

## BACHELOR OF ARTS IN FINANCE ANNUAL ASSESSMENT PLAN & FINDINGS

### 2010-2011 ACADEMIC YEAR

#### 2010 – 2011 CURRICULUM MAP

	<b>PLO 1</b> Demonstrate problem solving skills including the ability to analyze business and financial conditions.	<b>PLO 2</b> Apply financial theories to conduct financial analysis.	<b>PLO 3</b> Understand how to measure and achieve the efficiency use of financial resources.	<b>PLO 4</b> Evaluate the political, social, legal, regulatory, and technological issues in the context of micro and macro-finance.	<b>PLO 5</b> Understand the business as an integrated system including the relations among the functional areas, and the application long-range planning, implementation and control systems.
<i>MGT 330: Management for Organizations</i>					<b>I</b>
<i>BUS 311: Business Law I</i>				<b>I</b>	
<i>PHI 445: Personal and Organizational Ethics</i>				<b>R</b>	
<i>ECO 203: Principles of Macroeconomics</i>	<b>I</b>	<b>I</b>			<b>R</b>
<i>ECO 204: Principles of Microeconomics</i>					<b>R</b>
<i>ACC 205: Principles of Accounting</i>	<b>I</b>	<b>R</b>	<b>I</b>		
<i>ACC 206: Principles of Accounting II</i>	<b>R</b>	<b>R</b>	<b>R</b>		
<i>BUS 215: Personal Financial Management</i>			<b>R</b>		
<i>BUS 308: Statistics for Managers</i>		<b>R</b>			
<i>ECO 316: Financial Institutions and Markets</i>				<b>M</b>	
<i>BUS 323: Risk Management and Insurance</i>	<b>R</b>	<b>R</b>			<b>R</b>
<i>BUS 401: Principles of Finance</i>	<b>M</b>	<b>R</b>		<b>R</b>	<b>R</b>

<i>BUS 405: Principles of Investments</i>		<b>M</b>			
<i>BUS 450: International Finance</i>	<b>R</b>	<b>R</b>	<b>M</b>		
<i>BUS 402: Strategic Management and Business Policy</i>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>

**I** (Introduced), **R** (Reinforced), or **M** (Mastered).

<b>ANNUAL ASSESSMENT PLAN FINDINGS</b>					
<b>PLO 1 - Demonstrate problem solving skills including the ability to analyze business and financial conditions.</b>					
<b>MEASURE</b>	<b>ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b>	<b>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA</b>
Direct Measure 1: BUS 402 Final Paper	On the capstone Final Paper evaluation rubric (containing separate evaluation criteria for each of the ISLOs assessed by this measure), the performance rating of 70% of all finance students completing the assignment must	32	50	64.00%	3. DOES NOT MEET THE ACCEPTABLE TARGET

	receive a basic, proficient, or distinguished evaluation (where rubric performance levels are non-performance, below expectations, basic, proficient, and distinguished).				
Direct Measure 2: CPC Comprehensive Exam Score	90% of all finance students taking the end of program comprehensive exam will score at least 400 or higher on the CPC comprehensive exam (out of 650).	18	18	100.00%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: Alumni Survey	On the alumni survey (containing separate items for each of the ISLOs assessed by this measure), at least 70% of service management alumni will indicate that their level of achievement of each of the core ISLOs prepared them “well” or “very well” for their current position.	N/A	N/A	N/A	As the data for BA Finance reflect fewer than 10 students, findings will not be reported for the 2010-11 assessment cycle.
Indirect Measure 2: End of Program Survey	On the end of program survey instrument (containing separate items for each of the ISLOs assessed by this measure), at least 70% of service management students will indicate that they were “successful” or “very successful” in achieving the general program and specialization ISLOs.	N/A	N/A	N/A	As the data for BA Finance reflect fewer than 10 students, findings will not be reported for the 2010-11 assessment cycle.
<b>PLO 2 - Apply financial theories to conduct financial analysis.</b>					

MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: BUS 402 Final Paper	On the capstone Final Paper evaluation rubric (containing separate evaluation criteria for each of the ISLOs assessed by this measure), the performance rating of 70% of all finance students completing the assignment must receive a basic, proficient, or distinguished evaluation (where rubric performance levels are non-performance, below expectations, basic, proficient, and distinguished).	19	35	54.28%	3. DOES NOT MEET THE ACCEPTABLE TARGET
	On the alumni survey (containing separate items for each of the ISLOs assessed by this measure), at least 70% of service	N/A	N/A	N/A	As the data for BA Finance reflect fewer than 10 students,

Indirect Measure 1: Alumni Survey	management alumni will indicate that their level of achievement of each of the core ISLOs prepared them “well” or “very well” for their current position.				findings will not be reported for the 2010-11 assessment cycle.
Indirect Measure 2: End of Program Survey	On the end of program survey instrument (containing separate items for each of the ISLOs assessed by this measure), at least 70% of service management students will indicate that they were “successful” or “very successful” in achieving the general program and specialization ISLOs.	N/A	N/A	N/A	As the data for BA Finance reflect fewer than 10 students, findings will not be reported for the 2010-11 assessment cycle.

**PLO 3 - Understand how to measure and achieve the efficiency use of financial resources.**

MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET  2. MEETS THE ACCEPTABLE TARGET  3. DOES NOT MEET THE ACCEPTABLE TARGET
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					4. INSUFFICIENT DATA
Direct Measure 1: BUS 402 Final Paper	On the capstone Final Paper evaluation rubric (containing separate evaluation criteria for each of the ISLOs assessed by this measure), the performance rating of 70% of all finance students completing the assignment must receive a basic, proficient, or distinguished evaluation (where rubric performance levels are non-performance, below expectations, basic, proficient, and distinguished).	27	40	67.50%	3. DOES NOT MEET THE ACCEPTABLE TARGET
Direct Measure 2: CPC Comprehensive Exam Score	90% of all finance students taking the end of program comprehensive exam will score at least 400 or higher on the CPC comprehensive exam (out of 650).	18	18	100.00%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: Alumni Survey	On the alumni survey (containing separate items for each of the ISLOs assessed by this measure), at least 70% of service management alumni will indicate that their level of achievement of each of the core ISLOs prepared them “well” or “very well” for their current position.	N/A	N/A	N/A	As the data for BA Finance reflect fewer than 10 students, findings will not be reported for the 2010-11 assessment cycle.

<p>Indirect Measure 2: End of Program Survey</p>	<p>On the end of program survey instrument (containing separate items for each of the ISLOs assessed by this measure), at least 70% of service management students will indicate that they were “successful” or “very successful” in achieving the general program and specialization ISLOs.</p>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>As the data for BA Finance reflect fewer than 10 students, findings will not be reported for the 2010-11 assessment cycle.</p>
<p><b>PLO 4 - Evaluate the political, social, legal, regulatory, and technological issues in the context of micro and macro-finance.</b></p>					
<p><b>MEASURE</b></p>	<p><b>ACCEPTABLE TARGET</b></p>	<p><b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b></p>	<p><b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b></p>	<p><b>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b></p>	<p><b>1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA</b></p>
<p>Direct Measure 1: BUS 402 Final Paper</p>	<p>On the capstone Final Paper evaluation rubric (containing separate evaluation criteria for each of the ISLOs assessed by this measure), the performance rating of 70% of all finance students completing the assignment must receive a basic, proficient, or distinguished</p>	<p>24</p>	<p>35</p>	<p>68.57%</p>	<p>3. DOES NOT MEET THE ACCEPTABLE TARGET</p>



	evaluation (where rubric performance levels are non-performance, below expectations, basic, proficient, and distinguished).				
Indirect Measure 1: Alumni Survey	On the alumni survey (containing separate items for each of the ISLOs assessed by this measure), at least 70% of service management alumni will indicate that their level of achievement of each of the core ISLOs prepared them “well” or “very well” for their current position.	N/A	N/A	N/A	As the data for BA Finance reflect fewer than 10 students, findings will not be reported for the 2010-11 assessment cycle.
Indirect Measure 2: End of Program Survey	On the end of program survey instrument (containing separate items for each of the ISLOs assessed by this measure), at least 70% of service management students will indicate that they were “successful” or “very successful” in achieving the general program and specialization ISLOs.	N/A	N/A	N/A	As the data for BA Finance reflect fewer than 10 students, findings will not be reported for the 2010-11 assessment cycle.
<b>PLO 5 - Understand the business as an integrated system including the relations among the functional areas, and the application long-range planning, implementation and control systems.</b>					
<b>MEASURE</b>	<b>ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b>	<b>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING</b>	<b>ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET</b>

				<b>ACCEPTABLE TARGET</b>	<b>2. MEETS THE ACCEPTABLE TARGET</b> <b>3. DOES NOT MEET THE ACCEPTABLE TARGET</b> <b>4. INSUFFICIENT DATA</b>
Direct Measure 1: BUS 402 Final Paper	On the capstone Final Paper evaluation rubric (containing separate evaluation criteria for each of the ISLOs assessed by this measure), the performance rating of 70% of all finance students completing the assignment must receive a basic, proficient, or distinguished evaluation (where rubric performance levels are non-performance, below expectations, basic, proficient, and distinguished).	24	35	68.57%	3. DOES NOT MEET THE ACCEPTABLE TARGET
Direct Measure 2: CPC Comprehensive Exam Score	90% of all finance students taking the end of program comprehensive exam will score at least 400 or higher on the CPC comprehensive exam (out of 650).	18	18	100.00%	1. EXCEEDS THE ACCEPTABLE TARGET
	On the alumni survey (containing separate items for each of the ISLOs assessed by this	N/A	N/A	N/A	As the data for BA Finance reflect fewer

<p>Indirect Measure 1: Alumni Survey</p>	<p>measure), at least 70% of service management alumni will indicate that their level of achievement of each of the core ISLOs prepared them “well” or “very well” for their current position.</p>				<p>than 10 students, findings will not be reported for the 2010-11 assessment cycle.</p>
<p>Indirect Measure 2: End of Program Survey</p>	<p>On the end of program survey instrument (containing separate items for each of the ISLOs assessed by this measure), at least 70% of service management students will indicate that they were “successful” or “very successful” in achieving the general program and specialization ISLOs.</p>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>As the data for BA Finance reflect fewer than 10 students, findings will not be reported for the 2010-11 assessment cycle.</p>

**OVERALL RECOMMENDATIONS**

***BA Finance students only met one of the targets for both the direct and indirect measures during the 2010-11 assessment cycle. Direct measures included the Common Professional Component (CPC) Comprehensive exam and the Capstone Final Paper (BUS 402). 18 out of 18 (100%) of BA Finance students scored over 400 out of 650 on the CPC Comprehensive exam (measure for PLOs 1, 3, and 5), indicating that students are mastering the program learning outcomes. The seven sections of the CPC Comprehensive exam include: Business Finance, Accounting, Management, Legal Environment of Business, Economics, Business Ethics, and Quantitative Techniques and Statistics. The other direct measure, the Capstone Final Paper, was not met for PLOs 1, 2, 3, 4, and 5. Content criterion mapped to PLO 1 revealed that only 32 out of 50 (64.00%) BA Finance students’ records received a basic, proficient, or distinguished evaluation. For PLO 2, only 19 out of 35 (54.28%) students’ records and for PLO 3, only 27 out of 40 (67.50%) students’ records received a basic, proficient, or distinguished evaluation. Lastly, for PLO 4, 24 out of 35 (68.57%) and for PLO 5, 24 out of 35 (68.57%) BA Finance students’ records received a basic, proficient, or distinguished evaluation. It is clear that there are areas for opportunity in the Capstone course, and the Program Chair and Forbes School of Business Faculty will continue to review the data being collected for the Capstone Final Paper to ensure that the course is up to date and meeting the needs of the program.***

***The two indirect measures did not have any data to report for the 2010-11 assessment cycle as the End of Program Survey was not yet being administered, and there were no BA Finance student graduates for the academic year.***

<b>ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT</b>				
<b>OUTCOME</b>	<b>MEASURE</b>	<b>KEY/RESPONSIBLE PERSONNEL</b>	<b>STATUS</b>	<b>ANTICIPATED DATE OF COMPLETION</b>
<b><i>PLOs 1, 2, 3, 4, 5</i></b>	<b><i>TBD</i></b>	<b><i>The Bachelor of Arts in Finance Program Chair</i></b>	<b><i>In Progress</i></b>	<b><i>Ongoing</i></b>
<b><i>Action Details</i></b>	<b><i>Data will continue to be collected and outcome-related actions will be developed by the BA Finance Program Chair in collaboration with program faculty</i></b>			
<b>OUTCOME</b>	<b>MEASURE</b>	<b>KEY/RESPONSIBLE PERSONNEL</b>	<b>STATUS</b>	<b>ANTICIPATED DATE OF COMPLETION</b>
<b><i>Action Details</i></b>				
<b>OUTCOME</b>	<b>MEASURE</b>	<b>KEY/RESPONSIBLE PERSONNEL</b>	<b>STATUS</b>	<b>ANTICIPATED DATE OF COMPLETION</b>
<b><i>Action Details</i></b>				
<b>OUTCOME</b>	<b>MEASURE</b>	<b>KEY/RESPONSIBLE PERSONNEL</b>	<b>STATUS</b>	<b>ANTICIPATED DATE OF COMPLETION</b>
<b><i>Action Details</i></b>				
<b>OUTCOME</b>	<b>MEASURE</b>	<b>KEY/RESPONSIBLE PERSONNEL</b>	<b>STATUS</b>	<b>ANTICIPATED DATE OF COMPLETION</b>
<b><i>Action Details</i></b>				