Expected Outcome 1: Oral and written communication skills in an accounting setting. Accounting majors will demonstrate oral and written communication skills in an accounting setting.

Assessment Method 1: At least 75% of students enrolled in ACCT 4920 (Internship) will achieve a rating of 4.0 or higher on a 5-point scale from the employer evaluation questionnaire measuring written communication skill where 5 = excellent and 1 = poor.

Assessment Method Description

Findings
In 2012, 93 percent of 38 students in ACCT 4910 achieved a rating of 4.0 or higher on a 5-point rating scale evaluating written communication skill.

How did you use findings for improvement?
The goal values for this assessment have been met. To ensure consistent and relevant writing opportunities, the school has revised its curriculum writing program with a focus on business memo writing.

Additional Comments