

BSBA FINANCE
ASSESSMENT PLAN

Mission/Vision Statement

Goals & Student Learning Outcomes

- I. Assess a firm's financial condition.**
SLO #1.1: Create and interpret financial statements.
SLO #1.2: Create and interpret cash flow statements.
- **Content Delivered in:** FIN 323, FIN325, FIN 327, FIN 328, FIN 423, ACC 325, ACC 326
 - **Assessment Method:** Embedded questions in exams in FIN 325 and case analysis in FIN 423.
- II. Value firms and projects.**
Student Learning Outcomes:
SLO #2.1: Determine discount/hurdle rates.
 - **Content Delivered in:** FIN 325, FIN 328, FIN 423**SLO #2.2:** Evaluate investments in working capital and long-term assets.
 - **Content Delivered in:** FIN 323, FIN 325, FIN 328, FIN 423**SLO #2.3:** Apply valuation techniques, both DCF (discounted cash flow) and non-DCF.
 - **Content Delivered in:** FIN 321, FIN 323, FIN 325, FIN 328, FIN 329, FIN 423**SLO #2.4:** Apply the contingent claims approach to valuation.
 - **Content Delivered in:** FIN 325, FIN 423
 - **Assessment Method:** Embedded questions in exams in FIN 325.
- III. Determine a firm's financing needs.**
Student Learning Outcomes:
SLO #3.1: Design and analyze pro forma statements.
 - **Content Delivered in:** FIN 323, FIN 327, FIN 328, FIN 423, ACC 326**SLO #3.2:** Determine composition of short and long term funds.
 - **Content Delivered in:** FIN 323, FIN 326, FIN 423**SLO #3.3:** Identify and evaluate financing choices.
 - **Content Delivered in:** FIN 323, FIN 325, FIN 326, FIN 423
- **Assessment Method:** Case analysis in FIN 423.
- IV. Evaluate securities and manage portfolios.**
Student Learning Outcomes:

SLO #4.1: Apply models for pricing stocks, bonds, and derivative instruments.

- **Content Delivered in:** FIN 323, FIN 325, FIN 326, FIN 327, FIN 421, FIN 423, FIN 427

SLO #4.2: Construct optimal portfolios.

- **Content Delivered in:** FIN 421
- **Assessment Method for 4.1 & 4.2:** Project in FIN 421.

SLO #4.3: Design hedging strategies to Manage market risks (e.g., currency, commodity, economic and political).

- **Content Delivered in:** FIN 326, FIN 329, FIN 421, FIN 427
- **Assessment Method for 4.3:** Embedded questions in FIN 427 exam.

V. Evaluate the economic, legal, regulatory, and industry environment, domestic and international, in which firms operate.

Student Learning Outcomes:

SLO #5.1: Perform competitive and comparative analyses of industries.

- **Content Delivered in:** FIN 321, FIN 326, FIN 327, FIN 328, FIN 423
- **Assessment Method:** Embedded questions in FIN 421 exam

SLO #5.2: Describe global capital markets.

- **Content Delivered in:** FIN 323, FIN 326, FIN 327, FIN 328, FIN 329, FIN 421
- **Assessment Method:** Embedded questions in FIN 329 exam

BSBA Finance Assessment Timeline

Timeline represents a three year cycle.

GOAL	SLO	1st Cycle	2nd Cycle	3 rd Cycle
I	1.1, 1.2	2007-2008	2011-2012	2014-2015
II	2.1, 2.2, 2.3, 2.4	2006-2007	2009-2010	2012-2013
III	3.1, 3.2, 3.3	2006-2007	2009-2010	2012-2013
IV	4.1, 4.2, 4.3	2007-2008	2011-2012	2014-2015
V	5.1, 5.2	2008-2009	2010-2011	2013-2014

BSBA Finance Curriculum Map

<u>Course</u> SLO	FIN 321	FIN 323	FIN 325	FIN 327	FIN 329	FIN 423	ACC 325	ACC 326	FIN 326	FIN 328	FIN 421	FIN 425	FIN 427
1.1		X	X	X		X	X	X					
1.2		X	X	X		X	X	X					
2.1			X			X				X			
2.2		X	X			X				X			
2.3	X	X	X		X	X				X			
2.4			X			X							
3.1		X		X		X		X		X			
3.2		X				X			X				
3.3		X	X			X			X				
4.1		X	X	X		X			X		X		X
4.2											X		
4.3					X				X		X		X

5.1	X			X		X			X	X			
5.2		X		X	X				X	X	X		