Finance Major
Assessment Plan

Mission Statement: To develop socially responsible business leaders with a global mindset through academically rigorous, relevant, and values-based education and research.

Goals & Student Learning Outcomes

I. Knowledge of financial theory and its application

Student Learning Outcomes:
SLO #1.1: Describe the principles of financial management and investments
SLO #1.2: Apply financial theory in the analysis of problems and issues

- Assessment Method:
  - Scheduled to be embedded in FINA 408
  - USD Senior Exit Survey

II. Skills needed to critically analyze information

Student Learning Outcomes:
SLO #2.1: Identify a problem
SLO #2.2: Gather and analyze relevant data
SLO #2.3: Identify and evaluate solutions

- Assessment Method:
  - 35 objective questions in ACCT 202 with each question categorized as 1) diagnose and categorize; 2) gather and analyze; or 3) identify and evaluate (SLO #4.1, 4.2, 4.3)
  - USD Senior Exit Survey

III. Skills needed to utilize and leverage technology prevalent within the financial community

Student Learning Outcomes
SLO #3.1: Demonstrate proficiency in computer applications relevant to financial analysis
SLO #3.2: Demonstrate proficiency in developing financial models for sensitivity analysis
SLO #3.3: Demonstrate proficiency in technology to access financial data and literature

- Assessment Method:
  - Pilot Program: Currently conducting Microsoft Excel certification in ITMG 100 and proposing major-specific upper-division technology classes
  - USD Senior Exit Survey
IV. Business writing and oral communication skills

Student Learning Outcomes:

**SLO #4.1:** Write assignments that are coherent, organized, concise, grammatically correct and well-presented

**SLO #4.2:** Make oral presentations that are coherent, organized, concise, engaging and well-presented

- **Assessment Method:**
  - Writing assignment in upper-division “W” business courses using a three-point rubric (SLO #2.1)
  - Presentations in MKTG 300 using a three-point rubric scale (SLO #2.2)
  - USD Senior Exit Survey (SLO #2.1, 2.2)
  - Writing Pilot Program: External reviewers develop writing assignments and assess writing with three-point rubric

V. Ethical attitudes and values

Student Learning Outcomes

**SLO #5.1:** Identify values and ethics in a given context

**SLO #5.2:** Identify appropriate professional responsibilities

**SLO #5.3:** Distinguish ethical from unethical behavior

- **Assessment Method:**
  - 26 objective questions that are administered through BlackBoard in ETLW 302 and assessed by using average score (SLO #6.1, 6.2, 6.3)
  - USD Senior Exit Survey
  - Ethics Pilot Program: Developing new objective ethics measuring instrument.

**Assessment Timeline**

Learning goals II, III, IV and V are assessed at least once a year. Assessment methods are being developed for learning goals I.