

Course Level Assessment

Principles of Accounting I ACC 120

1/30/2008

Submitted by Seyed Mirkhani

Approved by Learner Outcomes Team: April 4, 2008

The purpose of this report is to present the methodology and findings for the course level assessment of Principles of Accounting I (ACC 120). Principles of Accounting I serves as a required core course in the Business Management program. This course is an introduction to the principles and procedures of double-entry accounting record and reports for sole proprietorship and partnerships. To assure that Principles of Accounting I is meeting its intended purpose in the curriculum and that students are in fact achieving the defined course learning outcomes identified on the Master Course Record Form (See Attachment A), this course was selected for a course level assessment project to discern attainment of specified learning outcomes across multiple class sections.

This course also serves the following programs:

- Early Childhood(Entrepreneurial Emphasis): AAS in Technical Studies
- Skill Sets: Business Management, Small Business Management
- AAS Degree in Occupational Development: American Woodmark Leadership
- General elective for non-business students

Methodology

Principles of Accounting I course outcomes will be assessed on a cyclical basis over three years beginning with the fall 2006 semester. Each year, a minimum of four course learning outcomes will be selected for evaluation. Dependent upon assessment findings, some outcomes will be assessed over multiple years to validate effectiveness of changes in curriculum or course materials. Exam questions addressing the target learning outcomes serve as indicators of student attainment of course learning outcomes. These

exam questions are incorporated across all sections of ACC 120 during the assessment cycle. The minimum performance standard is set at 80%. At least 80% of the students completing the common indicators administered via the course examination will select the correct response. In the event that the minimum performance standard is not met, the unmet learning outcome will be targeted for further monitoring. The results may also trigger an evaluation of course materials supporting the learning outcome, revision of course materials or further curriculum revision.

In the fall 2007 semester, four course learning outcomes were selected for assessment in Principles of Accounting I.

The target learning outcomes include:

Outcome 1: Define Corporation Characteristics
Outcome 2: Define Credits
Outcome 3: Describe merchandising activity
Outcome 4: Identify special Journals

To assess these learning outcomes standard questions were administered. All students enrolled in this section completed the standard questions. Seven students were included in this sample. The outcomes and corresponding indicators are listed in Figure 1. Results were compiled for each indicator denoting the percent of students selecting the correct response for each indicator. Findings from the data for each outcome are presented in the results section of this report.

Learning Outcome	Indicator
<p>Outcome 1: Define Corporation Characteristics</p>	<p>A corporation:</p> <ul style="list-style-type: none"> A. Is a legal entity separate and distinct from its owners B. Is controlled by the FASB C. Has shareholders who have unlimited liability for the acts of the corporation D. Is the same as a limited liability partnership E. All of the above <p>ANS: A</p>
<p>Outcome 2: Define Credits</p>	<p>A credit is used to record:</p> <ul style="list-style-type: none"> A. A decrease in an expense account B. A decrease in an asset account C. An increase in an unearned revenue account D. An increase in revenue account E. All of the above <p>ANS: E</p>
<p>Outcome 3: Describe merchandising activity</p>	<p>A merchandising company:</p> <ul style="list-style-type: none"> A. Earns net income by buying and selling merchandise B. Can buy products from manufacturers and sell to retailers C. Can buy products from manufacturers and sell them to consumers D. Can be a wholesaler or a retailer E. All of the above <p>ANS: E</p>

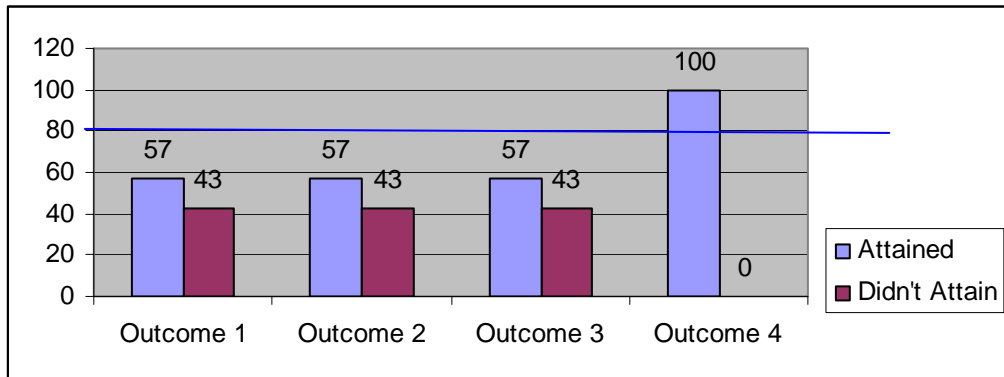
Outcome 4: Identify special Journals	The special journals of many accounting systems include the: A. Sales journals B. Purchase journal C. Cash receipts journal D. Cash disbursement journal E. All of the above ANS: E
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Figure 1: Assessed Outcomes and Indicators

Results

Based on the existing data, one of the four learning outcomes was met at the minimum performance standard (See Table 1). One hundred percent of the students successfully completed the identified indicator for Learning Outcome four and fifty-seven percent of the students completed the identified indicator for Learning Outcomes one, two and three.

Table 1: Distribution of Performance Standards for Outcomes 1 Through 4 (2007)



Principles of Accounting I discusses journal entry (outcome 4) and credits (outcome 2) in significant detail. Outcome 2 is considered as a challenging subject and outcomes 1 and 3 are discussed briefly.

In 2006 the following four outcomes were met:

Learning Outcome	Indicator
Outcome 1: Define debits	Which of the following groups of accounts have a normal debit balance? a. revenues, liabilities, capital b. capital, assets c. liabilities, expenses d. assets, expenses ANS: D
Outcome 2: Define liabilities	Debt owed by a business are referred to as a. accounts receivables b. Equities c. owner's equity d. Liabilities ANS: D

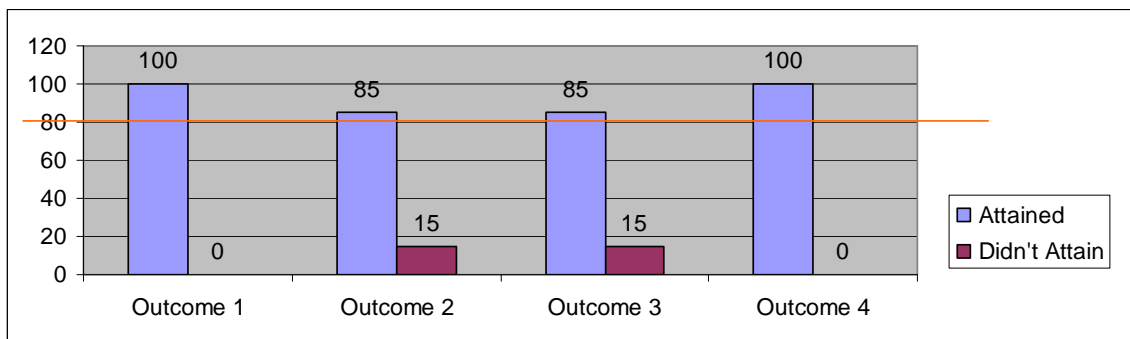
<p>Outcome 3: Prepare financial statements</p>	<p>Which of the items below would appear in the Income Statement columns of the work sheet?</p> <ul style="list-style-type: none"> a. Equipment b. Unearned Fees c. Prepaid Expense d. Net Loss <p>ANS: D</p>
<p>Outcome 4: Identify inventory methods</p>	<p>The two most widely used methods for determining the cost of inventory are</p> <ul style="list-style-type: none"> a. FIFO and LIFO b. FIFO and average c. LIFO and average d. gross profit and average <p>ANS: A</p>

Figure 1: Assessed Outcomes and Indicators

Results for 2006

Based on the existing data, all of the four learning outcomes were met at the minimum performance standard (See Table 1). All of the students successfully completed the identified indicator for Learning Outcomes one and four and Eighty-five percent of the students completed the identified indicator for Learning Outcomes two and three.

Table 1: Distribution of Performance Standards for Outcomes 1 Through 4 (2006)



Compared to 2006 questions, the questions in 2007 were more challenging and difficult.

Conclusion and Action Plan

These results will be discussed with the instructor who taught this course. These results will also be presented to the instructor(s) who will teach this course in the future. The instructors will be encouraged to discuss credits, merchandising activity, and corporation characteristics in more detail.

Course materials will be reviewed to make sure that they are adequate. A new textbook for accounting will be reviewed and the results will be shared with the instructor.

Considering that three of the outcomes were not met, those outcomes will be targeted for future monitoring. In the future, the three unmet learning outcomes and four new outcomes will be targeted for monitoring.

Attachment A: Master Course Record Form Principles of Accounting I (ACC 120)

**Eastern WV Community & Technical College
Master Course Record**

Course Prefix and Number: ACC 120
Course Title: Principles of Accounting I
Recommended Transcript Title Principles of Accounting I
Date Approved/Revised
Credit Hours: 3 Contact hours per week (Based on 15 week term): Lecture: 3 Lab:
Prerequisite: Corequisite: Pre/Corequisite:
Grading Mode: Letter Grade
Catalog Description: This course is an introduction to the principles and procedures of double-entry accounting records and reports for sole proprietorship and partnerships. This course incorporates computer accounting technology to provide hands-on learning.
Course Outcomes: <ol style="list-style-type: none"> 1. define debits 2. account for short term investments 3. describe financial statement elements 4. describe balance column accounts 5. describe accounting cycle 6. define liabilities 7. describe merchandising activities 8. define ending inventory 9. describe plant assets 10. define credits 11. define corporation characteristics 12. construct work sheet 13. classify investments 14. calculate present/future values 15. calculate note interest 16. calculate financial ratios 17. analyze business transactions 18. define intangible assets 19. identify special journals 20. record investments 21. reconcile bank accounts 22. prepare trial balance

- 23. prepare payroll entries
- 24. prepare financial statements
- 25. prepare closing entries
- 26. describe income statement
- 27. post entries
- 28. record transactions
- 29. identify inventory methods
- 30. explain temporary accounts
- 31. explain reversing entries
- 32. explain internal control
- 33. explain GAAP
- 34. explain depreciation accounting
- 35. detail partnership characteristics
- 36. describe single proprietorship
- 37. prepare adjusting entries

Implementation Cycle: Fall

Role in College Curriculum:

- General Education Core
- Technical Core (Business Management General)
- Restricted Elective (Early Childhood, AAS; AAS in Occupational Development: Early Childhood(Entrepreneurial Emphasis); AAS in Technical Studies: Early Childhood(Entrepreneurial Emphasis); Skill Sets: Business Management, Small Business Management: AAS Degree in Occupational Development: AWC Leadership
- General Elective

Course Fee: None

Instructor's Qualifications: Master's degree with 18 graduate level business credits

Expanded Course Description: Specific Topics include general purpose financial statements, accounting cycle and accounting for equity, assets and liabilities.

Prepared by: Seyed Mirkhani, Academic Program Director for Business Technologies

 Signature, Title October 30, 2006 _____
Date

Approved by:

 Dean, Academic Services _____
Date

**Appendix B:
Summary of Outcomes, Indicators, Performance Standards and Results**

Course Level Assessment: Fall 2007 Course Title and Number: Principles of Accounting I ACC 120				
Learning Outcome	Indicator	Percent of Correct Responses	Percent of Incorrect Responses	Performance Standard Met (80%)
Outcome 1: Define Corporation Characteristics	A corporation: A. Is a legal entity separate and distinct from its owners B. IS controlled by the FASB C. Has shareholders who have unlimited liability for the acts of the corporation D. Is the same as a limited liability partnership E. All of the above ANS: A	57% (4)	43% (3)	Yes
Outcome 2: Define Credits	A credit is used to record: A. A decrease in an expense account B. A decrease in an asset account C. An increase in an unearned revenue account D. An increase in revenue account E. All of the above ANS: E	57% (4)	43% (3)	Yes
Outcome 3:	A merchandising company:			

Describe merchandising activity	<p>A. Earns net income by buying and selling merchandise B. Can buy products from manufacturers and sell to retailers C. Can buy products from manufacturers and sell them to consumers D. Can be a wholesaler or a retailer E. All of the above</p> <p>ANS: E</p>	57% (4)	43% (3)	Yes
Outcome 4: Identify special Journals	<p>The special journals of many accounting systems include the:</p> <p>A. Sales journals B. Purchase journal C. Cash receipts journal D. Cash disbursement journal E. All of the above</p> <p>ANS: E</p>	100% (7)	0% (0)	Yes