

Annual Program Assessment Plan: 2018-2019

Please upload the form for each program in Blackboard by **October 9, 2018**.

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| School | Business & Information Systems |
| Department | Accounting & Finance |
| Program | Finance |
| Department Chair | Robert Clovey |
| Department Assessment Coordinator | Mary-Jo Kranacher |
| Program Coordinator | Click or tap here to enter text. |
| Other Contributors | Click or tap here to enter text. |
| Completed by | Chris Hsu |
| Date Submitted | November 30, 2018 |

I. **State Program Mission**

The Bachelor of Science in Finance program will provide students with the skills and knowledge necessary to succeed as entry-level finance professionals. These include: (1) the competencies to apply appropriate principles of valuation for major financial assets and securities; (2) the ability to engage in research and evaluate whether investments and corporate financial policies maximize the entity's value; (3) the ability to evaluate the international financial environment and develop appropriate international financial strategies; (4) the ability to identify appropriate financial instruments to implement corporate financial decisions and investment strategy, and (5) the skills to execute financial decisions in compliance with professional regulations and codes of conduct.

II. Insert **Program Goals (PGs) & Program Level Student Learning Outcomes (PSLOs)** that will be assessed this academic year

| Program Goal | Program Student Learning Outcomes | Expected Level of Achievement* |
|---|--|--|
| Goal.1 Knowledge of concepts and tools related to the various areas of finance: corporate, investment, international, financial markets and instruments, risk management and derivatives | Outcome 1.1 Apply knowledge of essential financial theories and models | 80% of students in Developing and Accomplished |
| | Outcome 1.2 Apply and critically evaluate finance techniques to solve financial problems | 80% of students in Developing and Accomplished |
| | Outcome 1.3 Discuss the international financial markets and the challenges of international finance | 80% of students in Developing and Accomplished |
| Goal.3 Develop critical thinking skills | Outcome 3.1 3.1 Critically analyze financial data for investment decision-making | 80% of students in Developing and Accomplished |

*Rate for an accepted level of performance or success as defined by the program faculty

III. **Rationale for the Plan:** Based on prior year assessments; provide a rationale for choosing the PGs/PSLOs and using the curriculum map identify the scale

The Finance faculty will continue to evaluate the program and analyze data to assess students' knowledge and skills necessary to succeed as entry-level finance professionals.

IV. **Data Collection and Evaluation:**

- a. Identify direct measures
- b. Determine sample size based on the following factors:
 - i. number of students in the program to ensure the representativeness of the data;
 - ii. length and complexity of the assignment;
 - iii. number of faculty members who will evaluate the data
- c. Indicate timeline for data collection
- d. Identify the assessment tool (provide rubrics as appropriate)
- e. Indicate which faculty members will be involved in the overall assessment process and how many of them will evaluate, analyze and interpret the student data.
- f. How the results will be used to support student learning and program improvement.

The department faculty designed an exam that focused on the program student learning outcome (PSLO 1.2) for Apply and critically evaluate finance techniques to solve financial problems. The sample size is 28 (the number of students who took the exam in FINC 329 – Corporate Finance). The current total of accounting majors in the program is approximately 60. Therefore, the sample represents approximately 50% of the entire finance student population. The faculty has decided to collect and analyze appropriate data each year in the spring semester, and follow-up by making

any necessary changes in the spring semester. Exams and rubrics will be developed, as appropriate, for performance assessment of the program student learning outcomes each year. All full-time and some adjunct finance faculty will be involved in the evaluation process.