

Assessment for the New Curriculum: A Guide for Professional Accounting Programs

Appendix 3 Analytic Criteria for Evaluating Content and Process in a Writing Assignment^a

Process-Oriented Writing Assignment

PROFESSIONAL REPORT #3

Topic:	Pronouncements
Writer:	Controller for a small, privately held corporation at the end of its first year of operation
Audience:	Chief Executive Officer of the corporation
Report Type:	Intracompany Memorandum
Length of Report:	2-5 pages with an appendix of two balance sheets
Credit:	40 points

Your CEO has asked you to draft the balance sheet for the company. Since you know that the same information can be communicated in several different ways and you are unsure which will be preferred by the CEO, you prepare two alternative balance sheets for the CEO and indicate in your memorandum your recommendation based on your knowledge of authoritative pronouncements (cite specifically both GAAP and SEC), accounting theory and the potential business consequences of different financial statement presentations.

Grading Criteria For Students

PROFESSIONAL REPORTING GRADE SHEET: PROFESSIONAL REPORT #3

Name: _____

Grade: _____

CONTENT (75 points = 75%)

- _____ 10 Cites appropriate SEC pronouncements
- _____ 10 Cites appropriate FASB pronouncements
- _____ 15 Classified balance sheets in accordance with GAAP and at least 1 in accordance with SEC
- _____ 40 Provides comprehensive, insightful and logical support for balance sheet recommended. Demonstrates an understanding of accounting policy choice.

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WRITING (25 points = 25%)

- _____ 5 Writes in a concise, professional tone of an expert controller to a nonexpert CEO. Clarifies accounting terminology a general business person would not be expected to understand
- _____ 5 Facilitates ease of reading and understanding through organization
- _____ 15 Facilitates ease of reading and understanding through standard spelling, grammar and structure

Grading Criteria Sheet with Checklist

PROFESSIONAL REPORTING GRADE SHEET: PROFESSIONAL REPORT #3

Name: _____

Grade: _____

CONTENT (75 points = 75%)

- _____ 10 Cites appropriate SEC pronouncements
 - _____ ASR 268
- _____ 10 Cites appropriate FASB pronouncements
 - _____ ARB 43
 - _____ SFAS 47
 - _____ EITF 85-23
 - _____ EITF 86-32
- _____ 15 Classified balance sheets in accordance with GAAP and at least 1 in accordance with SEC
 - _____ Note payable is short term
- _____ 40 Provides comprehensive, insightful and logical support for balance sheet recommended. Demonstrates an understanding of accounting policy choice.
 - _____ Understood SEC requirements
 - _____ Understood FASB requirements
 - _____ Private company
 - _____ Debt-to-equity ratio affected
 - _____ Net worth affected
 - _____ Characteristics of liability
 - _____ Characteristics of equity
 - _____ User needs
 - _____ Firm's self-interest

WRITING (25 points = 25%)

- _____ 5 Writes in appropriate tone of controller to CEO. Clarifies accounting terminology a general businessperson would not be expected to understand
- _____ 5 Facilitates ease of reading and understanding through organization
 - _____ Introduction states accounting decision
 - _____ Conclusion summarizes accounting decision
- _____ 15 Facilitates ease of reading and understanding through standard spelling, grammar and structure
 - _____ A single firm is referenced by plural pronouns
 - _____ Homonyms are misused: there/their, its/it's
 - _____ Subject/verb disagreement

^aScofield and Combes, 1993, pp. 80-82.