

# ***Southeastern Louisiana University***

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

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

Date: September 20, 2002

From: Finance Degree Curriculum Committee  
Mike Cudd (Chair)  
John Cresson  
Lisa Jones  
Danni Lewis

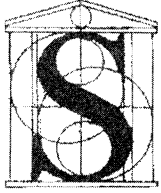
To: Rakesh Duggal, Head  
Department of Marketing and Finance

Cc: Michelle Hall, Director  
Institutional Research and Assessment

Re: Review of the 2001-2002 Finance Degree Curriculum

The Finance Degree Curriculum Committee met on Thursday, September 19, 2002, and conducted a review of the 2001-2002 Finance degree curriculum. The Committee recommends no change to the curriculum at this point in time.

Several changes in the degree program were made in recent years to comply with the Board of Regents mandate that such degree programs be reduced from approximately 130 hours in length to 121 hours in length.



# ***Southeastern Louisiana University***

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

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Date: September 20, 2002

From: Finance Degree Program Assessment Committee  
Mike Cudd (Chair)  
John Cresson  
Lisa Jones  
Danni Lewis

To: Rakesh Duggal, Head  
Department of Marketing and Finance

Cc: Michelle Hall, Director  
Institutional Research and Assessment

Re: 2001-2002 Assessment Results for the  
B.S. Finance Degree Program

The assessment findings of the Major Field Assessment Plan for the Bachelor of Science in Finance degree program are presented in this report. Specifically, 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?"

The results of the most recent alumni survey were reported in the 2000-2001 assessment report.

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?"

Assessment Results: Of the forty-six students responding to the Exit Survey (distributed May 2002), 52.2 percent indicated they were "satisfied" and 26.1 percent indicated they were "very satisfied" with the overall quality of the degree program. Therefore, the total percentage of 78.3 percent indicating they are "satisfied" or "very satisfied" with the degree program exceeds the Plan's 75 percent goal. These findings indicate a high program-satisfaction rate exiting the degree program in finance.

- 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 FIN382 in the spring semester of each year. Fifty percent of the students taking the exam will score sixty percent or above.

The results of the comprehensive departmental examination administered in the Spring 2002 semester are presented below:

Student	FIN381	FIN382	FIN401	FIN451	Exam
A	100%	58%	56%	64%	71%
B	62	67	78	43	60
C	69	67	44	93	71
D	62	67	44	93	69
E	100	42	22	93	69
F	92	33	22	71	58
G	100	33	33	86	67
H	77	42	44	64	58
I	85	83	33	57	67
J	77	42	44	64	58
K	69	83	67	57	69
L	77	50	33	71	60
Average	81%	52%	43%	61%	65%

The findings show that seventy-five percent of those taking the exam score sixty percent or higher, exceeding the Plan's goal of fifty percent by a large margin. The

results indicate that graduating seniors in Finance are retaining an adequate portion of the basic knowledge of finance concepts, strategy, theory and practice.

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 most recent alumni survey were reported in the 2000-2001 assessment report.

Assessment Benchmark: 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?"

The results of the most recent alumni survey were reported in the 2000-2001 assessment report.

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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, an effectiveness of student preparation for further graduate/professional study.