



Southeastern Louisiana University

Department of Marketing and Finance

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

Date: October 21, 1997

To: Mike Budden, Dean
College of Business

From: Chris Brown, Chairman
Finance Assessment Committee

Re: 1996-97 Finance Assessment Results

Four of the outcome measurements for the Finance Assessment Plan were based on results of the SLU Undergraduate Alumni Survey. Unfortunately, the University did not conduct the Alumni Survey. Consequently, the following assessment report is forcibly resigned to examining only the remaining two outcome measurements, both of which measured the department's achievement of Expected Outcome B of Goal 1.

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.

Results

The second administration of the comprehensive departmental exam in finance was conducted late in the Spring 1997 semester. Three students participated in the exam producing scores of 54%, 62% and 72%. Since only two of three or 67

percent achieved a score of 60 percent or more, we fell short of our goal.

The exam consists of four sections (subject areas) containing a total of fifty questions. A breakdown of student scores in each of the four subject areas is displayed below:

	<u>Percent Correct</u>	
	<u>Spring 1995</u> (n=9)	<u>Spring 1997</u> (n=3)
FIN381 (Business Finance)	52%	60%
FIN382 (Problems in Business Finance)	61%	51%
FIN401 (Capital and Money Markets)	51%	52%
FIN451 (Investments)	<u>67%</u>	<u>74%</u>
Overall	58%	59%

Scores on the second assessment exam for finance majors still are less than hoped for. The trend indicates that only slight improvement occurred in the overall average, although scores in Business Finance experienced a large jump. This was offset by an equally large drop in scores in the Problems in Business Finance area.

Assessment

- b. Graduating seniors taking the ETS Major Field Assessment Test in Business will produce average scores in the upper 50% of national scores.

Results

Only one finance major participated in the ETS Major Field Assessment Test in Business. Unfortunately, this student barely graduated and was clearly the weakest student in the finance program. Because those taking the Test consisted of just one student and the student represented a statistical outlier, the results of the ETS Business Test are appropriately treated as spurious and not representative of the program. As a result, they are not displayed, nor are their results discussed.

The Finance Assessment Plan is being revised to ensure that future administrations will be sufficiently populated to provide a representative sample.

GOAL ATTAINMENT FRAMEWORK

B.S., Finance
Department of Marketing and Finance

Academic Year 1996-97

December 1, 1997

Expected Outcome	Much Less than Expected	Less than Expected	Expected	More than Expected	Much More than Expected
% of alumni who are satisfied with the finance program according to the SLU Undergraduate Alumni Survey			80%		
% of students scoring 60% or above on the comprehensive departmental examination		67%	75%		
average scores in the ETS Major Field Achievement Test in Business			upper 50% of national scores		
% of graduates who have obtained professional certification unique to finance according to the SLU Undergraduate Alumni Survey			25%		
% of alumni who are currently employed in a "finance related position" according to the SLU Undergraduate Alumni Survey			60%		
% of alumni who feel their undergraduate preparation was "equal" or "better" than that received by graduates of other universities according to the SLU Undergraduate Alumni Survey			80%		