University Assessment Committee
Outcomes Assessment Summary Form

This form is to be completed by a representative from each designated program/department. The information provided in this form will be used by the University of San Diego to inform stakeholder groups about USD’s commitment to the intellectual, spiritual, and overall development of students. A Pdf version of this form will be posted on the University’s Student Outcomes Website in the Evidence of Student Learning section.

Program Information
Program Name (e.g. BA Computer Science, PhD Nursing)
BBA Finance

College/School Name (e.g. CAS, KSPS, SB, SMSOE)
SB

Assessment Overview
Briefly share how student learning outcomes assessment is conducted within your program/department (e.g. number of outcomes, examples of assignments used, and frequency of assessment). See example below.

The BBA in Finance degree’s Learning Goals and Outcomes are assessed on a two-and-a-half year cycle. The finance major has five learning outcomes, three of which are part of the Bachelor of Business Administration degree.

Results and Actions Taken
Assessment Cycle
2016-2017

Briefly summarize your assessment results and how you are using these results to enhance student learning and improve program quality. See example below.

In the Spring 2017 semester, students' knowledge of financial theory and its application was assessed as part of the Financial Statement Analysis course (FINA 406), using a multiple choice pre-test and post-test. The students performed well on the assessment of their mastery of knowledge regarding the capital markets, recast financial statements, risk analysis and cost of capital. However, they did not quite meet the standards for understanding the meaning of several financial ratios. In future semesters more time will be focused on ensuring that the students understand the meaning of these ratios and are able to explain them adequately.