

**UNIT EFFECTIVENESS PROCESS  
PHASE 1 – ASSESSMENT PLAN for STUDENT LEARNING OUTCOMES  
2006-2007**

**Unit Name:** Finance & Real Estate Department

**Degree Program** (For Academic Instructional Units)  
*Please use a separate Form B for each degree program*  
BBA Finance

**Student Competencies** (Statements of knowledge, skills, attitudes, behaviors that program majors should be able to demonstrate upon completion of the degree program.)

**Discipline Specific Knowledge:** Undergraduate finance majors should understand theory and application in business finance, investments, and financial institutions. This encompasses the time value of money, risk and return, asset valuation, capital structure, and the functioning of financial institutions and markets.

**Critical Thinking and Problem Solving Skills:** Undergraduate finance majors should be able to think logically about finance problems. They should be able to choose and implement appropriate models and interpret outcomes so as to generate creative solutions to these problems.

**Communication Skills:** Undergraduate finance majors should be able to communicate effectively, both orally and in writing. They should understand basic concepts of effective writing and public speaking.

**Information Technology:** Undergraduate finance majors should be able to apply information technologies effectively. These technologies include word processing, spreadsheets, data base management systems, statistical and financial software, e-mail, and networks.

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**Intended Outcome 1**

Finance students will demonstrate comprehension of finance principles.

**Related Student Competency** (If intended outcome is derived from student competency)

Discipline Specific Knowledge

**Action Steps to Achieve Intended Outcome**

Finance students will demonstrate comprehension of finance principles in the capstone course FINA 4315 (Financial Applications) and at least one other senior level finance class selected from the student's coursework.

**Assessment Methodology**

*Include the following:*

- *full description of the planned assessment activity*

- *the criteria for success*
- *the timetable for assessment activity*
- *responsible persons (by job title, not name) and specific duty*

During the 2006-2007 academic year, department faculty will select and analyze conceptual questions from exams in the capstone course (FINA 4315, Financial Applications) and at least one senior level finance elective course. Results from our analysis will be used to identify the number of finance majors who have successfully passed this learning outcome. A successful outcome would be to have at least 80% of finance students exhibiting a satisfactory rating or better. The Department Chair as well as degree advisors will collect, compile, analyze and report the results.

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### **Intended Outcome 2**

Finance students will demonstrate the ability to solve finance problems and use financial data to make good finance decisions.

**Related Student Competency** (If intended outcome is derived from student competency)

Critical Thinking and Problem Solving Skills

### **Action Steps to Achieve Intended Outcome**

Finance students will demonstrate critical thinking and problem solving skills in case studies conducted in the capstone course, FINA 4315 (Financial Applications).

### **Assessment Methodology**

*Include the following:*

- *full description of the planned assessment activity*
- *the criteria for success*
- *the timetable for assessment activity*
- *responsible persons (by job title, not name) and specific duty*

During the 2006-2007 academic year, department faculty will critically evaluate student performance in the final case assigned in the capstone course, FINA 4315 (Financial Applications). The final case will require students to solve a significant finance problem, review information, and use critical thinking skills. A successful outcome would be to have at least 80% of finance students exhibiting a satisfactory rating or better.

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### **Intended Outcome 3**

Finance students will demonstrate effective oral and written communication skills.

**Related Student Competency** (If intended outcome is derived from student competency)

Communication Skills

### **Action Steps to Achieve Intended Outcome**

Finance students will demonstrate the ability to write and present logical financial analyses in senior level (4000) courses.

### **Assessment Methodology**

*Include the following:*

- *full description of the planned assessment activity*
- *the criteria for success*
- *the timetable for assessment activity*
- *responsible persons (by job title, not name) and specific duty*

During the 2006-2007 academic year, department faculty will critically evaluate examples of student papers from senior level courses. Additionally, student presentation performance in the final case assigned in the capstone course, FINA 4315 (Financial Applications) will be examined. These steps will allow us to fairly assess the student's writing and presentation skills. A successful outcome would be to have at least 80% of finance students exhibiting a satisfactory rating or better overall.

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### **Intended Outcome 4**

Finance students will demonstrate familiarity with modern information technology.

**Related Student Competency** (If intended outcome is derived from student competency)

Information Technology

### **Action Steps to Achieve Intended Outcome**

Finance students will demonstrate the ability to use spreadsheets, word processors, and any other relevant technology.

### **Assessment Methodology**

*Include the following:*

- *full description of the planned assessment activity*
- *the criteria for success*
- *the timetable for assessment activity*
- *responsible persons (by job title, not name) and specific duty*

During the 2006-2007 academic year, instructors in one or more senior level finance classes will report on students' activities with spreadsheets, word processors and any other IT tool. A successful outcome would be to have at least 80% of finance students exhibiting a satisfactory (or better) experience.

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### **Intended Outcome 5**

**Related Student Competency** (If intended outcome is derived from student competency)

### **Action Steps to Achieve Intended Outcome**

### **Assessment Methodology**

*Include the following:*

**Form B – Student Learning Outcomes**

- *full description of the planned assessment activity*
  - *the criteria for success*
  - *the timetable for assessment activity*
  - *responsible persons (by job title, not name) and specific duty*
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### **Intended Outcome 6**

**Related Student Competency** (If intended outcome is derived from student competency)

### **Action Steps to Achieve Intended Outcome**

#### **Assessment Methodology**

*Include the following:*

- *full description of the planned assessment activity*
  - *the criteria for success*
  - *the timetable for assessment activity*
  - *responsible persons (by job title, not name) and specific duty*
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### **Intended Outcome 7**

**Related Student Competency** (If intended outcome is derived from student competency)

### **Action Steps to Achieve Intended Outcome**

#### **Assessment Methodology**

*Include the following:*

- *full description of the planned assessment activity*
  - *the criteria for success*
  - *the timetable for assessment activity*
  - *responsible persons (by job title, not name) and specific duty*
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### **Intended Outcome 8**

**Related Student Competency** (If intended outcome is derived from student competency)

**Action Steps to Achieve Intended Outcome**

**Assessment Methodology**

*Include the following:*

- *full description of the planned assessment activity*
- *the criteria for success*
- *the timetable for assessment activity*
- *responsible persons (by job title, not name) and specific duty*