

**ASSESSMENT PLAN**  
**Spring 2017 – Summer 2018**

**BBA Finance Concentration**  
(Instructional Degree Program)

**Undergraduate**  
(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:**

Students will use time value of money to value business assets and investments.

**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:**

Quiz on time value of money in FIN 409, Investments.

Criterion measure: 75% of students will score 70% or better = meets the outcome.

**Second Means of Assessment for Outcome 1:**

Quiz on valuation of corporate investments in Finance 409, Investments.

Criterion measure: 75% of students will score 70% or better = meets the outcome.

**Student Learning Outcome 2:**

Students will know how interest rates are determined, using concepts such as maturity, risk and yield.

**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:**

Score 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.

**Second Means of Assessment for Outcome 2:**

Exam on interest rate determination in FIN 405, Financial Markets and Institutions.

Criterion measure: 75% of students will score 70% or better = meets the outcome.

**Student Learning Outcome 3:**

Students will 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 Communication Skills

Effective Use of Technology

**First Means of Assessment for Outcome 3:**

Score on final exam in ACCT 485, Financial Statement Analysis.

Criterion measure: 75% of students will score 70% or better = meets the outcome.

**Second Means of Assessment for Outcome 3:**

Average score on case studies in Accounting 485, Financial Statement Analysis.

Criterion measure: 75% of students will earn 70% or better = meets the outcome.