

Banking and Financial Institutions BBA

Strategically Train Students To Be Leaders In Banking And Financial Institutions

Goal Description:

Banking BBA graduates will be able to use financial theory and data to solve problems and demonstrate the ability to effectively communicate solutions. Additionally, they will have an excellent knowledge of bank operations.

Providing Department: Banking and Financial Institutions BBA

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

CRITICAL THINKERS

Learning Objective Description:

Banking BBA graduates will correctly apply financial models in solving quantitative problems in banking and finance and in presenting solutions to banking and finance problems.

RELATED ITEM LEVEL 2

Problem Solving

Indicator Description:

Case studies are used in FINC 4330 and FINC 4320 to measure student ability in solving banking related problems. Students will evaluate the information given, identify alternative solutions, and then recommend the most appropriate solution.

Criterion Description:

70% of the sampled students must meet expectations on the solution portion of the presentation grading rubric.

Findings Description:

The assessment procedures within COBA were restructured beginning fall 2022 such that moving forward, assessment data for all programs will be collected every fall semester. In some cases, this has resulted in no assessment data being collected for the 2022-23 academic year (for programs that otherwise would have collected data in the spring based on the old schedule). This was necessary to streamline assessment procedures across the college and better integrate assessment activities as part of the culture of the college.

RELATED ITEM LEVEL 3

Problem Solving

Action Description:

The assessment procedures within COBA were restructured beginning fall 2022 such that moving forward, assessment data for all programs will be collected every fall semester. In some cases, this has resulted in no assessment data being collected for the 2022-23 academic year (for programs that otherwise would have collected data in the spring based on the old schedule). This was necessary to streamline assessment procedures across the college and better integrate assessment activities as part of the culture of the college.

RELATED ITEM LEVEL 1

PROFICIENT COMMUNICATORS

Learning Objective Description:

Banking BBA graduates will be competent communicators.

RELATED ITEM LEVEL 2

Verbal Communication

Indicator Description:

Case studies are used in FINC 4330 to measure student verbal communication skill. A new indicator was added this year with term paper presentation in FINC 4320.

Criterion Description:

At least 70% of the sampled students must meet expectations on the presentation portion of the grading rubric.

Findings Description:

The assessment procedures within COBA were restructured beginning fall 2022 such that moving forward, assessment data for all programs will be collected every fall semester. In some cases, this has resulted in no assessment data being collected for the 2022-23 academic year (for programs that otherwise would have collected data in the spring based on the old schedule). This was necessary to streamline assessment procedures across the college and better integrate assessment activities as part of the culture of the college.

RELATED ITEM LEVEL 3

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RELATED ITEM LEVEL 2

Written Communication

Indicator Description:

Case studies are used in FINC 4330 to determine student written communication skill. The indicator of a term paper in FINC 4320 was added in the fall 2019 term.

Criterion Description:

At least 70% of the sampled students must meet expectations on the written presentation portion of the grading rubric.

Findings Description:

The assessment procedures within COBA were restructured beginning fall 2022 such that moving forward, assessment data for all programs will be collected every fall semester. In some cases, this has resulted in no assessment data being collected for the 2022-23 academic year (for programs that otherwise would have collected data in the spring based on the old schedule). This was necessary to streamline assessment procedures across the college and better integrate assessment activities as part of the culture of the college.

RELATED ITEM LEVEL 3

Written Communication

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RELATED ITEM LEVEL 1

PROFICIENT KNOWLEDGE OF BANK OPERATIONS

Learning Objective Description:

Banking BBA graduates will develop an excellent working knowledge of bank management and operations.

RELATED ITEM LEVEL 2

Understand the Basics of Banking

Indicator Description:

Embedded questions from exams in FINC 4330 are used to measure student understanding of the basics of banking.

Criterion Description:

The class average on individual embedded exam questions will be 70% correct on each question. The embedded questions are selected based on the core objectives of the course. The core objectives of the banking courses were determined by the Chair of Banking and the finance faculty teaching the related banking courses.

Findings Description:

The assessment procedures within COBA were restructured beginning fall 2022 such that moving forward, assessment data for all programs will be collected every fall semester. In some cases, this has resulted in no assessment data being collected for the 2022-23 academic year (for programs that otherwise would have collected data in the spring based on the old schedule). This was necessary to streamline assessment procedures across the college and better integrate assessment activities as part of the culture of the college.

RELATED ITEM LEVEL 3

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RELATED ITEM LEVEL 2

Understanding of Commercial Bank Management

Indicator Description:

Embedded questions in FINC 4320: Commercial Banking are used to measure student understanding of commercial bank management.

Criterion Description:

The class average on individual embedded exam questions will be 70% correct on each question. The embedded questions are selected based on the core objectives of the course. The core objectives of the banking courses were determined by the Chair of Banking and the finance faculty teaching the related banking courses.

Findings Description:

The assessment procedures within COBA were restructured beginning fall 2022 such that moving forward, assessment data for all programs will be collected every fall semester. In some cases, this has resulted in no assessment data being collected for the 2022-23 academic year (for programs that otherwise would have collected data in the spring based on the old schedule). This was necessary to streamline assessment procedures across the college and better integrate assessment activities as part of the culture of the college.

RELATED ITEM LEVEL 3

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RELATED ITEM LEVEL 2

Understanding of the Commercial Lending Process

Indicator Description:

Embedded questions in FINC 4330: Commercial Bank Lending are used to measure student understanding of the commercial lending process.

Criterion Description:

The class average on individual embedded exam questions will be 70% correct on each question. The embedded questions are selected based on the core objectives of the course. The core objectives of the banking courses were determined by the Chair of Banking and the finance faculty teaching the related banking courses.

Findings Description:

The assessment procedures within COBA were restructured beginning fall 2022 such that moving forward, assessment data for all programs will be collected every fall semester. In some cases, this has resulted in no assessment data being collected for the 2022-23 academic year (for programs that otherwise would have collected data in the spring based on the old schedule). This was necessary to streamline assessment procedures across the college and better integrate assessment activities as part of the culture of the college.

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RELATED ITEM LEVEL 2

Understanding of the Selling of Financial Products

Indicator Description:

Embedded questions from FINC 4325: Selling Financial Services are used to measure student understanding of the financial system.

Criterion Description:

The class average on individual embedded exam questions will be 70% correct on each question. The embedded questions are selected based on the core objectives of the course. The core objectives of the banking courses were determined by the Chair of Banking and the finance faculty teaching the related banking courses.

Findings Description:

The assessment procedures within COBA were restructured beginning fall 2022 such that moving forward, assessment data for all programs will be collected every fall semester. In some cases, this has resulted in no assessment data being collected for the 2022-23 academic year (for programs that otherwise would have collected data in the spring based on the old schedule). This was necessary to streamline assessment procedures across the college and better integrate assessment activities as part of the culture of the college.

RELATED ITEM LEVEL 3

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Update to Previous Cycle's Plan for Continuous Improvement Item

Previous Cycle's Plan For Continuous Improvement (Do Not Modify):

Closing Summary

There are many areas of the Banking Program which are being revised and updated under the direction of the newly appointed Chair of Banking. We will continue to utilize the RMA Credit Essentials Certificate materials in the Commercial Bank Lending course and require students to take the certification exam. we will add more guest speakers across all courses, we will continue to utilize the Banking Advisory Board to assess the needs of industry, and we will look into significant changes to the Selling Financial Services course.

Update of Progress to the Previous Cycle's PCI:

The assessment procedures within COBA were restructured beginning fall 2022 such that moving forward, assessment data for all programs will be collected every fall semester. In some cases, this has resulted in no assessment data being collected for the 2022-23 academic year (for programs that otherwise would have collected data in the spring based on the old schedule). This was necessary to streamline assessment procedures across the college and better integrate assessment activities as part of the culture of the college.

New Plan for Continuous Improvement Item

Closing Summary:

The assessment procedures within COBA were restructured beginning fall 2022 such that moving forward, assessment data for all programs will be collected every fall semester. In some cases, this has resulted in no assessment data being collected for the 2022-23 academic year (for programs that otherwise would have collected data in the spring based on the old schedule). This was necessary to streamline assessment procedures across the college and better integrate assessment activities as part of the culture of the college.