

**Texas A&M International University
Annual Institutional Effectiveness Review (AIER)
for Academic Programs**

Program: BBA-Finance

Assessment Period Covered: March 1, 2008 to January 31, 2009

Program Coordinator (Preparer of Report) Jorge Brusa

List Other Program Faculty:

Andres Rivas
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The Annual Institutional Effectiveness Review for Academic Programs is directed at Goal 1: Academics of the Texas A&M International University 2006-2010 Strategic Plan:

Develop, maintain, assess, and improve academic programs, administrative/educational support services and student services, to admit, retain, and graduate students who achieve established learning outcomes designed to prepare them for success in their chosen careers.

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 Mission

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

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

A test developed by ETS and a test developed by members of the division have been given to all the graduating students majoring in finance. Based on the results of these tests we reoriented the introductory finance course (Finance 3310) emphasizing the basic concepts in the areas of corporate finance, investments, financial institutions and international finance. We also integrate finance concepts with general business concepts.

Selected list of program-level intended student learning outcomes *(It is recommended that programs rotate through their entire set of outcomes over a multi-year period. Programs may focus on one or two outcomes each year, as deemed appropriate).*

1. Students completing the BBA-Finance will demonstrate knowledge in general business

2. Students completing the BBA-Finance will demonstrate knowledge in general finance
3. Students completing the BBA-Finance will demonstrate the necessary skills to analyze the financial condition of a financial institution and present a written report
- 4.
- 5.

Section I: Planning and Implementation

Outcome(s): *Identify the outcome(s) that will be focused upon this year.*

1. Students will demonstrate knowledge of economics, marketing, management, general finance, accounting and integrated knowledge based on two or more of the previously mentioned areas
2. Students will demonstrate knowledge of corporate finance, investments and banking
3. Students will demonstrate knowledge of cash flow analysis applied to financial institutions.

Please indicate if the outcome(s) is (are) related to writing (QEP).

Methods of assessment to be used:

Senior finance students will work in Group projects and presentations and the finance faculty will evaluate the presentations and group projects.

Indicate when assessment(s) will take place

Fall 2008

Criteria/Benchmark(s): *Specify, if deemed appropriate to assess outcome(s). Criteria/ benchmark(s) may be optional, especially if qualitative measures are used for data collection.*

The benchmark is a score of 70 out of 100.

What were the results attained? *Describe the primary results or findings from your analysis of the information collected. This section should include an explanation of any strength(s) or weakness(es) of the program suggested by the results.*

The groups presented their projects to Dr. Rivas, Dr. Garcia and Dr. Brusa in the class Finance 3330 Investments and Portfolio Analysis. The topics examined were stock valuations and portfolio management. The groups made formal presentations and they performed very well in the evaluation of individual securities, but they have problems in the evaluation of portfolios.

What were the conclusions reached?

Should include a brief description of the procedure used for reaching the conclusion(s) based on the evidence collected and describe the process used to disseminate the information to other individuals. For example, if the discussion took place during the annual spring retreat, include a summary from those deliberations using the Meeting Minutes template found on the Project Integrate web page at <http://www.tamtu.edu/integrate/docs/Minutes-Template.doc>. Once completed, submit the minutes to assessment@tamtu.edu.

After the group presentations, the finance faculty evaluated the material presented and provided comments to students. Then, the faculty examined the folders with the data and conclusions. The scores were in the range between 70 and 90.

Describe the action plan formulated. (The plan may be multi-year in nature.)

Based on the conclusion(s), describe the action plan to be implemented to improve or maintain student learning, including a timeline for implementation.

Based on the results, the finance faculty suggested two main actions: 1) request that students work with cases before arriving to advanced classes, 2) put more emphasis in the integration of results (portfolio).

Section III: Resources

Resources to implement action plan: *Describe the resources that will be needed to implement the action plan. Also indicate if the resources are currently available, or if additional funds will be needed to obtain these resources.*

Funding

- New Resources Required
- Reallocation of current funds

Physical

- New or reallocated space

Other

- Primarily faculty/staff time
- University/rule procedure change only

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):

Students need to improve the integration of results

New Outcome(s) – (List outcomes below):

Enter text here

Modification of present outcome(s) – (Indicate reason for modification):

Enter text here