

ASSESSMENT REPORT Fall 2016

Business Graduate: Finance Concentration
(Instructional Degree Program)

MBA
(Degree Level)

Program Mission:

The Department of Business Administration is committed to the success of our students and to the highest observance of our professional accreditation standards. The department's goal is to be the best small business department in the Southwest, preparing students to be confident, competent, ethical and responsible 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 economic risk and are able to analyze the return on invested capital.

Traits Specifically Linked to Student Learning Outcome 1

- Mastery of Content Knowledge and Skills
- Effective Use of Technology
- Quantitative and Qualitative Analysis

First Means of Assessment for Outcome 1:

Score on assignments of analyzing corporation in FIN 509, Investments. Criterion measure: 75% of students will score 80% or better = meets the outcome.

Summary of Data:

FIN 509 (SLO1 MOA1) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Fall 2014	13	13	0	100.0%
Fall 2015	13	12	1	92.3%
Fall 2016	25	20	5	80.0%

Second Means of Assessment for Outcome 1:

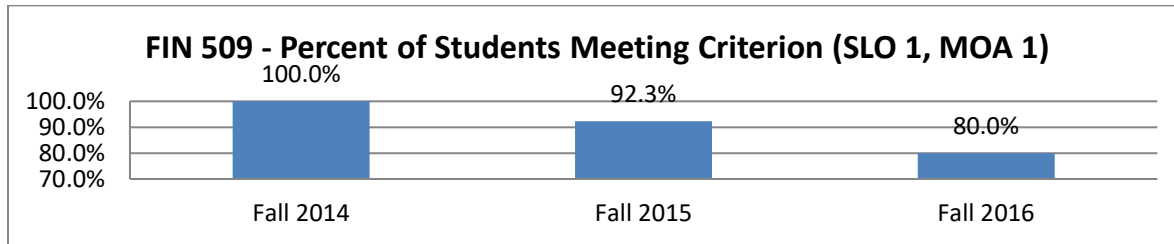
Test scores on final exam from FIN 575, International Finance. Criterion measure: 75% of students will score 80% or better = meets the outcome.

Summary of Data:

FIN 575 (SLO1 MOA2) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Spring 2015	13	13	0	100.0%
Fall 2015	13	13	0	100.0%
Fall 2016	21	21	0	100.0%

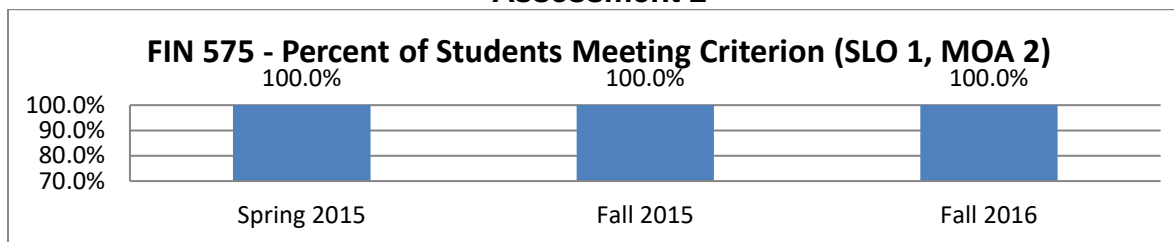
Interpretation of Results for Outcome 1:

Assessment 1



After analyzing the assessment outcomes for fall 2014, fall 2015, and fall 2016, the results show a decline of percentage of students meeting the criterion from 100% to 92.3%, and 80%. More financial ratios will be analyzed using the Excel spreadsheets and the Value Line database. More quantitative and qualitative data will be extracted from the Value Line database of real companies and more companies will be looked at from the database. Video clips will also be generated and posted on Desire2Learn dealing with financial ratios, trend analysis, growth rates, and forecasted earnings and stock prices. Also financial analyst's reports, internet research, and corporate and financial websites will be looked at. More time will be spent by the professor on these topics.

Assessment 2



All the students met the criterion for the Second Means of Assessment for Outcome 1 in FIN 575. The result is identical to the one achieved in 2015. More homework problems are assigned and more in-class assignments done. The use of Microsoft Excel has also helped students in applying many of the concepts.

Student Learning Outcome 2:

Finance students are able to prepare and evaluate financial statements.

Traits Specifically Linked to Student Learning Outcome 2

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

First Means of Assessment for Outcome 2:

Scores on financial statement assignment in ACCT 605 Financial Accounting. Criterion measure: 75% of students will score 80% or better = meets the outcome.

Summary of Data:

ACCT 605 (SLO2 MOA1) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Fall 2015	22	19	3	86.4%
Spring 2016	22	20	2	90.9%
Fall 2016	24	18	6	75.0%

Second Means of Assessment for Outcome 2:

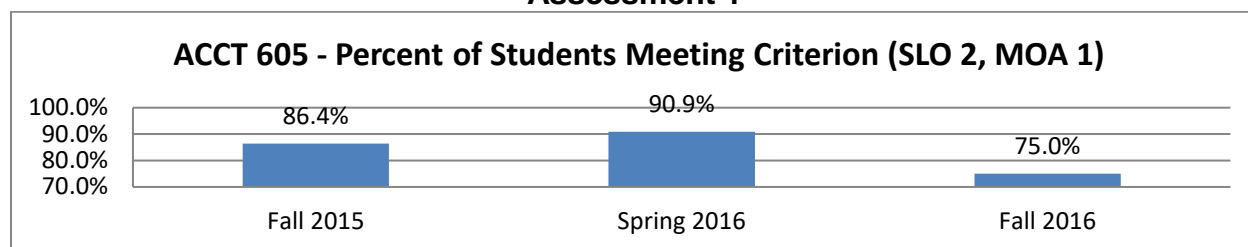
Scores on final exam in ACCT 685 Financial Statement Analysis. Criterion measure: 75% of students will score 80% or better = meets the outcome.

Summary of Data:

ACCT 685 (SLO2 MOA2) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Spring 2014	14	12	2	85.7%
Spring 2015	16	11	5	68.8%
Spring 2016	21	18	3	85.7%

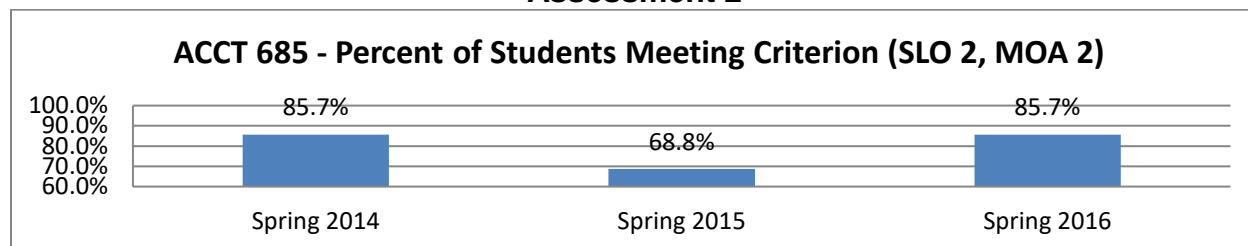
Interpretation of Results for Outcome 2:

Assessment 1



Students exceeded criterion measure in fall semester 2015 and spring semester 2016. However, in fall semester 2016 criterion measure was not met. Faculty will continue to emphasize problems solving and a textbook that includes an online learning environment will be selected so students receive immediate feedback. Students will be allowed multiple attempts to solve the problems. In-class problem solving will be increased.

Assessment 2



Students met criterion measure except in spring semester 2015. In class and homework assignments were increased spring semester 2016. Students had more practice analyzing financial data. The increase in assignments appears to have had a positive impact on final exam scores.

Student Learning Outcome 3:

Finance students are able to examine financial data and evaluate the risk and financial position of a firm.

Traits Specifically Linked to Student Learning Outcome 3

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

First Means of Assessment for Outcome 3:

Scores on chapter exams in ACCT 605 Financial Accounting. Criterion measure: 75% of students will score 80% or better = meets the outcome.

Summary of Data:

ACCT 605 (SLO3 MOA1) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Fall 2015	22	15	7	68.2%
Spring 2016	22	16	6	72.7%
Fall 2016	24	23	1	95.8%

Second Means of Assessment for Outcome 3:

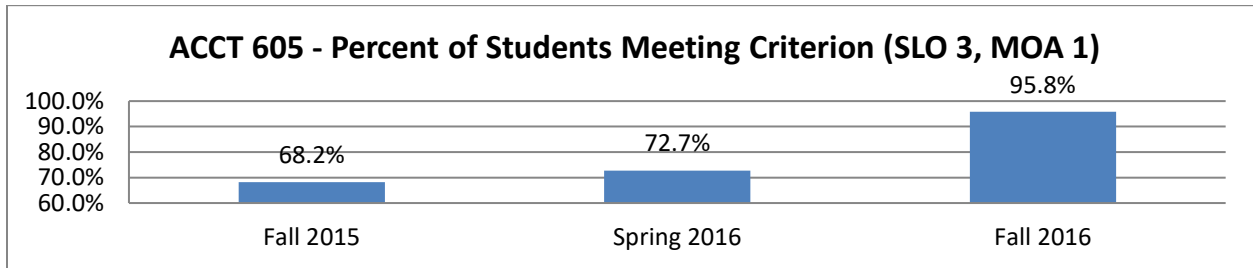
Scores on financial case study in ACCT 685 Financial Statement Analysis. Criterion measure: 75% of students will score 80% or better = meets the outcome.

Summary of Data:

ACCT 685 (SLO3 MOA2) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Spring 2014	18	13	5	72.2%
Spring 2015	16	12	4	75.0%
Spring 2016	21	19	2	90.5%

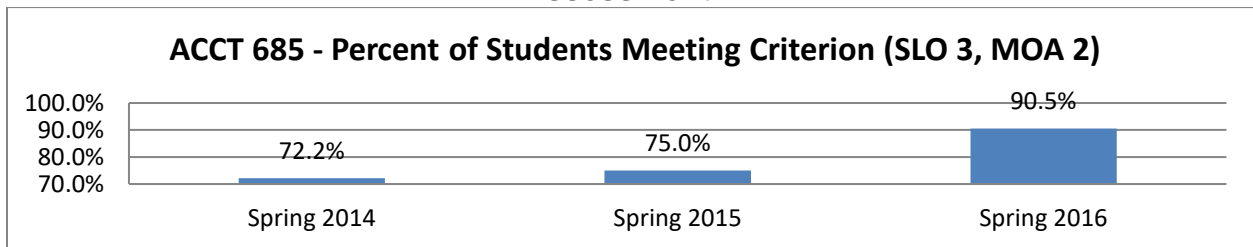
Interpretation of Results for Outcome 3:

Assessment 1



Percent of student meeting criterion increased dramatically from fall semester 2015 to fall semester 2016. Additional in class problem solving and timed exams were added to the course beginning spring 2016. Faculty will select a new textbook that includes an online learning environment so students are able to repeatedly solve similar problems with immediate feedback, watch short problem solving videos and take same quizzes.

Assessment 2



Financial Statement Analysis is an advanced course in the accounting and finance concentrations. The course is challenging and requires students to apply quantitative concepts with software programs such as Microsoft Excel. The student is expected to master the content of the course as well as the skills associated with spreadsheets for financial modeling. Most students who struggle in meeting the criterion of this performance measure do so because of the lack of spreadsheet knowledge. The curriculum of the course has become more applied in scope and includes weekly in-class spreadsheet exercises that enable students to apply prospective analysis in the residual income valuation of a firm. The student's proficiency in problem solving and analysis is improved through the use of spreadsheet software applications to create financial reports and models. The applied approach to this course will be continued since it appears to have had a positive impact on financial analysis case study. More time spent and more emphasis on Excel spreadsheet case studies by the professor will be utilized.

Utilization of Results:

The Department of Business Administration reviews outcome assessment results every semester. Outcomes assessment results have been utilized to improve student learning in a variety of ways including improvements to course content and delivery, an increased emphasis on ethics and globalization, changes and improvements in the business administration curriculum. Based on the reviews the Department's outcomes assessment plans were revised in fall semester 2012, fall semester 2015, and again in spring semester 2017. Importantly, revisions included changes based on prior outcomes assessment results.

Changes to Program Based on Results:

During the fall semester 2016 the Department conducted a comprehensive review of its curriculum for the MBA concentrations. The purpose of the review was to align the program's requirements with the university's overall graduation and ACBSP requirements, to provide greater flexibility for students in pursuing courses of interest, and to align the curriculum with the Department's capacity to dependably and regularly deliver the curriculum, all of which benefit student learning. The revised curriculum increased emphasis on ethics and globalization.

Improvements in course content and delivery: Faculty has made modifications to individual course requirements and means of assessments in several courses based on outcomes assessment results.

The Department is using the worldwide Business Strategy Game as a means of external assessment in the MBA capstone course. Means of assessment was changed to assess the year-to-date score in year 18 (final year students play game). Prerequisites were added to the MBA capstone course so students have a stronger foundation in business principles before competing in the Business Strategy Game. With a stronger foundation in business principles students complete the Business Strategy Game with a higher success rate.

Increased availability of tutoring services: The Department's faculty and graduate assistants provide students with tutoring support.

The Department requires use of Desire2Learn, the University's online course learning management system, by all faculty for all course, whether traditional, hybrid or online.

Retention Strategies:

Continue utilizing outcomes assessment results as a means of improving student learning and the quality of education in the Department of Business Administration.

The Department of Business faculty will respond to student email and phone messages within 24 hours during the work week. Email and phone messages received on weekends and holidays will be returned the next work day.

Department of Business faculty will effectively advise students toward degree completion. Students are assigned an academic advisor in their chosen concentration area. By 9th week of the semester, advisees are contacted by academic advisor.

Department of Business faculty will participate in university activities and programs aimed at increasing retention.

Department of Business faculty and staff will provide excellent customer service to all students.

In spring 2017, monthly "Coffee with the Dean" hour for students was established and "Welcome Back Student BBQ" was reinstated. Both were a huge success and will continue. Having regular informal meetings with students leads to shared information and sense of being valued and belonging.