

**BSBA FINANCIAL SERVICES**  
**ASSESSMENT PLAN**

**Mission/Vision Statement**

**Goals & Student Learning Outcomes**

**I. Acquire the skills necessary to participate in managing a financial services company**

**Student Learning Outcomes:**

**SLO #1.1:** Describe the dimensions of performance and risk relevant to financial services companies.

**SLO #1.2:** Calculate contemporary financial measures of performance and risk.

**SLO #1.3:** Describe contemporary managerial risk management oversight processes.

**SLO #1.4:** Explain how the financial services component industries (insurance, banking, securities, real estate and financial planning) interact.

- **Content Delivered in:** FIN 326, FIN 589
- **Assessment Method:** Embedded exam questions in FIN 326 and FIN 589.

**II. Assess consumer financial needs and the mechanisms available for fulfilling these needs.**

**Student Learning Outcomes:**

**SLO #2.1:** Describe the various financial products, services, and strategies offered by the variety of financial services institutions.

**SLO #2.2:** Evaluate financial products and strategies offered by the variety of financial services institutions for suitability and appropriateness in meeting consumer needs.

- **Content Delivered in:** FIN 331, FIN 522, FIN 589
- **Assessment Method:** Embedded exam questions FIN 589; Embedded exam questions in FIN 331 and FIN 522.

**III. Describe and apply financial concepts, theories and tools.**

**Student Learning Outcomes:**

**SLO #3.1:** Describe measures of risk and approaches to managing risk.

**SLO #3.2:** Apply valuation techniques.

**SLO #3.3:** Explain the structure of the financial markets.

- **Content Delivered in:** FIN 326, FIN 327
- **Assessment Method:** Embedded exam questions in FIN 327

**IV. Evaluate the role of technology and the legal, ethical and economic environment as it relates to financial services.**

**Student Learning Outcomes:**

**SLO #4.1:** Analyze the impact of tax and pension law on various financial decisions including accumulation of wealth.

- **Content Delivered in:** FIN 523, FIN 589, ACC 503
- **Assessment Method:** Embedded exam questions in FIN 523 & ACC 503

**SLO #4.2:** Identify conflicts of interest between market participants and between principal and agent.

- **Content Delivered in:** FIN 327, FIN 331, FIN 522, FIN 589
- **Assessment Method:** Embedded exam questions in FIN 589

**SLO #4.3:** Evaluate the economic environment and the impact of governmental economic policies on consumers and financial services firms.

- **Content Delivered in:** FIN 326
- **Assessment Method:** Embedded exam questions in FIN 326

**SLO #4.4:** Explain how laws and regulations governing the operation of financial service firms and of the financial planning profession affect clients.

- **Content Delivered in:** FIN 326
- **Assessment Method:** Embedded exam questions in FIN 326

**SLO #4.5:** Describe the impact that financial innovation, advances in technology, and changes in regulations has had on the structure of the financial services industry.

- **Content Delivered in:** FIN 326, FIN 522, FIN 589
- **Assessment Method:** Embedded exam questions in FIN 589

**V. Prepare students who wish to practice personal financial planning.**

**Student Learning Outcomes:**

**SLO #5.1:** Analyze the impact of pension law on various financial decisions including accumulation and transfer of wealth.

- **Content Delivered in:** FIN 523
- **Assessment Method:** Embedded exam questions in FIN 523

**SLO #5.2:** Design hedging strategies to manage market risk.

- **Content Delivered in:** FIN 421
- **Assessment Method:** Embedded exam questions in FIN 421

**SLO #5.3:** Evaluate an individual's assets for efficient distribution to heirs or through charitable gifts.

- **Content Delivered in:** FIN 445
- **Assessment Method:** Embedded exam questions in FIN 445

**SLO #5.4:** Design and evaluate employee benefits plans and aid individuals in making choices among current plan elections.

- **Content Delivered in:** FIN 523
- **Assessment Method:** Embedded exam questions in FIN 523

**SLO #5.5:** Design and evaluate portfolios of securities and asset classes aimed at achieving personal goals.

- **Content Delivered in:** FIN 590
- **Assessment Method:** Case analysis in FIN 590

**SLO #5.6:** Prepare a plan for efficient wealth creation and management including planning for cash and debt management, investing, insurance, retirement, education needs, incapacity, and efficient wealth transfer.

- **Content Delivered in:** FIN 590
- **Assessment Method:** Case analysis in FIN 590

### Assessment Timeline

Timeline represents a three year cycle.

<b>GOAL</b>	<b>SLO</b>	<b>1<sup>st</sup> Cycle</b>	<b>2<sup>nd</sup> Cycle</b>
<b>I</b>	<b>1.1, 1.2, 1.3, 1.4</b>	<b>2007-2008</b>	<b>2009 Calendar Year</b>
<b>II</b>	<b>2.1, 2.2, 2.3</b>	<b>2007 Calendar Year</b>	<b>2010 Calendar Year</b>
<b>III</b>	<b>3.1, 3.2, 3.3</b>	<b>2007 Calendar Year</b>	<b>2010 Calendar Year</b>
<b>IV</b>	<b>4.1, 4.2, 4.3, 4.4, 4.5, 4.6</b>	<b>2008 Calendar Year except SLO 4.2 – 2009 CY</b>	<b>2011-2012</b>
<b>V</b>	<b>5.1, 5.2, 5.3</b>	<b>2008-2009 except SLO 5.4 – 2009 CY</b>	<b>2011-2012</b>

