

**Assessment Report  
Fall 2020 – Spring 2021**

**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 2020	16	15	1	93.8%
Total	16	15	1	93.8%

**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 2020	16	15	1	93.8%
Total	16	15	1	93.8%

**Interpretation of Results for Outcome 1:**

There was a slight decrease in the performance in academic year 2020 - 2021. Only students pursuing finance concentration take this class. An analysis of the enrollment data indicates that there was a 77.75% increase in class size from the average in the two previous years. The instructor will be asked to devote more time to each student beyond the classroom to address any questions

**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 2020	8	8	0	100.0%
Total	8	8	0	100.0%

**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 2020	8	8	0	100.0%
Total	8	8	0	100.0%

**Interpretation of Results for Outcome 2:**

The criterion was met based on the two means of assessments. The improved score was directly related to the instructor providing the content and the necessary help to the students. It also mattered that the class consisted of a smaller group of students

**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 2021	14	14	0	100.0%
Total	14	14	0	100.0%

**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 3210 (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 2021	14	14	0	100.0%
Total	14	14	0	100.0%

**Interpretation of Results for Outcome 3:**

The criterion was met using both means of assessment. The reason was the help provided to the students by the instructor. The department will continue to monitor the results.