

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

Assessment Timeline

Timeline represents a three year cycle.

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

BSBA Finance Curriculum Map

Course	FIN	FIN	FIN	FIN	FIN	FIN	ACC	ACC	FIN	FIN	FIN	FIN	FIN
SLO	321	323	325	327	329	423	325	326	326	328	421	425	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		

