

COURSE-EMBEDDED ASSESSMENT RESULTS

Accounting 201 Objectives	Percent Correct			Percent Correct			Percent Correct			Percent Correct			Percent Correct		
	Fall 04	Win 05	Yr 04-05	Fall 05	Win 06	Yr 05-06	Fall 06	Win 07	Yr 06-07	Fall 07	Winter 08	Yr 07-08	Fall 08	Winter 09	Yr 08-09
Understand the elements of the Accounting Equation, the Accounting Principles involved in recording economic transactions and the preparation of financial statements, including Income Statement, Equity Statement, Balance Sheet and Statement of Cash Flow with a focus on the corporate form of business.	73.70	78.30	75.89	80.4	83.8	81.71	82.0	70.6	76.79	68.0	69.8	68.90	69.7	64.0	67.86
Understand the Accrual basis of Accounting and why Adjusting Entries (both accruals and deferrals) are necessary.	64.7	73.7	68.98	59.5	67.1	62.43	59.9	46.6	53.82	53.1	55.7	54.39	51.8	59.7	54.35
Understand how Accounting for a Merchandising Entity differs from a Service Entity.	81.2	67.6	74.73	82.4	87.3	84.29	81.1	66.9	74.61	80.3	75.9	78.11	70.5	59.7	67.01
Understand types and purposes of Internal Controls with an emphasis on cash controls and the preparation of a bank reconciliation.	82.1	91.5	86.57	86.2	75	81.88	73.5	79.4	76.20	73.5	80.4	76.93	90.4	82.8	87.95
Understand the valuation of and accounting for long-term assets (fixed), short-term assets (inventory and accounts receivable), long-term debt (bonds), and equity (common stock & retained earnings).	64.9	84.7	74.32	78.5	79.8	79.00	78.3	74.5	76.56	73.8	71.8	72.81	89.4	68.8	82.75

Accounting 202 Objectives

Understand the differences between financial and managerial accounting. Understand the differences in the financial statements for a merchandising and a manufacturing entity specifically as they relate to product and period costs.	63.1	60.7	61.81	61.2	65.6	62.17	78.7	74.9	77.25	64.8	60.1	62.41	75.1	81.1	77.75
Understand how costs are accumulated for both the Job Order Cost Accounting System and the Process Cost Accounting System.	75.2	58.5	66.24	79.2	87.1	80.95	57.8	85.6	68.43	86.4	85.7	86.04	70.6	76.7	73.29
Understand how fixed costs and variable costs behave and be able to calculate the break-even point.	43.5	45.2	44.41	77.4	86	79.30	69.5	79.5	73.32	77.3	70.7	73.94	91	83.6	87.73
Understand the basics of the budgeting process and be able to prepare a basic income statement budget and a basic balance sheet budget. Understand the concepts of capital budgeting.	73.9	74.6	74.28	64.8	62.4	64.27	78.7	73.3	76.64	79.9	72.9	76.34	93	44	71.36
Gain a better understanding of the Statement of Cash Flows and be able to calculate and analyze financial information from the Income Statement and the Balance Sheet by using ratios, trends, etc. to determine a company's liquidity, solvency and profitability.	58.2	68.4	63.67	68.2	72	69.04	78.1	87.2	81.58	70.8	75.1	72.99	89.6	88.7	89.20

Economics 201 Objectives

Be able to understand the forces of supply and demand. Be able to use supply and demand framework to determine how equilibrium prices and quantities adjust to changing market conditions. **Objectives changed 3/09	61.1	90.7	68.60	64	91	77.81	86	83.4	85.01	98	92.8	94.93	93	88.2	90.33
Be able to understand the definition and major components of Gross Domestic Product (Nominal and Real), the GDP Deflator, Consumer Price Index and its attributes. Be able to understand how each of these items is measured.	75.7	94.4	80.44	47	98	73.09	94	91	92.86	98	68	80.31	83	85	84.11
Be able to understand the concept of international capital flows, and its effect on exchange rates. Understand the effect of government's fiscal and trade policies on international trade, capital flows and exchange rate.	39.1	92.6	52.66	8	47	27.95	68	79.3	72.31	32	71.2	55.11	71	81.1	76.63
Be able to understand the basics of money supply, the Federal Reserve, the role of banks in the monetary system and the link between money growth and inflation.	18.2	16.7	17.82	56	17	36.05	38	72.3	51.09	37	21.6	27.92	62	70.9	66.96
Understand the Aggregate Demand/Aggregate Supply model. Be able to use the model to analyze the economic impact of monetary and fiscal policy both in the short- and long-run.	60.5	74.1	63.95	68	68	68.00	76	83.2	78.75	86	69.6	76.33	76	93.7	85.86

Economics 202 Objectives

Be able to understand the forces of supply and demand. Be able to use supply and demand framework to determine how equilibrium prices and quantities adjust to changing market conditions. **Objectives changed 3/09	76.2	26		43	75.6	57.38	72	75	73.53	72	79.8	76.17	80	91.1	85.98
Understand the concept of elasticity. Be able to use elasticity to determine the response in quantity demanded to given price changes. Understand the relationship between elasticity and revenue.	80.2	24		79	64	72.38	86	80.7	83.31	72	67.5	69.59	77	89.3	83.62
Understand how price controls, excise taxes, and tariffs affect market outcomes.	78.6	23		46	60.5	52.39	63	49.4	56.09	61	86	74.38	77	82.1	79.75
Understand the concept of diminishing marginal product and its consequences for the shapes of cost curves. Be able to choose a perfectly competitive firm's profit maximizing quantity given a market price. Understand the concept of opportunity cost and its role in the gains from trade. Understand the concept of thinking on the margin.	77.5	NA		66	87.2	75.35	92	76	83.87	67	50	57.90	63	68.8	66.12
Be able to identify alternative market structures. Understand the efficiency effects of imperfectly competitive market structures.	74.2	42		24	39.5	30.84	56	37.5	46.59	30	67.5	50.07	69	67	67.92

Computer Information Systems 310 Objectives

Be able to identify the major components of a PC and to customize a PC for purchase	74	71.5	72.81	59.2	71.6	65.06	64	65.9	65.13	68.6	71.3	70.22	72.9	83.24	78.22
Be able to distinguish between the different types of software (operating system, application, and enterprise)	61.7	75.6	68.29	74.9	65.7	70.55	71	59.5	64.17	63.9	66	65.16	77.4	89.5	83.63
Be able to recognize the major concepts in Information	53.9	75.2	64.01	72.8	54	63.92	66	61.1	63.09	73.75	74.6	74.26	71	82.1	76.71
Be able to explain how to use the Internet effectively for business	70.1	83.6	76.51	60.6	85.4	72.31	80	66.2	71.81	63	68.4	66.25	81	82.5	81.77
Be able to explain the involvement of stakeholders with their organization's Information Technology efforts	54.8	69.5	61.77	74	78.4	76.08	74	81.4	78.39	64.4	70.1	67.83	66.9	67.8	67.36

Economics 312 Objectives

Understand the nature, the definition, and the functions of money. Be able to identify the various measures of money stock and their various components. Be able to understand the evolution of the payment system. **Revised 1/08				71		71	65	69	67.37	** Objectives revised 1/08	80.9	80.90	84	68.4	77.56
Understand the main objectives of a bank and the nature of the banking industry. Be able to analyze the balance sheet of a typical bank and explain how banks create money. Understand the role of banks in the money supply process and how several policy and non-policy factors impact money supply.				2		2	69	61.6	64.61		95.6	95.60	74	89.5	80.40
Understand the importance of the monetary base in the money supply process and analyze the various sources of changes in the base. Explain how the Federal Reserve controls the monetary base with emphasis on Open Market Operations. Understand the role of interest rates in the money supply process and be able to assess the response of the money supply curve to changes in its determinants.				12		12	49	52.9	51.31		72.1	72.10	83	93	87.13
Be able to analyze the transaction and the speculative theories of money demand. Be able to understand the main determinants of money demand and assess the response of the money demand curve to changes in its determinants. Understand the velocity of money and analyze the policy implications of the stability (or instability) of the velocity of money. Understand the dynamics of the money market and how various demand/supply factors could influence market interest rates.				53		53	58	50.1	53.32		76.5	76.50	68	89.5	76.88
Be able to identify and understand the main goals of the Federal Reserve System. Understand the formal structure of the Federal Reserve and assess the several arguments for and against its independence.				35		35	75	63.9	68.42		97.1	97.10	93	93	93.00

Management 310 Objectives

Understand the Stages of Team Development	90			88	76	80.74	72	74.1	72.99	85	71.9	79.10	58	78	64.59
Understand Organizational Culture	95			85	90	88.03	77	90.6	83.42	91	85.6	88.52	78	66.1	74.08
Aware of Strategic Objectives	92			87	68	75.50	79	59.6	69.84	59	91.4	73.74	85	76.3	82.13
Understand Maslow's Hierarchy	87			92	94	93.21	83	91	86.78	95	80.9	88.77	69	89.8	76.13
Knowledgeable of the Four Managerial Functions	89			85	80	81.97	99	90.4	94.94	100	99.2	99.63	89	98.3	92.19

Marketing 300 Objectives

Knowledgeable of the Marketing Concept	65.2	80.7	72.95	61.3	67	63.11	63	65	63.99		56	56.00	83	74	79.72
Understand the Product Life Cycle	60.8	70.4	65.6	90.3	22	68.55	98	93	95.53	92	76	83.93	94	95	94.36
Knowledgeable of the Marketing Mix	96.7	93.6	95.15	92.7	75	87.06	98	94	96.03	92	92	92.00	60	96	73.11
Understand Marketing Segmentation and its Role in Marketing	88	80	84	74.5	95	81.03	84	65	74.62	76	85	80.54	47	63	52.83
Understand Positioning and its Role in Marketing	26.1	72.7	49.4	62.8	91	71.78	58	60	58.99	51	80	65.63	93	62	81.71

Finance 318 Objectives

Knowledgeable of the Time Value of Money	77	42		92		92	88	76	82.83	55.2	20.7	38.46	72.2	35.8	48.99
Understand Discounted Cash Flow Valuation	92	76		92		92	90	78	84.83	89.7	54.9	72.81	96.3	73.7	81.89
Knowledgeable of the Cost of Capital	54	53		50		50	79	73	76.41	46	17.1	31.98	63	46.7	50.46
Understand Risk and Return	94	62		41		41	35	79	53.96	82.8	87.8	85.23	50.9	85.6	77.59
Understand Capital Budgeting and its Role in Finance	88	91		80		80	47	74	58.64	81.6	52.4	67.43	74.5	88.9	85.58

Management 333 Objectives

Understand the Concept of Distinctive Competencies and their Strategic Implications	77	42		64.4	55	60.00	70	57.6	63.97	66	51.2	59.05	64	66.7	64.99
Be able to Apply Pareto Analysis to Inventory Management	92	68		88.2	83	85.99	84	82.9	83.49	94	87.8	89.13	76	52.6	59.56
Understand the Long-term vs. Short-term Uses of Operations Management	54	68		72.5	79.4	75.58	77	77.1	77.05	92	65.2	79.18	82	83.3	82.91
Understand the Relationships among Inventory Costs	94	61		74.8	55	66.01	55	60.9	57.73	67	56.3	61.88	79	51.3	59.54
Be able to Classify Firms According to Process and Understand the Strategic Implications of Each	88	90		88.6	90.6	89.54	78	79.2	78.57	83	77.8	80.56	86	74.7	78.06

67.21

72.42

80.56

84.66