

Major Field Assessment Report-2007
D. Abbott Turner College of Business
Bachelor of Business Administration
Programs: Undergraduate Majors in Accounting, and Finance

Expanded Statement of Institutional Purpose	Program Intended Outcomes	Assessment Method and Criteria	Assessment Results	Use of Results
<p><u>CSU mission Statement:</u></p> <p>Columbus State University will serve the educational needs of a diverse region by providing a mixture of liberal arts and professional programs leading to associate, baccalaureate and graduate degrees. The university also will serve transfer and transient students as well as those seeking certification and licensure. ...The university will serve the educational, cultural, and economic needs of its region by providing credit and non-credit outreach programs. In all these endeavors, the university will strive to meet the needs of previously underserved populations in its service area.</p> <p><u>Business Administration Mission Statement:</u></p> <p>The mission of the D. Abbott Turner College of Business is to provide management education to our region, with an emphasis on undergraduate instruction. As a teaching institution, we offer accessible programs, including an evening MBA. We serve a student population of diverse socioeconomic backgrounds, varying levels of academic</p>	<p>The educational objectives of the undergraduate program are grounded in the college's mission. The college seeks to serve the educational needs of its students while providing support to the business community. The program includes a strong liberal arts component to which students add a foundation in the functional areas of business and an area of specialization.</p> <p>BBA Program Outcomes: All students receiving a BBA degree from the Abbott Turner College of Business should be prepared to demonstrate:</p> <ol style="list-style-type: none"> 1. Knowledge of the foundation areas of business (courses required in Areas F and G). 2. Proficiency in critical thinking and decision-making skills. 3. Proficiency in oral and written communication skills. 4. An awareness of ethical, global, and diversity issues in business. 5. Ability to apply computer technology within the context of business. 6. Knowledge in a major field of specialization. 	<p>Seniors in The D. Abbott Turner College of Business Strategic Management capstone course, BUSA 4185 during Spring semester are required to take Educational Testing Services' Business Major Field Test exam covering the business foundation topics. This sample is approximately 100 students each year.</p> <p>ETS exams are normed with a national sample; Major Field exam outcomes are compared with prior-year results.</p> <p>F Core Courses: Accounting Faculty developed a pre and post testing system for ACCT2101 which was administered Fall06 and ACCT2102 in Spring07. Testing may include non-business students.</p> <p>Economics Faculty conducted individual assessment activities in ECON2105 and 2106 during 2006-07. Testing is objective MC. Testing includes non-business students.</p> <p>G Core Courses: FINC3105 Analyzed capital budgeting problems during Fall06</p>	<p>BBA Outcome Assessment:</p> <ul style="list-style-type: none"> • ETS Results: Accounting 49% pass rate up from avg. 44% pass rate prior 4 years; Finance pass rate 55% up from avg. 37% pass rate prior 4 years; Economics 47% pass rate up from avg. 41% pass rate prior 4 years <p>F Core Results: (See BBA Outcomes for corresponding number)</p> <p>Accounting- Post test improvement</p> <ol style="list-style-type: none"> 1. 95% higher 2. 17-24% higher 4. Ethical Issues 30% higher <p>Economics:</p> <ol style="list-style-type: none"> 1. 60-85% pass rates 2. 40-80% pass rate-diverse measures limited extra credit 3. 50-80% pass rate 4. too diverse 5. NA 6. NA <p>Knowledge learned in F core courses faces a high recidivism rate unless it is reinforced in majors and upper division electives.</p> <ul style="list-style-type: none"> • G Core Results: 	<p>General:</p> <p>Pretesting and posttesting will continue in Accounting 2101 and 2102. Textbooks are being changed so some revisions may be necessary. Benchmarks and targets will be developed this year.</p> <p>Economics will begin pretesting and posttesting supply and demand analysis during the fall semester.</p> <p>No curriculum changes are planned.</p>

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<p>preparation, and a wide range of career experience and objectives. We prepare our students to apply their business knowledge, management skills, and technological competence to add value to local and regional firms, which are our students' primary employers. Our commitment to teaching and continuous improvement is demonstrated, in part, by our encouragement and support of applied research and instructional development. Faculty service activities support our teaching mission and commitment to community development.</p> <ul style="list-style-type: none"> • We provide a student-oriented learning environment. • We select, support, and develop faculty who strive to achieve teaching excellence. • Our faculty emphasizes applied and instructional scholarly activities that enhance teaching and student learning. • Our curriculum provides skills and knowledge in the foundation areas of business. • We promote an understanding of the diverse cultural and international environment of business decision-making. • We examine the ethical and social responsibilities of business. • Our curriculum develops oral and written communication skills. • We demonstrate the interdependence of commerce and technology. • Through our partnership with 	<p>7. Knowledge of the operations function of business.</p> <p>ACCOUNTING OUTCOMES: Students completing the Accounting program should be prepared to:</p> <p>A. Graduates will demonstrate a working knowledge of financial accounting.</p> <p>B. Graduates will demonstrate a working knowledge of cost/managerial accounting.</p> <p>C. Graduates will demonstrate a working knowledge of tax accounting.</p> <p>D. Graduates will demonstrate a working knowledge of accounting information systems.</p> <p>E. Graduates will demonstrate a working knowledge of auditing</p>	<p>BUSA4185 Game analysis with national database of students participants. Individual and group components to scoring.</p> <p>ETS Results By Major: ETS tests were hand scored for 2005 and 2006. Major Specific Tests: Majors graduating in the spring take a major-field assessment exam covering topics in the selected major. Each Outcome Statement for each major is matched to one or more questions on the Major Specific Exam. These results are evaluated each year and are part of the departmental discussions during Fall Planning Week.</p>	<p>FINC3105 –Capital Budgeting</p> <ol style="list-style-type: none"> 1. 70% pass rate 2. 70-80% pass rate <p>BUSA4185 Game Results (national average 50): Accounting & Finance Students Leadership: 61-64 Teamwork:53-63 Finance Analysis:50-68 Financial Mgmt: 49-53 Operations Mgmt:30-37 Mkting Mgmt:36-44 HR Mgmt:47-50 Strategic Planning:40-55</p> <p>Accounting ETS Results: Mean Score 160 >154 avg consistent with prior years Pass Rates: Accounting 64%>49% avg. >2 prior years Finance 66% >55% avg >higher than 2 prior years Information Systems 60%<62% avg Legal/Soc Env 44%<45% avg lower than prior years Qant Methods 58%>47% avgconsistent with prior years Accounting Major Specific Exam Assessment: See Column 2 for corresponding letters) Overall Pass rate 62% Sub-area pass rates: A: 51% range 36-59%;consistent with prior years B: 76%; improved over prior years C: 71%;consistent with prior years D: 73%;improved over prior</p>	<p>Faculty will use advising to encourage students to address weaknesses through elective course offerings.</p> <p>Accounting has set a goal of 70%. Accounting Faculty will review financial accounting sequence and audit sequence and material covered.</p> <p>Test will be reviewed for length and faculty will evaluate questions in fall 07.</p>

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<p>the business community, we apply the concepts we teach to serve our stakeholders' interests.</p>	<p>FINANCE OUTCOMES: Students who complete the Finance program should be able to:</p> <ul style="list-style-type: none"> A. Compute the equivalent value of money received in any pattern at any time in the past and/or future. B. Organize an equivalent of the level of risk and the return potential for any financial asset or business endeavor. C. Apply computer technology within the context of the field of finance. (Not tested here.) D. Demonstrate effective communication skills in presenting financial analyses. E. Demonstrate a working knowledge of the major areas of finance (managerial finance, financial institution, investments and real estate. F. Apply critical and decision-making analyses to financial resource allocation options. <p>Recognize finance issues involving actual or potential ethical conflict and likely avenues of resolutions of these conflicts.</p>		<p>years E: 61%;consistent with prior years</p> <p>Finance ETS Results: Mean Score 162>154 avg. consistent with prior years 2007 details Accounting 58%>49% avg. Finance 72%>55% avg. Info Systems 69%>62% avg. Legal Env. 54%>45% avg. Quant Meth. 54%>47% avg.</p> <p>Finance Major Specific Exam Assessment: See Column 2 for corresponding letters. Overall Pass rate 68% Capital budgeting represents 3 questions with 82% pass rate a. 64-68 prior years b. 64-77 prior years 1 question had no correct answers e. 67-73 prior years f. 64-77 prior years g. 73-90 prior years</p>	<p>Faculty will use advising to target weaknesses outside of Finance area.</p> <p>Finance faculty will target improving capital budgeting results and overall MSE score by 5 percentage points.</p> <p>Faculty will analyze questions in fall 07.</p> <p>Goals will be revisited against outcomes and measurable activities.</p>

Table 1

- Comparison of CSU to National Averages on ETS Business Field Test

	CSU Test Statistics					National Test Statistics			
	2007	2006	2005	2004	2003	2003-2006	2005	2004	2003
Mean Score (Range 120-200)	154	152.4	154.4	151.2	154.7	152.2	152.3	152.5	152.7
Standard Deviation	12	12.6	12	11.2	12.3	13.8	13.8	13.7	13.9
No. of Responses	96	85	103	123	102	143349	109982	80044	24715
Accounting (mean % correct)	49%	43.8%	44.1%	41.0%	46.5%	44.1%	44.4%	44.6%	44.6%
Economics	47%	40.4%	42.5%	39.6%	42.4%	42.5%	42.7%	42.8%	43.2%
Management	62%	59.9%	63.7%	61.2%	62.7%	56.8%	57.1%	57.1%	57.6%
Quantitative Methods	47%	57.1%	60.0%	55.8%	59.7%	56.1%	56.4%	56.6%	56.7%
Information Systems	62%								
Finance	55%	38.8%	36.8%	34.2%	37.6%	35.9%	36.1%	36.4%	36.6%
Marketing	57%	48.2%	51.8%	50.3%	51.9%	46.6%	46.8%	46.8%	47.3%
Legal/Social Environment	45%	51.7%	52.6%	52.0%	53.8%	49.6%	49.8%	49.8%	49.8%
International Issues	58%	47.9%	42.2%	42.6%	42.0%	44.2%	44.4%	44.3%	44.6%

General Comparisons: 12 Students in top 80% and 20 students in Bottom 25%

African American Students 27% compared to 19% nationally AA nat. aver. 142 W nat.aver. 154

Female students 54% compared to 49% nationally F nat aver 150 M nat aver 154

Table 2

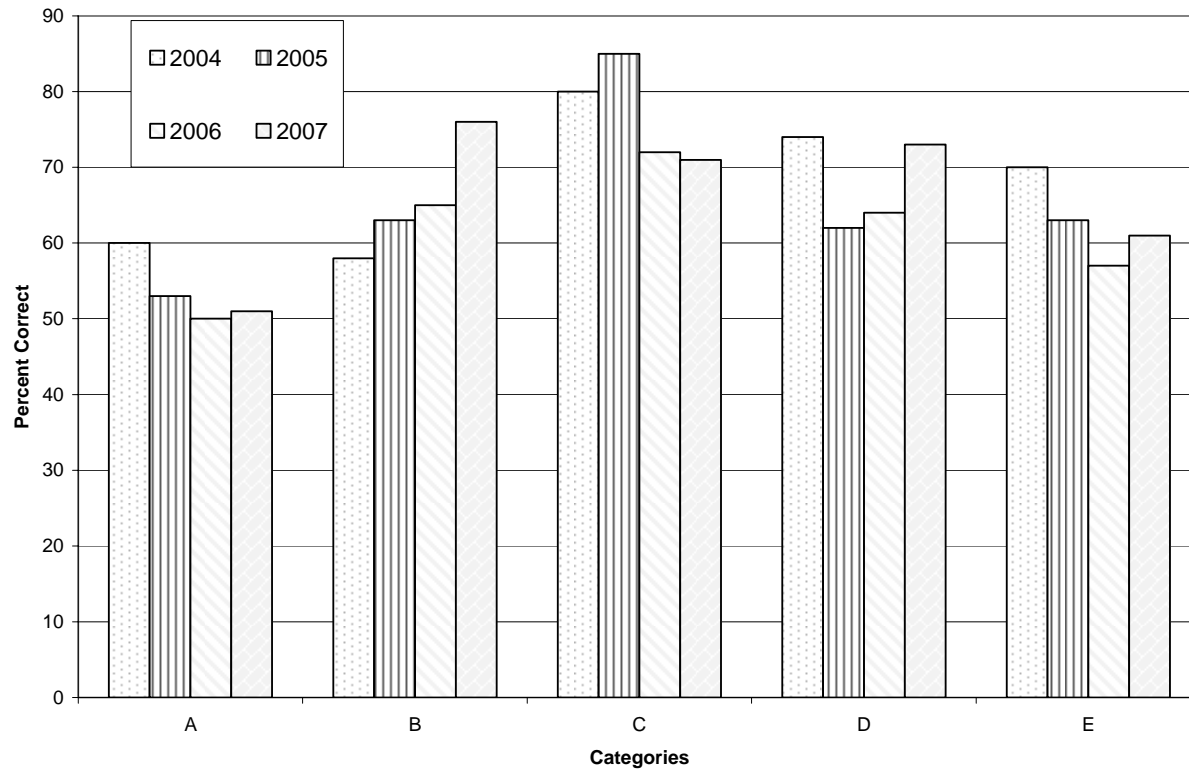
ETS Scores Percent Correct By Discipline

	ETSSCORE	Total	Econ	Mgmt	Acct	Mkgt	Quan	Finc	Inter	Legal
Accounting 2007	160		51%	63%	64%	59%	58%	66%	64%	44%
Accounting 2006	153.8	51%	41%	55%	54%	49%	58%	43%	41%	54%
Accounting 2005	162.1	58%	51%	68%	60%	54%	67%	41%	48%	
Accounting 2004	157.7									
Finance 2007	162		55%	61%	58%	59%	54%	72%	64%	54%
Finance 2006	164.6	60%	56%	68%	53%	56%	69%	55%	63%	67%
Finance 2005	156.9	54%	47%	64%	50%	51%	64%	48%	56%	
Finance 2004	146.3									
Cism2007	152		46%	60%	48%	52%	41%	55%	60%	43%
CISM 2006	148.1	45%	36%	62%	33%	48%	56%	30%	46%	51%
CISM 2005	154.8	51%	43%	63%	43%	50%	68%	40%	43%	
CISM 2004	151.7									
Gb 2007	154		43%	68%	46%	61%	47%	59%	64%	46%
GB 2006	153.1	50%	41%	64%	46%	50%	56%	39%	55%	52%
GB 2005	145.5	43%	40%	59%	35%	39%	49%	30%	37%	
GB 2004	158.1									
Management 2007	149		39%	59%	46%	53%	48%	54%	48%	44%
Management 2006	150.0	47%	41%	62%	43%	41%	52%	37%	51%	51%
Management 2005	151.1	49%	40%	62%	38%	48%	58%	38%	46%	
Management 2004	155.8									
Marketing 2007	150		47%	62%	42%	59%	44%	46%	54%	41%
Marketing 2006	150.1	47%	38%	56%	41%	52%	59%	38%	45%	44%
Marketing 2005	155.3	52%	41%	70%	42%	63%	58%	37%	51%	
Marketing 2004	152.2									

Note 2007 test is different from prior tests and ETS indicates that results may not be comparable.

Figure 1

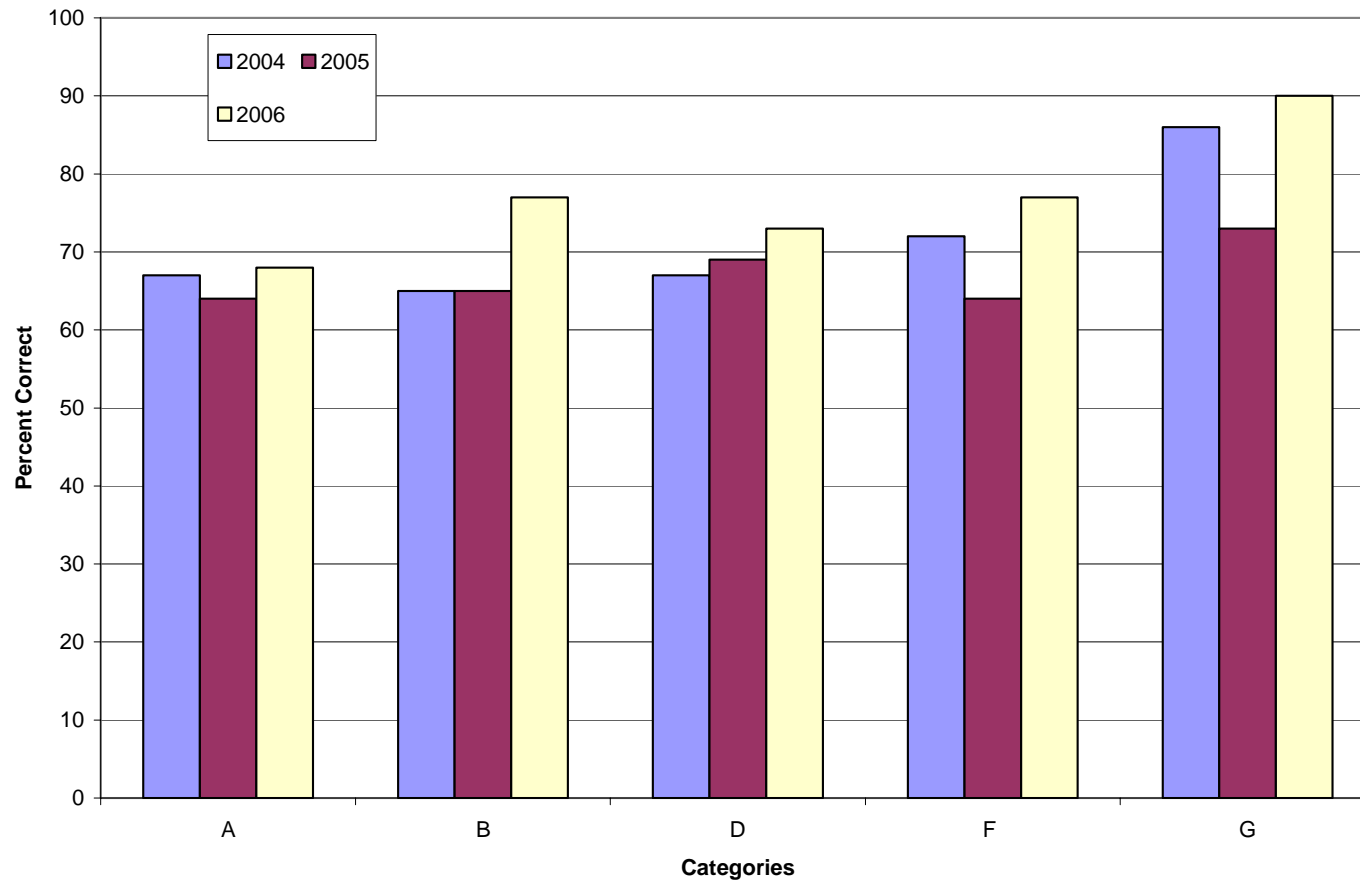
Accounting Major Specific Exam Results



- A. Graduates will demonstrate a working knowledge of financial accounting.
- B. Graduates will demonstrate a working knowledge of cost/managerial accounting.
- C. Graduates will demonstrate a working knowledge of tax accounting.
- D. Graduates will demonstrate a working knowledge of accounting information systems.
- E. Graduates will demonstrate a working knowledge of auditing.

Figure 3

Finance Major Specific Exam Results



- A. Compute the equivalent value of money received in any pattern at any time in the past and/or future.
- B. Organize an equivalent of the level of risk and the return potential for any financial asset or business endeavor.
- C. Apply computer technology within the context of the field of finance. (Not tested here.)
- D. Demonstrate effective communication skills in presenting financial analyses. (Not tested here.)
- E. Demonstrate a working knowledge of the major areas of finance (managerial finance, financial institution, investments and real estate).
- F. Apply critical and decision-making analyses to financial resource allocation options.
- G. Recognize finance issues involving actual or potential ethical conflict and likely avenues of resolutions of these conflicts