

2017-2018 Assessment Cycle MCOBA_Finance BSBA

Mission (due 12/4/17)

University Mission

The University of Louisiana at Lafayette offers an exceptional education informed by diverse worldviews grounded in tradition, heritage, and culture. We develop leaders and innovators who advance knowledge, cultivate aesthetic sensibility, and improve the human condition.

University Values

We strive to create a community of leaders and innovators in an environment that fosters a desire to advance and disseminate knowledge. We support the mission of the university by actualizing our core values of equity, integrity, intellectual curiosity, creativity, tradition, transparency, respect, collaboration, pluralism, and sustainability.

University Vision

We strive to be included in the top 25% of our peer institutions by 2020, improving our national and international status and recognition.

College / VP and Program / Department Mission

Mission of College or VP-area

Provide the mission for the College or VP-area in the space provided. If none is available, write "None Available in 2017-2018."

Mission: The B. I. Moody III College of Business Administration is a vibrant learning community in a culturally rich region. We foster intellectual curiosity, creativity, and innovation to produce a seasoned gumbo of successful professionals, scholars, and global citizens.

Vision: The vision of the B. I. Moody III College of Business Administration is to be recognized as a leader in developing ethically responsible professionals and scholars who positively impact our Acadiana region, Louisiana, and the global community.

Values:

Community: We establish and maintain meaningful relationships to create value for our university and stakeholders.

Discovery: We foster intellectual curiosity, creativity, and innovation.

Excellence: We are committed to teaching, research, and service with quality and distinction.

Integrity: We demonstrate ethical, socially responsible, and professional behavior.

Relevance: We provide relevant curricula in an ever changing business environment.

Respect: We promote mutual understanding and collegiality that embraces diverse perspectives.

Mission of Program / Department

Provide the program / department mission in the space provided. The mission statement should concisely define the purpose, functions, and key constituents. If none is available, write "None Available in 2017-2018."

The mission of the Department of Finance is to provide quality undergraduate educational curricula that prepare our students for careers in finance. Our program, which primarily serves students of the Acadiana region, attempts to foster in these students the basic skills and understanding necessary to compete effectively in a broad range of organizations and industries, as well as prepare them for success in a variety of graduate and professional school curricula.

In addition, our department provides instruction in economic principles, basic business finance, and elective courses in economics and finance to all majors in the B.I. Moody III College of Business Administration, as well as to various other curricula across the University.

Attachment (optional)

Upload any documents which support the program / department assessment process.

Assessment Plan (due 12/4/17)**Assessment Plan (Goals / Objectives, Assessment Measures and Criteria for Success)****Assessment List**

Goal/Objective	Finance 307 - Students will have the ability to determine the financial health and value of a target firm.(Imported)								
Legends	SLO - Student Learning Outcome/Objective (academic units);								
Standards/Outcomes									
Assessment Measures	<table border="1"> <thead> <tr> <th>Assessment Measure</th> <th>Criterion</th> <th>Attachments</th> </tr> </thead> <tbody> <tr> <td>Direct - Pre/Post Test</td> <td>A fifteen-question multiple choice exam will be given to students to measure the assessment. The students will be required to evaluate a firm's performance, measure the firm's value and determine if the firm's financial needs based on specific information provided about the firm. The industry norms/averages were provided for comparison. The intent is to determine if students are retaining financial knowledge from previous courses and semesters. A student needed to correctly identify ten of the fifteen markers to be considered "Meeting Expectations".</td> <td></td> </tr> </tbody> </table>			Assessment Measure	Criterion	Attachments	Direct - Pre/Post Test	A fifteen-question multiple choice exam will be given to students to measure the assessment. The students will be required to evaluate a firm's performance, measure the firm's value and determine if the firm's financial needs based on specific information provided about the firm. The industry norms/averages were provided for comparison. The intent is to determine if students are retaining financial knowledge from previous courses and semesters. A student needed to correctly identify ten of the fifteen markers to be considered "Meeting Expectations".	
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Goal/Objective	Finance 300 - 70% of the students will score 70% or better.(Imported)								
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Goal/Objective	Finance 412 - 60% of the students will score 70% or better.								
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Program / Department Assessment Narrative

The primary purpose of assessment is to use data to inform decisions and improve programs (student learning) and departments (operations); this is an on-going process of defining goals and expectations, collecting results, analyzing data, comparing current and past results and initiatives, and making decisions based on these reflections. In the space below, describe the program's or department's overall plan for improving student learning and/or operations (the "assessment plan"). Consider the following:

- 1) What strategies exist to assess the outcomes?
- 2) What does the program/department expect to achieve with the goals and objectives identified above?
- 3) How might prior or current initiatives (improvements) influence the anticipated outcomes this year?
- 4) What is the plan for using data to improve student learning and/or operations?
- 5) How will data be shared within the Program/Department (and, where appropriate, the College/VP-area)?

Assessment Process

1. The strategies that will be used are in-classroom discussion, in-office meetings and web conferencing to ensure that students understand the material and feel comfortable with the topics and applications.
2. The department expects to be able to better determine the extent of student knowledge retention and their ability to apply the concepts learned. It will help determine the learning objectives of the course, the textbook used, and the learning platforms that are best for students ability to learn.
3. The quiz that is currently in use is constantly being assessed as to its relevance to the text material, current real world situations and whether or not students take the assessment process seriously. If the quiz used in previous cycles is no longer relevant, then a new quiz or assessment method will be chosen with the approval of the finance faculty and Department Head.
4. Once it is determine those areas of weakness within the content learning sphere, the course content will be enhanced to better address that weakness.
5. There are two meetings each semester to discuss past outcomes and expectations for future outcomes. This process will be continued.

Results & Improvements (due 9/15/18)

Results and Improvement Narratives

Assessment List Findings for the Assessment Measure level for Finance 307 - Students will have the ability to determine the financial health and value of a target firm.(Imported)

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Assessment Findings	Assessment Measure		Criterion	Summary	Attachments of the Assessments	Improvement Narratives
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		identify ten of the fifteen markers to be considered "Meeting Expectations". been met yet? Met			
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Assessment List Findings for the Assessment Measure level for Finance 300 - 70% of the students will score 70% or better.(Imported)

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Assessment List Findings for the Assessment Measure level for Finance 412 - 60% of the students will score 70% or better.

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Reflection (Due 9/15/18)

Reflection

The primary purpose of assessment is to use data to inform decisions and improve programs and operations; this is an on-going process of defining goals and expectations, collecting results, analyzing data, comparing current and past results and initiatives, and making decisions based on these reflections. Recalling this purpose, respond to the questions below.

1) How were assessment results shared in the program / department?

Please select all that apply. If "other", please use the text box to elaborate.

Distributed via email (selected)

Presented formally at staff / department / committee meetings (selected)

Discussed informally (selected)

Other (explain in text box below)

2) How frequently were assessment results shared?

Frequently (>4 times per cycle)
Periodically (2-4 times per cycle)
Once per cycle (selected)
Results were not shared this cycle

3) With whom were assessment results shared?

Please select all that apply.

Department Head (selected)
Dean / Asst. or Assoc. Dean
Departmental assessment committee
Other faculty / staff (selected)

4) Consider the impact of prior applied changes. Specifically, compare current results to previous results to evaluate the impact of a previously reported change. Demonstrate how the use of results improved student learning and/or operations.

Students are still showing engagement and improvement. Their knowledge of the course objectives is increasing as displayed by their quiz scores.

5) Over the past three assessment cycles, what has been the overall impact of "closing the loop"? Provide examples of improvements in student learning, program quality, or department operations that are directly linked to assessment data and follow-up analysis.

The finance faculty is pleased with the continued improvement of the students. Continued evaluation will be conducted to ensure that all students are meeting the required proficiency in the course.

Attachments (optional)

Upload any documents which support the program / department assessment process.