	Final Exam	MKTG 402	2021, 2019, 2017	<ul style="list-style-type: none"> • Continue with the exam based assessment but periodically reviewed to make sure that they emphasize conceptual understanding of

					<p>the topics covered</p> <ul style="list-style-type: none"> • Emphasize the topics that student did not perform well and will address them by adding quizzes and supplemental readings
Understanding of managing firms in the core discipline of Management	70% meet or exceed the requirement	Capsim Capstone Simulation together with CompXM Comprehensive Exam	MNGT 502	2021, 2020, 2019,	<ul style="list-style-type: none"> • Successfully transitioned to experiential learning by adopting Capsim Capstone Simulation Software • Reduced the maximum class size so that the instructors can appropriately supervise the participation in Capsim Simulation. • Currently working with the Capsim Support group to create an enhanced report that give us a sharper picture of student performance and needs. • Institute improvements to our current Strategic Management curriculum to take advantage of

					<p>the experiential learning aspects of Capsim.</p> <ul style="list-style-type: none"> • Create 3-6 person teams in the capstone course that have the responsibility of managing the whole as aspects of and simulated company to enhance the learning experience.
Skills in Teamwork	70% meet or exceed the requirement	Capsim Capstone Simulation together with CompXM Comprehensive Exam	MNGT 502	2017	<ul style="list-style-type: none"> • Successfully transitioned to experiential learning by adopting Capsim Capstone Simulation Software • Required students to work and a team and take leadership roles in different business functions within their simulated company as well as taking accountability for their decisions. • Currently working with the Capsim Support group to create an enhanced report that give us a sharper picture of student performance and needs.

Skills in Written/Oral Communication	70% meet or exceed the requirement	Capsim Capstone Simulation together with CompXM Comprehensive Exam	MNGT 502	2021, 2020, 2019,	<ul style="list-style-type: none"> • Successfully transitioned to experiential learning by adopting Capsim Capstone Simulation Software • Switch from a business case analysis to requiring students to create “Competition Round Decision Summary” documents explaining and justifying their Capsim decisions as well as a Final Oral Group Presentation to discuss their companies over the course of the simulation. • Currently working with the Capsim Support group to create an enhanced report that give us a sharper picture of student performance and needs.
Understanding of Ethics	70% meet or exceed the requirement	Capsim Capstone Simulation together with CompXM	MNGT 502	2017	<ul style="list-style-type: none"> • Successfully transitioned to experiential learning by adopting Capsim Capstone

		Comprehensive Exam			<p>Simulation Software</p> <ul style="list-style-type: none"> • Enhanced our approach to ethics by introducing both short individual case analyses (i.e. end of chapter mini-case questions) and long individual case briefs from Capsim simulation • Currently working with the Capsim Support group to create an enhanced report that give us a sharper picture of student performance and needs.
Problem Solving and Decision Making Skills	70% meet or exceed the requirement	Capsim Capstone Simulation together with CompXM Comprehensive Exam	MNGT 502	2021, 2020, 2019,	<ul style="list-style-type: none"> • Successfully transitioned to experiential learning by adopting Capsim Capstone Simulation Software • Create a tool to evaluate student decision-making and problem solving process throughout the simulation. • Currently working with the Capsim Support group to create an enhanced report that give us a sharper

					picture of student performance and needs.
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Current Assessment Plan, Key Findings, and Recommendations the MSA Program

Competency	Performance Target	How it is assessed?	Where it is assessed?	When it was assessed?	Improvement and Recommendation
Competencies in Managerial Accounting	70% meet or exceed the requirement	A series of Exams	ACTG 412	2021, 2020, 2019, 2017	<ul style="list-style-type: none"> • Use more case studies on real companies and how they deal with planning and controlling their companies. • Engage students in discussing their experience with managerial problems in class
Competencies in Financial Accounting	70% meet or exceed the requirement	Exam, Research Paper and Presentation	ACTG 421	2021, 2020, 2019, 2017	<ul style="list-style-type: none"> • Explore the possibility of changing the course prerequisite
Competencies in Tax Accounting	70% meet or exceed the requirement	Final project and two writing assignments	ACTG 440	2021, 2020, 2019, 2017	<ul style="list-style-type: none"> • Introduce a discussion of final research project • Provide early exposure to <i>Answer Connect</i>, the most comprehensive and current tax research to enable students to more quickly engage in graduate level research

Competencies in Auditing	70% meet or exceed the requirement	Exam, Cases and Presentation	ACTG 407	2021, 2020, 2019, 2017	<ul style="list-style-type: none"> • Continue to use current intergraded audit cases and CPA exam questions in class
Competencies in Accounting Research	70% meet or exceed the requirement	Research projects, presentations and exams.	ACTG 430	2021, 2020, 2019, 2017	<ul style="list-style-type: none"> • Increase discussion of basic research methods, databases usage, and statistical analysis techniques • Work with quant faculty to incorporate some accounting applications in their courses
Problem Solving and Decision Making Skills	70% meet or exceed the requirement	Exams, research papers, and presentations	ACTG 421	2021, 2020, 2019, 2017	<ul style="list-style-type: none"> • Explore the possibility of changing the course prerequisite
Ability to analyze and evaluate current knowledge in accounting	70% meet or exceed the requirement	Exams, research papers, and presentations	ACTG 421	2021, 2020, 2019, 2017	<ul style="list-style-type: none"> • Explore the possibility of changing the course prerequisite
Understanding of Ethics	70% meet or exceed the requirement	Case presentations and analyses	ACTG 407	2021, 2020, 2019, 2017	<ul style="list-style-type: none"> • Continue to use the Integrated Audit Case, and CPA review questions. • Continue with the current course requirements

Skill in Teamwork	70% meet or exceed the requirement	Group presentation and class assignments	ACTG 430	2021, 2020, 2019, 2017	<ul style="list-style-type: none"> • Continue with group presentation and class assignment requirement
Skill in Oral and Written Communication	70% meet or exceed the requirement	Research Project	ACTG 430	2021, 2020, 2019, 2017	<ul style="list-style-type: none"> • Visiting the Writing Center is required for a class project • Continue to provide feedback to student and emphasize the importance of well written reports to accountants