

CAMPUS CORRESPONDENCE

---

Department of Marketing & Finance  
Phone 2277  
Box 10844

**Date:** December 15, 2006

**To:** Dr. Michelle Hall, Director  
Institutional Research and Assessment

**From:** Dr. Robert Cope, Interim Head  
Department of Marketing & Finance

Dr. Danielle Lewis, Chair  
Planning and Assessment Committee  
Department of Marketing & Finance

**Subject:** 2006-2007 MFA Report on Results

Attached is the current Major Field Assessment Plan (MFA) for Finance and the 2006-2007 MFA Report on Results. Data for the report were collected from several SLU surveys and a Basic Finance Examination. As in previous years, we continue to follow the MFA Plan utilizing a Goal Attainment Framework.

Please contact us if you have any questions.

**MAJOR FIELD ASSESSMENT PLAN**  
**B. S. FINANCE**

As stated in the *2006-2007 General Catalogue*, the mission of Southeastern Louisiana University is “to lead the educational, economic and cultural development of southeast Louisiana” (p. 38).

As stated in the *2006-2007 General Catalogue*, the mission of the College of Business is “to prepare 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. 165).

As stated in the *2006-2007 General Catalogue*, 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” (p. 183).

The Goals outlined on page 183 of the *2006-2007 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?”

Assessment Results: According to the most recent Alumni Survey which only had 9 respondents, 66.6% of the finance graduates were “very satisfied” or “satisfied” with the overall quality of the Finance program. 22.2% indicated that they were “very satisfied” and 44.4% indicated that they were “satisfied” with the 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?”

Assessment Results: 89.6% of the graduating finance majors from 2005-06 were “very satisfied” or “satisfied” with the quality of the Finance program. The percentage of students who were “very satisfied” was 43.8%, while 45.8% were “satisfied” with the 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.

Assessment Results: The Finance Department administered an assessment examination to its majors in the Finance 452 course. The outcome assessment examination was generated internally by the Finance faculty during the 2003-2004 academic year. It is a multiple-choice exam incorporating the Business Finance, Problems in Business Finance, Capital and Money

Markets, Working Capital Management, International Finance, and Investment Analysis courses.

The summary statistics are as follows:

|  | <b>2006</b> | <b>2007</b> |
|--|-------------|-------------|
| Number of students who participated in the examination | 18          | 18          |
| Mean Score   | 48.8%       | 54.2%       |
| Median Score   | 51%         | 55%         |
| Standard Deviation                                     | 10.2%       | 9.8%        |
| Maximum Score  | 63          | 76          |
| Minimum Score  | 24          | 34          |
| Number of students scoring sixty percent or above      | 1           | 6           |

Results show that 19.4% (7 of 36) of the students that took the exams in the spring 06 and 07 semesters scored 60% or better, up from only fourteen percent in 2005. In fact, the 2007 results showed improvement to 33% of the students scoring over 60% on the exam. The mean score is 54.2% in 2007 and 48.8% in 2006. The median score in 2007 indicates that half the students earned a 55% or better on the exam. The Finance faculty is considering ways to improve the assessment process by updating the exam.

**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.

Assessment Results: According to the most recent Alumni Survey, 88.9% of the respondents indicated that they are employed full-time, while 11.1% are not employed and are not looking for employment. 77.5% of the respondents indicated that her/his education was “very effective” or “effective” in preparing her/him for employment or improving job performance. 85.8% of the respondents indicated that they are currently employed in the area of their Southeastern major or in an area related to their Southeastern major.

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?”

Assessment Results: The results of the most recent Alumni Survey indicate that 22.2% of the respondents are currently enrolled in a graduate/professional degree program or have completed a master’s degree. Of the individuals with graduate school experience, 66.7% indicated that Southeastern prepared them “effectively” for further graduate/professional study.

**Conclusions**

More than 89% of the graduating finance majors were very satisfied/satisfied with the overall quality of the Finance program. Approximately 67% of the alumni surveyed expressed that they were happy with their finance degree program. This result fell short of our expectations, however only 9 alumni responded to the survey. About 86% of the finance alumni are employed in a finance-related field surpassing the department’s expectations. 67% of the graduates that have attended graduate school indicated that their education was very effective/effective in preparing them for graduate education studies—also surpassing the department’s expectations. Although assessment exam scores have once again fallen short of department expectations, the 2007 graduating class made significant improvements toward scoring 60% or higher on the assessment exam. The 2007 class had 33% success rate on the exam, up from 14% in 2005. In general, the results from the available assessment instruments present evidence that the Finance degree program is making progress toward a higher quality program.