INSTITUTIONAL EFFECTIVENESS PLAN

Instructions: For academic units, the content will focus on the assessment of student learning outcomes. Each degree program must submit a plan and report separately (i.e., a department with bachelor and master’s degree programs must submit a plan and report for each program). The plan should represent work forecasted for summer, fall, and spring. While the majority of the plan may be completed during the summer before it is due, final plans must be submitted annually by September 30.

<table>
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<tr>
<th>Academic Department or Division:</th>
<th>Plan Year: 2012-13</th>
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<tbody>
<tr>
<td>Accounting and Finance</td>
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Degree Program: BBA in Finance

Contact Person: Len Weld
Email: lweld@valdosta.edu
Telephone: 229-333-5967

PLANNING

Enter program planning outcomes/goals for this year by Core, Major, and/or Graduate levels. Results should be collected during the plan year and reported next year using the Institutional Effectiveness Report template. Delete any sections (Core, Major, Graduate) below which are not applicable to the reviewed program.

MAJOR EXPECTED STUDENT LEARNING OUTCOMES/GOALS:

- LO #1 - Demonstrate a working knowledge of corporate finance, financial institutions, markets and instruments.
- LO #2 - Demonstrate an ability to gather, interpret, and analyze financial information.
- LO #3 - Demonstrate knowledge of current issues related to finance.

MEASURES (PROVIDE A SPECIFIC MEASURE OF SUCCESS—HOW WILL YOU KNOW WHEN YOU HAVE ACHIEVED YOUR GOALS?)

- A learning outcome was satisfied if students achieved 70% or better (unless otherwise noted)

ASSESSMENTS/METHODS (INCLUDE HOW, WHEN, AND TO WHOM THESE ARE ADMINISTERED, AND ALIGN OUTCOMES WITH SPECIFIC ASSESSMENTS OR MEASURES):

- LO #1 will be assessed using course embedded examination questions in the various accounting functional areas during the academic year. In addition, LO #2 and LO #3 will be assessed in spring 2013 in the financial institutions (FIN4760) and advanced portfolio management (FIN4720) courses.

APPROVALS

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<tr>
<th>TITLE</th>
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<tbody>
<tr>
<td>Department Head/Director</td>
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<td>October 1, 2012</td>
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Dean

Provost and Vice President for Academic Affairs

Revised July 31, 2012