

BACHELOR OF ARTS IN FINANCE ANNUAL ASSESSMENT PLAN & FINDINGS 2013-2014 ACADEMIC YEAR

2013 – 2014 CURRICULUM MAP

	PLO 1 Demonstrate problem solving skills including the ability to analyze business and financial conditions.	PLO 2 Apply financial theories to conduct financial analysis.	PLO 3 Understand how to measure and achieve the efficiency use of financial resources.	PLO 4 Evaluate the political, social, legal, regulatory, and technological issues in the context of micro and macro-finance.	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.
<i>MGT 330: Management for Organizations</i>	I				I
<i>BUS 311: Business Law I</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>	I	I	I		
<i>ACC 206: Principles of Accounting II</i>	R	I	I		
<i>BUS 215: Personal Financial Management</i>		I	R		
<i>BUS 308: Statistics for Managers</i>		R			
<i>ECO 316: Financial Institutions and Markets</i>				R	R
<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		
<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 401 Final Project	70% of BA Finance students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	264	296	89.18%	1. EXCEEDS THE ACCEPTABLE TARGET

Direct Measure 2: CPC Comprehensive Exam – Accounting Section	BA Finance students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Accounting section of the CPC comprehensive exam when compared to other competitive programs.	N/A	N/A	N/A	On average BA Finance students scored above the average of the Peregrine Academic Services Online Aggregate Pool, and above the average of the Traditional Aggregate Pool on the Accounting section of the Common Professional Component comprehensive exam.
Direct Measure 3: CPC Comprehensive Exam Score	90% must score 400 or higher on the CPC comprehensive exam.	39	40	97.50%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: End of Program Survey	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either “Agree”	70	71	98.59%	1. EXCEEDS THE ACCEPTABLE TARGET

	<p>or “Strongly Agree.” The item to be used will be:</p> <ul style="list-style-type: none"> • I understand the learning objectives of my courses. 				
<p>Indirect Measure 2: End of Program Survey</p>	<p>70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either “Agree” or “Strongly Agree.” The item to be used will be:</p> <ul style="list-style-type: none"> • The curriculum was relevant to my professional needs. 	65	71	91.54%	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
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					4. INSUFFICIENT DATA
Direct Measure 1: BUS 405 Final Project	70% of BA Finance students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	308	368	83.69%	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: CPC Comprehensive Exam – Business Finance Section	BA Finance students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Business Finance section of the CPC comprehensive exam when compared to other competitive programs.	N/A	N/A	N/A	On average BA Finance students scored above the average of the Peregrine Academic Services Online Aggregate Pool, and above the average of the Traditional Aggregate Pool on the Business Finance section of the Common Professional Component comprehensive exam.
	90% must score 400 or higher on the CPC comprehensive exam.	39	40	97.50%	1. EXCEEDS THE ACCEPTABLE TARGET

Direct Measure 3: CPC Comprehensive Exam Score					
Indirect Measure 1: BUS 405 Final Project	80% of BA Finance students must score 70% or higher on final project and demonstrate an ability to apply financial theories to conduct financial analysis.	15	31	48.39%	3. DOES NOT MEET THE ACCEPTABLE TARGET
Indirect Measure 1: End of Program Survey	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either “Agree” or “Strongly Agree.” The item to be used will be: • I understand the learning objectives of my courses.	70	71	98.59%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 2: End of Program Survey	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either “Agree” or “Strongly Agree.” The item to be used will be: • The curriculum was relevant to my professional needs.	65	71	91.54%	1. EXCEEDS THE ACCEPTABLE TARGET
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 4. INSUFFICIENT DATA
Direct Measure 1: BUS 450 Final Paper	70% of BA Finance students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	361	395	91.39%	1. EXCEEDS THE ACCEPTABLE TARGET
	BA Finance students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and	N/A	N/A	N/A	On average BA Finance students scored above the

<p>Direct Measure 2: CPC Comprehensive Exam - Quantitative Research Techniques and Statistics Section</p>	<p>Traditional Campus Aggregate Pools related to the Quantitative Research Techniques and Statistics section of the CPC comprehensive exam when compared to other competitive programs.</p>				<p>average of the Peregrine Academic Services Online Aggregate Pool, and above the average of the Traditional Aggregate Pool on the Quantitative Research Techniques and Statistics section of the Common Professional Component comprehensive exam.</p>
<p>Direct Measure 3: CPC Comprehensive Exam Score</p>	<p>90% must score 400 or higher on the CPC comprehensive exam.</p>	<p>39</p>	<p>40</p>	<p>97.50%</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 1: End of Program Survey</p>	<p>70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either “Agree” or “Strongly Agree.” The item to be used will be:</p> <ul style="list-style-type: none"> • I understand the learning objectives of my courses. 	<p>70</p>	<p>71</p>	<p>98.59%</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

<p>Indirect Measure 2: End of Program Survey</p>	<p>70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either “Agree” or “Strongly Agree.” The item to be used will be:</p> <ul style="list-style-type: none"> • The curriculum was relevant to my professional needs. 	<p>65</p>	<p>71</p>	<p>91.54%</p>	<p>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>					
<p>MEASURE</p>	<p>ACCEPTABLE TARGET</p>	<p>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</p>	<p>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</p>	<p>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA</p>
<p>Direct Measure 1: ECO 316 Final Paper</p>	<p>70% of BA Finance students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.</p>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>As the data for the BA Finance reflect fewer than 10 students, findings will not be reported</p>

					for the 2018-19 assessment cycle.
Direct Measure 2: CPC Comprehensive Exam - Legal Environment of Business Section	BA Finance students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Legal Environment of Business section of the CPC comprehensive exam when compared to other competitive programs.	N/A	N/A	N/A	On average BA Finance students scored above the average of the Peregrine Academic Services Online Aggregate Pool, and above the average of the Traditional Aggregate Pool on the Legal Environment of Business section of the Common Professional Component comprehensive exam.
Direct Measure 3: CPC Comprehensive Exam Score	90% must score 400 or higher on the CPC comprehensive exam.	39	40	97.50%	1. EXCEEDS THE ACCEPTABLE TARGET
	80% of BA Finance students must score 70% or higher on the final paper and demonstrate	234	275	85.09%	1. EXCEEDS THE ACCEPTABLE TARGET

Indirect Measure 1: ECO 316 Final Paper	an ability to evaluate the political, social, legal, regulatory, and technological issues in the context of micro and macro-finance.				
Indirect Measure 2: End of Program Survey	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either “Agree” or “Strongly Agree.” The item to be used will be: • I understand the learning objectives of my courses.	70	71	98.59%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 3: End of Program Survey	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either “Agree” or “Strongly Agree.” The item to be used will be: • The curriculum was relevant to my professional needs.	65	71	91.54%	1. EXCEEDS THE ACCEPTABLE TARGET
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.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET

				ACCEPTABLE TARGET	2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: BUS 402 Final Case Study	70% of BA Finance students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	443	546	81.13%	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: CPC Comprehensive Exam – Management Section	BA Finance students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Management section of the CPC comprehensive exam when compared to other competitive programs.	N/A	N/A	N/A	On average BA Finance students scored above the average of the Peregrine Academic Services Online Aggregate Pool, and above the average of the Traditional Aggregate Pool on the Management section of the Common

					Professional Component comprehensive exam.
Direct Measure 3: CPC Comprehensive Exam Score	90% must score 400 or higher on the CPC comprehensive exam.	39	40	97.50%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: End of Program Survey	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either “Agree” or “Strongly Agree.” The item to be used will be: • I understand the learning objectives of my courses.	70	71	98.59%	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 2: End of Program Survey	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either “Agree” or “Strongly Agree.” The item to be used will be: • The curriculum was relevant to my professional needs.	65	71	91.54%	1. EXCEEDS THE ACCEPTABLE TARGET
OVERALL RECOMMENDATIONS					

In the BA Finance program students met or exceeded the acceptable and ideal targets for all assignment-based direct and indirect measures with the exception of the BUS 405 Final Project as an indirect measure (program learning outcome (PLO) 2), which did not meet either acceptable or ideal targets.

BA Finance students met or exceeded acceptable and ideal targets for the Overall CPC Exam score. The scores for each measured section of the CPC exam specific to their respective PLO also managed positive results. The acceptable and ideal targets were met or exceeded for the CPC Sections addressed in all PLOs.

The End of Program Survey (EOPS) responses met or exceeded the acceptable target. The survey’s results were based on responses specific to the following questions: the curriculum was relevant to my professional needs and I understand the learning objectives of my courses.

Overall, it is recommended that Faculty review the 2012-13 and 2013-14 assessment plan (including measures and targets set) in preparation for the 2014-15 assessment cycles. In addition, it appears that further research should be conducted to focus on BUS 405 as students are not meeting Final Theories (PLO2).

ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT				
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO 5	BUS 402 Written Assignments and Rubrics	The Bachelor of Arts in Finance Program Chair and Faculty	Completed	August 2015
<i>Action Details</i>	<p style="text-align: center;"><i>Revise written assignments and rubrics in BUS 402 to ensure students are better able to 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></p> <p style="text-align: center;"><i>Rationale: The content of the BUS 402 course, assignments, and rubrics has not been revised since 11/2010. The course needs to be revised to ensure assignments and rubrics are aligned with PLO 5.</i></p>			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION

TBD	Rubrics	The Bachelor of Arts in Finance Faculty	Not Started	June 2015
<i>Action Details</i>	Faculty will participate in a study to determine the effectiveness and appropriateness of the Waypoint rubrics for each course in the BA Finance program.			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
TBD	TBD	The Bachelor of Arts in Finance Program Chair, Academic Department Chair, and Assessment Analyst	Completed	June 2015
<i>Action Details</i>	The goal of this action is to ensure that all the measures/key assignments identified in the BA Finance Assessment Plan are, in fact, aligned and mapped to the PLO to which the measure is associated. By ensuring that the set targets for each PLO is appropriate will allow faculty to more accurately determine student learning and mastery of a PLO.			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
<i>Action Details</i>				
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<i>Action Details</i>				