

ASU WP Carey - Kickin' It Old School

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If you know what your student wants, you can serve them better

On the first day, of each class, this instructor surveys his students. The following is from the Spring 2020 semester.

(1) Do your educational goals include completing a Bachelor's degree?

Yes 91.7% No 8.3%

(2) If your answer to (1) is Yes, which of the following is your preference?
Skip this question if you answered No to (1).

ASU 74.0% GCU 5.0% NAU 10.0% Other 11.0%

a) Above percentages are of transfer students, not of total.

b) "Other" includes undecided and students with multiple responses.

(3) Regardless of where you finish your studies, is Accounting your major?

Yes 33.0% * No 67.0%

*** Historically high**

Sample size = 109 from five classes.

The overwhelming majority of this instructor's students are desirous of transferring to a University. The majority of that subset have their sights on WP Carey.

Building the Professional Level Student

Any manufactured product requires raw materials, labor and overhead. In this case, envision the student as the finished good.

Let's compare those three inputs for the community college student and an ASU native desirous of entering one of WP Carey's BS programs.

Raw materials

MCCCD student - look no further than a letter to the editor that printed in the Tuesday, February 24, 2015, Arizona Republic.

More than half of our community college incoming freshmen require remedial education in at least one subject before they meet post-secondary entrance requirements — and they've earned a high school diploma.

- Dana Saar, current MCCCD Governing Board member

(The author believes the number to be closer to 60%, than 50%, of freshmen that require at least one remedial course.)

ASU native - The following is the most recent available.



Facts at a Glance Fall 2019 - Metropolitan Campuses

Full-Time First-Year Student Credentials

| | |
|-------------------------------|------|
| Average High School GPA..... | 3.53 |
| Average High School Rank..... | 23.9 |
| Average SAT..... | 1224 |
| Average ACT..... | 24.4 |

The above SAT score, places the typical ASU freshman - across all majors, in the top one-third of their peers.

Raw material edge to ASU freshmen.

Labor

All pre-professional WP Carey BS majors are required to complete a, two or three semester, sequence of Accounting courses to gain admission.

MCCCD student - labor requirement can vary substantially with instructor.

ASU native – One of this instructor's former students was employed as a Teaching Assistant, for ACC 231, at Tempe. She relayed the following thoughts while in that capacity.

ACC 231 is pretty intense. I didn't realize this is the introductory course for accounting at ASU (I took ACC 111 before taking your two classes).

They have homework due pretty much every class, and if they don't do the reading then they are bound to be lost. They also have a quiz each week over the week's material and pre-quiz each week over the following week's material to ensure students are reading. Also, we are required to keep a professionalism point for each student for each session. In order to receive points students cannot be late, must bring their book/calculator, and have the homework completed.

Advantage Sun Devils.

It must be emphasized that the raw material presented to the community college instructor is a constraint to the application of heavy labor.

Overhead

MCCCD student - classrooms can vary greatly from campus to campus and instructor to instructor - from the most rudimentary setup to computers at each student's desktop. It is the instructor's choice. And, this instructor enjoys his.

ASU native - There are two primary buildings, in Tempe, for business courses: Business Administration A-Wing (BA) and Business Administration C-Wing (BAC).

The bottom floor, of the latter, is used for the meat and potatoes of the pre-professional program. The meat would be the required two-semester Accounting sequence and the potatoes the CIS 105, computer literacy, course (or, perhaps, the author has his protein and carbs reversed).

Let's start with the potatoes. The following reflects **all** of the in person CIS 105 offerings, at Tempe, for the Fall 2020 semester. All class capacities set at 350 students (room capacity 379).

| Course | Title | Days | Start | End | Location | Dates |
|---------|--------------------------------|------|----------|----------|----------------|------------------|
| CIS 105 | Computer Appls&Info Technology | M W | 10:45 AM | 12:00 PM | Tempe - BAC116 | 08/20 - 12/04(C) |
| CIS 105 | Computer Appls&Info Technology | M W | 12:15 PM | 1:30 PM | Tempe - BAC116 | 08/20 - 12/04(C) |
| CIS 105 | Computer Appls&Info Technology | M W | 3:05 PM | 4:20 PM | Tempe - BAC116 | 08/20 - 12/04(C) |
| CIS 105 | Computer Appls&Info Technology | T Th | 9:00 AM | 10:15 AM | Tempe - BAC116 | 08/20 - 12/04(C) |
| CIS 105 | Computer Appls&Info Technology | T Th | 10:30 AM | 11:45 AM | Tempe - BAC116 | 08/20 - 12/04(C) |
| CIS 105 | Computer Appls&Info Technology | T Th | 1:30 PM | 2:45 PM | Tempe - BAC116 | 08/20 - 12/04(C) |

A total of 4,454 square feet and not a computer in sight.



With such a large classroom on the first floor, not much room for anything else except a Starbucks. Not sure how the average student can afford a double chocolate brownie or whip cream drink to wash it down, with the tuition requirement at WP (perhaps, it's the faculty standing in line).

Four Fall 2020 sections of ACC 231 (the starting point, in Accounting, for ASU's Business majors) with three of the four classes in the same auditorium. Capacity is set at 300. All four, of those mega, sections meet on TR – in the afternoon.

| Course | Title | Days | Start | End | Location | Dates |
|---------|---------------------------|------|---------|---------|----------------|------------------|
| ACC 231 | Uses of Accounting Info I | T Th | 1:30 PM | 2:45 PM | Tempe - BAC316 | 08/20 - 12/04(C) |
| ACC 231 | Uses of Accounting Info I | T Th | 3:00 PM | 4:15 PM | Tempe - BAC116 | 08/20 - 12/04(C) |
| ACC 231 | Uses of Accounting Info I | T Th | 4:30 PM | 5:45 PM | Tempe - BAC116 | 08/20 - 12/04(C) |
| ACC 231 | Uses of Accounting Info I | T Th | 6:00 PM | 7:15 PM | Tempe - BAC116 | 08/20 - 12/04(C) |

Two sections are offered at the West Campus, two at the Polytechnic campus, one at Lake Havasau and two online. **All of the structured offerings of ACC 231, from ASU, are offered in rooms without computers.**

Unless the author has missed something, **all CIS 105 sections and both sophomore level Accounting classes at the three ASU campuses - Tempe, West and Polytechnic - are offered in rooms without computers for the students.**

Advantage on overhead? Appears to be a tricky call.

Let's defer a decision on overhead - at least until we take a cursory look at what awaits the student at the Professional level.

Professional Programs at WP Carey - Just Let Me In

Community college students interested in transferring to WP Carey for their professional program studies - and this instructor has many - must abide by the following (underlining added for emphasis) **and have earned a 3.0 transfer GPA.**

If you are a transfer student applying to the W. P. Carey School of Business Bachelor of Science degree program, you are eligible for direct admission if you have met the ASU transfer student admission requirements and **one** of the following:

An SAT (math and critical reading sections only) score of 1230.

An ACT composite score of 25.

A high school class ranking in the top 8 percent.

An overall high school GPA of 3.6 in ASU competency courses (4.0 = A)

Since many community college students do not qualify under the last two, they are required to score in the top 25% of those taking the SAT or ACT exam.

Some may not be able to do that. WP Carey will allow them admission, but their choices are limited to one of the following **Bachelor of Arts (BA)** programs.

| | |
|--|--|
| Business Administration Corporate Accounting (online) Global Agribusiness Global Logistics Management Health Care Information Security Law Retail Management Sports business Sustainability Tourism | Communication Food Industry Management Global Leadership Global Politics Human Resources Language and Culture Public Service and Public Policy Supply Chain Mgmt & Sustainability Statistics Technology |
|--|--|

The typical student that aspired to a degree in Accounting, Computer Information Systems, Finance, Management or Marketing may not have envisioned any of the above hurdles and secondary paths when they began their studies.

This detour does not need to be a permanent one. A semester spent in the BA program allows the individual the opportunity to prove their worth to WP Carey and petition their way into one of the more prestigious BS programs. For any student, that detour could require an outlay of additional funds.

The following emphasizes the hidden cost of pursuing a University degree. Many students do not finish (in four years).



Facts at a Glance

Fall 2019 - Metropolitan Campuses

Persistence and Graduation Rates

Full-time First-Year Students

| | |
|--|-------|
| 1-Year Retention Rate (Fall 2017 cohort)..... | 86.8% |
| 4-Year Graduation Rate (Fall 2014 cohort)..... | 54.2% |
| 6-Year Graduation Rate (Fall 2012 cohort)..... | 68.0% |

Whether the student spends a semester in academic limbo trying to move from a BA to a BS program, or the student spends more than four semesters to complete their required courses (by dropping classes or changing majors), one thing is certain: It will be costly to finish their degree.

**Arizona State University - WP Carey School of Business
Estimated Annual Cost - Full-Time Students
Effective July 2019**

| | | |
|---|-----------|---------------|
| Books (est.) | \$ | 800 |
| Parking | | 480 |
| Annual In-State Tuition and Fees | | 12,388 |
| Estimated Annual Cost | \$ | 13,668 |

Any Accounting major, desirous of becoming a CPA will need to fulfill a 150 credit requirement. They should budget an amount in excess of \$40,000 (ignoring tax credits) - after they leave the community colleges - to complete their journey.

Assuming the community college student gains admittance to their program of choice, what type of experience awaits them at WP Carey?

Accounting majors, as part of their Program of Study, are required to take CIS 360 - Business Database Concepts. The following table displays the Fall 2020 offerings of this course.

| Course | Title | Days | Start | End | Location | Dates |
|---------|----------------------------|------|---------|---------|----------------|------------------|
| CIS 360 | Business Database Concepts | T Th | 1:30 PM | 2:45 PM | Tempe - BA341 | 08/20 - 12/04(C) |
| CIS 360 | Business Database Concepts | T Th | 3:00 PM | 4:15 PM | Tempe - BA341 | 08/20 - 12/04(C) |
| CIS 360 | Business Database Concepts | W | 4:50 PM | 7:35 PM | West - CLCC158 | 08/20 - 12/04(C) |

Sorry folks, no hybrid or online choices available (nor, any morning offerings).

The following picture, of BA 341, depicts the room used in Tempe for hosting this course. The classroom, at ASU West, does not employ student computers either.



The author can attest that he visited ASU main campus and took a self-guided tour of the two primary Business classroom buildings (BA and BAC) on March 7, 2020. Yes, many of the classrooms were open. WP Carey definitely has an open door policy. Rooms containing computers for students were very scarce.

The pictures contained in this essay were not taken by the author. He is challenged, in that respect. They come from an ASU website that inventories - most, but not all - classrooms on their campuses (link at end of this essay).

A search of the two primary Business buildings (BA and BAC) at ASU's Tempe campus reveals the following rooms have computers for student use during class.

Business Administration A-Wing (BA)

| Room # | Classroom Type | Capacity |
|------------------------|---------------------|----------|
| L1-21* | Instructor Mediated | 40 |
| L1-25* | Instructor Mediated | 40 |
| L1-27* | Instructor Mediated | 40 |
| L1-31* | Instructor Mediated | 40 |
| 265* | Instructor Mediated | 56 |
| 341* | Instructor Mediated | 68 |
| 353* | Instructor Mediated | 68 |
| 358* | Instructor Mediated | 50 |
| 359* | Instructor Mediated | 48 |
| 365* | Instructor Mediated | 65 |
| 390* | Instructor Mediated | 20 |
| 396 | Student Mediation | 44 |

Business Administration C-Wing (BAC)

| Room # | Classroom Type | Capacity |
|----------------------|----------------------|----------|
| 9 | Student Mediation | 37 |
| 116* | Instructor Mediation | 379 |
| 201* | Instructor Mediation | 48 |
| 209* | Instructor Mediation | 50 |
| 213 | Student Mediation | 36 |
| 215* | Instructor Mediation | 106 |
| 216* | Instructor Mediation | 265 |
| 311* | Instructor Mediation | 35 |
| 313* | Instructor Mediation | 38 |
| 316* | Instructor Mediation | 265 |
| 323* | Instructor Mediation | 40 |
| 324* | Instructor Mediation | 47 |

Sorry, folks, only three classrooms (out of twenty-four) with student computers in the two multi-story buildings at the main campus. Student mediation = student computers.

For Business majors, apart from Finance and Accounting, Finance 300 represents one of the last quantitative courses in their program of study. And, many of the Marketing and Management majors may be glad to hear that.

At the West Campus, for the Fall 2020 semester, that course is offered in person in CLCC 246. The reader would be correct if they guess that the class was offered in a room without any computers for the students.

This course is offered only once, at the West campus, during each of the two sixteen-week (Fall and Spring) semesters.

| Course | Title | Days | Start | End | Location | Dates |
|---------|-------------------------|------|---------------------|---------------------|-------------------------------------|------------------|
| FIN 300 | Fundamentals of Finance | M W | 3:05 PM | 4:20 PM | Tempe - BAC216 | 08/20 - 12/04(C) |
| FIN 300 | Fundamentals of Finance | M W | 4:35 PM | 5:50 PM | Tempe - BAC316 | 08/20 - 12/04(C) |
| FIN 300 | Fundamentals of Finance | W | 6:00 PM | 8:45 PM | Tempe - BAC316 | 08/20 - 12/04(C) |
| FIN 300 | Fundamentals of Finance | T | 6:00 PM | 8:45 PM | West - CLCC299 | 08/20 - 12/04(C) |
| FIN 300 | Fundamentals of Finance | M W | 12:15 PM | 1:30 PM | Tempe - BAC215 | 08/20 - 12/04(C) |
| FIN 300 | Fundamentals of Finance | W | 12:00 AM 7:30 PM | 12:00 AM 9:30 PM | Internet - Hybrid Tempe - BAC216 | 08/20 - 12/04 |

If you want your Finance class at the West Campus in person, you will earn your three credits in one sitting per week - at night. Other options would be a commute to Tempe ... or, take it online.

Accounting courses at the West Campus? The Fall 2020 schedule follows.

| Course | Title | Days | Start | End | Location | Dates |
|---------|--------------------------------|------|----------|----------|-------------------------------|-----------------------------------|
| ACC 231 | Uses of Accounting Info I | T Th | 4:30 PM | 5:45 PM | West - CLCC199 | 08/20 - 12/04(C) |
| ACC 231 | Uses of Accounting Info I | T | 6:00 PM | 8:45 PM | West - CLCC154 | 08/20 - 12/04(C) |
| ACC 241 | Uses of Accounting Info II | T Th | 10:30 AM | 11:45 AM | West - CLCCL1-74 | 08/20 - 12/04(C) |
| ACC 340 | External Reporting I | T Th | 1:30 PM | 2:45 PM | West - CLCC104 | 08/20 - 12/04(C) |
| ACC 350 | Internal Reporting | Th | 6:00 PM | 8:45 PM | West - CLCC146 | 08/20 - 12/04(C) |
| ACC 360 | Ethics for Prof Accountants | M | 4:30 PM | 7:15 PM | West - SANDS201 West - TBA | 08/20 - 12/04 08/20 - 12/04(C) |
| ACC 444 | Enterprise Proc Analys & Desgn | Th | 6:00 PM | 8:45 PM | West - CLCCL1-04 | 08/20 - 12/04(C) |

Six of the seven Accounting classes, offered at the West Campus during Fall 2020, are offered on Tuesdays and/or Thursdays. Only one of those course meets during the morning.

All of the seven Accounting courses are housed in a room without student computers.

The student will be required to sit quietly, in the majority of the classes for three continuous academic hours, with only a writing surface in front of them.

Will the community college student raised in a hybrid or online environment be able to make the adjustments necessary to succeed? Or, will they find out, after paying one semester's tuition and fees, this academic style is not to their liking?

Given WP Carey's approach to education - the students that began their studies at ASU appear to have the inside track. This explains the author's hesitance to give the advantage to the community colleges, in the area of overhead, earlier in this essay.

ACC 340 (External Reporting I) is where the real running begins. Professors refer to this as a "gateway" course - the first ACC class with professional level Accounting and Finance majors only. Yes, Finance majors will find this course on their program of study. Students refer to this as a "weed out" course due to its significantly high drop rate.

The author's former students can provide some much needed color to their experience with this course.

Former two semester Accounting student, "A" in both courses:

As you know I had to drop my first ACC340 class because it was too much I got a 62% on the first test. But I dropped the class and went back and reviewed my past accounting class. As a result, I earned an 82% on this first test.

Former one semester "B+" student, but working many hours while at GCC so he could pay for the next stop:

All I have to say about ACC340 is that there is so much material that is thrown at you that you must digest and then come test day, have to be quick in answering the long questions. This class is no joke! From the beginning of the course until now, there were around 40 students and now we are down to around 15. My grade in the class is around a 76% which is one of the higher grades believe it or not! (I won't quit until I get it up higher though).

But, Mr. Chuck, why did you send these students into hazardous duty after paying such a high economic price? Because they are a sample of some of the better students I have had the privilege to instruct the past two years.

Some of his best students have found the currents very challenging at their next stop. And, many of his current students wish to join them in the deep end of the pool.

Here are two former students that hit the Sun Devil fastball.

A former two semester Accounting student, "A" in both courses, on her way to earning six figures annually. Of course, she's working many hours at KPMG:

I'm not sure how long I spend studying a week. It definitely varies. I will say that I've pulled more all nighters this semester than I have ever in the past.

A former two semester Accounting student, "A" in both courses:

I'm putting in 10-12 hours per week in his class (ACC 340) to obtain the A that I currently have.

I would put those last two in a select group of top students over the past decade. Their work ethic makes them the exception.

B's and C's get degrees (and, don't necessarily require as much time).

Will the average student be "fit to fight" when the bell rings in classes:

where full physical attendance is a unique experience to them, in rooms void of computers, and

where tests are administered with paper and pencil?

Based on survey responses received, on the first day of class, I want to be an anachronism in a throwback room to provide my students with the best opportunity for success at the professional level.

This essay is not an indictment of any instructor that chooses a different path. To each their own.

As long as my students express a marked interest in ASU, and WP Carey's preference is old school, I will continue to kick it just the same.

Sources for ASU WP Carey - Kickin' It Old School

Letter to the Editor from MCCC D Governing Board Member (posted online February 23, 2015)

<http://www.azcentral.com/story/opinion/letters/2015/02/23/focus-school-results-funding/23909987/>

Arizona State University

Class Schedule

<https://webapp4.asu.edu/catalog/>

Inventory of Classrooms (with pictures from Tempe classes)

<https://www.asu.edu/it/tempe/classrooms/building/ba/index.html>

<https://www.asu.edu/it/tempe/classrooms/building/bac/index.html>

<https://www.asu.edu/it/tempe/classrooms/building/clcc/index.html>

Transfer Requirements

<https://wpcarey.asu.edu/undergraduate-degrees/transfer>

Incoming Freshmen Statistics

https://uoia.asu.edu/sites/default/files/facts_at_a_glance_fall_2019.pdf

Tuition and Fees

https://students.asu.edu/tuition/results?acad_year=2020&include_summer=0&residency=RES&acad_career=UGRD&campus=TEMPE&acad_prog=UGBA&admit_term=&admit_level=&honors=0&program_fee=UP4013

WP Carey Undergraduate Degree Programs

<https://wpcarey.asu.edu/undergraduate-degrees/programs>

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