

**Assessment Report  
Fall 2019 – Spring 2020**

**BBA – Finance**

(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
- Effective Communication Skills
- Effective Use of Technology
- Quantitative or Qualitative Analysis

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

Quiz on time value of money in BFIN 4090 Investments (Only offered during the Fall semesters).  
Criterion measure: 75% of students will score 70% or better = meets the outcome.

**Summary of Data:**

BFIN 4090 (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 2019	7	7	0	100.0%
Total	7	7	0	100.0%

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

Quiz on valuation of corporate investments in BFIN 4090 Investments.  
Criterion measure: 75% of students will score 70% or better = meets the outcome.

**Summary of Data:**

BFIN 4090 (SLO1 MOA2) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Fall 2019	7	4	3	57.1%
Total	7	4	3	57.1%

**Interpretation of Results for Outcome 1:**

Students met the criterion for the first means of assessment, but not for the second means of assessment. During the Fall 2019 semester, NMHU experienced a cyber-attack, which was disruptive. Looking at the class schedule, that might have affected students' access to the LMS and inadvertently their score on the quiz on valuation of corporate investments. The instructor will monitor the results for the next academic year and take any corrective actions as needed.

**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
- Effective Communication Skills
- Effective Use of Technology
- Quantitative or Qualitative Analysis

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

Score on quiz covering this concept in BFIN 4050 Financial Markets and Institutions (Only offered during the Fall semesters).

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

**Summary of Data:**

BFIN 4050 (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 2019	15	12	3	80.0%
Total	15	12	3	80.0%

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

Exam on interest rate determination in BFIN 4050 Financial Markets and Institutions.

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

**Summary of Data:**

BFIN 4050 (SLO2 MOA2) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Fall 2019	15	12	3	80.0%
Total	15	12	3	80.0%

**Interpretation of Results for Outcome 2:**

The criterion for both the first and second means of assessment was met. More than the minimum percentage scored 70% or more. The instructor will continue to make changes in the delivery of the course, so that the percentage could be improved further.

**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  
 Effective Communication Skills  
 Effective Use of Technology  
 Quantitative or Qualitative Analysis

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

Score on final exam in ACCT 4850 Financial Statement Analysis (Only offered during the Spring semesters).

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

**Summary of Data:**

ACCT 4850 (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 2020	26	18	8	69.2%
Total	26	18	8	69.2%

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

Average score on case studies in ACCT 4850 Financial Statement Analysis.

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

**Summary of Data:**

ACCT 4850 (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 2020	26	17	9	65.4%
Total	26	17	9	65.4%

**Interpretation of Results for Outcome 3:**

The criterion for the first and second means of the assessment was not met. The primary reason was the outbreak of COVID-19 and the transition of the courses from face-to-face to online and in some cases completely asynchronous. We believe the stress of the pandemic and the resulting disruption caused students' inability of the course to meet the criteria. Moving forward, the instructors will provide additional help to the students so that they can be successful.