



UNIVERSITY of WISCONSIN
GREEN BAY

Accounting | 2016-2017 Assessment Report

1. Please give a brief overview of the assessment data you collected this year.

As indicated in the Accounting Program's Assessment Plan for 2016-2017, this is the first year that the Program will be assessed separately from the Business Administration Program. Also as indicated, the Accounting faculty have determined that only two of the Program Level Learning Goals (PLLGs) of the Austin E. Cofrin School of Business (AECSB) apply to the Program – namely, problem solving (PLLG 2) and corporate social responsibility (PLLG 4).

To assess both of these goals, the students in Advanced Financial Accounting II (ACCTG 314) in Spring 2017 were assigned a case involving a young accountant who was being pressured by the senior management of a company to employ accounting methods that would present favorable, but misleading, operating results. The cases were collected at the end of the semester. They will be evaluated in early Fall 2017 to determine if students in the Accounting Program are meeting the benchmark of 75% performing at a satisfactory level or higher with respect to each of the traits that comprise problem solving and applying corporate social responsibility concepts in decision making.

2. How will you use what you've learned from the data that was collected?

Regardless of the results of the assessment of the exercises, the Accounting faculty will meet to consider the courses in which students would have additional opportunities to apply corporate social responsibility to decision making.