

Texas Southern University
Assessment Narrative
Academic Years 2007-08 thru 2009-10

JESSE H. JONES SCHOOL OF BUSINESS

Program: Bachelor of Business Administration in Finance

The mission of the Finance BBA degree is to prepare students for successful careers in corporate finance, investment, financial institutions, and other decision-making positions in the broad and encompassing industry of finance, both domestic and global. Finance majors are equipped with a wide array of analytical and technological tools and techniques essential to real and financial asset valuation, financial statement analysis, and financial data analysis.

Goal 1

Students will demonstrate knowledge of key business concepts.

Outcome 1.1 – Students will demonstrate knowledge of accounting, business law, finance, management, information systems, and marketing

Students will achieve a minimum mean score of 140* or higher on the ETS major Field tests.

Findings (2008-2010)

Finance majors met the minimum mean target score of 140 for all three periods (147 in 2007-08, 153 in 2008-09, and 149 in 2009-10).

Action Plan Summary – 2008-2010

- Continued to strengthen courses, monitored test results, and implement SkillSoft electronic tutorials.
- Increased the minimum mean target score to 150 in 2009-10.

Goal 2

Students will demonstrate knowledge of key finance concepts.

Outcome 2.1 – Students will demonstrate knowledge of risk and return, investment and financial decisions

Student success will be measured through results of assessments. 75% of the students will achieve a mean score of 70% or higher on the course embedded assessments.

Findings (2008-2010)

- Finance majors did not meet the minimum performance standard on FIN403, with only 69% of the students scoring 70% or higher in 2007-08, 50% in 2008-09, and 63% in 2009-10.

Action Plan Summary – 2008-2010

- Restructured FIN 403 course content to focus more on the key topics with the administration of quizzes after each topic, and the explanation of topics using more examples.
- Continued to strengthen courses and monitor test results.
- Conducted an overall instructional review of the finance curriculum to make the necessary changes.

Outcome 2.2 – Students will demonstrate knowledge of foreign exchange markets

Student success will be measured through results of assessments. 75% of the students will achieve a mean score of 70% or higher on the course embedded assessments.

Findings (2008-2010)

- Finance majors did not meet the minimum performance on FIN338, with only 50% of the students scoring 70% or higher in 2007-08, 57% in 2008-09, and 67% in 2009-10.

Action Plan Summary – 2008-2010

- Restructured FIN 338 course content was restructured to focus more on the key topics with the administration of quizzes after each topic, and the explanation of topics using more examples.
- Continued to strengthen courses and monitor test results.
- Conducted instructional review of the finance curriculum to make the necessary changes.

Texas Southern University
Assessment Plan
Academic Years 2007-08 thru 2009-10

College/School: Jesse H. Jones School of Business
 Discipline/Program: Bachelor of Business Administration in Finance

THECB CIP Code 52.0803.00

Goals	Student Learning Outcomes/Objectives	Metric	Target			Findings			Action Plan (if applicable)	Reference Document
			2007-08	2008-09	2009-10	2007-08	2008-09	2009-10		
Goal 1 Students will demonstrate knowledge of key business concepts	SLO 1.1 Students will demonstrate knowledge of accounting, business law, finance, management, information systems, and marketing	ETS Major Field Test-Business Scores	Students will achieve a minimum mean score of 140* or higher	Students will achieve a minimum mean score of 140* or higher	Students will achieve a minimum mean score of 140* or higher	Students achieved a mean score of 147	Students achieved a mean score of 153	Students achieved a mean score of 149	<p>Based on 2007-08 Findings Continue to strengthen courses, monitor test results, and implement Skillsoft electronic tutorials</p> <p>Based on 2008-09 Findings Continue to strengthen courses, monitor test results, and utilize Skillsoft electronic tutorials</p> <p>Based on 2009-10 Findings Increase the minimum mean target score to 150</p>	R.1.1 ETS Scores – Finance
Goal 2 Students will demonstrate knowledge of key finance concepts	SLO 2.1 Students will demonstrate knowledge of risk and return, investment and financial decisions	Course-embedded Assessment Scores in FIN 403	75% of the students will achieve a mean score of 70% or higher	75% of the students will achieve a mean score of 70% or higher	75% of the students will achieve a mean score of 70% or higher	69% of students (n=16) scored 70% or higher	50% of students (n=10) scored 70% or higher	63% of students (n=24) scored 70% or higher	<p>Based on 2007-08 Findings Restructure FIN 403 course content by focusing more on the key topics; administer quizzes after covering each key topics; explain the topics using more examples</p> <p>Based on 2008-09 Findings Continue to strengthen courses and monitor test results</p> <p>Based on 2009-10 Findings Conduct an overall instructional review of the finance curriculum to make the necessary changes</p>	R.2.1 FIN403 Assessment Data Analysis
	SLO 2.2 Students will demonstrate knowledge of foreign exchange markets	Course-embedded Assessment Scores in FIN 338	75% of the students will achieve a mean score of 70% or higher	75% of the students will achieve a mean score of 70% or higher	75% of the students will achieve a mean score of 70% or higher	50% of students (n=12) scored 70% or higher	57% of students (n=7) scored 70% or higher	67% of students (n=18) scored 70% or higher	<p>Based on 2007-08 Findings Restructure FIN 338 course content by focusing more on the key topics; administer quizzes after covering each key topics; explain the topics using more examples</p> <p>Based on 2008-09 Findings Continue to strengthen courses and monitor test results</p> <p>Based on 2009-10 Findings Conduct an overall instructional review of the finance curriculum to make the necessary changes</p>	R.2.2 FIN338 Assessment Data Analysis

*The minimum mean score of 140 exceeds that of comparable institutions