

**Fermanian School of Business  
Finance Major PLO #C1 Assessment  
2024-2025**

**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

**Criteria for Success:**

Score at or above 55 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 <sup>1</sup>	Score
Spring 2018	26	56
Spring 2019	24	54.2
Spring 2021	25	52.4
Spring 2022	35	51
Spring 2023	30	52.6
Spring 2024	20	50.7
Spring 2025	30	50.33

<sup>1</sup> Number of Students Taking Test

**Conclusions Drawn from Data:**

The Finance Major-specific exit exam criteria for success were changed to 55, effective AY 21-22.

No data was collected in Spring 2020 due to Covid.

The criteria for success were met in one of the seven assessed periods. Scores have been decreasing since Spring 2018. It appears that the 55-criteria for success may have been too high, given the declining scores.

**Changes to be Made Based on Data:**

In Spring 2023, the finance faculty analyzed the content across the upper-division finance courses (Intermediate Finance, Investments, International Finance, and Financial Statement Analysis and Valuation) to determine if opportunities existed to improve the curriculum. In addition, a new upper-division finance course, Financial Planning, was added to the Finance Major Fall 2023 – this course was also part of the analysis.

Financial Planning was added in Fall 2023; however, most students taking this exit exam had not had the opportunity to take the class before graduating. As a result, the effects of this change will likely not be seen until AY 24-25, given the timing of the finance major catalog change.

The addition of the financial planning course did not have a positive impact on the scores in AY24-25. A new full-time finance professor began teaching in the program in January 2025 and has been analyzing the finance curriculum as he teaches it. The finance faculty will be provided with the details behind the exit scores for further analysis and to make future recommendations.

**Fermanian School of Business  
Finance Major PLO #C2 Assessment  
2024-2025**

**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 criterion 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
Spring 2022	40	3.58	3.31	3.68	3.50	3.52
Spring 2023	40	3.58	3.00	3.63	3.13	3.33
Spring 2024	40	3.18	3.35	3.53	3.43	3.37
Spring 2025	40	2.80	2.85	2.98	2.70	2.83

**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 for Spring 2021. In Spring 2022, Spring 2023, and Spring 2024, students met the criteria for success in all four rubric criteria areas. In Spring 2025, students did not meet the criteria for success in any rubric area. This is likely due to a new professor teaching the course for the first time since it was developed.

**Changes to be Made Based on Data:**

Results will be shared with the finance faculty. No changes will be made at this time to allow more data to be collected under the new professor.



## 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
<b>Calculations for Common Equity and WACC</b>	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.
<b>Preparation of Cash Flow</b>	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.
<b>Calculations for Terminal Value</b>	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.
<b>Application and Business Valuation</b>	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