



# ***Southeastern Louisiana University***

## ***Department of Marketing and Finance***

2277/Fax 5010/Fac Box 229/mcudd@selu.edu

Date: May 15, 2001

From: Finance Degree Program Assessment Committee  
Mike Cudd (Chair)  
Danielle Lewis *RMC*

To: Rakesh Duggal, Head  
Department of Marketing and Finance

Cc: Mike Budden, Dean  
College of Business  
  
Michelle Hall, Director  
Institutional Research and Assessment

Re: 2000-2001 Assessment Results for the  
B.S. Finance Degree Program

The assessment findings of the Major Field Assessment Plan for the B.S. Finance degree program are contained in this report. The following are the Plan's goals, expected outcomes, and assessment instrument results:

**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 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?"

*Assessment Results: Of the eighteen students responding to the Survey (March 2001 distribution), eight indicated they were "satisfied" and eight indicated they were "very satisfied" with the overall quality of the degree program. Therefore, the 89% (sixteen of eighteen)*

Seventy-five percent 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?"

*Four of the five respondents with graduate school experience indicated that the Finance degree program prepared them "effectively" or "very effectively" for further graduate/professional study. This meets the Plan's goal of seventy-five percent.*

---

*Summary: Based on the assessment instruments available, findings show the Finance degree program to be highly successful in terms of meeting the Plan's benchmarks for student satisfaction, student retention of program course material, effectiveness of student preparation for Finance-related employment, and effectiveness of student preparation for further graduate/professional study.*

portion of the basic knowledge of finance concepts, strategy, theory and practice.

Note: This year the comprehensive departmental exam was administered in a Fin451 because of its larger number of graduating Finance seniors. This necessitated, however, compressing the time available for the exam from its traditional seventy-five minutes allowed in prior semesters to just fifty minutes because of the class meeting time allotted to Fin451 as a MWF class. Nonetheless, student performance on the exam exceeded the Plan's benchmark, which was highly encouraging concerning the performance of these students.

Assessment Benchmark: Every three years, graduating seniors in finance will take the ETS Major Field Achievement Test in Business and produce average scores in the upper 50 percentile of the national averages.

*The ETS Major Field Achievement Test in Business was not administered this year, so no analysis was feasible.*

**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.

Assessment Benchmark: Seventy-five 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.

*The results of the Alumni survey show that, of the thirteen students responding to the Employment segment of the survey, nine (sixty-nine percent) indicated they were employed in a finance or finance-related field. One other student (eight percent) found better pay in employment outside of the finance field. Only three students (twenty-three percent) indicated that they could not find a job that they wanted. If the student who found better pay in another field is included, then ten students (seventy-seven percent) found satisfactory employment. This meets the Plan's goal of seventy-five percent.*