

UHCL Assessment Plan
FY08 (or academic year 2007-08)

School of Business
M.S. in Finance
Program Contact: Dr. Edward Waller

Learning Outcomes Assessment					
Learning Outcomes	ULO*	Assessment Methods	Criteria for Success	Assessment Results	Use of Results
Objective: In a written analysis of a comprehensive financial research problem, students will be able to: 1. Correctly identify the main problem or issue; 2. Present information pertinent to the problem or issue; 3. Discuss multiple interpretations of the information available; 4. Present alternative courses of action to deal with the problem or issue; and 5. Select a course of action and defend it.	a	A committee of two full-time faculty members in the Finance Program will develop the financial research problem. Measures: (1) Problem or Issue, (2) Information, (3) Interpretation, (4) Alternatives, (5) Course of Action. Scoring: 3 = Mastery, 2 = Competent, 1 = Deficient. Assessment Schedule: Assessment will be conducted yearly in the Fall face-to-face section of Finc 6731 Seminar in Finance.	Criteria: 13-15 Points = Mastery; 10-12 Points = Competent; Less than 10 Points = Deficient. 70% of the students will score 10 points or more (mastery or competent).	72% of the students scored 10 points or more. 39% of the students scored mastery. 39% of the students scored competent.	Coverage of applied, practical research methodology was enhanced in Finc 6731 in Spring 2007 and reorganized in Fall 2007 and Spring 2008 to address weakness in this area in previous assessment results. Results improved in response to this change. To test the robustness of assessment results in this area, another critical thinking skills assignment was developed and administered in the program's capstone course. Results on the latter assignment met the criteria for success, but were relatively lower than on the other critical thinking skills assignments. Program faculty will monitor results for weakness and implement necessary changes with respect to the second assignment and critical thinking skills in 2008-2009.

Learning Outcomes Assessment

Learning Outcomes	ULO*	Assessment Methods	Criteria for Success	Assessment Results	Use of Results
<p>Objective: Each student can gather, assess and present relevant information about cases or issues in an oral presentation and/or written analysis. Students will be able to: 1. Gather and analyze relevant information; 2. Present relevant information in oral and/or written form; 3. Discuss evaluations, implications and/or conclusions; and 4. Defend evaluations, implications and/or conclusions.</p>	<p>b</p>	<p>A committee of two full-time faculty members in the Finance Program will develop cases and/or issues to be analyzed and presented. Measures: (1) Analysis, (2) Presentation, (3) Discussion, (4) Defense. Scoring: 3 = Mastery, 2 = Competent, 1 = Deficient. Assessment schedule: Assessment will be conducted yearly in the Fall face-to-face sections of Finc 5332 Financial Statement Analysis and Finc 6731 Seminar in Finance.</p>	<p>Criteria: 10-12 Points = Mastery; 8-9 Points = Competent; Less than 8 Points = Deficient. 70% will score 8 points or more (mastery or competent).</p>	<p>69% of the students scored 10 points or more. 48% of the students scored mastery. 21% of the students scored competent.</p>	<p>Faculty discussed results in program meetings and evaluated assessment criteria for consistency. Results were marginally below the criteria for success in this area in FY08. Coverage of applied, practical research methodology and presentation methods will be enhanced in Finc 6731, the M.S. in Finance capstone course, to address weakness in this area in 2008-2009. Moreover, assessment results will be monitored and faculty will discuss approaches to increase the percentage of students scoring mastery.</p>

Learning Outcomes Assessment

Learning Outcomes	ULO*	Assessment Methods	Criteria for Success	Assessment Results	Use of Results
<p>Recognize core finance terms and concepts, know their definitions, understand conceptual applications, and/or examples.</p>	<p>h</p>	<p>Measures: Students will answer 15 multiple-choice questions on the following topics: Cost of Capital; Capital Budgeting; Evaluating Project Risk; Primary Markets for Debt and Equity; and Derivatives. A committee of two full-time faculty members in the Finance Program will select the questions. Scoring: Each question will be worth 1 point. Assessment Schedule: Assessment will be conducted yearly in the Fall face-to-face sections of Finc 5133 Financial Policy.</p>	<p>Criteria: 13-15 Points = Mastery; 10-12 Points = Competent; Less than 9 Points = Deficient. 70% of the students will score 10 points or more (mastery or competent).</p>	<p>100% of the students scored 10 points or more in Fall 2007 and Spring 2008. 67% of the students scored mastery. 33% of the students scored competent. The percentage of students who scored mastery increased from 45% in 2006-2007 to 67% in 2007-2008.</p>	<p>Faculty discussed results in program meetings. A committee of two full-time faculty members in the Finance program developed course curricula changes to strengthen coverage of core principals and assess the reliability of assessment questions in FY07. Given FY07 changes, criteria for success were met in this area in FY07 and FY08. Moreover, the percentage of students who scored mastery increased from 45% in 2006-2007 to 67% in 2007-2008. In Spring 2008, the questions were fully integrated into the final exam as the first 15 multiple-choice questions. Previously, the questions were administered on both the midterm and the final examination. The change was made because the students almost ran out of time on the midterm examination. Faculty will continue to monitor results in this area relative to both criteria for success and curricula innovation.</p>

Learning Outcomes Assessment

Learning Outcomes	ULO*	Assessment Methods	Criteria for Success	Assessment Results	Use of Results
Objective: Recognize ethical dilemmas, know their importance, pose potential solutions, and/or foresee consequences.	e	Measures: Students will answer 15 multiple-choice questions on the following topics: Recognition of Moral Issues and Errant Behavior; Relationship to Asymmetric Information and Disclosure; Relationship to Corporate Governance; Potential Solutions and their Consequences; Corporate Culture. A committee of two full-time faculty members in the Finance Program will select the questions. Scoring: Each question will be worth 1 point.	Criteria: 13-15 Points = Mastery; 10-12 Points = Competent; Less than 10 Points = Deficient. 70% of the students will score 10 points or more (mastery or competent).	78% of the students scored 10 points or more. 45% of the students scored mastery. 33% of the students scored competent.	Faculty discussed results in program meetings. Changes in ethics coverage and assignments were developed and delivered in Finc 6731 in FY08 to build upon changes made in Spring 2007 to address prior assessment weakness. Given these changes, criteria for success was met in this area in FY08. Moreover, the percentage of students scoring mastery increased from 23% in FY07 to 45% in FY08, necessitating a decrease in the percentage of students scoring competent. Faculty will monitor results in this area relative to the criteria for success and potential, necessary changes.

***University Learning Outcomes (ULO)**

In developing student learning outcomes, select from the list below the university level learning outcome(s) that match most closely to the learning outcomes.

- a. Critical Thinking - The mastery of higher order thinking skills including quantitative and qualifying analysis, synthesis, and evaluation of information, argumentation, problem solving, and creativity.
- b. Communication - Effective written and oral expression including the use of such media as audio, video, text, and graphics.
- c. Information Technology - The application of information technology to search for, access, retrieve, organize, interpret, and transfer information.
- d. Interpersonal Competence - The capacity to understand many points of view and to work responsibly with others in a variety of settings.
- e. Ethical Citizenship - The ability to make ethical decisions in person and professional societal contexts

- f.** Global Perspective - The capability to demonstrate awareness of local and global diversity, within the students chosen discipline, the international economy, and the interrelated worldwide environment.
- g.** Self-directed Learning - The ability to identify, assess, revise, and monitor learning to achieve personal and professional goals.
- h.** Other: Professional accreditation standards