

Assessment Plan for **Financial Services** Program through AY 2019/2020

(Subject to change depending on whether targets are met)

<p>1.0 Students will understand the operations of the financial services industry and the services provided.</p>	
<p>Outcome 1.1</p> <p>Students will identify the operations and structure of different financial institutions.</p>	<p>Measure: Exam Questions</p> <p>Details/Description: Multiple-choice Exam Questions in FIN 440</p> <p>Target: 70% of the students will achieve a 75% or better.</p> <p>Implementation Plan: Fall 2013, Fall 2016, Fall 2019</p> <p>Responsible Individual(s): M. Haque or course instructor</p>
<p>Outcome 1.2</p> <p>Students will be able to describe various types of insurance contracts and their uses in financial services.</p>	<p>Measure: Exam questions</p> <p>Details/Description: Exam questions in INS 340.</p> <p>Target: A score of 70% will be achieved by at least 75% of the students.</p> <p>Implementation Plan: Spring 2015, Spring 2018</p> <p>Responsible Individual(s): Course instructor</p>
<p>Outcome 1.3</p> <p>Students will be able to describe clients' dispositions toward risk and identify appropriate strategies to pursue.</p>	<p>Measure: Exam questions</p> <p>Details/Description: Multiple-choice questions in FIN 320</p> <p>Target: 70% of the students will achieve a 70% or better.</p> <p>Implementation Plan: Fall 2013, Fall 2015, Fall 2018</p> <p>Responsible Individual(s): S. Robinson or course instructor</p>
<p>2.0 Student will be able to apply problem solving to address the information needs of the financial services sector.</p>	
<p>Outcome 2.1</p> <p>Students will be able to apply time value of money techniques in the valuation of securities.</p>	<p>Measure: Exam Questions</p> <p>Details/Description: Multiple-choice Exam Questions in FIN 333</p> <p>Target: 70% of the students will achieve a 70% or better.</p> <p>Implementation Plan: Fall 2015 (exam questions), Spring 2017 (survey – indirect measure), AY 2018-2019 depending on semester course is offered (exam questions).</p> <p>Responsible Individual(s): T. Zaher or course instructor</p>
<p>Outcome 2.2</p> <p>Students will be able to</p>	<p>Measure: Exam questions</p> <p>Details/Description: Exam questions in FIN 333.</p>

<p>perform financial statement analysis.</p>	<p>Target: A score of 70% will be achieved by at least 70% of the students.</p> <p>Implementation Plan: Spring 2015 (exam questions), Spring 2017 (survey – indirect measure), AY 2017-2018 depending on semester course is offered (exam questions).</p> <p>Responsible Individual(s): T. Zaher</p>
<p>Outcome 2.3</p> <p>Students will be able to assess risk and return for assets and portfolios.</p>	<p>Measure: Exam Questions</p> <p>Details/Description: Multiple-choice Exam Questions in FIN 333</p> <p>Target: 70% of the students will achieve a 70% or better.</p> <p>Implementation Plan: Spring 2015, AY 2017-2018 depending on semester course is offered.</p> <p>Responsible Individual(s): T. Zaher</p>
<p>3.0 Students will be able to appraise the environmental context in which managers of the financial services industry operate.</p>	
<p>Outcome 3.1</p> <p>Students are able to identify the factors that affect interest rates and evaluate relationships between the prices of securities and interest rates.</p>	<p>Measure: Exam Questions</p> <p>Details/Description: Multiple-choice Exam Questions in FIN 440</p> <p>Target: 70% of the students will achieve a 75% or better.</p> <p>Implementation Plan: Fall 2013, Fall 2016, Fall 2019</p> <p>Responsible Individual(s): M. Haque or course instructor</p>
<p>Outcome 3.2</p> <p>Students will have an understanding of ethical issues and ethical decision making as it applies to managing organizations.</p>	<p>Measure: Exam questions and 3 short cases</p> <p>Details/Description: Exam questions and 3 individual analysis of three short cases in MGT 370.</p> <p>Target: A score of 70% will be achieved by at least 70% of the students.</p> <p>Implementation Plan: Spring 2014, Spring 2015, Spring 2017, Spring 2020.</p> <p>Responsible Individual(s): W. Wilhelm or course instructor</p>