

ASSESSMENT REPORT 2015 – 2016

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 are able to analyze and evaluate corporate investments using concepts of net present value, internal rate of return, and their relation to the risk adjusted interest rate.

Traits Specifically Linked to Student Learning Outcome 1

Mastery of content knowledge and skills
Critical and reflective thinking skills
Effective use of technology
Qualitative or quantitative analysis

First Means of Assessment for Outcome 1:

Evaluation of corporate investment exam in FIN 343 Corporate Finance. Criterion measure: 75% of students will score 70% or better = meets the outcome.

Summary of Data Fall 2015:

Number of Students Meeting Criterion:	13	Number of Students Not Meeting Criterion:	4
Total Number of Students Assessed:	17	Percent of Students Meeting Criterion:	76.5%

Second Means of Assessment for Outcome 1:

Quiz dealing with valuation of corporate investments in FIN 409 Investments. Criterion measure: 75% of students will score 70% or better = meets the outcome.

Summary of Data Fall 2015:

Number of Students Meeting Criterion:	12	Number of Students Not Meeting Criterion:	1
Total Number of Students Assessed:	13	Percent of Students Meeting Criterion:	92.3%

Interpretation of Results for Outcome 1:

This is the first year FIN 343 has been assessed. Although students met the outcome, there is plenty of room for improvement. Focus will be placed on in-depth knowledge of financial investing and valuation of corporate investments. The FIN 409 class will have students analyze corporate investments more thoroughly by computing more financial ratios. Students will solve more capital budgeting problems dealing with financial tools such as net present value, internal rate of return, and payback. Increased utilization of financial data bases will be incorporated into the course.

Student Learning Outcome 2:

Finance students understand how interest rates are determined, using concepts such as maturity, risk, and yield on competing securities.

Traits Specifically Linked to Student Learning Outcome 2

Mastery of Content Knowledge and Skills
Critical and Reflective Thinking Skills
Effective Use of Technology
Qualitative or Quantitative Analysis

First Means of Assessment for Outcome 2:

Scores on quiz covering this concept in FIN 405 Financial Markets and Institutions. Criterion measure: 75% of students will score 70% or better = meets the outcome.

Summary of Data Fall 2015:

Number of Students Meeting Criterion:	18	Number of Students Not Meeting Criterion:	1
Total Number of Students Assessed:	19	Percent of Students Meeting Criterion:	94.7%

Second Means of Assessment for Outcome 2:

Assignments on My Finance Lab pertaining to interest rate determination in FIN 343, Corporate Finance. Criterion measure: 75% of students will score 70% or better = meets the outcome.

Summary of Data Fall 2015:

Number of Students Meeting Criterion:	15	Number of Students Not Meeting Criterion:	1
Total Number of Students Assessed:	16	Percent of Students Meeting Criterion:	93.8%

Interpretation of Results for Outcome 2:

Students meeting criterion increased from 45% to 94.7% in FIN 405 means of assessment one. This shows that almost all students in FIN 405 understand the determinants of interest rates – a critical concept in finance. In the future, a higher standard may be necessary to test for a

deeper understanding. Reinforce in FIN 343. Only one student in FIN 343 did not meet the criterion. This shows that students understand how interest rates are determined, using maturity, risk, and yield on competing securities. My Finance Lab will continue to be used.

Student Learning Outcome 3:

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

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 FIN 343, Corporate Finance. Criterion measure: 75% of students will score 70% or better = meets the outcome.

Summary of Data Fall 2015:

Number of Students Meeting Criterion:	13	Number of Students Not Meeting Criterion:	4
Total Number of Students Assessed:	17	Percent of Students Meeting Criterion:	76.5%

Second Means of Assessment for Outcome 3:

Scores on spreadsheet case studies in ACCT 485, Financial Statement Analysis. Criterion measure: 75% of students will earn 70% or better = meets the outcome.

Summary of Data Spring 2016:

Number of Students Meeting Criterion:	18	Number of Students Not Meeting Criterion:	6
Total Number of Students Assessed:	24	Percent of Students Meeting Criterion:	75%

Interpretation of Results for Outcome 3:

An average of 75% of the students in both FIN 343 and ACCT 485 met the outcome. While most students are able to analyze company financial statements for valuation and forecasting purposes, additional spreadsheet analysis and interpretation could be added.