

Institutional Effectiveness Plan 2011-2012

Assessment Summary

Academic Department or Division: Accounting and Finance

Degree Program: BBA in Finance

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Assessment Cycle (academic or calendar year): 2011-2012

Mission (Consistent with VSU's mission, and identical to mission statement as published online and in the current VSU catalogs)

The courses in the undergraduate finance program:

(1) provide an understanding of the importance of finance in both corporate and institutional contexts;

(2) teach students how to gather and interpret financial information; and

(3) provide rigorous preparation for finance careers in corporations whether public or private and in financial intermediaries.

Expected Student Learning Outcomes:

The finance program is structured to ensure that upon graduation, finance graduates are able to:

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

A summary of the accounting courses in which the learning objectives are assessed follows:

| Major Courses | LO#1 | LO#2 | LO#3 |
|---------------|------|------|------|
| FIN3360 | x | | |
| FIN4520 | x | | |
| FIN4760 | x | x | x |
| FIN4900 | | x | x |

Assessments (include when and to whom these are administered, and align goals with specific assessments):

Becker Professional Education was used in FIN4900 for the spring 2010. Fifteen students enrolled in and completed the course. Results from Part 1 of the Certified Financial Analyst (CFA) exam indicated that three students took Part 1 of the CFA, and one student passed Part 1. Unfortunately, our cohort company has been acquired by another firm, and Kaplan now owns license to the course material. Consequently, it is unlikely that the course can be offered again.

An investment trading room is now ready for a portfolio management class in spring 2012. This room will be part of a second investments class that focuses on portfolio management. The early registration is 16 students. Assessment of class goals at the end of the semester will be part of the finance 2011-2012 assessment.

The finance faculty is also discussing the viability of a dramatic change in the FIN 4310 course content. Students have repeatedly asked for EXCEL financial modeling instruction. This change would be a significant undertaking and would take time to investigate. Faculty need to analyze current content of FIN 4310, survey similar AACSB accredited business school offerings, and then implement any suggested changes.

| Dept. Head/ Director | Date | Dean | Date | VPAA | Date |
|-----------------------------|-------------|-------------|-------------|-------------|-------------|
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Adapted from: University of Alabama SACS site (<http://sacs.ua.edu/degreeInfo2.cfm?college=2&dept=50>) and

University of Western Kentucky SACS Accreditation Review Process (<http://www.wku.edu/sacs/assessmentmanual.htm>)