

Banking and Financial Institutions BBA
Assessment Plan Summary

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.

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, FINC 4320, and FINC 4325 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:

In FINC 4330 students performed very well on the problem solving for the cases. Of the 8 majors in the course, 4 scored above 90%. However, 2 also scored below 70%, not meeting our standard.

In FINC 4320, 4 of the 10 groups scored above the 90% mark for problem solving while 1 group scored below 70%.

In FINC 4325, 1 of the 10 groups scored above 90% while none failed to meet the 70% mark.

RELATED ITEM LEVEL 3

Action Item

Action Description:

- For FINC 4330 Commercial Bank Lending, more class time will be devoted to those areas which were indicated on the embedded questions receiving less than a 70% response rate. Specifically, those areas in include financial statement analysis, understanding potential problems, and certain areas of loan structure and process. Homework problems will be adjusted or created to emphasize those areas.
- The results from FINC 4325 and FINC 4320 are based in part on an essay exam. During the next assessment cycle, the specific questions from the exam will be reviewed and matched to sub-objectives to give more precise feedback in specific areas.
- At the recommendation of the outside graders for FINC 4325, instruction to future classes will include instructions concerning the projection to their audience. Also, at their recommendation, for FINC 4320, the students will be instructed to include more charts and graphs in presenting solutions to their case problem.
- Define the specific learning objectives needed for the Banking and Financial Institutions major for the following classes:
 - ☐ FINC 4335 – Financial Statement and Credit Analysis
 - ☐ FINC 4345 - Investments
 - ☐ ACCT 3313 – Intermediate Accounting I
 - ☐ BUAD 3355 Business Law
- Work with the Finance MAT in to explore ways to make the gathering of data easier for the on-line classes.

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, FINC 4320, and FINC 4325 to measure student verbal communication skill.

Criterion Description:

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

Findings Description:

In FINC 4330, 4 of the 8 students exceeded 90% on the verbal communication portions of the case, and the average score was 86.

In FINC 4320, 1 of the 10 groups exceeded 90% on the verbal communication portion of the case, none failed to meet the 70% mark, and the average score was 85.

In FINC 4325, the average score on the verbal communication portion of the case was 82. No student groups were below 70 or above 90.

RELATED ITEM LEVEL 3

Action Item

Action Description:

- For FINC 4330 Commercial Bank Lending, more class time will be devoted to those areas which were indicated on the embedded questions receiving less than a 70% response rate. Specifically, those areas include financial statement analysis, understanding potential problems, and certain areas of loan structure and process. Homework problems will be adjusted or created to emphasize those areas.
- The results from FINC 4325 and FINC 4320 are based in part on an essay exam. During the next assessment cycle, the specific questions from the exam will be reviewed and matched to sub-objectives to give more precise feedback in specific areas.
- At the recommendation of the outside graders for FINC 4325, instruction to future classes will include instructions concerning the projection to their audience. Also, at their recommendation, for FINC 4320, the students will be instructed to include more charts and graphs in presenting solutions to their case problem.
- Define the specific learning objectives needed for the Banking and Financial Institutions major for the following classes:
 - ☐ FINC 4335 – Financial Statement and Credit Analysis
 - ☐ FINC 4345 - Investments
 - ☐ ACCT 3313 – Intermediate Accounting I
 - ☐ BUAD 3355 Business Law
- Work with the Finance MAT in to explore ways to make the gathering of data easier for the on-line classes.

RELATED ITEM LEVEL 2

Written Communication

Indicator Description:

Case studies are used in FINC 4330 to determine student written communication skill.

Criterion Description:

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

Findings Description:

In FINC 4330, 5 of the 8 students exceeded 90% on the written communication portions of the case, and the average score was 85.

RELATED ITEM LEVEL 3

Action Item

Action Description:

- For FINC 4330 Commercial Bank Lending, more class time will be devoted to those areas which were indicated on the embedded questions receiving less than a 70% response rate. Specifically, those areas include financial statement analysis, understanding potential problems, and certain areas of loan structure and process. Homework problems will be adjusted or created to emphasize those areas.
- The results from FINC 4325 and FINC 4320 are based in part on an essay exam. During the next assessment cycle, the specific questions from the exam will be reviewed and matched to sub-objectives to give more precise feedback in specific areas.
- At the recommendation of the outside graders for FINC 4325, instruction to future classes will include instructions concerning the projection to their audience. Also, at their recommendation, for FINC 4320, the students will be instructed to include more charts and graphs in presenting solutions to their case problem.
- Define the specific learning objectives needed for the Banking and Financial Institutions major for the following classes:
 - ☐ FINC 4335 – Financial Statement and Credit Analysis

- ☐ FINC 4345 - Investments
- ☐ ACCT 3313 – Intermediate Accounting I
- ☐ BUAD 3355 Business Law

- Work with the Finance MAT in to explore ways to make the gathering of data easier for the on-line classes.

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 2 sections of FINC 3310: Financial Markets and Institutions 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:

Two sections of FINC 3310 were included in the assessment. The number of Banking and Financial Institutions majors in these courses is very limited (5 across the 2 sections combined), making the results difficult to interpret. To attempt to make the assessment more useful, a larger number of questions were analyzed (14 in section 4 and 13 in section 3). The average score across all students in both section is 79.7%, indicating an acceptable level of understand of the basic of banking in this introductory course. Only 1 of the 5 students scored below 70%.

RELATED ITEM LEVEL 3

Action Item

Action Description:

- For FINC 4330 Commercial Bank Lending, more class time will be devoted to those areas which were indicated on the embedded questions receiving less than a 70% response rate. Specifically, those areas in include financial statement analysis, understanding potential problems, and certain areas of loan structure and process. Homework problems will be adjusted or created to emphasize those areas.
- The results from FINC 4325 and FINC 4320 are based in part on an essay exam. During the next assessment cycle, the specific questions from the exam will be reviewed and matched to sub-objectives to give more precise feedback in specific areas.
- At the recommendation of the outside graders for FINC 4325, instruction to future classes will include instructions concerning the projection to their audience. Also, at their recommendation, for FINC 4320, the students will be instructed to include more charts and graphs in presenting solutions to their case problem.

- Define the specific learning objectives needed for the Banking and Financial Institutions major for the following classes:

- ☐ FINC 4335 – Financial Statement and Credit Analysis
- ☐ FINC 4345 - Investments
- ☐ ACCT 3313 – Intermediate Accounting I
- ☐ BUAD 3355 Business Law

- Work with the Finance MAT in to explore ways to make the gathering of data easier for the on-line classes.

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:

In FINC 4320, of the 16 majors in the course, 8 scored above 90% and no student scored below 70%. It was determined that the understanding of the subject matter was at a level that did not require adjustment.

RELATED ITEM LEVEL 3

Action Item

Action Description:

- For FINC 4330 Commercial Bank Lending, more class time will be devoted to those areas which were indicated on the embedded questions receiving less than a 70% response rate. Specifically, those areas in include financial statement analysis, understanding potential problems, and certain areas of loan structure and process. Homework problems will be adjusted or created to emphasize those areas.
- The results from FINC 4325 and FINC 4320 are based in part on an essay exam. During the next assessment cycle, the specific questions from the exam will be reviewed and matched to sub-objectives to give more precise feedback in specific areas.
- At the recommendation of the outside graders for FINC 4325, instruction to future classes will include instructions concerning the projection to their audience. Also, at their recommendation, for FINC 4320, the students will be instructed to include more charts and graphs in presenting solutions to their case problem.
- Define the specific learning objectives needed for the Banking and Financial Institutions major for the following classes:
 - ☐ FINC 4335 – Financial Statement and Credit Analysis
 - ☐ FINC 4345 - Investments
 - ☐ ACCT 3313 – Intermediate Accounting I
 - ☐ BUAD 3355 Business Law
- Work with the Finance MAT in to explore ways to make the gathering of data easier for the on-line classes.

RELATED ITEM LEVEL 2

Understanding of the Commercial Lending Process

Indicator Description:

Embedded questions in FINC4330: 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:

In FINC 4330, 7 of the 8 students in the major scored above the 70% mark, and 3 of the 8 were at 85%. However, an analysis of the individual questions indicated a lack of full understanding in certain areas such as financial statement analysis, understanding potential problems, and certain areas of loan structure and process.

RELATED ITEM LEVEL 3

Action Item

Action Description:

- For FINC 4330 Commercial Bank Lending, more class time will be devoted to those areas which were indicated on the embedded questions receiving less than a 70% response rate. Specifically, those areas in include financial statement analysis, understanding potential problems, and certain areas of loan structure and process. Homework problems will be adjusted or created to emphasize those areas.
- The results from FINC 4325 and FINC 4320 are based in part on an essay exam. During the next assessment cycle, the specific questions from the exam will be reviewed and matched to sub-objectives to give more precise feedback in specific areas.
- At the recommendation of the outside graders for FINC 4325, instruction to future classes will include instructions concerning the projection to their audience. Also, at their recommendation, for FINC 4320, the students will be instructed to include more charts and graphs in presenting solutions to their case problem.
- Define the specific learning objectives needed for the Banking and Financial Institutions major for the following classes:
 - ☐ FINC 4335 – Financial Statement and Credit Analysis
 - ☐ FINC 4345 - Investments
 - ☐ ACCT 3313 – Intermediate Accounting I
 - ☐ BUAD 3355 Business Law
- Work with the Finance MAT in to explore ways to make the gathering of data easier for the on-line classes.

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:

In FINC 4325, of the 28 majors in the course, 13 scored above 90% and none scored below 70%. It was determined that the understanding of the subject matter was at a level that did not require adjustment.

RELATED ITEM LEVEL 3**Action Item****Action Description:**

- For FINC 4330 Commercial Bank Lending, more class time will be devoted to those areas which were indicated on the embedded questions receiving less than a 70% response rate. Specifically, those areas include financial statement analysis, understanding potential problems, and certain areas of loan structure and process. Homework problems will be adjusted or created to emphasize those areas.
- The results from FINC 4325 and FINC 4320 are based in part on an essay exam. During the next assessment cycle, the specific questions from the exam will be reviewed and matched to sub-objectives to give more precise feedback in specific areas.
- At the recommendation of the outside graders for FINC 4325, instruction to future classes will include instructions concerning the projection to their audience. Also, at their recommendation, for FINC 4320, the students will be instructed to include more charts and graphs in presenting solutions to their case problem.
- Define the specific learning objectives needed for the Banking and Financial Institutions major for the following classes:
 - ☐ FINC 4335 – Financial Statement and Credit Analysis
 - ☐ FINC 4345 - Investments
 - ☐ ACCT 3313 – Intermediate Accounting I
 - ☐ BUAD 3355 Business Law
- Work with the Finance MAT in to explore ways to make the gathering of data easier for the on-line classes.

Update to Previous Cycle's Plan for Continuous Improvement**Previous Cycle's Plan For Continuous Improvement (Do Not Modify):**

We remain generally pleased with the improvement in all areas of the program: communication, critical thinking, and knowledge of bank operations. We will continue to utilize independent, outside evaluators in the Commercial Banking class to assist in the grading of the cases in order to ensure an unbiased measure of quality within the program.

Update of Progress to the Previous Cycle's PCI:

As in past years, we remain generally pleased with the improvement in all areas of the program: communication, critical thinking, and knowledge of bank operations. We will continue to utilize independent, outside evaluators in the Commercial Banking class to assist in the grading of the cases in order to ensure an unbiased measure of quality within the program.

Plan for Continuous Improvement**Closing Summary:**

For FINC 4330 Commercial Bank Lending, more class time will be devoted to those areas which were indicated on the embedded questions receiving less than a 70% response rate. Specifically, those areas include financial statement analysis, understanding potential problems, and certain areas of loan structure and process. Homework problems will be adjusted or created to emphasize those areas.

- The results from FINC 4325 and FINC 4320 are based in part on an essay exam. During the next assessment cycle, the specific questions from the exam will be reviewed and matched to sub-objectives to give more precise feedback in specific areas.
- At the recommendation of the outside graders for FINC 4325, instruction to future classes will include instructions concerning the projection to their audience. Also, at their recommendation, for FINC 4320, the students will be instructed to include more charts and graphs in presenting solutions to their case problem.
- Define the specific learning objectives needed for the Banking and Financial Institutions major for the following classes:
 - FINC 4335 – Financial Statement and Credit Analysis
 - FINC 4345 - Investments
 - ACCT 3313 – Intermediate Accounting I
 - BUAD 3355 Business Law

Work with the Finance MAT in to explore ways to make the gathering of data easier for the on-line classes.