

ASSESSMENT REPORT 2014-2015

Business Undergraduate: Finance Concentration

(Instructional Degree Program)

BBA

(Degree Level)

Program Mission:

New Mexico Highlands University's Department of Business Administration is committed to the success of our students and to the highest observance of our professional accreditation standards. Our mission is to become the best small school of business in the southwest and to prepare students to be confident, competent, ethical, and responsible business decision-makers, managers, leaders, and agents of economic and social betterment in today's changing global business environment.

Student Learning Outcome 1:

Finance students understand the time value of money and can perform quantitative valuations of corporate investments.

NMHU Traits Specifically Linked to Student Learning Outcome 1

- Mastery of Content Knowledge and Skills
- Critical and Reflective Thinking Skills

First Means of Assessment for Outcome 1:

Scores on valuation and free cash flow case study in FIN 342 Corporate Finance.
Criterion measure: 70% of students will earn a 70% or better = meets the outcome.

Summary of Data:

Number of Students Meeting Criterion:	0	Number of Students Not Meeting Criterion:	0
Total Number of Students Assessed:	0	Percent of Students Meeting Criterion:	%

Second Means of Assessment for Outcome 1:

Test scores on midterm exam from ECON 305 Public Finance. Criterion measure: 70% of students will earn a 70% or better = meets the outcome.

Summary of Data:

Number of Students Meeting Criterion:	19	Number of Students Not Meeting Criterion:	5
Total Number of Students Assessed:	24	Percent of Students Meeting Criterion:	79.2%

Interpretation of Results for Outcome 1:

Nearly 80 percent of students in Econ 305 met the criterion. Time value of money is used in this class for cost-benefit analysis of public projects. Finance 342 was not taught this year due to faculty retirement.

Student Learning Outcome 2:

Finance students understand the relationship between interest rates or bond yields and different terms or maturities.

NMHU Traits Specifically Linked to Student Learning Outcome 2

- Mastery of Content Knowledge and Skills
- Critical and Reflective Thinking Skills

First Means of Assessment for Outcome 2:

Scores on final exams in ECON 405 Financial Markets and Institutions. Criterion measure: 70% of students will earn a 70% or better = meets the outcome.

Summary of Data

Number of Students Meeting Criterion:	5	Number of Students Not Meeting Criterion:	7
Total Number of Students Assessed:	11	Percent of Students Meeting Criterion:	45%

Second Means of Assessment for Outcome 2:

Scores on final exams in FIN 409 Investments. Criterion measure: 70% of students will earn a 70% or better = meets the outcome.

Summary of Data:

Number of Students Meeting Criterion:	14	Number of Students Not Meeting Criterion:	0
Total Number of Students Assessed:	14	Percent of Students Meeting Criterion:	100%

Interpretation of Results for Outcome 2:

Only 45 percent of students in Econ 305 met the criteria. This is a little misleading as three students were just shy of meeting the criteria, and the overall average for the exam was 82 percent. Nonetheless, the final exam was probably not the best assessment tool for this criterion in this class. All students in the Fin 409 class met the criterion, indicating a high level of success.

Student Learning Outcome 3:

Finance students understand risk and are able to analyze company financial statements for valuation and forecasting purposes.

NMHU Traits Specifically Linked to Student Learning Outcome 3

- Mastery of Content Knowledge and Skills
- Critical and Reflective Thinking Skills
- Effective Use of Technology

First Means of Assessment for Outcome 3:

Scores on final exams in ACCT 387 Intermediate Accounting. Criterion measure: 70% of students will earn a 70% or better = meets the outcome.

Summary of Data

Number of Students Meeting Criterion:	16	Number of Students Not Meeting Criterion:	6
Total Number of Students Assessed:	22	Percent of Students Meeting Criterion:	72.7%

Second Means of Assessment for Outcome 3:

Scores on final exams in ACCT 485 Financial Statement Analysis. Criterion measure: 70% of students will earn a 70% or better = meets the outcome.

Summary of Data

Number of Students Meeting Criterion:	25	Number of Students Not Meeting Criterion:	2
Total Number of Students Assessed:	27	Percent of Students Meeting Criterion:	92.6%

Third Means of Assessment for Outcome 3:

Scores on spreadsheet case studies in ACCT 485 Financial Statement Analysis. Criterion measure: 70% of students will earn a 70% or better = meets the outcome.

Summary of Data:

Number of Students Meeting Criterion:	23	Number of Students Not Meeting Criterion:	4
Total Number of Students Assessed:	27	Percent of Students Meeting Criterion:	85.2%

Interpretation of Results for Outcome 3:

The department used three means of assessment to test for students' ability to use financial statements to assess risk and valuation. Students succeeded in all three, suggesting no need to change.