

## ACCOUNTING

### Mission Statement

*The mission of the College of Business is to provide a high quality, student-oriented, educational experience to baccalaureate and master's degree business students primarily from the Northwest Florida region. With a focused priority on teaching excellence, supported by scholarship and service, the College of Business prepares students for success in business and society and contributes to the advancement of the educational and economic development of Northwest Florida.*

### Student Learning Outcomes

UWF Accounting graduates should be able to do the following:

#### Content

- Define terminology and concepts in the major areas of business:
  - Information Technology
  - Management
  - Accounting
  - Marketing
  - Economics
  - Finance
- Identify issues and problems in accounting contexts
- Apply accounting principles to solve problems

#### Critical Thinking

- Identify and analyze key elements that comprise business problems/ opportunities
- Select and apply appropriate discipline frameworks to address business problems/opportunities
- Select and apply appropriate problem-solving techniques to business problems
- Integrate knowledge across business disciplines to formulate defensible strategic business decisions

#### Communication

- Create and deliver effective oral presentations
- Develop effective written presentations
- Contribute effectively to group discussions

#### Integrity/Values

- Recognize legal and ethical problems that occur in business contexts
- Select and defend an appropriate ethical and legal course of action

## Evaluation of Student Learning Outcomes

In the Accounting major, you will demonstrate specific knowledge and skills through quizzes, examinations, projects, and other assignments throughout the undergraduate program. For example, in the core BSBA course Policy Analysis & Formulation, you will be given an opportunity to demonstrate your academic accomplishments in a standard format through the production of a substantial case analysis. In most courses, you will have quizzes and examinations on the knowledge and skills covered in the respective course.

## Job Prospects for Accounting Graduates

Public Accounting

Banking

Corporate Accounting

Not-for-Profit Entities

Health Care

Government

## Assessment Methodology

In the Accounting major, you will demonstrate specific knowledge and skills through quizzes, examinations, projects, and other assignments throughout the undergraduate program.

*Find Out More about Accounting:* <http://uwf.edu/cob/departments/account/>