

**ASSESSMENT RECORD FOR
DEPARTMENT
OF**

Finance

(Academic Department Name)

2008-2009

(Assessment Period Covered)

10/01/2009

(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)

2008-2009

(Assessment Period Covered)

10/01/2009

(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 (if applicable) To provide a first class Finance education with a focus on student centered learning, leadership opportunities and hands-on experiences in which students will apply learning through internships, independent research, corporate workshops and other “experiential learning.”

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.**

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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%.)

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 on the research project a 94% for the five projects assessed.

Use of Results: The goal was exceeded. Student projects were well written and and properly formatted. Only one year's research projects were available. In the future, a two-year moving average will be used.

Budget Implications: None.

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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: The average score earned on the Major Fields Test for Finance graduates was an 73%.

	<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 graduates scored above the minimum of one standard deviation below the nationally normed mean; however, the number of graduates completing the exam was low (only 11 students completed the exam in the fall of 2008 and the spring 2009 data is not available.) In addition, ETS is unable to provide cumulative data for both fall 2008 test scores and spring 2009 test scores combined. Students were required to develop study guides in each of the subject areas and present the content to the class. Test scores improved from the previous testing period. Faculty will continue to require students to collaboratively create study guides in order to prepare for the exam. In addition, faculty will review the ETS Major Fields Test content to evaluate whether core concepts are required in the business curriculum. Note: ETS was unable to separate data by individual student for major reporting purposes. In the future, faculty will enroll students in co-horts by major.

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

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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) 91% of finance graduates surveyed responded that the C-SC finance curriculum prepared them for current employment in regard to effective writing.
- (2) 88% 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.
- (5) 100% of finance graduates surveyed responded that the C-SC finance curriculum prepared them for current employment in regard to leadership experiences (work or community.)

Use of Results: The goal was met in each of the areas surveyed. (2) The respondents indicated affirmatively that the use of advanced Excel and Access is especially valuable. *We are now requiring Computer Applications in Business to further develop Excel and Access skills.*

Note: These results reflect a three-year moving average.

Budget Implications: None

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 two-year moving average will be used.

Summary of Assessment Data Collected: The average score received by finance graduates is a 4.75. A two-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

