

UNIT REPORT

Accounting and Business Law -

Final Annual Report 2018-2019

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Accounting and Business Law

Definition of Unit: Accounting and Business Law

Start: 07/01/2018

End: 06/30/2019

Providing Department: Accounting and Business Law

Department/Unit Contact: Richard Rand

Mission/Vision/Goal Statement:

OUR MISSION

- Provide an educational foundation that enables its students to become successful accounting professionals,
- Engage in scholarly activity that makes meaningful contributions to the understanding and practice of accounting and to accounting education, and
- Serve the region, state, community, university, and the profession through outreach activities

We believe teaching, scholarly activities, and service are interdependent and synergistic, and that the spirit of discovery and pursuit of knowledge underlie our educational focus and guide our service activities.

OUR VISION

The Department of Accounting will be a recognized leader in undergraduate and graduate accounting education with a focus on technology, and will be the destination of choice for those seeking rich and diverse learning experiences that inspire innovation, leadership, and value creation.

OUR CHARACTER & VALUES

The Department of Accounting maintains the highest level of dedication to its academic program, exemplified by a focus on excellence in instruction, comm

Define Goal:

In 2011, the Department of Accounting offered its first international accounting experience course. The course is now an e

Frequency of Assessment: Annually

Rationale:

To measure stude

The goal of Accounting majors reaching achievement above the mean for the College of Business was achieved for all periods presented. Of more concern is the general downward trend in the results, which is reflected not only in the data for Accounting majors, but for the College, as a whole. The results were discussed at the College Executive Committee and at the Department faculty meeting.

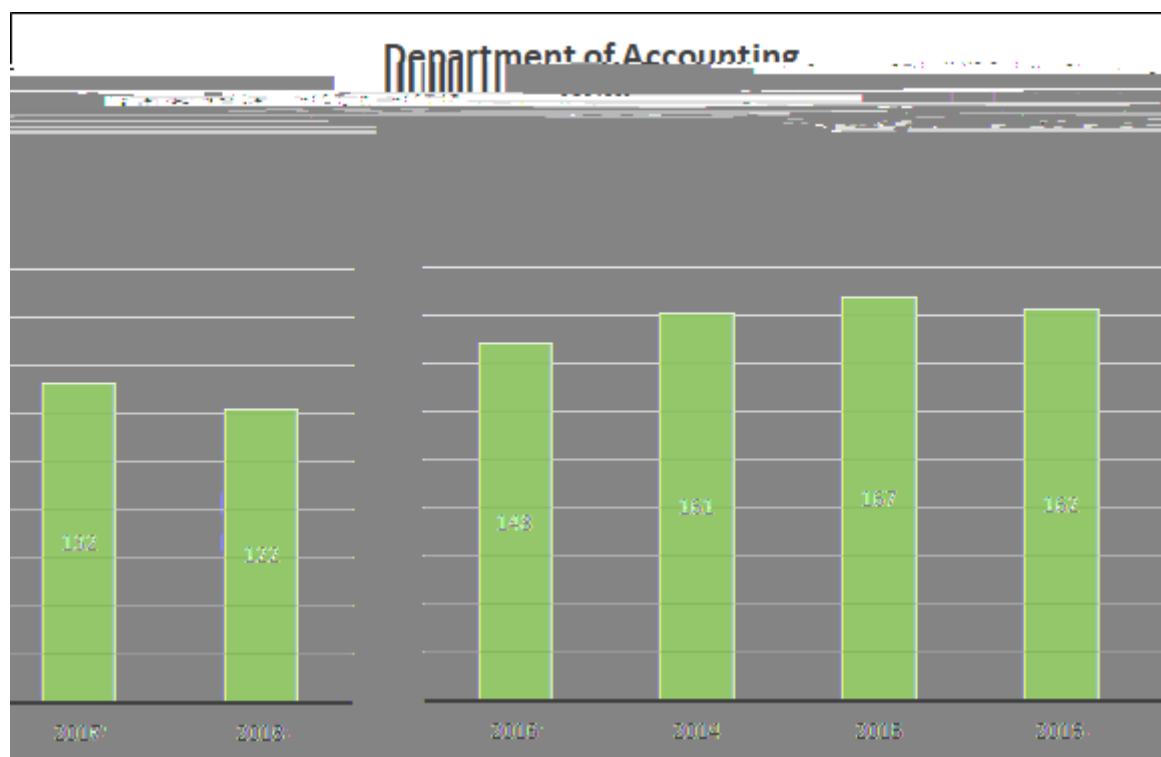
Results: Learning Outcome 1b

Goal/Objective/Outcome Number: Learning Outcome 1

Results:

The mean for fall 2-----n

These students are typically not "counted" as accounting majors if they enroll as a "non-degree seeking" student. Many enroll with this designation, even though they actually are working towards completing a degree. To counter the decline in # of accounting majors, the Department in working with Enrollment Management to engage in a effort to send faculty members and admissions representatives to high schools and 2-year colleges to promote TTU and the Department of Accounting.



Results: Program Gr

The Master of Accountancy was implemented in Fall 2017 with an inaugural cohort of 14 students. In Fall 2018, the 2nd cohort of 20 students matriculated into the program. The program is financial healthy and has exceed break-even enrollment in only its second year. For 2018, 30 students were actually admitted. Of the 30 students admitted, 20 actually enrolled. The conversion rate of 66.67% exceeds the University's conversion rate. For 2019, the conversion rate goal is 70%, with a desired cohort of 25 students.

Due to being early in the program's "life", we do not as yet have reliable learning goal outcomes. The first measurements should be available at the end of the Fall 2018 semester.

Attachments: Attached Files

[Master of Accountancy Progress Checklist](#)

Results: Program Goal 5

Goal/Objective/Outco

