

University of North Carolina Wilmington

Educational Program Assessment Plan and Report

Assessment Plan for 2013-2014

Cameron School of Business

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Overall Findings: Leadership changes in the 2013-2014 academic year (CSB Dean, CSB AoL Director, ABL department chair, MSA Director) led to inconsistencies in data collection. However, feedback from employers and placement data suggest that the MSA program had another successful year.

Overall Actions: The MSA Committee is working on a plan to streamline and automate data collection and make the process less dependent on individual instructors, regardless of leadership and staffing changes.

MSA Program Outcomes

Program Outcome UNCW Strategic Goal	Tools	Implementation	Summary of Findings	Actions Taken
PO 1: To provide effective career development and placement opportunities for all students. Students will be supported in their placement activities through access to accounting firm personnel (at the local, regional, and national/ international firm levels) and industry personnel through the UNCW career placement center, placement events, and through other on-campus activities such as Meet the Firms, MSA Orientation,	<ol style="list-style-type: none"> 1. Survey of Orientation Events on Career Development 2. Survey Firms Attending Meet the Firms 3. Number of Firms Recruiting on Campus 4. Student Exit surveys 5. Informal dialogue with Advisory Board 6. Placement of students 	MSA Director; Survey data; informal data collected talking to students, faculty, advisory board and recruiters	Discussions with firms and students indicate overall satisfaction with the planned events but some fine tuning would make the events better.	No actions deemed necessary.

Business Week, and Beta Alpha Psi.				
UNCW Goal 1				

<p>PO2: To foster effective relationships with the professional business community. Our program will interface with the professional community through on-campus activities such as Meet the Firms, MSA Orientation events, Business Week, and Beta Alpha Psi, through the utilization of an Accounting Advisory Board, and through on-going contact in educational and professional settings.</p> <p>UNCW Goal 3, 4, & 5</p>	<ol style="list-style-type: none"> 1. Number of firms participating in Meet the Firms, Business Week, Orientation, and Accounting Career Day 2. Number of firms speaking at Beta Alpha Psi meetings 3. Discussion of program effectiveness with Advisory Board 4. Number of faculty participating in firm events (professional development, conferences) 5. Composition of Advisory Board 	<p>MSA Director, Department Chair, Faculty advisers to Beta Alpha Psi</p>	<p>Transitions in department chair, MSA director, BAP advisors and among firm recruiting representatives create need for sustained efforts to maintain and build relationships. Findings indicate that good firm relationships are continued to be maintained.</p>	<p>Participation of chair, MSA director and intern coordinator in Raleigh and Charlotte trips is continued to be stressed. Updated membership of Advisory Board to reflect changes in employer base.</p>
<p>PO3: To promote MSA faculty excellence in teaching and research. Our faculty will be supported in their research activities through accessibility of research databases and other resources, access to programs for summer research stipends, funding of travel to research conferences, and appropriate course and preparatory loads to facilitate research. Our faculty will be supported in their teaching activities through access to</p>	<ol style="list-style-type: none"> 1. Number of research databases 2. Number and amount of summer stipends 3. Number of Faculty attending conferences 4. Course loads for MSA faculty 5. Peer reviews 6. Availability of campus instructional seminars 	<p>Department chair</p>	<p>Department continues to support faculty teaching and research at a high level. Findings indicate that faculty excellence is being promoted.</p>	<p>No actions deemed necessary.</p> <p>Two additional measures will be collected going forward: number of faculty publications and number of faculty presentations at conferences.</p>

on-campus instructional seminars, careful evaluation of course materials, and feedback.				
UNCW Goal 1 & 2				

MSA Student Learning Outcomes

Student Learning Outcome UNCW Strategic Goal	Tools	Implementation	Summary of Findings	Actions Taken
SLO1: Our graduates will have the skills necessary for critical thinking, professional research, and continuous learning. UNCW Goal 1	A: Critical Thinking Method: A critical thinking rubric is used in the MSA 518 Risk Based Auditing course.	Administration: The rubric is used by faculty to evaluate all students in a class exercise. This course is offered each spring. Results are reviewed by the MSA faculty committee.	Data collected but not analyzed.	No action deemed necessary.
	B: Professional Research Method: A rubric is used to assess a case analysis conducted by students in the MSA 500 Financial Accounting Research and Theory course.	Administration: This course is offered each spring, and the assessment is conducted on all students by the faculty member. Results are reviewed by the MSA faculty committee.	Data not available	No action deemed necessary. MSA Committee will consider assessment of research skills as part of revised overall plan.
	C: Continuous Learning Method: Assessment is conducted by both indirect and direct measures. Students complete and exit survey when leaving the program. The pass rate for the CPA exam is assessed. Additionally all students are required to participate in continuous learning activities such	Administration: This assessment is administered and evaluated by the MSA director and reported each spring. Results are reviewed by the MSA faculty committee.	Data collected but not analyzed but low student involvement in BAP and at	The MSA committee will evaluate this goal and ways to measure. Four additional measures will be

	as BAP, IMA, etc. Hours of attendance are logged and monitored.		professional meetings is expected.	collected in the future: number of students that have taken a section(s) of the CPA exam by commencement, number of students that have passed a section(s) of the CPA exam by commencement, Business week attendance, and Becker review course attendance Professional meeting attendance, especially BAP, will be encouraged more strongly in the future by the faculty.
SLO2: Our graduates will demonstrate a global perspective of business and accounting practices. UNCW Goal 1	Method: An online assessment of multiple choice questions developed by the faculty is used for assessment	Administration: To be administered in the MSA 500 Financial Accounting Research and Theory course each fall semester to all students. For the class of 2012, the assessment was administered as part of each core course.	Data collected but not analyzed.	To improve data collection and analysis, data (five multiple choice questions) from each MSA course will be collected at the end of each quarter.
				MSA Committee will evaluate best way to

<p>SLO3: Our graduates will have leadership and team building skills.</p> <p>UNCW Goal 1</p>	<p>Method: Rubrics for leadership and teamwork are used.</p>	<p>Administration: Student peer assessment is used by all students for the term project in MSA 516 Systems Assurance course offered each fall.</p>	<p>Data collected but not analyzed.</p>	<p>measure this outcome. Potential alternative to faculty completed rubric is to have all MSA faculty complete a year end survey and have students complete year end survey.</p>
<p>SLO4: Our graduates will recognize the importance of social responsibility and making ethical business decisions.</p> <p>UNCW Goal 3</p>	<p>A: Ethics Method: Online multiple choice assessments are used.</p> <p>B: Social Responsibility Method: Method: Assessment is conducted by both indirect and direct measures. Students complete and exit survey when leaving the program.</p>	<p>Administration: The assessment is conducted in the MSA 500 Financial Accounting Research and Theory course each fall to all students. For the class of 2012, assessment became part of each core course.</p> <p>Administration: This assessment is administered and evaluated by the MSA director and reported each spring. Results are reviewed by the MSA faculty committee for action</p>	<p>Data not collected</p> <p>Data not collected but participation is expected to be low</p>	<p>MSA Committee will identify ways to improve data collection. Potential idea is to have students surveys conducted each quarter.</p> <p>MSA Committee will identify ways to improve data collection. Potential idea is to have student surveys conducted at the end of each quarter.</p> <p>Will add two additional measures: participation in BAP service events, participation in MSA Association service events, and</p>

				participation in VITA.
<p>SLO5: Our graduates will have effective communication skills and strong interpersonal skills.</p> <p>UNCW Goal 1</p>	<p>A: Communication—Written Method: Writing rubric completed by instructor in charge of MSA writing workshops (eight of them during the academic year)</p>	<p>Administration: The assessment is done by the instructor in charge of the MSA writing workshops</p>	<p>Overall results show students have good written communication skills. Grammar: 4.4/5 Usage: 4.3 / 5 Mechanics:4.5/5 Style: 4.4 / 4 Organization:5/5 Holistic: 4.5 / 5</p>	<p>No actions deemed necessary.</p>
	<p>B: Communication- Oral Method: A rubric is used to assess practicum presentations by all students.</p>	<p>Administration: The assessment is conducted by faculty teaching the two practicum classes MSA 534 and 535 and is reviewed by the MSA faculty committee for action.</p>	<p>Data collected but not analyzed</p>	<p>Students make many presentations during the academic year. One of the required MSA writing workshops focuses on oral communications. No actions deemed necessary.</p>
	<p>C: Interpersonal Skills Method: A rubric is used to assess student interactions.</p>	<p>Administration: The assessment is conducted by faculty teaching the MSA 505 class each fall and is reviewed by the MSA faculty</p>	<p>Data collected but not analyzed</p>	<p>MSA Committee will consider alternative</p>

		committee for action.		way to measure. Potential ideas are to have faculty complete rubric in spring semester, have students evaluate peers in exit survey, and have MSA faculty evaluate students in a faculty survey.
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