

WML Information Literacy Instruction Assessment 2019-20
Classroom Activity Report – Individual

Faculty Librarian: Frank Conserette

Semester: Fall 2019

Course Number and Name: ACC 463/527: Financial Statement Analysis & Research (EP)/Financial Reporting & Research

Course Instructor (Last Name): Salerno

Date(s) of Information Literacy Instruction: 9/11/2019

Time(s) of Information Literacy Instruction: 7:20-8:30pm

Location: WML 306

Number of Students Registered in Course: 28 total across two combined sections

Summary of research assignment or task

The major assignment in this course is the Financial Statement Analysis Project (FSAP). For this assignment, students must write a comparative report on two US companies of their choosing where the companies are significant competitors in the same industry and market segment. Students must conduct in-depth financial accounting research using the companies' last five annual Form 10-K reports. The FSAP report requires addressing industry economics and company strategies, an assessment of the quality of the companies' financial statements, profitability and risk analysis, company valuations, and preparing forecasted financial statements.

Classroom Student Learning Outcomes (SLOs) – at least one, no more than three

SLO 1: Students will understand where to locate company profiles, industry surveys, and financial ratios in library databases.

SLO 2: Students will understand where Form 10-K reports are published and how to evaluate the content of those reports.

SLO 3: Students will understand their role as information creators as they use their research to inform their forecasted financial statements.

How will you know how students are doing as they work toward meeting these outcomes?

Dr. Salerno informs me of how his students have done with the use of the valuable resources I presented in the IL session. While I do not get to see the students' completed or graded work, Dr. Salerno has mentioned that students were able to see the relationship between the Form 10-Ks, company profiles, industry surveys, and financial ratios demonstrated in the session and also the value of those resources regarding the successful completion of their FSAP projects.

Based on your experience teaching this class and any assessment of student work you were able to do, what can you change next time to improve how you teach it? Or, what was successful that you want to be sure to do again the next time you teach it?

In the IL session, students began asking how they should be using the resources I was demonstrating. I had recently completed ACC 527 as part of my MBA, so I had plenty of insight to share as to the value of those resources and specific information within the Form 10-K and industry surveys that significantly helped in the creation of company valuations and assessments of quality of financial statements. The next time I teach the course I will recommend to the instructor time for discussion of the value of each resource specific to the project because this IL session felt rushed towards the end in the effort to cover all resources.

Information Literacy Program Learning Outcomes (PLOs) – at least one, no more than four – this information literacy instruction supports

PLO2: Students will gain insight and understanding about diverse sources of information in order to evaluate and use resources appropriately for their information needs.

PLO5: Students will share ideas responsibly in a variety of formats and contexts in order to recognize themselves as knowledge creators.