

**BACHELOR OF ARTS IN FINANCE ANNUAL ASSESSMENT PLAN & FINDINGS
2011-2012 ACADEMIC YEAR**

2011 – 2012 CURRICULUM MAP

	PLO 1 Analyze the major systems of criminal justice and how the functions of police, prosecution, courts, and corrections are interrelated.	PLO 2 Evaluate the issues and management of personnel administration in criminal justice.	PLO 3 Analyze the judicial processes of the U.S. Constitution.	PLO 4 Explain ethical issues within the criminal justice system.	PLO 5 Evaluate research in the areas of criminal justice and public policy as it pertains to the effect on society, victims, and rehabilitation.
<i>MGT 330: Management for Organizations</i>					I
<i>BUS 311: Business Law I</i>				I	
<i>PHI 445: Personal and Organizational Ethics</i>				R	
<i>ECO 203: Principles of Macroeconomics</i>	I	I			R
<i>ECO 204: Principles of Microeconomics</i>					R
<i>ACC 205: Principles of Accounting I</i>	R	R	I		
<i>ACC 206: Principles of Accounting II</i>	R	R	R		
<i>BUS 215: Personal Finance Management</i>			R		
<i>BUS 308: Statistics for Managers</i>		R			
<i>ECO 316: Financial Institutions and Markets</i>				M	
<i>BUS 323: Risk Management and Insurance</i>	R	R			R
<i>BUS 401: Principles of Finance</i>	M	R		R	R

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

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

ANNUAL ASSESSMENT PLAN FINDINGS					
PLO 1 - Demonstrate problem solving skills including the ability to analyze business and financial conditions.					
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	611	696	87.78%	1. EXCEEDS 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).	74	76	97.37%	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 finance 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 2011-12 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.	Curriculum Relevant = 46 Instructor Prepare = 41 Instructor Qualified = 47	52	Curriculum Relevant = 88.46^ Instructor Prepare = 78.85% Instructor Qualified = 90.38%	Curriculum Relevant = 1. EXCEEDS THE ACCEPTABLE TARGET Instructor Prepare = 1. EXCEEDS THE ACCEPTABLE TARGET Instructor Qualified = 1. EXCEEDS THE ACCEPTABLE TARGET

PLO 2 - Apply financial theories to conduct financial analysis.					
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).	531	609	87.19%	1. EXCEEDS THE ACCEPTABLE TARGET

<p>Indirect Measure 1: Alumni Survey</p>	<p>On the alumni survey (containing separate items for each of the ISLOs assessed by this measure), at least 70% of finance 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>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 2011-12 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>Curriculum Relevant = 46 Instructor Prepare = 41 Instructor Qualified = 47</p>	<p>52</p>	<p>Curriculum Relevant = 88.46^ Instructor Prepare = 78.85% Instructor Qualified = 90.38%</p>	<p>Curriculum Relevant = 1. EXCEEDS THE ACCEPTABLE TARGET Instructor Prepare = 1. EXCEEDS THE ACCEPTABLE TARGET Instructor Qualified = 1. EXCEEDS THE ACCEPTABLE TARGET</p>

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

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					2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: BUS 402 Final Case Study	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).	611	696	87.78%	1. EXCEEDS THE ACCEPTABLE TARGET
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<p>Indirect Measure 1: Alumni Survey</p>	<p>On the alumni survey (containing separate items for each of the ISLOs assessed by this measure), at least 70% of finance 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>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 2011-12 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>Curriculum Relevant = 46 Instructor Prepare = 41 Instructor Qualified = 47</p>	<p>52</p>	<p>Curriculum Relevant = 88.46^ Instructor Prepare = 78.85% Instructor Qualified = 90.38%</p>	<p>Curriculum Relevant = 1. EXCEEDS THE ACCEPTABLE TARGET Instructor Prepare = 1. EXCEEDS THE ACCEPTABLE TARGET Instructor Qualified = 1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>PLO 4 - Evaluate the political, social, legal, regulatory, and technological issues in the context of micro and macro-finance.</p>					
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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 finance 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 2011-12 assessment cycle.
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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.					
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OVERALL RECOMMENDATIONS

During the 2011-12 assessment cycle, BA Finance students met or exceeded the targets set for the direct measures for all program learning outcomes and relatively high performance on the Common Professional Component (CPC) Comprehensive Exam and the assignment-based measure.

Student performance on the measures of PLOs 1, 2, 3, 4, and 5 (BUS 402 Capstone Final Paper and the CPC Comprehensive Exam) exceeded the target, BA Finance students' records indicated a basic, proficient, or distinguished performance on relevant content criteria mapped to PLOs 1, 2, 3, 4, and 5. For PLO 1, 611 out of 696 (87.78%) students' records and for PLO 2, 531 out of 609 (87.19%) students' records evaluated indicate basic, proficient, or distinguished performance on the BUS 402 Capstone Final Paper. Data for PLO 3 (611 out of 696, 87.78%) and PLO 4 (532 out of 60, 87.35%) also exceeded the target. Lastly, for PLO 5, 532 out of 609 (87.35%) of BA Finance students' records evaluated indicate basic, proficient, or distinguished performance on rubric content criteria. The target for the CPC Comprehensive Exam (measure for PLOs 1, 3, and 5) was also exceeded as 74 out of 76 (97.37%) BA Finance students scored over 400 out of 650. The same seven sections are included in the comprehensive exam: Business Finance; Accounting; Management; Legal Environment of Business; Economics; Business Ethics and Quantitative Techniques and Statistics.

Although BA Finance students met or exceeded the targets for the direct measures for PLOs 1, 2, 3, 4, and 5, the indirect measures reveal a slightly different story. During the 2011-12 assessment cycle, BA Finance students did not meet the target (5 out of 9, 72.78%) for the Alumni Survey (at least 70% will indicate that their program prepared them for their current position). However, this could be due to the low BA Finance Alumni response rate during the 2011-12 academic year. The Program Chair and Forbes School of Business Faculty will revisit these findings when more data becomes available. On the End of Program Survey, 46 out of 52 (88.46%) BA Finance students did meet the target as they agreed or strongly agreed that the curriculum was relevant to their professional needs and 41 out of 52 (78.85%) students agreed or strongly agreed that their instructors were prepared. Lastly, 47 out of 52 (90.38%) of BA Finance students agreed or strongly agreed that their instructors were well-qualified to teach within their field of study.

The Forbes School of Business Faculty will review each program assessment plan (including measures used and targets set) in preparation for the 2012-13 assessment cycle. In particular, Faculty will review targets set for assignments in courses using Waypoint and all survey measures and items chosen to ensure these targets remain appropriate and meaningful.

OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO 2	BUS 405 Assignments and Rubrics	Academic Department Chair and full-time faculty	Not Started	January 2014
<i>Action Details</i>	<p>Revise BUS 405 to more adequately address and reinforce student learning and mastery of PLO 2.</p> <p>The assignment findings indicate that the students did not meet the acceptable or ideal targets established for the content criteria on the BUS 405 Final Paper which are mapped to PLO 2. For 2011-12, 53 out of 67 (79.10%) BA Finance students sampled scored 70% or higher on the BUS 405 Final Project. The acceptable target was not met.</p>			
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