Fermanian School of Business
Finance Major PLO #C1 Assessment
2020-2021

Learning Outcome:
Finance Major PLO #C1: Exhibit an in-depth knowledge of financial management, investment and international finance theories.

Outcome Measure:
Finance Major-Specific Exit Exam Results – implemented Spring 2018

Criteria for Success:
Score at or above 60 on the Finance Major-Specific Exit Exam.

Aligned with DQP Learning Areas (circle one or more but not all five):
1. Specialized Knowledge
2. Broad Integrative Knowledge
3. Intellectual Skills/Core Competencies
4. Applied and Collaborative Learning, and
5. Civic and Global Learning

Longitudinal Data:
Finance Major-Specific Exit Exam - Average Student Score:

Semester	N[1]	Score
Spring 2018	26	56
Spring 2019	24	54.2
Spring 2021	25	52.4

Conclusions Drawn from Data:
The Finance Major-specific Exit Exam was implemented in Spring 2018. Based on the initial score of 56, the criteria for success has been set at 60.

No data was collected in Spring 2020 due to Covid.

The criteria for success was not achieved in any of the three periods assessed. For the first time since implementing the Finance Major-Specific Exit Exam, during Spring 2021 students were not able to view a question when they opened up Excel. This resulted in students not working out solutions in Excel to calculate an answer. This appears to have negatively impacted scores for Spring 2021.

Changes to be Made Based on Data:
Beginning Spring 2022, the students will be provided with instructions directing them to write-down the question prior to attempting to solve it in Excel (for those questions requiring Excel).

The assessment committee will revisit the criteria for success in Fall 2021

[1] Number of Students Taking Test

Fermanian School of Business
Finance Major PLO #C2 Assessment
2020-2021

Learning Outcome:
Finance Major PLO #C2: Prepare a business valuation using finance tools and theories.

Outcome Measures:
PLO #C2: FIN4025 Exam 2 Question (implemented Spring 2021)

Criteria for Success:
The average score for each criteria listed on the rubric will be a 3.0 or higher out of 4.0.

Aligned with DQP Learning Areas (circle one or more but not all five):
1. Specialized Knowledge
2. Broad Integrative Knowledge
3. Intellectual Skills/Core Competencies
4. Applied and Collaborative Learning, and
5. Civic and Global Learning

Longitudinal Data:

Finance Major PLO #C2 Rubric – Average Student Score:

Semester	# of assessments	Calculations for Common Equity and WACC	Preparation of Cash Flow	Calculations of Terminal Value	Application and Valuation	Total
Spring 2021	40	3.50	3.03	2.93	2.90	3.09

Conclusions Drawn from Data:

The assessment for this PLO was changed in AY 20-21 from a case study earlier in the semester to an examination question later in the semester in order to better assess specialized knowledge in finance after it has been mastered.

Students met the criteria for success (average of 3.0 out of 4.0) in two of the four rubric criteria areas. The other two areas were within 0.10 of the criteria of success.

Changes to be Made Based on Data:

No changes recommended at this time. The areas of Calculations of Terminal Value and Application and Valuation will be closely monitored.

FINANCE MAJOR PLO #C2 RUBRIC

Point Loma Nazarene University Finance Major Learning Outcome #C2: Prepare a business valuation using finance tools and theories.

Criteria	Excellent 4	Meets Expectations 3	Needs Improvement 2	Does Not Meet Expectations 1
Calculations for Common Equity and WACC	Overall WACC calculation is correct and all sub-calculations are correct.	Although WACC is not correct, most sub-calculations are correct.	Although WACC is not correct, some sub-calculations are correct.	WACC is not correct and few, if any, sub-calculations are correct.
Preparation of Cash Flow	Overall Cash Flow preparation is correct and all sub-calculations are correct.	Although Cash Flow is not correct, most sub-calculations are correct.	Although Cash Flow is not correct, some sub-calculations are correct.	Cash Flow is not correct and few, if any, sub-calculations are correct.
Calculations for Terminal Value	Overall Terminal Valuation calculation is correct.	Although Terminal Value is not correct, most calculations are correct.	Although Terminal Value is not correct, some calculations are correct.	Terminal Value is not correct and few, if any, calculations are correct.
Application and Business Valuation	Synthesized all elements correctly (cash flow, WACC and Terminal Value) and provided the correct Business Valuation answer.	Synthesized most elements (cash flow, WACC and Terminal Value) correctly and provided a reasonable Business Valuation answer.	Synthesized some elements (cash flow, WACC and Terminal Value) correctly and still provided a fairly reasonable Business Valuation answer.	Synthesized few, if any, elements (cash flow, WACC and Terminal Value) correctly and provided an unreasonable Business Valuation answer.

Average Score: _____ (Total/# of criteria)

Note: All criteria weighted equally