

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 presentation grading rubric.

Findings Description:

In FINC 4330 students performed very well on the problem solving for the cases. Of the 22 majors in the course, 14 scored above 90%. The remaining groups scored above 70%, so all majors met the standard. In FINC 4320, 5 of the 10 groups scored above the 90% mark while no group scored below 70%. In FINC 4325, 5 of the 9 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 and understanding potential problems. This can potentially be accomplished by devoting more time to discussion of the homework solutions.

Continue to work with instructor of FINC 4325 and FINC 4320 to more precisely measure results on the essay exams and how they relate to specific objectives and sub-objectives.

Administer the accounting survey which was developed last year for the assessment of ACCT 3313 Intermediate Accounting I

Include an assessment of FINC 4335 Financial Statement and Credit Analysis

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.

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, 14 of the 22 students exceeded 90% on the verbal communication portions of the case, and the average score was 85. No students were 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 include financial statement analysis and understanding potential problems. This can potentially be accomplished by devoting more time to discussion of the homework solutions.

Continue to work with instructor of FINC 4325 and FINC 4320 to more precisely measure results on the essay exams and how they relate to specific objectives and sub-objectives.

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Include an assessment of FINC 4335 Financial Statement and Credit Analysis

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, 15 of the 22 students exceeded 90% on the written communication portions of the case, and the average score was 86. No students were 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 include financial statement analysis and understanding potential problems. This can potentially be accomplished by devoting more time to discussion of the homework solutions.

Continue to work with instructor of FINC 4325 and FINC 4320 to more precisely measure results on the essay exams and how they relate to specific objectives and sub-objectives.

Administer the accounting survey which was developed last year for the assessment of ACCT 3313 Intermediate Accounting I

Include an assessment of FINC 4335 Financial Statement and Credit Analysis

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 somewhat limited (10 across the 2 sections combined), making the results difficult to interpret. To attempt to make the assessment more useful, a total of 14 questions were analyzed. The average score across all students in both section is 82.5%, indicating an acceptable level of understand of the basic of banking in this introductory course. Only 2 of the 10 students scored below 70%.

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 40 students in the course, 8 scored above 90% and 7 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 and understanding potential problems. This can potentially be accomplished by devoting more time to discussion of the homework solutions.

Continue to work with instructor of FINC 4325 and FINC 4320 to more precisely measure results on the essay exams and how they relate to specific objectives and sub-objectives.

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Include an assessment of FINC 4335 Financial Statement and Credit Analysis

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, 20 of the 22 students in the major scored above the 70% mark. However, an analysis of the individual questions indicated a lack of full understanding in certain areas such as financial statement analysis and understanding potential problems.

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 and understanding potential problems. This can potentially be accomplished by devoting more time to discussion of the homework solutions.

Continue to work with instructor of FINC 4325 and FINC 4320 to more precisely measure results on the essay exams and how they relate to specific objectives and sub-objectives.

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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:

In FINC 4325, of the 37 students in the course, 14 scored above 90% and none 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 include financial statement analysis and understanding potential problems. This can potentially be accomplished by devoting more time to discussion of the homework solutions.

Continue to work with instructor of FINC 4325 and FINC 4320 to more precisely measure results on the essay exams and how they relate to specific objectives and sub-objectives.

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Update to Previous Cycle's Plan for Continuous Improvement

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

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 of Progress to the Previous Cycle's PCI:

Several of these plans remain ongoing. More time is now being spent on the discussion of homework assignments which has improved learning in the area of identifying problem loans.

Students have been instructed to project more when presenting cases in FINC 4325 and to include more charts and graphs in FINC 4320. Those issues did not reappear as problems in the current year's presentations.

Plans are underway to more precisely assess the essay questions in FINC 4325 and FINC 4320.

For the next assessment period, assessment of ACCT 3313 and FINC 4335 will be completed.

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 and understanding potential problems. This can potentially be accomplished by devoting more time to discussion of the homework solutions.

Continue to work with instructor of FINC 4325 and FINC 4320 to more precisely measure results on the essay exams and how they relate to specific objectives and sub-objectives.

Administer the accounting survey which was developed last year for the assessment of ACCT 3313 Intermediate Accounting I

Include an assessment of FINC 4335 Financial Statement and Credit Analysis