

Finance BBA

Corporate Financial Decisions

Goal Description:

Finance BBA students will demonstrate knowledge of corporate financial decisions.

Providing Department: Finance BBA

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

FINC 4345 - 3 - Describe the use and functions of options and futures

Learning Objective Description:

Finance BBA students will describe the use and functions of options and futures in both hedging and speculation.

RELATED ITEM LEVEL 2

FINC 4345 - 3 - Describe the use and functions of options and futures

Indicator Description:

Embedded test problems from FINC 4345: Investments class are used to measure students' understanding of how options/futures can be used for both speculation and hedging purposes.

Criterion Description:

At least 50% of students will achieve correct solutions on at least 70% of embedded questions.

Findings Description:

81.58% met or exceeded expectations. See attached screenshot for more detail.

Learning objective	number of students not meeting expectations (< 70% correct)	Number of students meeting but not exceeding expectations (70 – 89% correct)	Number of students exceeding expectations (≥ 90% correct)	Total number of students assessed (sum of 3 previous columns)	Percent of students who met or exceeded expectations (column 3 + column 4) / column 5	Was the success criterion met ? (column 6 at least 70%)
FINC 4345 Describe the use and functions of options and futures	7	18	13	38	81.58%	Yes

Attached Files

 [Screenshot 2024-07-31 at 16.18.48.png](#)

RELATED ITEM LEVEL 3

FINC 4345 - 3 - Describe the use and functions of options and futures

Action Description:

81.58% of students met or exceeded expectations on this LO. No forward action taken.

RELATED ITEM LEVEL 1

FINC 4390 - 1 - Estimate cash flows to value real and financial assets

Learning Objective Description:

Finance BBA students will show proficiency in analyzing cash flows as the basis for the valuation of real and financial assets.

RELATED ITEM LEVEL 2

FINC 4390 - 1 - Estimate cash flows to value real and financial assets

Indicator Description:

Embedded test problems and results from case studies in FINC 4390: Managerial Finance are used to measure student proficiency in analyzing cash flows as the basis for the valuation of real and financial assets.

Criterion Description:

At least 50% of students will achieve correct solutions on at least 70% of the problems related to this learning objective.

Findings Description:

85% met or exceeded expectations. See attached screenshot for more detail.

Attached Files

 [Screenshot 2024-07-31 at 16.19.40.png](#)

RELATED ITEM LEVEL 3

FINC 4390 - 1 - Estimate cash flows to value real and financial assets

Action Description:

85.00% of students met or exceeded expectations on this LO. No forward action taken.

RELATED ITEM LEVEL 1

FINC 4390 - 2 - Estimate the cost of capital raised by a business firm

Learning Objective Description:

Finance BBA students will be able to explain the nature and cost of capital raised by a business firm.

RELATED ITEM LEVEL 2

FINC 4390 - 2 - Estimate the cost of capital raised by a business firm

Indicator Description:

Embedded test problems and results from case studies in FINC 4390: Managerial Finance are used to measure student proficiency in explaining the nature and cost of capital raised by a business firm.

Criterion Description:

At least 50% of students will achieve correct solutions on at least 70% of the problems related to this learning objective.

Findings Description:

85% met or exceeded expectations. See attached screenshot for more detail.

Attached Files

 [Screenshot 2024-07-31 at 16.19.56.png](#)

RELATED ITEM LEVEL 3

FINC 4390 - 2 - Estimate the cost of capital raised by a business firm

Action Description:

85.00% of students met or exceeded expectations on this LO. No forward action taken.

RELATED ITEM LEVEL 1

FINC 4390 - 3 - Calculate the value created or destroyed by business investment projects and opportunities

Learning Objective Description:

Students will show proficiency in calculating, understanding, and using financial ratios, analysis, and financial indicators to provide information useful to the managers of a firm including understanding and explaining the nature of cost of capital raised by a business firm, analyzing the cash flows as they form the basis for valuation of real and financial assets, and demonstrating the ability to summarize and analyze potential investment projects using analytical tools such as Excel .

RELATED ITEM LEVEL 2

FINC 4390 - 3 - Calculate the value created or destroyed by business investment projects and opportunities

Indicator Description:

Embedded test problems and results from case studies in FINC 4390: Managerial Finance are used to measure student proficiency in calculating, understanding, and using financial ratios, analysis, and financial indicators to provide information useful to the managers of a firm.

Criterion Description:

At least 50% of students will achieve correct solutions on at least 70% of the problems related to this learning objective.

Findings Description:

75% met or exceeded expectations. See attached screenshot for more detail.

Attached Files

 [Screenshot 2024-07-31 at 16.20.08.png](#)

RELATED ITEM LEVEL 3

FINC 4390 - 4 - Assess potential investment projects using analytical tools

Action Description:

85.00% of students met or exceeded expectations on this LO. No forward action taken.

RELATED ITEM LEVEL 1

FINC 4390 - 4 - Assess potential investment projects using analytical tools

Learning Objective Description:

Finance BBA students will be able to summarize and assess potential investment projects using analytical tools.

RELATED ITEM LEVEL 2

FINC 4390 - 4 - Assess potential investment projects using analytical tools

Indicator Description:

Embedded test problems and results from case studies in FINC 4390: Managerial Finance are used to measure student proficiency in summarizing and assessing potential investment projects using analytical tools.

Criterion Description:

At least 50% of students will achieve correct solutions on at least 70% of the problems related to this learning objective.

Findings Description:

85% met or exceeded expectations. See attached screenshot for more detail.

Attached Files

 [Screenshot 2024-07-31 at 16.20.22.png](#)

RELATED ITEM LEVEL 3

FINC 4390 - 3 - Calculate the value created or destroyed by business investment projects and opportunities

Action Description:

75.00% of students met or exceeded expectations on this LO. While this result meets the requirement of 75% - it barely does. The biggest problem students are having with capital budgeting is handling changes in working capital. Our FINC 3320 and FINC 4390 instructors are going to increase their instruction on these two topics and we will reevaluate the results next year.

RELATED ITEM LEVEL 1

FINC 4390 - 5 - Describe how risk affects the various areas of business decision making

Learning Objective Description:

Finance BBA students will show proficiency in summarizing how risk affects the various areas of business decision making.

RELATED ITEM LEVEL 2

FINC 4390 - 5 - Describe how risk affects the various areas of business decision making.

Indicator Description:

Embedded test problems and results from case studies in FINC 4390: Managerial Finance are used to measure student proficiency in summarizing how risk affects the various areas of business decision making.

Criterion Description:

At least 50% of students will achieve correct solutions on at least 70% of the problems related to this learning objective.

Findings Description:

95% met or exceeded expectations. See attached screenshot for more detail.

Attached Files

 [Screenshot 2024-07-31 at 16.20.33.png](#)

RELATED ITEM LEVEL 3

FINC 4390 - 5 - Describe how risk affects the various areas of business decision making

Action Description:

95.00% of students met or exceeded expectations on this LO. No forward action taken.

Investment Analysis

Goal Description:

Finance BBA students will demonstrate knowledge of investment analysis.

Providing Department: Finance BBA

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

FINC 4345 - 1 - Assess the performance of a multi-asset portfolio

Learning Objective Description:

Finance BBA students will demonstrate the ability to assess the performance of a multi-asset portfolio, whether the assets are fixed income assets or equity assets.

RELATED ITEM LEVEL 2

FINC 4345 - 1 - Assess the performance of a multi-asset portfolio

Indicator Description:

Embedded test problems from FINC 4345: Investments class are used to measure students' ability to assess the performance of a multi-asset portfolio .

Criterion Description:

At least 50% of students will achieve correct solutions on at least 70% of embedded questions.

Findings Description:

This LO was not assessed in this assessment cycle.

Attached Files

 [Screenshot 2024-07-31 at 16.18.08.png](#)

RELATED ITEM LEVEL 3

FINC 4345 - 1 - Assess the performance of a multi- asset portfolio

Action Description:

No action required. This LO was not assessed during this assessment cycle.

RELATED ITEM LEVEL 1

FINC 4345 - 2 - Calculate risk and return metrics for individual assets and a portfolio of assets

Learning Objective Description:

Finance BBA students will demonstrate the ability to calculate risk and return metrics for individual assets as well as a portfolio of assets.

RELATED ITEM LEVEL 2

FINC 4345 - 2 - Calculate risk and return metrics for individual assets and a portfolio of assets

Indicator Description:

Embedded test problems from FINC 4345: Investments class are used to measure students' ability to quantify risk and return metrics for individual assets as well as a portfolio of assets.

Criterion Description:

At least 50% of students will achieve correct solutions on at least 70% of embedded questions.

Findings Description:

86.84% met or exceeded expectations. See attached screenshot for more detail.

Attached Files

 [Screenshot 2024-07-31 at 16.18.37.png](#)

RELATED ITEM LEVEL 3

FINC 4345 - 2 - Demonstrating the ability to quantify risk and return

Action Description:

86.84% of students met or exceeded expectations on this LO. No forward action taken.

RELATED ITEM LEVEL 1

FINC 4345 - 3 - Describe the use and functions of options and futures

Learning Objective Description:

Finance BBA students will describe the use and functions of options and futures in both hedging and speculation.

RELATED ITEM LEVEL 2

FINC 4345 - 3 - Describe the use and functions of options and futures

Indicator Description:

Embedded test problems from FINC 4345: Investments class are used to measure students' understanding of how options/futures can be used for both speculation and hedging purposes.

Criterion Description:

At least 50% of students will achieve correct solutions on at least 70% of embedded questions.

Findings Description:

81.58% met or exceeded expectations. See attached screenshot for more detail.

Learning objective	number of students not meeting expectations (< 70% correct)	Number of students meeting but not exceeding expectations (70 – 89% correct)	Number of students exceeding expectations (≥ 90% correct)	Total number of students assessed (sum of 3 previous columns)	Percent of students who met or exceeded expectations (column 3 + column 4) / column 5	Was the success criterion <u>met ?</u> (column 6 at least 70%)
FINC 4345 Describe the use and functions of options and futures	7	18	13	38	81.58%	Yes

Attached Files

 [Screenshot 2024-07-31 at 16.18.48.png](#)

RELATED ITEM LEVEL 3

FINC 4345 - 3 - Describe the use and functions of options and futures

Action Description:

81.58% of students met or exceeded expectations on this LO. No forward action taken.

RELATED ITEM LEVEL 1

FINC 4345 - 4 - Explain and quantify the benefits of portfolio diversification

Learning Objective Description:

Finance BBA students will be able to explain and quantify the benefits of portfolio diversification.

RELATED ITEM LEVEL 2

FINC 4345 - 4 - Explain and quantify the benefits of portfolio diversification

Indicator Description:

Embedded test problems from FINC 4345: Investments class are used to measure students' ability to quantify the benefits of diversification.

Criterion Description:

At least 50% of students will achieve correct solutions on at least 70% of embedded questions.

Findings Description:

100% met or exceeded expectations. See attached screenshot for more detail.

Attached Files

 [Screenshot 2024-07-31 at 16.18.58.png](#)

RELATED ITEM LEVEL 3

FINC 4345 - 4 - Explain and quantify the benefits of diversification

Action Description:

100.00% of students met or exceeded expectations on this LO. No forward action taken.

RELATED ITEM LEVEL 1

FINC 4345 - 5 - Describe the use and functions of fixed-income securities

Learning Objective Description:

Finance BBA students will describe the use and functions of common debt instruments.

RELATED ITEM LEVEL 2

FINC 4345 - 6 - Describe the use and functions of equity securities

Indicator Description:

Embedded test problems from FINC 4345: Investments class are used to measure students' ability to quantify the benefits of diversification.

Criterion Description:

At least 50% of students will achieve correct solutions on at least 70% of embedded questions.

Findings Description:

92.11% met or exceeded expectations. See attached screenshot for more detail.

Attached Files

 [Screenshot 2024-07-31 at 16.19.30.png](#)

RELATED ITEM LEVEL 3

FINC 4345 - 6 - Describe the use and functions of equity securities

Action Description:

92.11% of students met or exceeded expectations on this LO. No forward action taken.

RELATED ITEM LEVEL 1

FINC 4345 - 6 - Describe the use and functions of equity securities

Learning Objective Description:

Students will show an understanding of and measure performance for equity securities singularly and in portfolios; and show an understanding risk, return, and diversification.

RELATED ITEM LEVEL 2

FINC 4345 - 1 - Assess the performance of a multi-asset portfolio

Indicator Description:

Embedded test problems from FINC 4345: Investments class are used to measure students' ability to assess the performance of a multi-asset portfolio .

Criterion Description:

At least 50% of students will achieve correct solutions on at least 70% of embedded questions.

Findings Description:

This LO was not assessed in this assessment cycle.

Attached Files

 [Screenshot 2024-07-31 at 16.18.08.png](#)

RELATED ITEM LEVEL 3

FINC 4345 - 1 - Assess the performance of a multi- asset portfolio

Action Description:

No action required. This LO was not assessed during this assessment cycle.

RELATED ITEM LEVEL 2

FINC 4345 - 2 - Calculate risk and return metrics for individual assets and a portfolio of assets

Indicator Description:

Embedded test problems from FINC 4345: Investments class are used to measure students' ability to quantify risk and return metrics for individual assets as well as a portfolio of assets.

Criterion Description:

At least 50% of students will achieve correct solutions on at least 70% of embedded questions.

Findings Description:

86.84% met or exceeded expectations. See attached screenshot for more detail.

Attached Files

 [Screenshot 2024-07-31 at 16.18.37.png](#)

RELATED ITEM LEVEL 3

FINC 4345 - 2 - Demonstrating the ability to quantify risk and return

Action Description:

86.84% of students met or exceeded expectations on this LO. No forward action taken.

RELATED ITEM LEVEL 2

FINC 4345 - 3 - Describe the use and functions of options and futures

Indicator Description:

Embedded test problems from FINC 4345: Investments class are used to measure students' understanding of how options/futures can be used for both speculation and hedging purposes.

Criterion Description:

At least 50% of students will achieve correct solutions on at least 70% of embedded questions.

Findings Description:

81.58% met or exceeded expectations. See attached screenshot for more detail.

Learning objective	number of students not meeting expectations ($< 70\%$ correct)	Number of students meeting but not exceeding expectations ($70 - 89\%$ correct)	Number of students exceeding expectations ($\geq 90\%$ correct)	Total number of students assessed (sum of 3 previous columns)	Percent of students who met or exceeded expectations (column 3 + column 4) / column 5	Was the success criterion <u>met</u>? (column 6 at least 70%)
FINC 4345 Describe the use and functions of options and futures	7	18	13	38	81.58%	Yes

Attached Files

 [Screenshot 2024-07-31 at 16.18.48.png](#)

RELATED ITEM LEVEL 3

FINC 4345 - 3 - Describe the use and functions of options and futures

Action Description:

81.58% of students met or exceeded expectations on this LO. No forward action taken.

RELATED ITEM LEVEL 2

FINC 4345 - 4 - Explain and quantify the benefits of portfolio diversification

Indicator Description:

Embedded test problems from FINC 4345: Investments class are used to measure students' ability to quantify the benefits of diversification.

Criterion Description:

At least 50% of students will achieve correct solutions on at least 70% of embedded questions.

Findings Description:

100% met or exceeded expectations. See attached screenshot for more detail.

Attached Files

 [Screenshot 2024-07-31 at 16.18.58.png](#)

RELATED ITEM LEVEL 3

FINC 4345 - 4 - Explain and quantify the benefits of diversification

Action Description:

100.00% of students met or exceeded expectations on this LO. No forward action taken.

RELATED ITEM LEVEL 2

FINC 4345 - 5 - Describe the use and functions of fixed-income securities

Indicator Description:

Embedded test problems from FINC 4345: Investments class are used to measure students' ability to quantify price and yield metrics for both fixed-income and equity securities.

Criterion Description:

At least 50% of students will achieve correct solutions on at least 70% of embedded questions.

Findings Description:

76.32% met or exceeded expectations. See attached screenshot for more detail.

Attached Files

 [Screenshot 2024-07-31 at 16.19.18.png](#)

RELATED ITEM LEVEL 3

FINC 4345 - 5 - Describe the use and functions of fixed-income securities

Action Description:

76.32% of students met or exceeded expectations on this LO. No forward action is necessary, but the faculty found this result puzzling. Upon further investigation, students had a bit of trouble finding the yield to maturity [YTM] for a semi-annual coupon bond. They also had difficulty with the calculation of duration (a common metric that captures interest rate risk). Our FINC 3310 instructors will double their efforts with regard to the YTM calculation, and our FINC 4345 instructors will double their efforts with regard to the calculation of duration.

RELATED ITEM LEVEL 2

FINC 4345 - 6 - Describe the use and functions of equity securities

Indicator Description:

Embedded test problems from FINC 4345: Investments class are used to measure students' ability to quantify the benefits of diversification.

Criterion Description:

At least 50% of students will achieve correct solutions on at least 70% of embedded questions.

Findings Description:

92.11% met or exceeded expectations. See attached screenshot for more detail.

Attached Files

 [Screenshot 2024-07-31 at 16.19.30.png](#)

RELATED ITEM LEVEL 3

FINC 4345 - 6 - Describe the use and functions of equity securities

Action Description:

92.11% of students met or exceeded expectations on this LO. No forward action taken.

RELATED ITEM LEVEL 1

FINC 4390 - 3 - Calculate the value created or destroyed by business investment projects and opportunities

Learning Objective Description:

Students will show proficiency in calculating, understanding, and using financial ratios, analysis, and financial indicators to provide information useful to the managers of a firm including understanding and explaining the nature of cost of capital raised by a business firm, analyzing the cash flows as they form the basis for valuation of real and financial assets, and demonstrating the ability to summarize and analyze potential investment projects using analytical tools such as Excel .

RELATED ITEM LEVEL 2

FINC 4390 - 3 - Calculate the value created or destroyed by business investment projects and opportunities

Indicator Description:

Embedded test problems and results from case studies in FINC 4390: Managerial Finance are used to measure student proficiency in calculating, understanding, and using financial ratios, analysis, and financial indicators to provide information useful to the managers of a firm.

Criterion Description:

At least 50% of students will achieve correct solutions on at least 70% of the problems related to this learning objective.

Findings Description:

75% met or exceeded expectations. See attached screenshot for more detail.

Attached Files

 [Screenshot 2024-07-31 at 16.20.08.png](#)

RELATED ITEM LEVEL 3

FINC 4390 - 4 - Assess potential investment projects using analytical tools

Action Description:

85.00% of students met or exceeded expectations on this LO. No forward action taken.

Markets and Institutions

Goal Description:

Finance BBA students will demonstrate knowledge of financial markets and institutions.

Providing Department: Finance BBA

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

FINC 4345 - 1 - Assess the performance of a multi-asset portfolio

Learning Objective Description:

Finance BBA students will demonstrate the ability to assess the performance of a multi-asset portfolio, whether the assets are fixed income assets or equity assets.

RELATED ITEM LEVEL 2

FINC 4345 - 1 - Assess the performance of a multi-asset portfolio

Indicator Description:

Embedded test problems from FINC 4345: Investments class are used to measure students' ability to assess the performance of a multi-asset portfolio .

Criterion Description:

At least 50% of students will achieve correct solutions on at least 70% of embedded questions.

Findings Description:

This LO was not assessed in this assessment cycle.

Attached Files

 [Screenshot 2024-07-31 at 16.18.08.png](#)

RELATED ITEM LEVEL 3

FINC 4345 - 1 - Assess the performance of a multi- asset portfolio

Action Description:

No action required. This LO was not assessed during this assessment cycle.

RELATED ITEM LEVEL 1

FINC 4345 - 3 - Describe the use and functions of options and futures

Learning Objective Description:

Finance BBA students will describe the use and functions of options and futures in both hedging and speculation.

RELATED ITEM LEVEL 2

FINC 4345 - 3 - Describe the use and functions of options and futures

Indicator Description:

Embedded test problems from FINC 4345: Investments class are used to measure students' understanding of how options/futures can be used for both speculation and hedging purposes.

Criterion Description:

At least 50% of students will achieve correct solutions on at least 70% of embedded questions.

Findings Description:

81.58% met or exceeded expectations. See attached screenshot for more detail.

Learning objective	number of students not meeting expectations (< 70% correct)	Number of students meeting but not exceeding expectations (70 – 89% correct)	Number of students exceeding expectations (≥ 90% correct)	Total number of students assessed (sum of 3 previous columns)	Percent of students who met or exceeded expectations (column 3 + column 4) / column 5	Was the success criterion <u>met</u> ? (column 6 at least 70%)
FINC 4345 Describe the use and functions of options and futures	7	18	13	38	81.58%	Yes

Attached Files

 [Screenshot 2024-07-31 at 16.18.48.png](#)

RELATED ITEM LEVEL 3

FINC 4345 - 3 - Describe the use and functions of options and futures

Action Description:

81.58% of students met or exceeded expectations on this LO. No forward action taken.

RELATED ITEM LEVEL 1

FINC 4390 - 2 - Estimate the cost of capital raised by a business firm

Learning Objective Description:

Finance BBA students will be able to explain the nature and cost of capital raised by a business firm.

RELATED ITEM LEVEL 2

FINC 4390 - 2 - Estimate the cost of capital raised by a business firm

Indicator Description:

Embedded test problems and results from case studies in FINC 4390: Managerial Finance are used to measure student proficiency in explaining the nature and cost of capital raised by a business firm.

Criterion Description:

At least 50% of students will achieve correct solutions on at least 70% of the problems related to this learning objective.

Findings Description:

85% met or exceeded expectations. See attached screenshot for more detail.

Attached Files

 [Screenshot 2024-07-31 at 16.19.56.png](#)

RELATED ITEM LEVEL 3

FINC 4390 - 2 - Estimate the cost of capital raised by a business firm

Action Description:

85.00% of students met or exceeded expectations on this LO. No forward action taken.

Update to Previous Cycle's Plan for Continuous Improvement Item

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

Closing Summary

Finance faculty met on Thursday, April 6, 2023 to review and complete the 5 charges given by the COBA Assistant Dean for Assessment. We conducted a complete review of the assessment program for the Finance BBA and will implement substantial changes in the 2023-2024 academic year. Comprehensive assessment data will be collected in fall 2023.

Update of Progress to the Previous Cycle's PCI:

This year [2023-2024], we collected AOL data on our revised LOs from 2023. Our faculty met Wednesday, March 27, 2024, to discuss our Assessment results. While our previous cycle's PCI was not very specified, we noted that our historic difficulty in pricing options has seen significant improvement in student outcomes.

New Plan for Continuous Improvement Item

Closing Summary:

Our Plan for Continuous Improvement involves doubling efforts along two lines: fixed-income securities, and capital budgeting. Our increased efforts regarding instruction on yield-to-maturity [YTM] and working capital management should bear fruit going forward.