

CAMPUS CORRESPONDENCE

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To: Dr. Michelle Hall, Director
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From: Dr. Robert Cope, Interim Head
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Subject: 2008-2009 MFA Plan

Attached is the current Major Field Assessment Plan (MFA) for Finance. As in previous years, we continue to follow a Goal Attainment Framework for developing the MFA Plan.

Please contact us if you have any questions.

MAJOR FIELD ASSESSMENT PLAN
B. S. FINANCE

As stated in the *2008-2009 General Catalogue*, the mission of Southeastern Louisiana University is “to lead the educational, economic and cultural development of the southeast region of the state known as the Northshore.” (p. 42).

As stated in the *2008-2009 General Catalogue*, the mission of the College of Business states that the college “prepares students to be leaders of business, industry, and government in a dynamic global environment. Complementing the primary commitment to quality instruction, the College values intellectual contributions of an applied or instructional nature and provides service activities to improve the quality of academic programs, students, and economic health of southeast Louisiana” (p. 172).

As stated in the *2008-2009 General Catalogue*, the major purpose of the Finance Program is “to provide students with knowledge foundation and skills necessary to pursuing successful careers in industry or graduate studies in Finance.” (p. 189).

The Goals outlined on page 189 of the *2008-2009 General Catalogue* encompass all of the Educational Objectives of the Finance degree program.

GOAL ATTAINMENT FRAMEWORK AND RESULTS

In order to fulfill the university, college and department missions, the Finance Department has established two goals which are presented in the Major Field Assessment Plan for the Bachelor of Science Degree in Finance. The first goal is that Finance majors should have a strong knowledge of the field of finance, as well as knowledge of business in general. The second goal is to prepare students for employment in the field of finance and/or graduate study in the field. The assessment findings are presented below.

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 receive at Southeastern Louisiana University.

- 1) Assessment Benchmark: Seventy-five 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 overall quality of your degree program?”
- 2) Assessment Benchmark: Seventy-five percent of the graduating finance seniors responding to the SLU Exit Survey will respond “very satisfied” or “satisfied” to the statement: “How satisfied are you with the overall quality of your degree program?”

B. Expected Outcome: Graduates will possess a basic understanding of the body of business and finance knowledge as covered in the baccalaureate finance degree program of study.

Assessment Benchmark: 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 to graduating finance seniors in FIN 452 in the spring semester of each year. Fifty percent of the students taking the exam will score sixty percent or above.

Goal 2: To prepare students for employment in the field of finance and/or graduate study in the field.

Expected Outcome: Baccalaureate graduates in Finance will find employment in the field and will feel prepared for graduate study in the field.

- 1) Assessment Benchmark: A majority of the Finance program graduates responding to the SLU Undergraduate alumni Survey will indicate that they are currently employed in a “finance related” position.

2) Assessment Benchmark: A majority of the finance alumni who are continuing their education will respond “effectively” or “very effectively” to the SLU Survey of Undergraduate Alumni question, “How effectively did your educational experiences at SLU prepare you for graduate/professional school?”