

# **Business Administration -- Finance Major B.S.B.A.**

## *Expanded Statement of Institutional Purpose*

### **Institutional Mission Reference**

The Finance B.S.B.A. Program offers undergraduate students with a high quality degree program in Finance that meets national standards of excellence. Program faculty are committed to high quality teaching and research. The faculty support the institutional mission to serve a diverse student body and provide opportunities for lifelong learning. To that end, the program offers courses through both the Weekend College and TELETECHNET.

### **Institutional Goal(s) Supported**

The Finance B.S.B.A. Program supports the University goals of (a) quality undergraduate academic programs, (b) quality teaching, (c) discovery of new knowledge, (d) lifelong learning, and (e) distance education. (Old Dominion University Catalog 2000-2002 pp. 304, Strategic Plan 2000-2005 pp. 8-9) The Finance B.S.B.A. program also support Strategic Initiatives 1 (High Quality, Distinctive Undergraduate Programs) and 5 (Distance Education). (Strategic Plan 2000-2005 pp. 22, 48)

## *Intended Educational (Student) Outcomes, Methods for Assessment, Criteria for Success, Assessment Results, and Use of Results*

### **Intended Outcome 1**

Students will have a good understanding of the tools, techniques, and theories of valuing assets.

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**Method for Assessing Outcome 1 and Criterion for Success:** All students will earn scores of Satisfactory or higher on the Investment sub-section of the senior capstone course.

**Summary of Assessment Data Collected for Outcome 1:** All students earned scores of satisfactory or higher.

**Alternate Method for Assessing Outcome 1 and Criterion for Success:** Finance majors in the Finance capstone course (FIN 439) will earn scores of Satisfactory or higher on cases related to investments (as judged by a team of at least two faculty), and 75% will earn scores of Good or Excellent. (Comparison will be made among traditional on-campus students, Weekend College students, and TELETECHNET students.)

**Summary of Assessment Data Collected, Alternate Method for Outcome 1:**

75% of students earned good .  
25% of students earned excellent.

**Intended Outcome 2**

Students will be able to identify and apply financial tools and theories to solve financial problems.

**Method for Assessing Outcome 2 and Criterion for Success:** All students will earn scores of Satisfactory or higher on the Corporate sub-section of the senior capstone course

**Summary of Assessment Data Collected for Outcome 2:** All students earned scores of satisfactory or higher.

**Alternate Method for Assessing Outcome 2 and Criterion for Success:** Finance majors in the Finance capstone course (FIN 439) will earn scores of Satisfactory or higher on cases related to Corporate Finance (as judged by a team of at least two faculty), and 75% will earn scores of Good or Excellent. (Comparison will be made among traditional on-campus students, Weekend College students, and TELETECHNET students.)

**Summary of Assessment Data Collected, Alternate Method for Outcome 2:**  
55% earned score of Good  
45% earned score if Excellent.

**Intended Outcome 3**

Students will understand global dimensions of financial markets, instruments, and techniques.

**Method for Assessing Outcome 3 and Criterion for Success:** All students will earn scores of Satisfactory or higher on the International Finance sub-section of the senior capstone course.

**Summary of Assessment Data Collected for Outcome 3:** All students earned scores of satisfactory or higher.

**Alternate Method for Assessing Outcome 3 and Criterion for Success:** Finance majors in the Finance capstone course (FIN 439) will earn scores of Satisfactory or higher on cases related to International Finance (as judged by a team of at least two faculty), and 75% will earn scores of Good or Excellent. (Comparison will be made

among traditional on-campus students, Weekend College students, and TELETECHNET students.)

**Summary of Assessment Data Collected, Alternate Method for Outcome 3:**

All students earned a score of good on International Case. Need better understanding of hedging currency risk.

**Use of Assessment Results from Intended Outcome 3 to Improve Academic**

**Program:** Will stress hedging in the course and make sure students follow the concept and the examples better.