

Program:	Accounting
Degree:	BBA
Department:	Accounting
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Outcome	Master the depth of knowledge required for a degree
Marketable Skills	<ul style="list-style-type: none"> • Knowledge of economic and accounting principles and practices, the financial markets, banking and the analysis and reporting of financial data at the level tested at the Certified Public Accountant (CPA) examination • Knowledge of laws, legal codes, court procedures, government regulations, agency rules, and the democratic political process, particularly within the context of taxation. • Knowledge of arithmetic, algebra, statistics, and their applications in the subject of accounting

Outcome	Demonstrate critical thinking
Marketable Skills	<ul style="list-style-type: none"> • Use logic and critical thinking to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems. Demonstrate proficiency in problem solving in accounting contexts. Examples of accounting problems could include (but are not limited to): <ul style="list-style-type: none"> ○ Develop, maintain, and analyze budgets, preparing periodic reports that compare budgeted costs to actual costs. ○ Prepare, examine, or analyze accounting transactions, financial statements, tax returns, or other financial reports to assess accuracy, completeness, and conformance to reporting and procedural standards. ○ Review accounting transactions and financial statements to determine if what was recorded is what should be recorded in accordance with generally accepted accounting standards. Such reviews should be completed with an awareness of auditing practices and standards. • Use appropriate technology to solve real-world business and accounting problems (such as the examples above). Such technology could include Excel and other Microsoft Office Suite products, database software such as Microsoft Access, and Accounting Information systems such as SAP.

Outcome	Communicate effectively
Marketable Skills	<ul style="list-style-type: none"> • Write or talk to others to convey information effectively, e.g., recommending changes in operations and financial activities to management. • Read and understand information and ideas presented in writing. • Listen by giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

Outcome	Practice personal and social responsibility
Marketable Skills	<ul style="list-style-type: none"> • Understands the importance of ethical decision-making in the business world and within the accounting context • Monitors performance of yourself, other individuals, or organizations to make improvements or take corrective action. • Manages one's own time.

Outcome	Demonstrate social, cultural, and global competencies
Marketable Skills	<ul style="list-style-type: none"> • Demonstrate respect for diversity and cultural differences in both domestic and global settings • See marketable skills already listed as related to ethics and communication

Outcome	Prepare to engage in life-long learning
Marketable Skills	<ul style="list-style-type: none"> • Understands the implications of new information and ethical situations for both current and future problem-solving and decision-making. • Understand the importance of employability skills and use this information to explore, plan, and effectively manage careers. • Keeps up-to-date technically and applying new knowledge to their job (this is required for many professional certifications, such as the CPA)

Outcome	Work collaboratively
Marketable Skills	<ul style="list-style-type: none"> • Work effectively in groups by developing constructive and cooperative working relationships with others, and maintaining them over time. • Manages deliverables and deadlines within a team setting in order to achieve team goals.

Notes:

- All marketable skills listed for this example program were drawn from the Knowledge, Skills, and Abilities identified by the US Department of Labor and Statistics for “accountants”, “auditors”, and “tax preparer” as published on O*Net Online (onetonline.org)
- Alternate sources for degree-specific marketable skills include:
 - learning outcomes and associated metrics used for programmatic assessment (AACSB)
 - learning outcomes or skills required for programmatic accreditation (AACSB)
 - information about Professional Program of Accounting (PPA) alumni communicated through formal surveys and informal communication between faculty and alumni
 - input from employers from the Accounting Advisory Board, PPA Advisory Board, and Internal Audit Advisory Board. These board meet in person with faculty on an annual, if not more, basis.