Report:	Assessment Plan Details for: Finance, Economics, Entrepreneurship, and Marketing
	Report Generated by TaskStream
Workspace:	Operational Plan & Assessment Report - OPAR
Assessment Plan:	2009-10 Cycle: Assessment Plan and Assessment Findings
Assessment Plan Template:	OPAR Assessment Plan
Report Generated:	Thursday, September 02, 2010

Measures and Findings

Banking & Finance
Department Outcome Set

UG 1. Increase number of majors

Recruitment

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.1.2., 1.1.5.

Measures & Findings

Number of majors - Institutional Research
Program level; Direct - Other

Details/Description: The number of students who have declared majors in Banking and Finance and retention data.

Acceptable Target: The criteria for success is a 10% increase.

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for Number of majors - Institutional Research

Summary of Findings: The total number of majors in the FEEM department who registered for classes in the Spring of 2010 was 109, which represented a reduction of 16.15% from the 130 who registered for classes in the Spring of 2009.

Acceptable Target Achievement: Not Met

Recommendations : Student recruitment must be a priority for the department in the 2010-2011 academic year.

Reflections/Notes : Shrinking enrollment in the university overall, along with stricter enforcement of admission criteria for students to enroll directly in the programs offered in the department have no doubt contributed to this result. Be that as it may, it is clear that student recruitment must be a priority for the department in the upcoming academic year.

Substantiating Evidence:

Enrollment by FEEM majors in classes in Spring 2009 and Spring 2010. (Adobe Acrobat Document)

This file summarises enrollment by FEEM majors according to the ODS reporting system for Spring 2009 and Spring 2010.

Retention

Measures & Findings

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.1.5.,
- USA- SACS- Comprehensive Standards (Section 3): 3.3.1.1

Academic Advisment Survey
Program level; Indirect - Survey

Details/Description: University will administer the Academic Advisement Survey and supply the department with results.

Acceptable Target: The criteria for success will be over 80% of students will select Agree or Strongly Agree in response to the item: "I am satisfied with the quality of academic advisement."

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for Academic Advisment Survey

Summary of Findings: 87.5% of the respondents in the advisement survey reported satisfaction with advisement in the department. While this reprenents a fall from the 100% result from Spring 2009, this is still above the university average and also above the 80% target set by the department.

Acceptable Target Achievement: Met

Recommendations :

Reflections/Notes : While the department met its 80% satisfaction goal, this still represents a fall from the previous year. Accordingly, it is very important to keep working on the quality of advisement in the department in the upcoming academic year.

Substantiating Evidence:

Results from the Spring 2010 Advisement Survey (Adobe Acrobat Document)

This file shows the advisement survey results for the FEEM departmeent and for FSU overall for Spring 2010.

UG 2. Student Learning Outcomes

Analytical - NPV and IRR

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.2.3., 1.2.6.

Measures & Findings

FINC 320 Assessment Rubric
Program level; Direct - Exam

Details/Description: See B & F degree program for details

Acceptable Target: 70% of students meet or exceed requirements.

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for FINC 320 Assessment Rubric

Summary of Findings: Fall 2009 assessment results, 0% exceeded expectations and 100% met expectations.

Acceptable Target Achievement: Exceeded

Recommendations :

Reflections/Notes : See the Banking & Finance Degree Program assessment plan for more detail.

Substantiating Evidence:

Global Understanding

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.2.3., 1.2.6.

Measures & Findings

FINC 354 Rubric
Program level; Direct - Exam

Details/Description: See B & F degree program assessment plan for details

Acceptable Target: 70% of students meet or exceed requirements.

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for FINC 354 Rubric

Summary of Findings: Fall 2009 assessment results:
30% of students exceeded expectations
50% of students met expectations
80% met or exceeded expectations

Acceptable Target Achievement: Exceeded

Recommendations :

Reflections/Notes : See Banking & Finance Degree Program Assessment Plan for more detail.

Substantiating Evidence:

Critical Thinking Objective of Financial Manager

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.2.2., 1.2.3., 1.2.6.

Measures & Findings

Rubric from FINC 320
Program level; Direct - Exam

Details/Description: See B&F degree program assessment plan for details

Acceptable Target: 70% of students meet or exceed requirements

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for Rubric from FINC 320

Summary of Findings: Fall 2009 assessment results:
0% of students exceeded requirements
20% of students met reuirements

Acceptable Target Achievement: Not Met

Recommendations :

Reflections/Notes : See Banking & Finance Degree Program assessment plan for more detail.

Substantiating Evidence:

Ethical Decision Making

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.2.2., 1.2.3., 1.2.6.

Measures & Findings

Ethical decision making in Banking & Finance
Program level; Direct - Exam

Details/Description: See B&F dgree program assessment plan for details.

Acceptable Target: 70% of students meet or exceed requirements.

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for Ethical decision making in Banking & Finance

Summary of Findings: Fall 2009 assessment results:
40% of students exceeded expectations
60% of students met expectations
100% met or exceeded expectations

Acceptable Target Achievement: Exceeded

Recommendations :

Reflections/Notes : See Banking & Finance Degree Program assessment plan for more details.

Substantiating Evidence:

UG 3. Intellectual Contributions

Publications

Measures & Findings

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 5.2.1.,
- USA- SACS- Comprehensive Standards (Section 3): 3.7.1, 3.7.2

Intellectual contributions in Faculty Annual Reports

Program level; Direct - Other

Details/Description: Faculty annual reports in Digital Measures include intellectual contributions of each faculty member for the academic year.

Acceptable Target: 90% of faculty meet AACSB academic qualification criteria and 10% increase in the number of refereed journal articles.

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for Intellectual contributions in Faculty Annual Reports

Summary of Findings: While the department faculty published a number of conference proceedings in the 2009-10 academic year, the department faculty only published two refereed journal articles in this time period.

Acceptable Target Achievement: Not Met

Recommendations : We need to increase the number of refereed journal articles published by the faculty in order to ensure that everyone remains academically qualified (AQ) for AACSB. We should, at a minimum, aim to double the total number of refereed journal articles from the department in the upcoming 2010-11 academic year.

Reflections/Notes :

Substantiating Evidence:

Summary of published scholarly contributions by FEEM faculty in the 2009-10 academic year. (Adobe Acrobat Document)

This file summarizes the number of refereed articles, conference proceedings, etc., that were published by FEEM faculty in the 2009-10 academic year.

UG 4. DWR rates

DWF rates

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.1.5.

Measures & Findings

DWF rates

Program level; Direct - Other

Details/Description: Excluding I, FN and WU grades, the overall DFW rate as a percentage for total enrollment for courses in the department in Fall 2008 was 31.32% and 28.04% in Spring 2009. The highest DWF % was in ECON 211 and ECON 212.

Acceptable Target: Criteria for success will be a 10% reduction in DWF rates from the previous academic year in these courses.

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for DWF rates

Summary of Findings: The DWF rates for courses taught by faculty members in the department fell significantly in the Spring of 2010. The overall DFW rate of courses taught by the department's faculty members fell from 29.17% in the Fall of 2009 to 19.11% in the Spring of 2010.

D, F, and W grades fell from 48.31% of all grades in Fall 2009 to 24.77% of all grades in Spring 2010 for ECON 211.

D, F, and W grades fell from 38.10% of all grades in Fall 2009 to 8.91% of all grades in Spring 2010 for ECON 212.

Acceptable Target Achievement: Exceeded

Recommendations :

Reflections/Notes :

Substantiating Evidence:

D, F, and W grades for ECON 211 and ECON 212 for 2009-10 (Adobe Acrobat Document)

Summary of D, F, and W grades for ECON 211 and ECON 212 for the 2009-2010 academic year

DFW rates by faculty members in the Department of Finance, Economics, Entrepreneurship & Marketing (Adobe

Acrobat Document)

This file shows total D, W, and F grades as a percentage of all grades that were submitted by faculty members in the Department of Finance, Economics, Entrepreneurship & Marketing in the 2009-2010 academic year.

DFWs in Fall 09 for FEEM by course (Adobe Acrobat Document)

D, F, and W grades as a percentage of all grades that were submitted in courses taught by faculty members in the Department of Finance, Economics, Entrepreneurship & Marketing in Fall 2009:

DFWs in Spring '10 for FEEM by course (Adobe Acrobat Document)

D, F, and W grades as a percentage of all grades that were submitted in courses taught by faculty members in the Department of Finance, Economics, Entrepreneurship & Marketing in Spring 2010.

UG 5. Curriculum

Curriculum

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.4.1., 1.5.1., 2.5.4.

Measures & Findings

Curriculum revisions
Program level; Direct - Other

Details/Description: Proposals for cross listing and course revisions submitted.

Acceptable Target: Criteria for success: proposals approved and implemented

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for Curriculum revisions

Summary of Findings: Curriculum revisions for the entrepreneurship concentration were completed and approved by the FSU Academic Affairs Committee on Nov. 5th, 2009, and by the Faculty senate on Nov. 19th, 2009.

Acceptable Target Achievement: Met

Recommendations : We need to continue to review and assess the effectiveness and currency of our curriculum.

In the 2010-11 academic year, we would like to focus specifically on the Marketing concentration that is offered in our department.

Reflections/Notes :

Substantiating Evidence:

Course descriptions for FEEM after curriculum changes as reflected in the upcoming 2010-11 catalog. (Adobe Acrobat Document)

This file lists the courses offered by the Department of Finance, Economics, Entrepreneurship & Marketing after the curriculum changes that were approved over the 2009-2010 academic year.

Proposal for cross-listing required entrepreneurship courses for the entrepreneurship concentration. (Adobe Acrobat Document)

This is the proposal for cross-listing required courses that was approved by the faculty senate on November 19th, 2009.

Proposed changes in the courses required for the entrepreneurship concentration. (Adobe Acrobat Document)

This is the proposal for revising the entrepreneurship curriculum that was

approved by the faculty senate on November 19th, 2009.

UG 6. Trading Room

Usage of Trading Room

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.6.1., 1.6.2., 1.6.3.,
- USA- SACS- Comprehensive Standards (Section 3): 3.4.12, 3.8.1

Measures & Findings

Trading room usage
Program level; Direct - Other

Details/Description: Encourage faculty, student organizations and community workshops in the Trading Room

Acceptable Target: Criteria for success: Student & community activities take place in trading room. (How many?)

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for Trading room usage

Summary of Findings: Unfortunately, the set-up of the trading room was not completed on schedule. The grand opening of the room is now scheduled for June 17th, 2010.

We had obtained twenty dual monitor workstations in the Spring of 2009 that were supposed to be installed in the trading room in the summer of 2009, but it turned out that there were unanticipated obstacles in installing these. In particular, ITTS was not able to wire the lab as initially planned and we had to use specialized outside contractors for completing the all the wiring. This caused a delay of almost a year in setting the trading room up properly.

Acceptable Target Achievement: Not Met

Recommendations : We will continue our effort to create student and community activities that utilize the capabilities of the trading room in the 2010-2011 academic year.

Reflections/Notes : The grand opening of the trading room had to be delayed until June 17th, 2010; but the trading room is now finally fully operational: (1) A stock ticker has been extended to go around three walls of the room; (2) New computer furniture has been installed in the room; (3) All wiring has been completed; (4) Two circular windows have been installed in the front wall of the room; (5) All the workstations for this room have now been installed and set up.

In addition, to ensure that the faculty is set up to utilize the capabilities of the trading room, all the finance faculty have now been provided with dual monitor work stations of the same kind as have been installed in the laboratory.

In short, we are all set for resuming our efforts in the 2010-2011 academic year.

Substantiating Evidence:

Grand opening announcement for the trading room 6/17/2010 (JPEG (Image))

This is the announcement/invitation sent out for the grand opening of the Trading Room on June 17th, 2010.