

San Diego State University

Detailed Assessment Report 2016-2017 CBA Finance, BS *As of: 5/12/2017 08:40 AM PST*

Program Mission

The mission of the College of Business Administration at SDSU is to maintain a challenging learning environment that fosters excellence in business education and develops business professionals through innovative programs, applied learning, research, and collaboration with alumni and the local business community. Our programs reflect the international, entrepreneurial, hi-tech, and tourism character of our region and provide opportunities for students and faculty to integrate their academic work with experience in the San Diego community.

Draft

Program Learning Goals

PLG 1: Financial Condition

Learn to assess a firm's financial condition.

PLG 2: Valuation

Learn to value firms and projects

PLG 3: Financing needs

Learn to determine a firm's financing needs.

PLG 4: Evaluate securities

Learn to evaluate securities and manage portfolios

PLG 5: Environment

Learn to evaluate the economic, legal, regulatory, and industry environment, domestic and international, in which firms operate

Degree Learning Outcomes / Objectives, with Any Associations and Related Measures, Benchmarks, Findings, and Closes the Loop

DLO 1: Financial statements

Create and interpret financial statements

Connected Documents

[BSBA FIN Curriculum Map](#)

[BSBA FIN Curriculum Map - Required Courses Only](#)

Related Measures

M 1: Archived Annual Assessment Reports, 2007 - 2011

Annual reports were produced starting in 2007 that reported assessment efforts including findings of assessed learning outcomes and action plans/loop closing for the given year. In 2012 SDSU began using WEAVE to report this information and annual written reports were no longer produced. All assessment efforts beginning in 2012 are reported as cycles in WEAVE. The annual reports from 2007 - 2011 are archived in the WEAVE Document Repository and linked here. Benchmarks and Findings listed below are empty in WEAVE as all information for 2007 - 2011 is found in the annual reports.

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M 2: Embedded Questions in FIN 325

Questions drawn from MKT 325 exams.

Source of Evidence: Standardized test of subject matter knowledge

DLO 2: Cash flow statements

Create and interpret cash flow statements

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M 2: Embedded Questions in FIN 325

Questions drawn from MKT 325 exams.

Source of Evidence: Standardized test of subject matter knowledge

DLO 3: Discount rates

Determine discount/hurdle rates

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M 2: Embedded Questions in FIN 325

Questions drawn from MKT 325 exams.

Source of Evidence: Standardized test of subject matter knowledge

DLO 4: Working capital and long-term assets.

Evaluate investments in working capital and long-term assets

Connected Documents

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M 2: Embedded Questions in FIN 325

Questions drawn from MKT 325 exams.

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DLO 5: Valuation techniques

Apply valuation techniques, both DCF (discounted cash flow) and non-DCF

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DLO 6: Contingent claims approach

Apply the contingent claims approach to valuation

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Questions drawn from MKT 325 exams.

Source of Evidence: Standardized test of subject matter knowledge

DLO 7: Design and analyze pro forma statements

Design and analyze pro forma statements

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M 3: Case Analysis in FIN 423

Case analysis completed by individual students in the capstone course in the program.

Source of Evidence: Written assignment(s), usually scored by a rubric

DLO 8: Short and long term funds

Determine composition of short and long term funds

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Source of Evidence: Written assignment(s), usually scored by a rubric

DLO 9: Identify and evaluate financing choices

Identify and evaluate financing choices

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Source of Evidence: Written assignment(s), usually scored by a rubric

DLO 10: Pricing stocks, bonds, derivatives

Apply models for pricing stocks, bonds, and derivative instruments

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M 4: Project in FIN 421

Project in FIN 421

Source of Evidence: Project, either individual or group

DLO 11: Construct optimal portfolios

Construct optimal portfolios

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M 4: Project in FIN 421

Project in FIN 421

Source of Evidence: Project, either individual or group

DLO 12: Design hedging strategies

Design hedging strategies to manage market risks.

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M 5: Embedded Questions in FIN 427

Embedded questions in FIN 427

Source of Evidence: Standardized test of subject matter knowledge

DLO 13: Analysis of firms

Perform competitive and comparative analyses of firms

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M 6: Embedded Questions in FIN 421

Embedded questions on exam in FIN 421

Source of Evidence: Standardized test of subject matter knowledge

DLO 14: Describe capital markets

Describe capital markets

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M 7: Embedded Questions in FIN 329

Embedded questions on exam in FIN 329

Source of Evidence: Standardized test of subject matter knowledge

Details of Closes the Loop for This Cycle (by Established cycle, then alpha)

Reinforcement in FIN 323, FIN 328 and FIN 423.

Reinforce students' understanding of the concepts in FIN 323, and reinforce their applications and calculations in FIN 328 and FIN 423.

Established in Cycle: 2012 - 2013

Implementation Status: Planned

Priority: High

Projected Completion Date: 05/2014

Reinforcement in FIN 423

Reinforce students' application of the contingent claims approach to value put and call options in FIN 423.

Established in Cycle: 2012 - 2013

Implementation Status: Planned

Priority: High

Projected Completion Date: 05/2014

the benchmark is met

The benchmark is met

Established in Cycle: 2013-2014

Implementation Status: Finished

Priority: Low

The benchmark is met

The benchmark is met

Established in Cycle: 2013-2014

Implementation Status: Planned

Priority: High

closing loop

met with the instructor and more illustrations and examples will be added to the lectures.

Established in Cycle: 2014-2015

Implementation Status: Finished

Priority: High