Degree Program Assessment Plan

Degree Program - COB - Finance (BBA)

CIP Code: 52.0801.00
Disciplinary Accrediting Body: AACSB International
Next Program Review: 12-13
Degree Program Coordinator: Professor Robert Ricketts
Degree Program Coordinator Email: robert.ricketts@ttu.edu
Degree Program Coordinator Phone: +18068343180

Program Purpose Statement: The goal of the major is to enhance leadership by providing a high-quality and thorough education as preparation for careers in banking, business finance, investment management, and real estate. To declare a finance major, students must make a B or better on first attempt in ACCT 2300 and FIN 3320.
Assessment Coordinator: Jason Rinaldo, Claudia Cogliser

Student Learning Outcome: Financial Statement Analysis and Valuation

Students will recognize, understand, and solve financial statement analysis and valuation problems using appropriate methods.

Outcome Status: Active
Outcome Type: Program
Start Date: 05/01/2015

Assessment Methods

Criterion: Performance on examinations and assignments relevant to this SLO, within the required course sequence provide a pre-post comparison. Because exam difficulty across the sequence of courses is expected to increase, we expect students to retain the gains made in initial classes.

Schedule: Courses are offered each semester, so assessment data may be gathered annually or biannually as users of this data may need.

Student Learning Outcome: Corporate Finance

Students will recognize, understand, and solve problems related to corporate finance, using appropriate methods.

Outcome Status: Active
Outcome Type: Program
Start Date: 05/01/2015

Assessment Methods

Criterion: Performance on examinations and assignments relevant to this SLO should increase. However, because exam difficulty
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across the sequence of courses is expected to increase, we expect students to retain the gains made in initial classes.

Schedule: Courses are offered each semester, so assessment data may be gathered annually or biannually as users of this data may need.

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**Exam** - A college-wide exam of students has been used since 2011, with roughly 500 students per year taking the exam and college experience survey to provide feedback to us regarding student learning and college processes. (Active)

Criterion: A. Steady gains from Freshman to Senior year on exam content related to this SLO.
B. Students within Finance should outperform business students from other majors on exam content in this area.

Schedule: Annual (academic year) review of results.

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**Student Learning Outcome: Financial Markets and Institutions**

Students will recognize, understand, and solve finance problems related to financial market and institutions, and demonstrate understanding of broad finance concepts and definitions.

**Outcome Status:** Active  
**Outcome Type:** Program  
**Start Date:** 05/01/2015

**Assessment Methods**

**Course Level Assessment** - Sequencing of courses in Finance requires repetition of complex concepts such as each of these SLOs. Performance on examinations and assignments relevant to this SLO, within the required course sequence provide a pre-post comparison. (Active)

**Criterion:** Because exam difficulty across the sequence of courses is expected to increase, we expect students to retain the percent correct (gains) made in initial classes. When assignments are involved, grading criteria will have to be compared across classes to track progress.

**Schedule:** Courses are offered each semester, so assessment data may be gathered annually or biannually as users of this data may need.

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**Student Learning Outcome: Investment**

Students will recognize, understand, and solve problems related to investment, using appropriate methods.

**Outcome Status:** Active  
**Outcome Type:** Program  
**Start Date:** 05/01/2015

**Assessment Methods**

**Course Level Assessment** - Sequencing of courses in Finance requires repetition of complex concepts such as this SLO.
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Performance on examinations and assignments relevant to this SLO, within the required course sequence provide a pre-post comparison. (Active)

<table>
<thead>
<tr>
<th><strong>Criterion:</strong></th>
<th>For examinations, because exam difficulty across the sequence of courses is expected to increase, we expect students to retain the percent correct (gains) made in initial classes. For occasions when assignments are being used, grading criteria will have to be compared to estimate student progress.</th>
</tr>
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| **Criterion:** | Criterion: A. Steady gains from Freshman to Senior year on exam content related to this SLO.  
B. Students within Finance should outperform business students from other majors on exam content in this area. |
| **Schedule:** | Annual (end of academic year) review of results. |