

**ASSESSMENT RECORD FOR  
DEPARTMENT  
OF**

**Business**

(Academic Department Name)

**June 1, 2007 – May 31, 2008**

**September 9, 2008**

(Assessment Period Covered)

(Date Submitted)

**Includes Assessment Reports for those Instructional Programs listed below:**

Title of Instructional Degree Program

Degree Level

(Associate, Bachelors,  
Master's, etc.)

Finance

BBA

Submitted By: Charles Torti

(Departmental Chair or Faculty Assessment Representative)

# ASSESSMENT REPORT FOR

**Finance**

(Instructional Degree Program)

**BBA**

(Degree Level)

**June 1, 2007 – May 31, 2008**

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## Expanded Statement of Institutional Purpose Linkage:

**Institutional Mission Reference:** As a university committed to the liberal arts as fundamental to education and committed to our affiliation with the Presbyterian Church (U.S.A.), Schreiner is dedicated to excellence in preparing students to live purposeful, humane and productive lives in their work, faith groups, families and communities.

**College/University Goal(s) Supported:** Schreiner is dedicated primarily to educating undergraduate students in the liberal arts, sciences, and professional disciplines, preparing them for entry into specific careers and graduate or professional programs.

## Intended Educational (Student) Outcomes:

**1.** Upon completion of a BBA in Finance, students will employ accounting skills and financial analysis by developing a Business Plan that addresses three years of estimated income, sales volumes details, projected balance sheet, start-up costs, break even analysis, collateralization of loans, funding sources, and performance analysis. Specifically students will exhibit teamwork, oral & written communications, computer literacy in preparation & analysis of financial statements, organizing & planning skills, and ethical behavior in financial analysis.

**2.** Graduates will demonstrate an application level knowledge of time value of money, capital budgeting, price/earnings & dividend models, market efficiency, capital asset model, working capital management, risk management, international markets, sources of financing, financial statement analysis, probability, and financial statistics through major field exam and financial simulation model.

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Finance

(Instructional Degree Program)

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(Degree Level)

September 8 2008

(Date Submitted)

## Intended Educational (Student) Outcome:

*NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below and the intended outcome number entered in the blank spaces.*

\_\_\_\_ Upon completion of a BBA in Finance, students will employ accounting skills and financial analysis by developing a Business Plan that addresses three years of estimated income, sales volumes details, projected balance sheet, start-up costs, break even analysis, collateralization of loans, funding sources, and performance analysis. Specifically students will exhibit teamwork, oral & written communications, computer literacy in preparation & analysis of financial statements, organizing & planning skills, and ethical behavior in financial analysis.

## First Means of Assessment for Outcome Identified Above:

\_\_\_\_ **a. Means of Program Assessment & Criteria for Success:** Business Plans are submitted to Business Advisory Board/local bankers for review and success is measured if a proposed business plan is rated as “investment worthy”.

\_\_\_\_ **a. Summary of Assessment Data Collected:** Only 40% of the Business Plans were investment worthy; weaknesses were financial statements and cash flow projections.

\_\_\_\_ **a. Use of Results to Improve Instructional Program:** Financial and cash flow statements modules will be restructured in BSAD 3360 and 4351. The Chair of Accounting agreed to strengthen these modules in ACCT 2301 and 2302.

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September 8, 2008

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## Intended Educational (Student) Outcome:

**NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below and the intended outcome number entered in the blank spaces.**

\_\_\_ Graduates will demonstrate an application level knowledge of time value of money, capital budgeting, price/earnings & dividend models, market efficiency, capital asset model, working capital management, risk management, international markets, sources of financing, financial statement analysis, probability, and financial statistics through major field exam and financial simulation model.

## First Means of Assessment for Outcome Identified Above:

\_\_\_ **a. Means of Program Assessment & Criteria for Success:** ETS Major Field Test for Business with assessment indicators: accounting, economics, management, quantitative analysis, finance, marketing, legal, information systems, and international issues. Scores are reported on a scale of 120-200 and national comparative data for 447 colleges are used to compare scores of SU BBA- Finance seniors.

\_\_\_ **a. Summary of Assessment Data Collected:** The *finance* and *economic* sections of the ETS Major Field Test for Business resulted in a national mean scores respectively of 55.6 and 47.6. SU scored 41.5 in *finance* and 41 in *economics*; both areas are a focus for improvement.

\_\_\_ **a. Use of Results to Improve Instructional Program:** SU did not have enough students take the exam in order to qualify for the detail analysis. Accordingly, the finance and economic professors are aware of the weakness and a faculty review training session was completed in Summer 08 in an effort to strengthen the respective courses. An additional faculty member was hired to specifically to address weaknesses in macro and micro economics. Students are not taking a financial calculator to the exam which may be contributing to the low scores. Prior to exam, students now receive an email reminder to take a calculator.

## Second Means of Assessment for Outcome Identified Above:

\_\_\_ **b. Means of Program Assessment & Criteria for Success:** Nation-wide management simulation model in colleges and universities participate; success is measured by finishing among the top 25% teams.

\_\_\_ **b. Summary of Assessment Data Collected:** SU mean cumulative profit was \$81,105,549 compared to national mean of \$122,683,204; one team earned \$128,365,974. Individual teams ranking 169, 322, and 582, out of 804 teams.

\_\_\_ **b. Use of Results to Improve Instructional Program:** The Andrews team scored in the 1<sup>st</sup> quadrant, Baldwin 2<sup>nd</sup> quadrant, and Chester team scored in 3<sup>rd</sup> quadrant. All weaknesses were attributed to poor inventory management and high debt to asset ratios. Accordingly, these modules will be strengthened in BSAD 3360 and 4351. Two new courses: Real Estate Management and Risk Management & Insurance have been added to partially address these modules.

