

SACS Comprehensive Standard 3.3 Institutional Effectiveness

3.3.1 The institution identifies expected outcomes, assesses the extent to which it achieves these outcomes, and provides evidence of improvement based on analysis of the results in each of the following areas:

3.3.1.1 educational program, to include student learning outcomes.

1. The BBA Finance with Personal Financial Planning Specialization identifies expected outcomes and assesses the extent to which it achieves these outcome: In Compliance

The faculty members of the BBA Finance with Personal Financial Planning Specialization have drafted an assessment plan than includes student learning outcomes aligned with the appropriate level university learning goals. The learning goals for the BBA Finance with Personal Financial Planning Specialization are listed below.

FINUGLG1-Expected Outcome: *Demonstrate proficiency in analytical thinking, critical analysis, creativity and problem-solving related to personal financial planning.*

Assessment Results:

Fall 2012-Retirement Planning

Post-test	59.55%
Pre-test	35.60%

FINUGLG3-Expected Outcome: *Demonstrate knowledge of contemporary theory and practice in personal financial planning.*

Assessment Results:

Pre-Test/Post-Test

Spring 2013 – Applied Case Studies (Not taught in Fall)

Post-test	61.67%
Pre-test	33.33%

FINUGLG3I-Expected Outcome: *Demonstrate knowledge of contemporary theory and practice in general insurance.*

Assessment Results:

Pre-Test/Post-Test in General Insurance

Spring 2013 – Analyze and Make Decisions

Post-test	70.95%
Pre-test	42.83%

Spring 2013 – Appropriate Selection

Post-test	70.75%
Pre-test	71.57%

Spring 2013 – Evaluate Needs

Post-test	70.95%
Pre-test	42.83%

Spring 2013 – Features of Insurance

Post-test	70.95%
Pre-test	42.83%

Spring 2013 – Integrate Implications

Post-test	70.95%
Pre-test	42.83%

Spring 2013 – Terminology

Post-test 70.95%

Pre-test 42.83%

Fall 2012 – General Insurance is not taught in Fall.

2. The BBA Finance with Personal Financial Planning Specialization program provides evidence of improvement based on analysis of the results: In Compliance

FINUGLG1: *Demonstrate proficiency in analytical thinking, critical analysis, creativity and problem-solving related to personal financial planning.*

The results of the pre-test/post-test in fall 2012 showed substantial improvement from 35.60% to 59.55% in FIN 3348-Retirement Planning, indicating added value for the students. The end result, however, was expected to be higher.

After the students have taken the pre-test at the beginning of the semester, formative assessments relating to the student learning outcomes will be given during the semester. These formative assessments will provide opportunities for feedback and corrective instruction. Follow-up assessments, such as mini-cases, quizzes, and discussion questions will present concepts in varying ways to accommodate the different learning styles of students.

FINUGLG3: *Demonstrate knowledge of contemporary theory and practice in personal financial planning.*

The pre-test/post-test scores improved substantially in both fall 2012 and spring 2013, from 35.60% to 59.55% in FIN 3348-Retirement Planning and from 33.33% to 61.67% in FIN 4370-Applied Case Studies, respectively. Both of these courses are major pieces of the personal financial planning puzzle, and the improvement is good, but the post-test was lower than expected.

After the students have taken the pre-test at the beginning of the semester, formative assessments relating to the student learning outcomes will be given during the semester. These formative assessments will provide opportunities for feedback and corrective instruction. Follow-up assessments, such as mini-cases, quizzes, and discussion questions will present concepts in varying ways to accommodate the different learning styles of students.