

BACHELOR OF BUSINESS ADMINISTRATION IN ACCOUNTING

Web Site: <https://twu.edu/business/undergraduate-programs-college-of-business/bba-in-accounting/>

Marketable Skills

Defined by the Texas Higher Education Coordinating Board's 60x30 Strategic Plan (<https://reportcenter.highered.texas.gov/agency-publication/miscellaneous/thecb-60x30-strategic-plan/>) as, "Those skills valued by employers that can be applied in a variety of work settings, including interpersonal, cognitive, and applied skills areas. These skills can be either primary or complementary to a major and are acquired by students through education, including curricular, co-curricular, and extracurricular activities."

Core Skills

1. Analytical Competence: B.B.A. Accounting Specific Application- Ability to think analytically; Ability to use analytical tools to make decisions. General Employment Application- Effectiveness in problem-solving; Efficient use of common analytical tools.
2. Diversity: B.B.A. Accounting Specific Application- Ability to work well within a diverse organization. General Employment Application- Working in diverse teams for auditing, tax, internal projects, and consulting projects
3. Ethical Reasoning: B.B.A. Accounting Specific Application- Ethical reasoning; Objectivity, independence, due professional care; Conflict resolution. General Employment Application- Requires ethics education for CPAs, CMAs, and other accounting professionals.
4. Teamwork: B.B.A. Accounting Specific Application- Ability to be an effective worker in team situations. General Employment Application- Audit teams, Tax teams, Project management teams.

Disciplined-Based Skills

1. Generally Accepted Auditing Principles: B.B.A. Accounting Specific Application- Knowing and applying general, fieldwork, and auditing reporting standards. General Employment Application- Ability to assist in performing external and internal audits of various business entities; Ability to assist external and internal auditors with audit of business.
2. Basic Individual and Entity Tax Law: B.B.A. Accounting Specific Application- Ability to know, apply, and research tax law as it relates to individuals and business entities. General Employment Application- Preparing individual tax returns; Preparing entity tax returns, providing tax planning advice.
3. Excel Skills: B.B.A. Accounting Specific Application- Create pivot tables, create horizontal and vertical lookups; Write formulas and models in Excel; Use present and future value; Use if/then and other conditional formatting functions. General Employment Application- Considered a basic and necessary skill for all accounting positions; Analyzing organizational and client data; Preparing tables, reports, charts; Use in analytical computations and quantitative decision-making.
4. QuickBooks and other Accounting Software: B.B.A. Accounting Specific Application- Recording accounting transactions and adjustments; Preparing financial statements; Preparing other

financial reports General Employment Application- Ability to process accounting transactions and adjustments for external and internal purposes for all types of business entities. Knowledge of one accounting package is easily transferable to any software package used by business entities.

5. Tax Preparation Software: B.B.A. Accounting Specific Application- Preparing individual, corporate, and partnership tax returns using tax software. General Employment Application- Preparing individual tax returns; Preparing entity tax returns.