### FINANCE major - specific

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| **CWEO Category**  | **Student Learning Objective** (SLO 1, 2, 3, etc.) | **Measure** (Method to gauge achievement) | **Target** (Overall level for satisfactory performance.) | **Timeline** (for data collection) |
| **2. Breadth and depth of knowledge:** Students will develop knowledge common to the liberal arts and sciences in the fields of arts, humanities, natural sciences, and social sciences. Students will also develop specialized knowledge and disciplinary expertise | Students will develop frameworks for evaluating at least 3 – 5 competing investment alternatives based on where each fits within the risk-return continuum. **[SLO 1]** | Project in Corporate Finance (FINA 401). Will create a 5-year financial forecast model in Excel (balance sheet, income statement, cash flow statement and financial ratios). | At least 85% of students to achieve a score of equal to or greater than 4 out of 5 on select rubric items. | Data collected and assessed every year. |
| **2. Breadth and depth of knowledge:** (continued) | A second & third measure is utilized in the CORE * One is assessed in major field test;
* Second is a marketing assessment given in MRKT 130
 | Assessed in CORE | Assessed in CORE | Assessed in CORE |
| **3. Faith knowledge & application:** Students will develop informed and mature convictions about Christian faith and practice | Assessed in CORE | Assessed in CORE | Assessed in CORE | Assessed in CORE |
| **4. Specialized skills and scholarship:** Students will become proficient in the scholarship of their discipline and demonstrate specialized skills required for employment | Students will prepare and present executive-quality presentations on financial matters using modern software applications that are used by professionals in the corporate world. **[SLO 3]**Students will create financial models and forecasting tools.**[SLO 4]** | Project in Security Analysis & Valuation (FINA 410).Students will author & publish an investment research report on a self-publishing platform (i.e., SeekingAlpha). | 85% mean score on FINA 410 project rubric items. | Data collected every year and assessed every other year. |
| **4. Specialized skills and scholarship:** (continued) | Students will develop frameworks for evaluating at least 3 – 5 competing investment alternatives based on where each fits within the risk-return continuum. **[SLO 1]**Students will apply financial theory to formulate potential solutions to case studies and current events in both personal and corporate finance. **[SLO 2]**Students will prepare and present executive-quality presentations on financial matters using modern software applications that are used by professionals in the corporate world. **[SLO 3]**Students will develop financial models and forecasting tools.**[SLO 4]**Students will use Microsoft Excel to manipulate financial data and make calculations accurately and efficiently. **[SLO 5]** | Measurement will vary depending on which path within the Finance major students choose to take:Personal Finance track – eligible students will take the Series 7 Registered Representative exam (nationwide test administered by FINRA, a gov’t entity).Corporate Finance track – students will take the Bloomberg Financial Markets Concepts exam. | Series 7 exam – 80% of students toachieve a passing score on the exam (i.e., 72%; 180 correct responses out of 250 total questions)Bloomberg Financial Market Concepts exam – greater than 75% mean score on the overall exam for FINA 475 students, with a passing grade for each of the four modules of the exam for 90% of the students. | Data collected and assessed every year. |
| **4. Specialized skills and scholarship:** (continued) | A third measure is assessed in the CORE.* Project completed in ACCT 242.
 | Assessed in CORE | Assessed in CORE | Assessed in CORE |
| **5. Intrapersonal Awareness:** Students will gain self-awareness of identity, character, and vocational calling | Assessed in CORE* Two measures assessed in CORE
 | Assessed in CORE | Assessed in CORE | Assessed in CORE |