***STUDENT LEARNING ASSESSMENT PROGRAM***

***SUMMARY FORM AY 2017-2018***

Please complete a separate worksheet for each academic program (major, minor) at each level (undergraduate, graduate) in your department. Worksheets are due to CASA this year by **June 15, 2017**. Worksheets should be sent electronically to kjsanders@eiu.edu and should also be submitted to your college dean. For information about assessment or help with your assessment plans, visit the Assessment webpage at <http://www.eiu.edu/~assess/> or contact Karla Sanders in CASA at 581-6056.

Bachelor of Science in Business

Major in Finance

**Degree and**

**Program Name:**

# Submitted By:

**Crystal Lin**

Assistant Chair of Finance

**Please use size 10 font or larger.**

**PART ONE**

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| What are the learning objectives? | How, where, and when are they assessed?  | What are the expectations? | What are the results? | Committee/ person responsible? How are results shared? |
| 1.Apply capital budgeting decision criteria and determine the optimal capital budget. | Examinations and projects in FIN 3780. | 75% of students should score 70% or higher on cash flow determination, cost of capital determination, determination of capital budgeting decision criteria, and optimal capital budget. | Out of a class of 40:72% scored 70% or higher on determination of cash flows.46% scored 70% or higher on determination of cost of capital.95% correctly determined net present value.95% correctly determined internal rate of return.85% correctly determined the optimal capital budget. | The results are shared with the finance faculty each fall.Determination of cost of capital was below the goal of 75%. |
| 2.The Financial Planning concentration is designed to prepare students to pass the Certified Financial Planner examination. The Financial Planning concentration is a specialization for some finance majors. | The number of students attempting and passing the CFP exam is provided to the university by the CFP board. | Eastern graduates will meet or exceed the national pass rate. | In March 2018, 1 student attempted and passed the CFP exam for a pass rate of 100%. The national pass rate average for the March 2018 exam was 61%.In July 2017, 1 student attempted but did not pass the CFP exam for a pass rate of 0%. The national pass rate average for the March 2017 exam was 64%.In March 2017, 3 students attempted the CFP exam. Two students passed for a pass rate of 66.7%. The national pass rate average for the March 2018 exam was 62.2%. In 2016, 5 students attempted the CFP exam. Three students passed for a pass rate of 60.0%. The national pass rate average for the March 2017, July 2017, and November 2017 was 64.4%.In 2015, 5 students attempted the CFP exam. All 5 students passed for a pass rate of 100%. The national pass rate average for the March 2015, July 2015, and November 2015 was 67.8%.In 2014, 4 students attempted the CFP exam. Three students passed for a pass rate of 75.0%. The national pass rate average for the March 2014, July 2014, and November 2014 was 64.5%. In 2013, 2 students attempted the CFP exam. One student passed for a pass rate of 50.0%. The national pass rate average for the March 2013, July 2013, and November 2013 was 63.3%.In 2012, 3 students attempted the CFP exam. Zero students passed for a pass rate of 0.0%. The national pass rate average for the March 2012, July 2012, and November 2012 was 62.2%. | The results are shared with the finance faculty each fall. |
| 3.Describe and price different types of derivatives, and apply derivatives to manage risk. | Derivatives are an integral component of financial management. Various types and applications of derivatives are included in FIN 3730, 3750, and 3780.Examinations and projects in these courses are used. The derivatives assessment rubric evaluates 1) knowledge of derivatives, 2) pricing of derivatives, and 3) applications of derivatives. | 75% of students should score 70% or higher on the measurement instruments. | Out of a class of 19:95% scored 70% or higher on knowledge of options.94% scored 70% or higher on pricing futures.78% scored 70% or higher on hedging with futures.73% scored 70% or higher on hedging with options.84% scored 70% or higher on options investment strategies. | The results are shared with the finance faculty each fall.Hedging with options was slightly below the goal of 75%. |
| 4. Explain and apply the determinants of asset valuation. | Examinations and projects in FIN 3720. | 75% of students should score 70% or higher on time value of money, cash flow estimation, determination of risk, and determination of required return. | Out of a class of 21:81% scored 70% or higher on time value of money.76% scored 70% or higher on cash flow estimation.86% scored 70% or higher on determination of risk.86% scored 70% or higher on determination of required return. | The results are shared with the finance faculty each fall.No exceptions were noted |
| 5. Analyze the determinants of the financing decision of the firm. | Examinations and projects in FIN 3780. | 75% of students should score 70% or higher on perfect capital markets, costs of financial distress, agency costs, and dividend policy. | Out of a class of 40:46% scored 70% or higher on perfect capital markets.90% scored 70% or higher on agency costs.82% scored 70% or higher on dividend policy. | The results are shared with the finance faculty each fall.Perfect capital markets was below the goal of 75%. |

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| 6. General Education Goalsa. EIU students will demonstrate the ability to write effectively. | Students submit written assignments as part of the EWP. The submissions are evaluated by the faculty. | 90% of students should score at the satisfactory level. | Summer 2017Average score of 3.75.Out of 8 students, 8 scored 3 or better, or 100%.Fall 2017Average score of 3.56.Out of 31 students, 30 scored 3 or better, or 96.8%.Spring 2018Average score of 3.34.Out of 32 students, 30 scored 3 or better, or 93.8%.TotalAverage score of 3.49.Out of 71 students, 68 scored 3 or better, or 95.8%. | The results are shared with the finance faculty each fall. |
| 6. General Education Goalsb. EIU students will demonstrate the ability to communicate orally. | Students make oral presentation in FIN 4220. | 75% of students should score 70% or better on the oral presentations. | Out of a class of 14:93% scored 70% or higher. | The results are shared with the finance faculty each fall. |
| 6. General Education Goalsc. EIU Students will demonstrate the ability to think critically. | Term project in FIN 4220 requires students to propose a stock based on their research.Term paper in FIN 3780 requires students to reach a conclusion based on the research contained in the paper. | 75% of the students should score 70% or higher on the conclusion section of the paper. | Out of a class of 14:86% scored 70% or higher.Out of a class of 40:90% scored 70% or higher. | The results are shared with the finance faculty each fall. |
| 6. General Education Goalsd. EIU students will demonstrate the ability to function as responsible global citizens. | Examinations in FIN 3780 include questions on ethics. | 75% of students should score 70% or higher on ethics. | Out of a class of 12:87% scored 70% or higher | The results are shared with the finance faculty each fall.No exceptions were noted. |

(Continue objectives as needed. Cells will expand to accommodate your text.)

**PART TWO**

Describe your program’s assessment accomplishments since your last report was submitted. Discuss ways in which you have responded to the CASA Director’s comments on last year’s report or simply describe what assessment work was initiated, continued, or completed.

This year we have focused on faculty search and we successfully hired a tenure-track faculty. We constructed a CFP course rotation list, which will be used to guide course offering and assessment. There were few courses reassigned to faculty due to retirement and faculty leaving the department.

**PART THREE**

Summarize changes and improvements in **curriculum, instruction, and learning** that have resulted from the implementation of your assessment program. How have you used the data? What have you learned? In light of what you have learned through your assessment efforts this year and in past years, what are your plans for the future?

Most finance elective courses are now offered every other semester. Due to declining number of faculty and teaching reassignment, assessment item 6b is done in FIN4220 instead of FIN3770. We also assess item 6c in FIN4220 in addition to FIN3780. We believe assessing an important item in more than one course broadens our scope and can improve our program quality over time.

We constructed a CFP course rotation list, which will be used to guide course offering and assessment. With a new tenure-track faculty coming in fall 2018, we are optimistic in assessment related to CFP courses. She will specialize in CFP courses and should help us have more constructive and consistent assessment in the area.