

**ASSESSMENT RECORD FOR  
DEPARTMENT  
OF**

**Business**

(Academic Department Name)

**June 1, 2006 – May 31, 2007**

**September 7, 2007**

(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)

June 1, 2006 – May 31, 2007

(Assessment Period Covered)

BBA

(Degree Level)

September 7, 2007

(Date Submitted)

## 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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## 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.*

**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.

**First Means of Assessment for Outcome Identified Above:**

**1 a. Means of Program Assessment & Criteria for Success:** Business Plans are submitted to loan officers of banks for review and success is measured if a proposed business plan is rated as “investment worthy”.

**1 a. Summary of Assessment Data Collected:** Only 50% of the Business Plans were investment worthy; weaknesses were financial ratios and cash flow statements.

**1 a. Use of Results to Improve Instructional Program:** Financial ratios and cash flow statements modules will be restructured in BSAD 3360 and 4351. The accounting professor noted that these two weaknesses are the last chapters respectively in ACCT 2301 and 2302; accordingly, these will be included in future Principles of Accounting courses.

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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.*

**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.

## First Means of Assessment for Outcome Identified Above:

**2 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 500 colleges are used to compare scores of SU BBA- Finance seniors.

**2 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 55.9 and 48. SU scored 47 in *finance* and 42 in *economics*; both areas are a focus for improvement.

**2 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 are attempting to strengthen the respective courses. Next exam cycle, SU will receive the detail analysis and will focus modules on weaknesses.