

**ASSESSMENT RECORD FOR
DEPARTMENT
OF**

Finance

(Academic Department Name)

2009-2010

(Assessment Period Covered)

10/01/2010

(Date Submitted)

Includes Assessment Reports for those Instructional Programs listed below:

Title of Instructional Degree Program

Degree Level

(Associate, Bachelors,
Master's, etc.)

Finance

Bachelors

Submitted By: Dell Ann Janney

(Departmental Chair or Faculty Assessment Representative)

**ASSESSMENT REPORT
FOR
Finance**

Department (Major)

2009-2010

(Assessment Period Covered)

10/01/2010

(Date Submitted)

Expanded Statement of Institutional Purpose Linkage:

College Mission Statement: The mission of Culver-Stockton College is to provide **students of promise** a superb education within an **active learning community** founded upon **integrity** and the **best values of faith and the human spirit**.

The Community

Culver-Stockton College accomplishes this mission as a learning-centered community committed to freedom of inquiry, excellence in teaching, and its heritage as a midwestern college in covenant with the Christian Church (Disciples of Christ).

Department Mission Statement: The mission of the Culver-Stockton College Business Division is to prepare business students of promise for successful careers or graduate school through experiential learning and corporate experiences.

College Objective(s): To prepare the student for graduate study or a chosen career through major programs which provide in-depth knowledge, values, and professional specialization.

Intended Outcomes/Objectives:

1. **Finance graduates will demonstrate the ability to communicate effectively.**
2. **Finance graduates will demonstrate proficiency in core business concepts.**
3. **Finance graduates will be well prepared for their first employment upon graduation.**

ASSESSMENT REPORT FOR

Finance

Academic Department (Major)

2009-2010

(Assessment Period Covered)

10/01/2010

(Date Submitted)

Intended Outcomes/Objectives:

1. Finance graduates will demonstrate the ability to communicate effectively.

First Means of Assessment for Objective Identified Above:

Assessment Criteria and Procedures: The faculty will collect artifacts for review as evidence of the students' ability to write effectively. The artifact will be rated by an independent faculty using a rubric. Graduates will achieve an average score of 80% or above (using a rubric rating score of 0-100%.) A two year moving average will be used.

Graduates will achieve an average score of 80% or above (on a scale of 0-100%.)

Summary of Data Collected: Students completed a research project in Business Strategy, the capstone course. The average rating (cumulative score) on the research project a 88% for the 7 projects assessed for the two years 2008-2010.

Use of Results: The goal was exceeded. In 2009-2010, the research project completed by students is reviewed in rough drafts and students are given the opportunity to re-write, thus, possibly inflating the scores. Faculty will reevaluate the weighting of categories.

Budget Implications: None.

ASSESSMENT REPORT

FOR

Finance

Academic Department (Major)

2009-2010

10/01/2010

(Assessment Period Covered)

(Date Submitted)

Intended Outcomes/Objectives:

2. Finance graduates will demonstrate proficiency in core business concepts.

First Means of Assessment for Objective Identified Above:

Assessment Criteria and Procedures: Finance graduates will take the Major Field Test comprehensive examination. This exam will be required for a grade and completed in Business Strategy. A two-year moving average score will be used.

2. Finance graduates will score a minimum of one-standard deviation below the nationally-normed mean score in test sub-categories for all required courses.

Summary of Assessment Data Collected:

	<u>C-SC Mean Correct</u>	<u>National Mean Correct</u>	<u>Standard Deviation</u>
Accounting	57	50	6.9
Economics	55	47	7.0
Management	50	55	5.9
Finance	50	55	8.5
Marketing	55	52	6.8
Legal & Social Env.	48	46	6.1

Use of Results The finance graduates met the business division goal except for one area. In all areas except for management, students were within one standard deviation of the national mean. These results are fairly consistent with results from previous years. However, ETS is unable to provide cumulative data for 2008 and 2009.

To improve the test results in the management area, the management faculty will investigate the core concepts identified by ETS and determine where these concepts are covered in the curriculum. In addition, students will be required to review comprehensive study guides that have been developed in previous years. Note: ETS was again unable to separate data by individual student for major reporting purposes. Faculty will attempt to enroll students in co-horts by major.

Budget Implications: The cost of administering the ETS Major Fields examination is \$15 per graduate.

ASSESSMENT REPORT FOR

Finance

Academic Department (Major)

2009-2010

(Assessment Period Covered)

10/01/2010

(Date Submitted)

Intended Outcomes/Objectives:

3. Finance graduates will be well prepared for their first employment upon graduation.

First Means of Assessment for Objective Identified Above:

Assessment Criteria and Procedures: A survey of finance graduates one year out and five years out will be administered. Seventy-five percent of finance graduates who respond when surveyed will respond positively that they were well prepared for their first employment. A three-year moving average will be used.

Summary of Assessment Data Collected:

- (1) 96% of finance graduates surveyed responded that the C-SC finance curriculum prepared them for current employment in regard to effective writing.
 - (2) 94% of finance graduates surveyed responded that the C-SC finance curriculum prepared them for current employment in regard to business software applications.
 - (3) 86% of finance graduates surveyed responded that the C-SC finance curriculum prepared them for current employment in regard to business presentations.
 - (4) 100% of finance graduates surveyed responded that the C-SC finance curriculum prepared them for current employment in regard to finance concepts.
- **Use of Results:** The goal was met in each of the areas surveyed. (2) The respondents indicated affirmatively that the use of advanced Excel is especially valuable. *We offered an advanced Excel workshop, but are reevaluating how to integrate this content into the program.*
- Note: These results reflect a three-year moving average.

Budget Implications: The cost of the Advanced Excel workshop was \$1,000.

Second Means of Assessment for Objective Identified Above:

Assessment Criteria and Procedures: An evaluation will be completed by internship supervisor assessing intern performance (on a 5 point scale with 5 being excellent and 1 being poor.) The average rating received by finance graduates will be a 4.0 or above (average rating was changed from a 3.5 to a 4.0 in 2008-2009). A three-year moving average will be used.

Summary of Assessment Data Collected: The average score received by finance graduates is a 4.84. A three-year moving average was used due to the small numbers of graduates.

Use of Results: The scores received are significantly above average, indicating that students are performing well.

Budget Implications: None