

ASSESSMENT REPORT

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.

Summary of Data:

| FIN 409 (SLO1 MOA1) Data Points | Total Number of Students Assessed | Number of Students Meeting Criterion | Number of Students Not Meeting Criterion | % of Students Meeting Criterion |
|---------------------------------------|--|---|---|--|
| Spring 2017 | 11 | 11 | 0 | 100.0% |
| Fall 2017 | 10 | 9 | 1 | 90.0% |
| Spring 2018 | 10 | 10 | 0 | 100.0% |
| Total | 31 | 30 | 1 | 96.8% |

Second Means of Assessment for Outcome 1:

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

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

Summary of Data:

| FIN 409 (SLO1 MOA2) Data Points | Total Number of Students Assessed | Number of Students Meeting Criterion | Number of Students Not Meeting Criterion | % of Students Meeting Criterion |
|---------------------------------------|--|---|---|--|
| Spring 2017 | 8 | 8 | 0 | 100.0% |
| Fall 2017 | 9 | 7 | 2 | 77.8% |
| Spring 2018 | 10 | 4 | 6 | 40.0% |
| Total | 27 | 19 | 8 | 70.4% |

Interpretation of Results for Outcome 1:

For FIN 409, the percentages of students meeting criterion of the quizzes on time value are above 90% (100% in Spring 2017 and 2018). The first means reached the goal 70%. For FIN 409, the percentages of students meeting criterion of the quizzes on valuation of corporate investments are various, from 100% in Spring 2017 to 40% in Spring 2018. However, the total average is 70.4%, which just made the goal. The key factor is the number of students. Due to the small size of the classes, one or two people missing the criterion will result in a big change in percentage. The instructor will spend more time on the subject (time value and corporate investments) matter to increase the number of students meeting the assessment criterion.

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.

Summary of Data:

| FIN 405 (SLO2 MOA1) Data Points | Total Number of Students Assessed | Number of Students Meeting Criterion | Number of Students Not Meeting Criterion | % of Students Meeting Criterion |
|---------------------------------------|--|---|---|--|
| Fall 2017 | 6 | 5 | 1 | 83.3% |
| Total | 6 | 5 | 1 | 83.3% |

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.

Summary of Data:

| FIN 405 (SLO2 MOA2) Data Points | Total Number of Students Assessed | Number of Students Meeting Criterion | Number of Students Not Meeting Criterion | % of Students Meeting Criterion |
|---------------------------------------|--|---|---|--|
| Fall 2017 | 7 | 6 | 1 | 85.7% |
| Total | 7 | 6 | 1 | 85.7% |

Interpretation of Results for Outcome 2:

For FIN 405 Financial Markets and Institutions, the percentage of quiz part is 83.3% and that of interest rate determination is 85.7%. Both reached the goal of 75%. Due to the small class size, one student missing criterion results in more than 10% change in percentage. FIN 405 Financial Markets and Institutions is a basic requirement so the instructor not change this outcome assessment, but provide more help and time to make students understand the materials and achieve the goal.

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.

Summary of Data:

| ACCT 485 (SLO3 MOA1) Data Points | Total Number of Students Assessed | Number of Students Meeting Criterion | Number of Students Not Meeting Criterion | % of Students Meeting Criterion |
|--|--|---|---|--|
| Spring 2017 | 36 | 31 | 5 | 86.1% |
| Spring 2018 | 30 | 29 | 1 | 96.7% |
| Total | 66 | 60 | 6 | 90.9% |

Second Means of Assessment for Outcome 3:

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

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

Summary of Data:

| ACCT 485 (SLO3 MOA2) Data Points | Total Number of Students Assessed | Number of Students Meeting Criterion | Number of Students Not Meeting Criterion | % of Students Meeting Criterion |
|--|--|---|---|--|
| Spring 2017 | 36 | 31 | 5 | 86.1% |
| Spring 2018 | 30 | 29 | 1 | 96.7% |
| Total | 66 | 60 | 6 | 90.9% |

Interpretation of Results for Outcome 3:

The percentages of final exam and case studies are 90.9%. The results show that students are passing the current exam at a rate of approximately 90%, well above the established 75%. The tests and case studies are good indicators of the knowledge obtained by the students in the class and raising the percentage of meeting criterion to 100% would not be helpful. Therefore, the raising of the bar from scoring a 70% on the test to an 80% would elevate the performance standard better. The instructor consider “75% of students will earn 80% or better to meet the outcome.”

Revised spring 2017 - mvr