

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____ program identifies expected outcomes and assesses the extent to which it achieves these outcome: In Compliance

The faculty members of the ____BBA Finance____ program 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____ program are listed below.

FINUGLG1-Expected Outcome: *Demonstrate proficiency in analytical thinking, critical analysis, creativity and problem-solving in a finance context.*

Assessment Results (Project in BCIS/FIN 4366-Business Modeling):

Spring 2013

Mean embedded assessment score, creativity, new thought = 4.0/4.0

Mean embedded assessment score, problem solving and critical analysis = 4.0/4.0

Fall 2012

Mean embedded assessment score, creativity, new thought = 3.50/4.0

Mean embedded assessment score, problem solving and critical analysis =4.0/4.0

Spring 2012

Mean embedded assessment score, creativity = 2.80/4.0

Mean embedded assessment score, problem solving and critical analysis = 3.72/4.0

Fall 2011

Mean embedded assessment score, creativity = 3.83/4.0

Mean embedded assessment score, problem solving and critical analysis = 3.90/4.0

FINUGLG2-Expected Outcome: *Demonstrate competency in interpersonal, oral, and written communications in a financial context.*

Assessment Results (Project in BCIS/FIN 4366-Business Modeling):

Spring 2013

Mean embedded assessment score, oral and interpersonal communication = 4.0/4.0

Mean embedded assessment score, written communication = 3.5/4.0

Fall 2012

Mean embedded assessment score, oral and interpersonal communication = 3.5/4.0

Mean embedded assessment score, written communication = 4.0/4.0

Spring 2012

Mean embedded assessment score, oral and interpersonal communication = 3.56/4.0

Mean embedded assessment score, written communication = 2.76/4.0

Fall 2011

Mean embedded assessment score, oral and interpersonal communication = 3.57/4.0

Mean embedded assessment score, written communication = 2.3/4.0

FINUGLG3-Expected Outcome : *Demonstrate knowledge of contemporary theory and practice in finance.*

Assessment Results (MFT in BA 4303-Business Strategies):

Mean Overall MFT results for Finance majors:

2012-2013 = 89th percentile as compared to goal of 50th percentile.
2011-2012 = 57th percentile as compared to goal of 50th percentile.
2010-2011 = 75th percentile as compared to goal of 50th percentile.
2009-2010 = 80th percentile as compared to goal of 50th percentile.
2008-2009 = 30th percentile as compared to goal of 50th percentile.

Mean MFT Finance Assessment Indicator for Finance majors:

2012-2013 = 98th percentile as compared to goal of 75th percentile.
2011-2012 = 91st percentile as compared to goal of 75th percentile.
2010-2011 = 95th percentile as compared to goal of 75th percentile.
2009-2010 = 90th percentile as compared to goal of 75th percentile.
2008-2009 = 75th percentile as compared to goal of 75th percentile.

Pre-Test/Post-Test

Spring 2013

Post-Test in FIN 3365-Corporate Finance:	51%
Pre-Test in FIN 3365-Corporate Finance:	38%
Post-Test in FIN 3360-Money & Banking:	77%
Pre-Test in FIN 3360-Money & Banking:	40%

Spring 2012

Post-Test in FIN 3365-Corporate Finance:	56%
Pre-Test in FIN 3365-Corporate Finance:	32%
Post-Test in FIN 3360-Corporate Finance:	86%
Pre-Test in FIN 3360-Corporate Finance:	39%

FINUGLG4-Expected Outcome: *Demonstrate acceptable ethical awareness and moral reasoning.*

Spring 2013

Ethics Module in FIN 3365-Corporate Finance Quiz:	3.00/4.00
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Spring 2012

Ethics Module in FIN 3365-Corporate Finance Quiz:	2.80/4.00
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FINUGLG5-Expected Outcome: *Demonstrate knowledge of how international business activity influences financial decisions.* Students are expected to score at or above the 50th percentile collectively.

Assessment Results MFT in BA 4303-Business Strategies):

Mean MFT International Assessment Indicator for Finance majors:

2012-2013 = 99th percentile as compared to goal of 50th percentile.
2011-2012 = 74th percentile as compared to goal of 50th percentile.
2010- 2011 = 80th percentile as compared to goal of 50th percentile.
2009-2010 = 50th percentile as compared to goal of 50th percentile.
2008-2009 = 5th percentile as compared to goal of 50th percentile.

2. The _____BBA Finance_____ 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 in a finance context.*

These results are from a project in BCIS/FIN 4366-Business Modeling and Decision Making and are reported in two areas: (1) creativity and new thought and (2) problem solving and critical analysis. The scores of both components have increased in the two years of reporting to 4.0/4.0 in spring 2013.

We shall examine the content of the project, cases and other assignments for relevance and continual improvement. Problem solving and critical analysis skills can be sharpened by encouraging an array of solutions in analytical cases. The project will be analyzed for content and appropriateness for business decisions requiring critical analysis and creative approaches to common financial decisions. The use of advanced analytical tools, including Microsoft Excel, is required.

FINUGLG2: *Demonstrate competency in interpersonal, oral, and written communications in a financial context.*

Case studies in Business Modeling and Decision Making (FIN 4366) are used to measure both (1) oral and interpersonal communication and (2) written communication.

The purpose of the presentation must be clear, cohesive, accurate, and it must flow logically from point to point. The speaker must well prepared. Connection with audience is effectively established; no vocal pauses, slang, or distracting nonverbal behaviors may detract from the presentation; the presenter is exceptionally articulate and prepared.

For the written case in Business Modeling and Decision Making (FIN 4366), the purpose of the writing must be clear and carry through the report. Paper must be cohesive, accurate, and flow logically from point to point. The grammar and vocabulary usage should be flawless.

FINUGLG3: *Demonstrate knowledge of contemporary theory and practice in finance.*

The Major Field Test (MFT) has been used for several years with generally improving results for Finance majors on both the overall and finance sections of the exam. The overall score improved from the 30th percentile in 2008-2009 to the 89th percentile in the 2012-2013 testing period. Finance scores for finance majors improved from the 75th percentile to the 98th percentile over the same period.

The overall score is the more difficult of the two to address because the other disciplines are addressed primarily in related courses. The finance faculty can attempt to couch financial decisions in the overall context of decisions of the firm, thus relating the parts to the whole.

In FIN 3365-Corporate Finance, students improved from 38% to 51% on the pre-test/post-test, compared to 32% on the pre-test to 56% on the post-test in the previous year. This assessment takes place in the second corporate finance course. The instructor began using a custom tailored textbook to focus on the major pillars of the discipline. Additional focused problems will emphasize the core concepts.

In FIN 3360-Money and Banking, students improved from 40% on the pre-test to 77% on the post-test this year as compared to 39% to 86% last year. The instructor will carefully revisit homework and quizzes to improve long-term comprehension of the material.

FINUGLG4: *Demonstrate acceptable ethical awareness and moral reasoning.*

The students scored 3.00/4.00 this spring in FIN 3365-Corporate Finance, showing an improvement from 2.80/4.00 last year. The instructor will explore ethics modules from the CFA Institute and other sources to find an instruction module to address the broad spectrum of ethical issues facing financial managers in various areas such as corporate management, banking, securities sales and investing.

FINUGLG5: *Demonstrate knowledge of how international business activity influences financial decisions.*

The MFT International section score reached the 99th percentile this year for the highest score yet achieved by finance majors. The intense international coverage in International Finance (FIN 4367) and International Economics (ECO 4307) contributed to this result.