

Texas A&M International University

Annual Institutional Effectiveness Review (AIER)

Date Submitted 03/19/08

Assessment Period Covered (2007)

Academic Program/AES Unit Bachelor of Business Administration with a concentration in Finance (BBA-FIN)

Person(s) Preparing Review Jorge Brusa

Provide summary of the last cycle's use of results and changes implemented

For Outcome 1, an objective test developed by ETS has been given to all the graduating students majoring in finance. The test measures the student's knowledge of general business concepts. The results of the tests are: Fall 2006: Accounting 42%, Economics 36%, Management 39%, Quantitative Analysis 36%, Finance 43%, Marketing 39%, Legal Issues 34%, MIS 54%, International Issues 47%. Spring 2006: Accounting 35.1%, Economics 40.4%, Management 47.1%, Quantitative Analysis 48.3%, Finance 30.6%, Marketing 43.8%, Legal Issues 39.2%, International Issues 42.6%.

For Outcome 2, an objective test developed by members of the department has been given to the graduating students majoring in finance. The test measures the student's knowledge on finance concepts. The overall results for the second test are: Fall 2006 48%, Spring 2006: 33.6%.

For Outcome 3, an objective test developed by ETS has been given to all the graduating students majoring in finance. The test measures the student's knowledge of general business concepts. The results of the tests are: Fall 2006: Accounting 42%, Economics 36%, Management 39%, Quantitative Analysis 36%, Finance 43%, Marketing 39%, Legal Issues 34%, MIS 54%, International Issues 47%. Spring 2006: Accounting 35.1%, Economics 40.4%, Management 47.1%, Quantitative Analysis 48.3%, Finance 30.6%, Marketing 43.8%, Legal Issues 39.2%, International Issues 42.6%.

Based on these results we reoriented the introductory finance course (Finance 3310) emphasizing the basic concepts in the areas of corporate, investments, financial institutions and international, and we also integrate finance concepts with general business concepts.

Section I: Planning and Implementation

Institutional Mission

Texas A&M International University, a Member of The Texas A&M University System, prepares students for leadership roles in their chosen profession in an increasingly complex, culturally diverse state, national, and global society ... Through instruction, faculty and student research, and public service, Texas A&M International University embodies a strategic point of delivery for well-defined programs and services that improve the quality of life for citizens of the border region, the State of Texas, and national and international communities.

Academic Program or Administrative/Educational Support Unit Mission

The mission of the Division of Banking and Financial Studies is to prepare students for professional positions in the fields of accounting, economics, finance and marketing.

Identify outcomes and the relationship to Strategic Plan

Outcome 1

Is this outcome related to writing (QEP)?

Students completing the BBA with a concentration in Finance will demonstrate knowledge in general business.

Identify Strategic Plan Goal related to Outcome 1

Goal 1 Academics

Identify Strategic Plan Objective related to Outcome 1

II.2.12 Provide quality instruction to prepare graduates for leadership roles in their chosen profession.

Identify methods of assessment to be used

The undergraduate business test produced by member of the department

Indicate when assessment will take place

Spring

Criteria/Benchmark

Students would perform at the 70 percentile of all COBA students.

Outcome 2

Is this outcome related to writing (QEP)?

Students completing the BBA with a concentration in Finance will demonstrate knowledge in basic finance.

Identify Strategic Plan Goal related to Outcome 2

Goal 1 Academics

Identify Strategic Plan Objective related to Outcome 2

II.2.12 Provide quality instruction to prepare graduates for leadership roles in their chosen profession .

Identify methods of assessment to be used

The undergraduate business test produced and graded by Educational Testing Service.

Indicate when assessment will take place

Spring

Criteria/Benchmark

Students would have at least 70 percent of the correct answers in finance questions.

Outcome 3 **Is this outcome related to writing (QEP)?**

Enter text here

Identify Strategic Plan Goal related to Outcome 3

Goal 1 Academics

Identify Strategic Plan Objective related to Outcome 3

EII.2.12 Provide quality instruction to prepare graduates for leadership roles in their chosen profession .

Identify methods of assessment to be used

Student reports presented in the financial capstone class.

Indicate when assessment will take place

Spring

Criteria/Benchmark

At least 70 percent of the reports will be rated satisfactory by a committee of finance faculty.

Section II: Analysis of Results

When (term/date) was assessment conducted?

Outcome 1

The first assessment was conducted in April, 2007 and the second assessment in November 2007.

Outcome 2

The first assessment was conducted in April, 2007 and the second assessment in November 2007.

Outcome 3

The first assessment was conducted in April, 2007 and the second assessment in November 2007.

What were the results attained (raw data)?

Outcome 1

An objective test developed by ETS has been given to all the graduating students majoring in finance. The test measures the student's knowledge of general business concepts. The results of the tests are: Fall 2007: Average 52%, Spring 2007: average 55%.

Outcome 2

An objective test developed by members of the department has been given to the graduating students majoring in finance. The test measures the student's knowledge on finance concepts. The overall results for the second test are: Fall 2006 56.5%, Spring 2006: 58%.

Outcome 3

The average Report in the capstone class is 75%

Who (specify names) conducted analysis of data?

Outcome 1

Jorge Brusa

Outcome 2

Jorge Brusa

Outcome 3

Jorge Brusa

When were the results and analysis shared and with whom (department chair, supervisor, staff, external stakeholders)? Submit minutes with data analysis to assessment@tamiu.edu (Please use Minutes Template located on the [Project INTEGRATE](#) web page.)

Dr. Andres Rivas

NOTE: Submit all assessment documentation (i.e., surveys, rubrics, course exams with embedded questions, etc.) to the Office of Institutional Effectiveness and Planning.

Use of Results: Indicate whether criteria were met/not met and what changes, if any, have been identified based on the data collected?

Outcome 1

Met Not Met

Provide narrative: The results show that the group of undergraduate students graduating in Spring 2007 have a better understanding than undergraduate students graduating in Fall 2007. However, the both groups failed to reach the 70% benchmark.

Outcome 2

Met Not Met

Provide narrative: The results show that the group of undergraduate students graduating in Spring 2007 have a better understanding than undergraduate students graduating in Fall 2007. However, the both groups failed to reach the 70% benchmark.

Outcome 3

Met Not Met

Provide narrative: Students performed above the 70% benchmark

How have these data-based changes improved your program/unit?

The graduating students improved their performance in Investments and in the capstone class, but they perform below the benchmark in other areas such as Managerial Finance and International Finance.

Section III: Programmatic Review

Are resources affected by the changes identified in Section II? Yes No

If so, specify the effect(s) using the chart below:

Funding	Physical	Other
<input type="checkbox"/> New resources required	<input type="checkbox"/> New or reallocated space	<input type="checkbox"/> Primarily faculty/staff time
<input type="checkbox"/> Reallocation of current funds		<input type="checkbox"/> University rule/procedure change only
		<input type="checkbox"/> Other: Enter text here

Provide a narrative description and justification for requested resources (include linkage to Strategic Plan)

Enter text here

Identify proposed outcomes for the next assessment cycle:
Continuation of present outcome(s) – (Indicate reason for continuation): Enter text here
New Outcome(s) – (List outcomes below): Enter text here
Modification of present outcome(s) – (Indicate reason for modification): Enter text here

**** This section to be completed by dean/director/vice-president ****

Are resources requested a priority for the academic program/AES unit?

Yes No

Comments:

Enter text here

If funding, physical or other resources were requested, what is the impact of the budget decisions on the academic program/AES unit?

Enter text here