Program Mission Statement:

The USF Sarasota–Manatee Accounting Program provides quality undergraduate education and a 5th Year CPA Completion Program, creates and disseminates knowledge that advances the practice of accounting, and serves the community and profession. The four-year degree with a major in accounting prepares graduates to enter the accounting profession in a variety of industry, not-for-profit, governmental, and public accounting positions. The Program provides all the education necessary in order for the student to become licensed as a CPA, either by completing a fifth year of courses or by completing the MBA degree with a concentration in accounting. The baccalaureate program also prepares students for entry into other advanced professional degree programs.

Student Learning Outcomes

Students will be able to demonstrate the following:

1. The ability to understand and apply generally accepted accounting principles to the measurement and reporting of income and financial position for business enterprises. This outcome aligns with AACSB Assurance of Learning Standards 15 and 17, which addresses assurance of learning for undergraduate programs in business.

2. The ability to understand and apply the basic concepts of gross income, taxable income, allowable deductions, tax credits and asset basis as they relate to individual income taxation embodied in the United States income tax system. This outcome aligns with AACSB Assurance of Learning Standards 15 and 17, which addresses assurance of learning for undergraduate programs in business.

3. An understanding of the principles and operation of well-controlled information systems in a variety of technological environments with added emphasis on the collection, processing, and reporting of accounting information. This outcome aligns with AACSB Assurance of Learning Standards 15 and 17, which addresses assurance of learning for undergraduate programs in business.

4. The ability to develop information and processes to enable managers to estimate the costs of products and services the firm provides, to make routine and strategic resource allocation decisions, and to evaluate the performance of individuals and organizations. This outcome aligns with AACSB Assurance of Learning Standards 15 and 17, which addresses assurance of learning for undergraduate programs in business.

5. An understanding of the independent financial statement auditing function and the professional responsibilities of external auditors and their public accounting firms. This outcome aligns with AACSB Assurance of Learning Standards 15 and 17, which addresses assurance of learning for undergraduate programs in business.
6. Critical thinking and analytical abilities, including the ability to analyze an unstructured cases, identifying and addressing the relevant issues with critical analysis. This outcome aligns with AACSB Assurance of Learning Standards 15 and 17, which addresses assurance of learning for undergraduate programs in business.

7. The ability to communicate effectively, including the ability to prepare a well-structured recommendation in writing with supported conclusions and recommendations.
Means of Assessing Student Learning Outcomes

Embedded Questions/Quiz Pre-test and Post-test: Program faculty has developed a robust quality improvement program structured around the accounting faculty as a whole responsible for the set of courses within the major. Each faculty member is assigned responsibility for a course or set of courses and as such selects 10 questions from the course test bank or develops their own set of questions designed to assess learning for the outcome(s) addressed in each course. Assessment will take place in the Fall semester. These questions will be used as a pre-test during the first week of the Fall semester and a post-test toward the end of the semester to measure learning in the course. The post-test will be administered either as a quiz toward the end of the semester or as embedded questions on the final exam. The assessment questions are scored separately and results are analyzed by the faculty for reliability and validity. All accounting faculty meet in the Spring semester to review the question set, make suggestions for modifications and to discuss the results with respect to the pre-defined outcomes. Accounting faculty will work with the Institutional Research department to ensure and monitor reliability/validity. Courses included in assessment are ACG 3103 Intermediate Accounting I, ACG 3113 Intermediate Accounting II, TAX 4001 Concepts of Federal Income Taxation, ACG 3401 Accounting Information Systems, ACG 3341, Cost Accounting and Control I, ACG 4632, Auditing I, ACG 2021, Principles of Financial Accounting, and ACG 2071, Principles of Managerial Accounting.

Tax Return Preparation Project – (TAX 4001, Concepts of Federal Income Taxation) - Students will be assigned a tax return preparation project and will be required to identify the relevant issues, research applicable law, and prepare a tax return. This project requires students to identify relevant data, apply tax laws and critically think in order to complete a specified task and solve a specific problem. The faculty will provide constructive feedback to the students seeking help to assist with this project. Students are required to identify relevant data, apply tax laws, critically think in order to complete a specific task and solve a specific problem. The tax project has an objectively correct answer and will graded against an objective key. Instructor teaching the course uses an objective grading key with a specifically correct answer.

Written Assignment – ACG 3341, Cost Accounting and Control I - The ability to write in accordance with the technical requirements of the assignments and the ability to write with clarity, using standard grammar and punctuation, is assessed. The method of assessment consists of a three step process where the student is required to 1) submit a draft paper where feedback is provided from both the instructor and the COB Writing Center, 2) meet one-on-one with a COB Writing Center staff member for a sixty-minute writing clinic where the COB staff member’s feedback is personalized to the deficiencies detected in the student’s writing, and 3) submit a revised draft incorporating the points discussed during the one-on-one meeting. The student is also required to submit their paper through an automated tool that detects plagiarism and must receive a percentage less than a predetermined threshold.

Graduation Survey - Given to all Accounting majors upon the completion of their degree. Graduates are asked to select the degree to which they agree or disagree with the following statements: “My critical thinking skills have improved,” “My writing skills improved,” and “My oral communication skills improved.”

ETS Major Field Test in Business: Students in all business majors take the Major Field Test (MFT) in Business, developed by the Educational Testing Service (ETS), during the strategic management and decision making capstone course in their last semester of the undergraduate program. The exam contains 120 multiple-choice questions designed to measure students’ subject knowledge and the ability to apply facts, concepts, theories and analytical methods in the areas of accounting, economics, management, quantitative business analysis, finance, marketing, legal and social environment, information systems, and international issues. Test questions are developed by experienced faculty committees in all relevant areas and are revised every five years. ETS assessment experts conduct rigorous test of sensitivity and reliability on each question.
The Accounting section of this test provides the faculty with a measure of student learning in foundational Accounting courses taken elsewhere. Accounting majors, like all students in the College of Business, must take the foundational Accounting courses, ACG 2021 Principles of Financial Accounting and ACG 2071 Principles of Managerial Accounting. Currently, those two courses are not taught in the College of Business, because USF Sarasota-Manatee is upper-level only.
### ACADEMIC PROGRAM:

**ACADEMIC PROGRAM:** BS/BA in Business Administration, Accounting Major  
**CIP Code:** 52.0301

### MISSION:

The USF Sarasota –Manatee Accounting Program provides quality undergraduate education and a 5th Year CPA Completion Program, creates and disseminates knowledge that advances the practice of accounting, and serves the community and profession. The four-year degree with a major in accounting prepares graduates to enter the accounting profession in a variety of industry, not-for-profit, governmental, and public accounting positions. The Program provides all the education necessary in order for the student to become licensed as a CPA, either by completing a fifth year of courses or by completing the MBA degree with a concentration in accounting. The baccalaureate program also prepares students for entry into other advanced professional degree programs.

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<th>Target</th>
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<td>1. The ability to understand and apply generally accepted accounting principles to the measurement and reporting of income and financial position for business enterprises. This outcome aligns with AACSB Assurance of Learning Standards 15 and 17, which addresses assurance of learning for undergraduate programs in business.</td>
<td>Pre-test/Post-test</td>
<td>ACG 2021, Principles of Financial Accounting, and ACG 2071, Principles of Managerial Accounting, will average at least 70% correct responses</td>
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<td><strong>TAX 4001, Concepts of Federal Income Taxation</strong>, a required course for the accounting major, will average at least 70% correct responses</td>
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<td><strong>ACG 3401, Accounting Information Systems</strong>, a required course for the accounting major, will average at least 70% correct responses</td>
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<td><strong>ACG 4632, Auditing I</strong>, a required course for the accounting major, will average at least 70% correct responses</td>
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<td>6. Critical thinking and analytical abilities, including the ability to analyze an unstructured cases, identifying and addressing the relevant issues with critical analysis. This outcome aligns with AACSB Assurance of Learning Standards 15 and 17, which addresses assurance of learning for undergraduate programs in business.</td>
<td>Tax return preparation project</td>
<td>At least 75% of students completing <strong>Tax 4001, Concepts of Federal Income Taxation</strong>, will score at least 70% on the assigned case.</td>
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<td>7. The ability to communicate effectively, including the ability to prepare a well-structured recommendation in writing with supported conclusions and recommendations. This outcome aligns with AACSB Assurance of Learning Standards 15 and 17, which addresses assurance of learning for undergraduate programs in business.</td>
<td>Written report assignment</td>
<td>Students will achieve an overall average of at least 80% for both the technical requirements on four critical thinking reports, <strong>ACG 3341, Cost Accounting and Control I</strong>.</td>
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2014-2015 Use of Results for Program Improvement

1. The ability to understand and apply generally accepted accounting principles to the measurement and reporting of income and financial position for business enterprises. This outcome aligns with AACSB Assurance of Learning Standards 15 and 17, which addresses assurance of learning for undergraduate programs in business.

   Faculty comment:

2. The ability to understand and apply the basic concepts of gross income, taxable income, allowable deductions, tax credits and asset basis as they relate to individual income taxation embodied in the United States income tax system. This outcome aligns with AACSB Assurance of Learning Standards 15 and 17, which addresses assurance of learning for undergraduate programs in business.

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Faculty comment:

**Dean's Response:**