

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

### 2014-2015 ACADEMIC YEAR

#### 2014 – 2015 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 Organization's</i>	<b>I</b>				<b>I</b>
<i>BUS 311: Business Law I</i>	<b>I</b>			<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</i>	<b>I</b>	<b>I</b>	<b>I</b>		
<i>ACC 206: Principles of Accounting II</i>	<b>R</b>	<b>I</b>	<b>I</b>		
<i>BUS 215: Personal Financial Management</i>		<b>I</b>	<b>R</b>		
<i>BUS 308: Statistics for Managers</i>		<b>R</b>			
<i>ECO 316: Financial Institutions and Markets</i>				<b>R</b>	<b>R</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>R</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 401 Final Project	70% of BA Finance students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	273	291	93.81%	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.	97	100	97.00%	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”	69	76	90.79%	1. EXCEEDS THE ACCEPTABLE TARGET

	<p>or “Strongly Agree.” The item to be used will be:</p> <ul style="list-style-type: none"> <li>• I understand the learning objectives of my courses.</li> </ul>				
<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"> <li>• The curriculum was relevant to my professional needs.</li> </ul>	63	76	82.89%	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.	333	440	75.68%	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.	97	100	97.00%	1. EXCEEDS THE ACCEPTABLE TARGET

Direct Measure 3: CPC Comprehensive Exam Score					
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.	69	76	90.79%	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.	63	76	82.89%	1. EXCEEDS THE ACCEPTABLE TARGET
<b>PLO 3 - Understand how to measure and achieve the efficiency use of financial resources.</b>					
<b>MEASURE</b>	<b>ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS MEETING</b>	<b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b>	<b>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS</b>	<b>ASSESSMENT RESULTS:</b>

		ACCEPTABLE TARGET		MEETING ACCEPTABLE TARGET	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.	431	455	94.73%	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: CPC Comprehensive Exam – Quantitative Research Techniques and Statistics 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 Quantitative Research Techniques and Statistics section of the CPC comprehensive	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



	exam when compared to other competitive programs.				the Traditional Aggregate Pool on the Quantitative Research Techniques and Statistics 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.	97	100	97.00%	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.	69	76	90.79%	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”	63	76	82.89%	1. EXCEEDS THE ACCEPTABLE TARGET

	<p>or “Strongly Agree.” The item to be used will be:</p> <ul style="list-style-type: none"> <li>• The curriculum was relevant to my professional needs.</li> </ul>				
<b>PLO 4 - Evaluate the political, social, legal, regulatory, and technological issues in the context of micro and macro-finance.</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>1. EXCEEDS THE 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: ECO 316 Final Paper	70% of BA Finance students must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	46	48	95.83%	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 – Legal Environment of Business Section</p>	<p>Traditional Campus Aggregate Pools related to the Legal Environment of Business 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 Legal Environment of Business 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>97</p>	<p>100</p>	<p>97.00%</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"> <li>• I understand the learning objectives of my courses.</li> </ul>	<p>69</p>	<p>76</p>	<p>90.79%</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"> <li>• The curriculum was relevant to my professional needs.</li> </ul>	<p>63</p>	<p>76</p>	<p>82.89%</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
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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.**

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
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<p>Direct Measure 1: BUS 402 Final Case Study</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>32</p>	<p>32</p>	<p>100.00%</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Direct Measure 2: CPC Comprehensive Exam – Management Section</p>	<p>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.</p>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>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.</p>
<p>Direct Measure 3: CPC Comprehensive Exam Score</p>	<p>90% must score 400 or higher on the CPC comprehensive exam.</p>	<p>97</p>	<p>100</p>	<p>97.00%</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"> <li>• I understand the learning objectives of my courses.</li> </ul>	<p>69</p>	<p>76</p>	<p>90.79%</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"> <li>• The curriculum was relevant to my professional needs.</li> </ul>	<p>63</p>	<p>76</p>	<p>82.89%</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

**OVERALL RECOMMENDATIONS**

*In the BA Finance program students met or exceeded the acceptable and ideal targets for all assignment-based direct and indirect measures.*

*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 2013-14 and 2014-15 assessment plan (including measures and targets set) in preparation for the 2015-16 assessment cycles.*

<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>PLO 1</b>	<b>BUS 401 Final Paper</b>	<b>Bachelor of Arts in Finance Program Chair</b>	<b>Completed</b>	<b>BUS 401 has been revised.</b>
<i>Action Details</i>				
<b>OUTCOME</b>	<b>MEASURE</b>	<b>KEY/RESPONSIBLE PERSONNEL</b>	<b>STATUS</b>	<b>ANTICIPATED DATE OF COMPLETION</b>
<i>Action Details</i>				
<b>OUTCOME</b>	<b>MEASURE</b>	<b>KEY/RESPONSIBLE PERSONNEL</b>	<b>STATUS</b>	<b>ANTICIPATED DATE OF COMPLETION</b>
<i>Action Details</i>				
<b>OUTCOME</b>	<b>MEASURE</b>	<b>KEY/RESPONSIBLE PERSONNEL</b>	<b>STATUS</b>	<b>ANTICIPATED DATE OF COMPLETION</b>
<i>Action Details</i>				
<b>OUTCOME</b>	<b>MEASURE</b>	<b>KEY/RESPONSIBLE PERSONNEL</b>	<b>STATUS</b>	<b>ANTICIPATED DATE OF COMPLETION</b>
<i>Action Details</i>				