

**BSBA FINANCE
ASSESSMENT PLAN
(May 2017)**

Program Learning Goals & Degree Learning Outcomes

I. Assess a firm's financial condition.

Degree Learning Outcomes:

DLO #1.1: Create and interpret financial statements.

DLO #1.2: Create and interpret cash flow statements.

- **Assessment Method:** Embedded questions in exams in FIN 325 and case analysis in FIN 423.

II. Value firms and projects.

Degree Learning Outcomes:

DLO #2.1: Determine discount/hurdle rates.

DLO #2.2: Evaluate investments in working capital and long-term assets.

DLO #2.3: Apply valuation techniques, both DCF (discounted cash flow) and non-DCF.

DLO #2.4: Apply the contingent claims approach to valuation.

- **Assessment Method:** Embedded questions in exams in FIN 325.

III. Determine a firm's financing needs.

Degree Learning Outcomes:

DLO #3.1: Design and analyze pro forma statements.

DLO #3.2: Determine composition of short and long term funds.

DLO #3.3: Identify and evaluate financing choices.

- **Assessment Method:** Case analysis in FIN 423.

IV. Evaluate securities and manage portfolios.

Degree Learning Outcomes:

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

DLO #4.2: Construct optimal portfolios.

- **Assessment Method:** Project in FIN 421.

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

- **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.

Degree Learning Outcomes:

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

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

DLO #5.2: Describe global capital markets.

- **Assessment Method:** Embedded questions in FIN 329 exam

Five Year Timeline

PLG	DLO	2017 - 2018	2018 - 2019	2019 - 2020	2020 - 2021	2021 - 2022
1	1.1	Fall		Fall		
	1.2	Fall		Spring		
2	2.1	Fall		Spring		
	2.2	Spring		Spring		
	2.3	Spring			Fall	
	2.4	Spring			Fall	
3	3.1		Fall		Fall	
	3.2		Fall		Spring	
	3.3		Fall		Spring	
4	4.1		Spring		Spring	
	4.2		Spring			Fall
	4.3		Spring			Fall
5	5.1			Fall		Spring
	5.2			Fall		Spring

