Program Mission

The mission of the College of Business Administration at SDSU is to maintain a challenging learning environment that fosters excellence in business education and develops business professionals through innovative programs, applied learning, research, and collaboration with alumni and the local business community. Our programs reflect the international, entrepreneurial, hi-tech, and tourism character of our region and provide opportunities for students and faculty to integrate their academic work with experience in the San Diego community.

Draft

Program Learning Goals

PLG 1: Financial Condition
Learn to assess a firm's financial condition.

PLG 2: Valuation
Learn to value firms and projects

PLG 3: Financing needs
Learn to determine a firm's financing needs.

PLG 4: Evaluate securities
Learn to evaluate securities and manage portfolios

PLG 5: Environment
Learn to evaluate the economic, legal, regulatory, and industry environment, domestic and international, in which firms operate

Degree Learning Outcomes / Objectives, with Any Associations and Related Measures, Benchmarks, Findings, and Closes the Loop

DLO 1: Financial statements
Create and interpret financial statements

Related Measures

M 1: Archived Annual Assessment Reports, 2007 - 2011
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Source of Evidence: Existing data

DLO 2: Cash flow statements
Create and interpret cash flow statements

Related Measures

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**Connected Documents**
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**M 2: Embedded Questions in FIN 325**
Questions drawn from MKT 325 exams.
Source of Evidence: Standardized test of subject matter knowledge

**DLO 3: Discount rates**
Determine discount/hurdle rates

**Connected Documents**
- BSBA FIN Curriculum Map
- BSBA FIN Curriculum Map - Required Courses Only

**Related Measures**

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Source of Evidence: Standardized test of subject matter knowledge

**DLO 4: Working capital and long-term assets.**
Evaluate investments in working capital and long-term assets

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**Related Measures**

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Source of Evidence: Standardized test of subject matter knowledge

**DLO 5: Valuation techniques**
Apply valuation techniques, both DCF (discounted cash flow) and non-DCF

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M 2: Embedded Questions in FIN 325
Questions drawn from MKT 325 exams.
Source of Evidence: Standardized test of subject matter knowledge

DLO 6: Contingent claims approach
Apply the contingent claims approach to valuation

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Questions drawn from MKT 325 exams.
Source of Evidence: Standardized test of subject matter knowledge

DLO 7: Design and analyze pro forma statements
Design and analyze pro forma statements

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M 3: Case Analysis in FIN 423
Case analysis completed by individual students in the capstone course in the program.
Source of Evidence: Written assignment(s), usually scored by a rubric

DLO 8: Short and long term funds
Determine composition of short and long term funds

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M 3: Case Analysis in FIN 423
Case analysis completed by individual students in the capstone course in the program.
Source of Evidence: Written assignment(s), usually scored by a rubric

DLO 9: Identify and evaluate financing choices
Identify and evaluate financing choices

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M 3: Case Analysis in FIN 423
Case analysis completed by individual students in the capstone course in the program.
Source of Evidence: Written assignment(s), usually scored by a rubric

DLO 10: Pricing stocks, bonds, derivatives
Apply models for pricing stocks, bonds, and derivative instruments

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M 4: Project in FIN 421
Project in FIN 421
Source of Evidence: Project, either individual or group

DLO 11: Construct optimal portfolios
Construct optimal portfolios

Connected Documents
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Related Measures

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DLO 12: Design hedging strategies
Design hedging strategies to manage market risks.

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Source of Evidence: Existing data

DLO 13: Analysis of firms
Perform competitive and comparative analyses of firms

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Source of Evidence: Existing data

DLO 14: Describe capital markets
Describe capital markets

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Details of Closes the Loop for This Cycle (by Established cycle, then alpha)

**Reinforcement in FIN 323, FIN 328 and FIN 423.**
Reinforce students’ understanding of the concepts in FIN 323, and reinforce their applications and calculations in FIN 328 and FIN 423.

- **Established in Cycle:** 2012 - 2013
- **Implementation Status:** Planned
- **Priority:** High
- **Projected Completion Date:** 05/2014

**Reinforcement in FIN 423**
Reinforce students’ application of the contingent claims approach to value put and call options in FIN 423.

- **Established in Cycle:** 2012 - 2013
- **Implementation Status:** Planned
- **Priority:** High
- **Projected Completion Date:** 05/2014

**The benchmark is met**
The benchmark is met

- **Established in Cycle:** 2013-2014
- **Implementation Status:** Finished
- **Priority:** Low

**The benchmark is met**
The benchmark is met

- **Established in Cycle:** 2013-2014
- **Implementation Status:** Planned
- **Priority:** High

**closing loop**
Met with the instructor and more illustrations and examples will be added to the lectures.

- **Established in Cycle:** 2014-2015
- **Implementation Status:** Finished
- **Priority:** High