Report:	Assessment Plan Details for: Finance, Economics, Entrepreneurship, and Marketing
	Report Generated by TaskStream
Workspace:	Operational Plan & Assessment Report - OPAR
Assessment Plan:	2010-11Cycle: Assessment Plan and Assessment Findings
Assessment Plan Template:	OPAR Assessment Plan
Report Generated:	Thursday, February 10, 2011

Measures and Findings

Banking & Finance
Department Outcome Set

UG 1. Increase number of majors

Increase the number of department majors and increase the persistence rate of majors by 10 percent

Recruitment

Increase the number of majors

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.1.2., 1.1.5.,
- UNC Tomorrow: 4.2.5,
- USA- SACS- Comprehensive Standards (Section 3): 3.3.1.2

Measures & Findings

Number of majors enrolled in the Department

Program level; Direct - Other

Details/Description: We would like to increase the number of students who have declared majors in Banking and Finance and also the number of Business Administration majors who choose concentrations in Marketing or Entrepreneurship. In Fall '08 the total number of students enrolled in the department was 67 and in Fall '09 the total was 80.

Acceptable Target: The criteria for success is a 10% increase in the number of students who have declared a major in the department. This means that success is achieved if the total number of declared majors in the department reaches 88 students.

Implementation Plan (timeline): 2010-2011 academic year.

Key/Responsible Personnel: Department Faculty and Department Chair

Supporting Attachments:

Banking and Finance Degree Productivity (UNC Board of Government Criteria) (Word Document (Open XML))

The Banking and Finance degree program meets the minimum productivity criteria established by the UNC Board of Governors.

NSSE results for SBE departments (Word Document (Open XML))

Findings for Number of majors enrolled in the Department

Summary of Findings: Mid-Year Status: The department is not meeting its goal of increasing the number of majors in the Department.

Acceptable Target Achievement: Not Met

Recommendations : On October 12th the Department came up with the following recommendations (with responsible faculty member listed in brackets):
1. We will send personal letters on major choice to all freshmen and all undeclared students. (Jonsson)
2. We will consolidate the Economics and Finance Club and the proposed Investment club and use some Club activities for student recruitment. (Abbey)
3. We will create flyers and short brochures that describe our program offerings and the career options of our graduates. (Everyone)
4. Some of our faculty will attend major fairs in local High Schools (Okpala and Lee)
5. Currently we lack faculty the necessary faculty resources, but when and if we are able to hire additional faculty, we would like some of our department faculty to teach UNIV 101 and 102 and use these courses to introduce our programs to incoming students. (Everyone)
6. We would like to coordinate with University College advisors and make sure they have available information and material on major choice. (Lee)
7. We will have recruitment material available for high school students who attend the 2nd Annual Youth Entrepreneurship Conference in Fayetteville on Nov. 3rd, 2010. (Jonsson)

Reflections/Notes : The recruitment flyer for Banking and Finance has been created and approved and sent to the print shop, but it is being held up by the recently announced budget freeze.

Substantiating Evidence:

Retention

Increase persistence by 10%

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.1.5.,
- UNC Tomorrow: 4.2.5,
- USA- SACS- Comprehensive Standards (Section 3): 3.3.1.2

Measures & Findings

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): 2010-2011 academic year.

Key/Responsible Personnel: Department Faculty and Department Chair

Supporting Attachments:

Findings for Academic Advisment Survey

Summary of Findings: Mid-year status: 86.7% of those students in the department who participated in the advisement survey in the Fall of 2010 agreed or strongly agreed that they were "satisfied with the quality of academic advisement."

Acceptable Target Achievement: Met

Recommendations :

Reflections/Notes :

Substantiating Evidence:

FEEM Advisement Survey Results Fall 2008-Fall 2010 (Word Document (Open XML))

This file summarizes the results of the advisement survey for the Department of Finance, Economics, Entrepreneurship & Marketing for Fall 2008, Fall 2009, and Fall 2010.

Retention rate
Institution level; Direct - Other

Details/Description: The retention rate is measured as the percentage of students who were enrolled in a previous semester and who were eligible to return (i.e., who did not graduate)

Acceptable Target: 75% of students who are eligible to return will do so. In the long run we would like to raise this to over 80%.

Implementation Plan (timeline): ongoing

Key/Responsible Personnel: Department Faculty and Department Chair

Supporting Attachments:

Retention rate from Fall '09 to Fall '10 (Excel Workbook (Open XML))

This file shows the retention data from Fall '09 through Fall '10 for the Department of Finance, Economics, Entrepreneurship & Marketing

Findings for Retention rate

Summary of Findings: Mid-year status: The retention rate from Fall '09 through Fall '10 was 74.6% which falls short of the 75% target that we would like to achieve.

Acceptable Target Achievement: Not Met

Recommendations :

Reflections/Notes :

Substantiating Evidence:

UG 2. Student Learning Outcomes

Improve student learning outcome results (for outcomes not meeting target in the 2009-10 academic year) by 10 %.

Analytical - NPV and IRR

Students will be able to calculate and interpret the NPV and IRR. Druing Fall 08 only 50% of students met or exceeded the requirements.

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.2.3., 1.2.6.,
- UNC Tomorrow: 4.2.5,
- USA- SACS- Comprehensive Standards (Section 3): 3.3.1.1

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: Mid-year status: Summary of Findings: 37.5% of students exceeded expectations
25% of students met expectations
37.5% of students did not meet expectations
62.5% met or exceeded expectations

Results: Near Term Target Achievement: Not Met

Acceptable Target Achievement: Not

Met

Recommendations :

Reflections/Notes :

Substantiating Evidence:

Rubrics for NPV & IRR (Microsoft Word)

Global Understanding

Students will understand the impcact of monetary policy. During Fall 08, only 55% of students met or exceed requirements.

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.2.3., 1.2.6.,
- UNC Tomorrow: 4.1.1, 4.2.5,
- USA- SACS- Comprehensive Standards (Section 3): 3.3.1.1

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: Mid-year status: Data will be collected and analyzed by end of Spring 2011.

Acceptable Target Achievement:

Recommendations :

Reflections/Notes :

Substantiating Evidence:

Rubric for Global Understanding (Microsoft Word)

Critical Thinking Objective of Financial Manager

During Fall 08, only 14% of students met or exceeded the requirements.

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.2.2., 1.2.3., 1.2.6.,
- UNC Tomorrow: 4.2.5,
- USA- SACS- Comprehensive Standards (Section 3): 3.3.1.1

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: Mid year status: Summary of Findings: 0% of students exceeded expectations
62.5% met expectations
37.5% did not meet expectations

Results: Near Term Target Achievement: Not Met

Acceptable Target Achievement: Not Met

Recommendations :

Reflections/Notes :

Substantiating Evidence:

Rubric for Financial Manager Role (Microsoft Word)

Ethical Decision Making

During Fall 08, Zero percent of students met or exceeded requirements.

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.2.2., 1.2.3., 1.2.6.,
- UNC Tomorrow: 4.2.5,
- USA- SACS- Comprehensive Standards (Section 3): 3.3.1.1

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: Mid-year status: Summary of Findings: 37.5% of students exceeded expectations
50.0% of students met expectations
12.5% of students did not meet expectations
87.5% met or exceeded expectations

Results: Near Term Target Achievement: Exceeded

Acceptable Target Achievement: Exceeded

Recommendations :

Reflections/Notes :

Substantiating Evidence:

Rubric for Ethical Understanding (Microsoft Word)

UG 3. Intellectual Contributions

Increase faculty research and intellectual contributions and ensure and document the academic qualifications of faculty. Specifically, we would like to increase the number of refereed journal articles published by the department's faculty by at least 10%

Publications

Increase faculty journal publications by 10% and document in Digital Measures

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 5.2.1.,
- UNC Tomorrow: 4.7.1, 4.7.4,
- USA- SACS- Comprehensive Standards (Section 3): 3.3.1.4

Measures & Findings

Intellectual contributions in Faculty Annual Reports

Program level; Direct - Other

Details/Description: Faculty annual reports submitted in Digitial Measures will include the intellectual contributions of each faculty member.

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: Mid-year status: At midpoint of the academic year, department faculty have seven different journal articles published or in print.

Final data on Faculty intellectual contributions will be analyzed at the end of Spring 2011. All full time faculty in the department already have their information in recorded in Digital Measures. Information for adjunct faculty is being collected and recorded.

Acceptable Target Achievement: Met

Recommendations :

Reflections/Notes : Dr. Edward Stringham counts for three of the seven refereed journal articles for the academic year.

Unfortunately, publication opportunities tend to be tied to conference travel and limited travel funds may be having an effect on faculty publications, especially on publications in conference proceedings.

Substantiating Evidence:

UG 4. DWR rates

Reduce the overall DWF rates in courses taught in the department by 10%.

DWF rates

Reduce the overall DWF rates in courses taught in the department by 10%.

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.1.5.,
- UNC Tomorrow: 4.2.5,
- USA- SACS- Comprehensive Standards (Section 3): 3.3.1.3

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: Mid-Year Status: The overall DFW rate for Fall '10 was 19.64% which is significantly lower than the DFW rate of 29.17% for Fall of '09.

Acceptable Target Achievement: Met

Recommendations :

Reflections/Notes :

Substantiating Evidence:

D, F, and W grades Fall '09 through Fall '10 (Adobe Acrobat Document)

D, F, and W grades as a percentage of all grades that were submitted by faculty members in the Department of Finance, Economics, Entrepreneurship & Marketing from Fall '09 through Fall '10

UG 5. Curriculum

Revise & update the department's curriculum.

Curriculum

Review and revise curriculum in the marketing concentration

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.4.1., 1.5.1., 2.5.4.,
- UNC Tomorrow: 4.1.1, 4.2.5,
- USA- SACS- Comprehensive Standards (Section 3): 3.3.1.1

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): ongoing

Key/Responsible Personnel: Marketing Faculty

Supporting Attachments:

Findings for Curriculum revisions

Summary of Findings: Curriculum revision for the Marketing concentration needs to be postponed until the 2011-2012 academic year.

Acceptable Target Achievement: Not Met

Recommendations : Revisit this issue for the 2011-2012 academic year.

Reflections/Notes : Dr. Khalid Dubas, who was to be the pointman on the curriculum revision for the Marketing concentration resigned his position about a week before classes started in Fall 2010.

Earlier, Dr. Steven Walker had resigned his position and this meant that we had only one senior tenure-track faculty member in Marketing (Dr. Lewis Hershey).

Under the circumstances, it makes sense to postpone any revisions of the curriculum in the Marketing concentration until we are fully staffed in this area.

Substantiating Evidence:

UG 6. Trading Room

Create student and community activities that involve the use of the Trading Room.

Usage of Trading Room

Create student and community activities that involve the use of the Trading Room

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.6.1., 1.6.2., 1.6.3.,
- UNC Tomorrow: 4.1.1, 4.2.5, 4.7.4,
- USA- SACS- Comprehensive Standards (Section 3): 3.3.1.3, 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 will take place in trading room. (How many?)

Implementation Plan (timeline): ongoing

Key/Responsible Personnel: Boris Abbey

Supporting Attachments:

Findings for Trading room usage

Summary of Findings: Mid-year status: We will collect data and summarize it by the end of Spring 2011.

Acceptable Target Achievement:

Recommendations :

Reflections/Notes :

Substantiating Evidence:

Community Outreach Activities

Faculty will conduct community outreach activities including presentations to community organizations and groups.

Community outreach activities by faculty members

Faculty will conduct community workshops and presentations

Measures & Findings

Total Number of Community Workshops and Presentations by

Findings for Total Number of Community Workshops and Presentations by

Mapped to:

- UNC Tomorrow: 4.4.5, 4.7.1, 4.7.4,
- USA- SACS- Comprehensive Standards (Section 3): 3.3.1.5

Department Faculty Members
Direct - Portfolio

Details/Description:

Acceptable Target: The faculty members of the department will conduct at least ten different workshops and/or public presentations.

Implementation Plan (timeline): 2010-2011 academic year.

Key/Responsible Personnel: Department Faculty and Department Chair

Supporting Attachments:

Department Faculty Members

Summary of Findings: Mid-year status: We will collect data and summarize it by the end of Spring 2011. However, at mid-year, Drs. Stringham and Nijhawan alone have just about given enough public workshops and presentations to meet the department's overall goal. In this context, it is clear that we will meet our goal of ten different public service workshops and presentations.

Acceptable Target Achievement: Met

Recommendations :

Reflections/Notes :

Substantiating Evidence: