

# ASSESSMENT REPORT

## Fall 2018 – Summer 2019

**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
Fall 2018	9	9	0	100.0%
Total	9	9	0	100.0%

### **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
Fall 2018	8	8	0	100.0%
Total	8	8	0	100.0%

### **Interpretation of Results for Outcome 1:**

In analyzing the data for the First Means of Assessment for Outcome 1 of time value of money for the FIN 409 course offered in the fall 2018 semester. A quiz on time value of money was utilized. 100% of the students met the criteria. Dr. Tucker will maintain the same assessment instrument (quiz) for the class and will spend around the same amount of time on the subject matter.

In analyzing the data for the Second Means of Assessment for Outcome 1 of time value of money for the FIN 409 course offered in the fall 2018 semester. A quiz on valuation of corporate investments was utilized. 100% of the students met the criteria. Dr. Tucker will maintain the same assessment instrument (quiz) for the class and will spend around the same amount of time on the subject matter.

**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 2018	9	7	2	77.8%
Total	9	7	2	77.8%

**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 2018	9	8	1	88.9%
Total	9	8	1	88.9%

**Interpretation of Results for Outcome 2:**

For FIN 405 Financial Markets and Institutions, the percentage of quiz part is 77.8% (83.3% last year) and that of interest rate determination is 88.9% (85.7% last year). 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
Total				

**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
Total				

**Interpretation of Results for Outcome 3:**

The first and second means of assessment for outcome 3 were not implemented in Spring 2019. We will collect data in Spring 2020.