### Finance BS/Minor – School of Business

<table>
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<tr>
<th>Outcome</th>
<th>Assessment Method</th>
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| **SLO1:** Students must be proficient in both written and verbal presentation. They must be able to write professional financial reports and present results and suggestions in a persuasive way. | **Measure 1.1:** FINC 400- Investment Analysis: Students will complete written summaries of asset valuation in FINC 400.  
**Performance Target:** It is expected that 70% of the students will satisfactorily complete the assignment with a grade of "good" or better, per the associated rubric.  
**Measure 1.2:** FINC 418- Advanced Valuation: Students will present reports in FINC 418 concerning comprehensive business valuation.  
**Performance Target:** It is expected that 70% of the students will satisfactorily complete the assignments with a grade of "good" or better, per the associated rubric. |
| **SLO2:** Students demonstrate the quantitative fluency, ability, and computational skills to solve financial problems. | **Measure 2.1:** FINC 303- Business Finance: Students will be assessed in the areas of Time Value of Money Calculations, Capital Budgeting Calculations, Capital Structure Calculations, and Weighted Average Cost of Capital Calculations. Rubrics being revised fall 2018.  
**Performance Target:** 70% of students are expected to generate scores of "good" or better on the assessment, per the associated rubric.  
**Measure 2.2:** FINC 400- Investment Analysis: Students will submit an investment valuation analysis. Rubrics being revised fall 2018.  
**Performance Target:** 70% of students are expected to generate scores of "good" or better on the assessment, per the associated rubric.  
**Measure 2.3:** FINC 418- Advanced Valuation: Students will complete a company valuation project. Rubrics being revised fall 2018.  
**Performance Target:** 70% of students are expected to generate scores of "good" or better on the assessment, per the associated rubric.  
**Measure 2.4:** ETS Major Field Test - Business: Seniors will take the ETS Major Field Test and be assessed on the overall average score for finance majors on the quantitative analysis and finance assessment indicators.  
**Performance Target:** the overall average score on the quantitative analysis and finance assessment indicators will be at the 80th percentile or above. Students will score above the national mean percent correct on the majority of the questions in the ETS Item Information Analysis Report for quantitative analysis and finance indicator questions. |
| **SLO3:** Students demonstrate an understanding of the global and ethical dilemmas faced by firms in financial activity and reporting and the role that financial professionals must play in acting as representatives of companies and/or investors. | **Measure 3.1:** ETS Major Field Test in Business is administered to seniors each semester. Data from the Legal and Social Responsibility Assessment Indicator and the Item Information Analysis Report for Legal and Social Responsibility questions.  
**Performance Target:** Students will score above the 80th percentile on the Assessment Indicator of Legal and Social Environment and students will score above the national mean percent correct on the majority of individual questions.  
**Measure 3.2:** ETS Major Field Test in Business is administered to seniors each semester. Data from the International Issues Assessment Indicator and the Item Information Analysis Report for International Issues questions.  
**Performance Target:** Students will score above the 80th percentile on the Assessment Indicator of International Issues and students will score above the national mean percent on the majority of individual International Issues questions. |
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<td>SLO4: Students must proficiently demonstrate the ability to adapt to changing situations and show self-driven ability to create financial tools with emphasis on outcomes that are flexible when conditioned upon changing controls allowing them to answer questions from multiple perspectives.</td>
<td>Measure 4.1: FINC 400- Investment Analysis: students will be assessed upon their ability to create a comprehensive portfolio via a simulated trading model. They will also be assessed upon their ability to create a dynamic, flexible, equity valuation model. Rubrics are being revised fall 2018. <strong>Performance Target:</strong> 70% of students are expected to receive a grade of &quot;good&quot; or better, measured by the associated rubric. Measure 4.2: FINC 418- Advanced Valuation: students will be assessed upon their ability to comprehensively manage the financial operations of a company, under changing external conditions. Rubrics are being revised fall 2018. <strong>Performance Target:</strong> 70% of students are expected to receive a grade of &quot;good&quot; or better, measured by the associated rubric.</td>
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<td>SLO5: Students must integrate knowledge from supporting disciplines of statistics, economics, accounting, and math, adding to their knowledge bases and skill sets to holistically analyze financial issues.</td>
<td>Measure 5.1: FINC 400- Investment Analysis: Students will submit an investment valuation analysis. <strong>Performance Target:</strong> 70% of students are expected to generate scores of &quot;good&quot; or better on the assessment, per the associated rubric. Rubrics are being revised fall 2018. <strong>Performance Target:</strong> 70% of students are expected to receive a grade of &quot;good&quot; or above, as measured by the associated rubric. Measure 5.2: FINC 418- Advanced Valuation: students will be assessed upon their ability to incorporate math, accounting, economic, and statistical principles, along with previously learned accounting principles on tests, projects, or homework assignments. Rubrics are being revised fall 2018. <strong>Performance Target:</strong> 70% of students are expected to receive a grade of &quot;good&quot; or above, as measured by the associated rubric. Measure 5.3: ETS Major Field Test in Business: The Test is administered to seniors in the capstone course FINC 418 every semester. <strong>Performance Target:</strong> Students will score above the 70th percentile on all of the assessment indicators which include: accounting, economics, management, quantitative analysis, finance, marketing, legal and social environment, information systems, and international issues. Students will score above the 80th percentile on the overall mean institutional score.</td>
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