

MAJOR FIELD ASSESSMENT PLAN
B. S. FINANCE

The mission of Southeastern Louisiana University is to meet the education and cultural needs, primarily of Southeast Louisiana, to disseminate knowledge and to facilitate life-long learning through quality instruction, research and service in a safe, student-centered environment.

The major purpose of the Finance Program is to provide students with educational opportunities and experiences which could lead to a leadership career in the field of Finance.

Goal 1

Finance Majors should have a strong knowledge of the field of Finance as well as knowledge of business in general.

A. Expected Outcome

Students completing the baccalaureate program in finance will be satisfied with the education they received at Southeastern Louisiana University.

Assessment:

Eighty percent of the finance alumni responding to the SLU Undergraduate Alumni Survey will respond "very satisfied" or "satisfied" to the statement, "How satisfied are you with the education you received in your major field of study at Southeastern?"

B. Expected Outcome

Graduates will possess a basic understanding of the body of Business and Finance knowledge as covered in the baccalaureate finance program of study.

Assessment

- a. A comprehensive departmental examination, designed to assess students' knowledge of finance concepts, strategy, theory and practice covered in the finance program at Southeastern, will be administered during the students' final semester prior to graduation. Seventy-five percent of the students taking the exam will score 60 percent or above.
- b. Graduating seniors taking the ETS Major Field Assessment Test in Business will produce average scores in the upper 50% of national scores.

- c. Twenty-five percent of the Finance program graduates responding to the SLU Undergraduate Alumni Survey will indicate that they have obtained a professional certification unique to finance, such as a Securities Broker's License or Certified Financial Analyst (CFA) designation, within two years after graduation.

Goal 2

Expected Outcome:

Baccalaureate graduates in Finance will find employment in the field and will feel competitive with graduates of other universities.

Assessment:

- a. Sixty percent of the finance program graduates responding to the SLU Undergraduate Alumni survey will indicate that they are currently employed in a "finance related position."
- b. Eighty-percent of the finance alumni responding to the SLU Undergraduate Alumni Survey will feel their undergraduate preparation was "equal" or "better" than that received by graduates of other universities.