



University of Maryland University College

**Baccalaureate Degree Program in Finance
Department of Business and Professional Programs**

PROGRAM ASSESSMENT PLAN
Program Outcomes and Learning Assessment Criteria

Summer 2007

Baccalaureate Degree Program in Finance

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PROGRAM OVERVIEW

The Bachelor of Science in Finance is designed for students who seek a comprehensive understanding of the financial management of organizations, financial markets, control of business and financial risk, and the analysis of financial information for better decision making. The finance major combines a foundation in the principles of business, economics, and accounting with an in-depth focus on the knowledge and issues of finance and financial management. Graduates possess academic depth in the field of finance having completed coursework in business finance, investments, financial management, security analysis, valuation, risk, and international finance. The resulting competencies enable graduates to pursue careers in financial analysis, financial management, investment analysis, portfolio management, banking, risk management, and international finance. Additionally, successful completion of the program materially assists students who wish to pursue graduate study in business or to obtain a professional financial accreditation such as Certified Financial Planner (CFP), Chartered Financial Analyst (CFA), or Certified Financial Management (CFM).

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PROGRAM OF STUDY

The program of study for the Baccalaureate Degree Program in Finance is as follows:

GENERAL EDUCATION REQUIREMENTS

Communications	12 credit hours
Arts and Humanities	6 credit hours
Behavioral and Social Sciences	6 credit hours
Biological and Physical Sciences	7 credit hours
Mathematics	3 credit hours
Interdisciplinary or Emerging Issues	7 credit hours

CROSS-CURRICULAR PERSPECTIVE REQUIREMENTS

Historical Perspective	3 credit hours
International Perspective	3 credit hours
Civic Responsibility Perspective	3 credit hours

REQUIRED COURSES

ACCT 220	Principles of Accounting I	3 credit hours
STAT 230	Business Statistics	3 credit hours
ACCT 221	Principles of Accounting II	3 credit hours
BMGT 364	Management and Organization Theory	3 credit hours
FINC 330	Business Finance	3 credit hours
MRKT 310	Marketing Principles and Organization	3 credit hours
FINC 340	Investments	3 credit hours
ECON 430	Money and Banking	3 credit hours

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PROGRAM OF STUDY (continued)

FINC 430	Financial Management	3 credit hours
FINC 440	Security Analysis and Valuation	3 credit hours
FINC 460	International Finance	3 credit hours
FINC 495	Core Issues in Finance (Capstone Course)	3 credit hours

MINOR AND ELECTIVE COURSES

31 credit hours

Minor and/or elective courses are to be taken in the last 60 hours along with required major courses. Refer to the current UMUC School of Undergraduate Studies Catalog for the minor and/or elective course requirements.

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DEVELOPMENT OF PROGRAM OUTCOMES

The table below identifies the curricular influences that support the program outcomes specific to the Baccalaureate Degree Program in Finance.

SOURCES/RESOURCES PROVIDING CURRICULAR FOUNDATION FOR PROGRAM OUTCOMES		
Baccalaureate Degree Program in Finance		
SOURCE	DESCRIPTION	WEB ADDRESS OR DOCUMENT NAME (if applicable)
Core Learning Areas of the UMUC School of Undergraduate Studies	<p>All UMUC degree programs are required to imbed identified Core Learning Areas into the program of study. The Core Learning Areas are:</p> <ul style="list-style-type: none"> • Written Communication (COMM) • Technology Fluency (TECH) • Information Literacy (INFO) • Quantitative Literacy (QUAN) • Critical Thinking (THIN) • Scientific Literacy (SCIE) <p>The expanded definition for each Core Learning Area was considered in creating the respective program outcome.</p>	UMUC <u>Institutional Plan for the Assessment of Student Learning</u>
The Association to Advance the Collegiate Schools of Business (AACSB)	AACSB International grants accreditation for undergraduate and graduate business administration and accounting programs. The applicable curriculum portions are used to guide the Baccalaureate Degree Program in Finance.	<u>http://www.aacsb.edu</u>
The American Finance Association (AFA)	The AFA is an academic organization that publishes the <i>Journal of Finance</i> , a leading resource on the application of finance theory.	<u>http://www.afajof.org/default.asp</u>
Financial Management Association International (FMA)	The FMA membership of academics and practitioners provides coverage on current research in finance and financial management. Publications include <i>Financial Management</i> , <i>the Journal of Applied Finance</i> , and <i>MFA Online</i> .	<u>http://www.fma.org</u>

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PROGRAM OUTCOMES

The program outcomes specific to the Baccalaureate Degree Program in Finance are delineated below. The program outcomes describe the expectations for all graduates of the Baccalaureate Degree Program in Finance.

CORE LEARNING AREA	PROGRAM OUTCOMES Baccalaureate Degree Program in Finance
COMM	Create written communication appropriate for the purpose and which meets standards of style and grammatical correctness.+
	Use efficient and effective written communication in a professional manner to clearly express relevant ideas of financial management theory and application to various stakeholder groups.*
TECH	Evaluate technological concepts related to computers and components of information systems.+
	Utilize technology to facilitate and enhance the accessing, reporting and critical analysis of financial information to improve the timing, accuracy, and quality of enterprise decision-making.*
INFO	Address recognized research needs by retrieving, evaluating, and using information appropriately.+
	Research, develop, verify, integrate and apply information to solve financial problems or address the present and future state of projects or enterprises.*
QUAN	Apply mathematical and numerical reasoning skills. +
	Use numerical reasoning and analytical financial measurement tools and sophisticated valuation techniques to determine the financial impact of proposed actions on operations and the value of the enterprise.*
THIN	Employ analytical problem-solving skills and ethical decision-making techniques to resolve complex finance and business issues within the context of the internal enterprise structures and external institutional requirements.*
SCIE	Identify key concepts and principles of natural sciences.+
	Incorporate the scientific approach and related principles into financial and business problem resolution and decision-making.*

+ Denotes a program outcome specific to core skills, knowledge, and values gained from completion of the general education requirements. This program outcome is common across all UMUC baccalaureate degree programs.

* Denotes a program outcome specific to core skills, knowledge, and values gained from completion of requirements in the baccalaureate degree program. This program outcome is unique to each UMUC baccalaureate degree program.

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ALIGNMENT OF PROGRAM OUTCOMES WITH LEARNING OBJECTIVES AND ASSESSMENT METHODS

The following grid aligns the program outcomes of the Baccalaureate Degree Program in Finance learning objectives from the designated program coursework and 2) specific methods used to assess student learning within the degree program.

CURRICULAR ALIGNMENT			
Baccalaureate Degree Program in Finance			
CORE LEARNING AREA	PROGRAM OUTCOMES	LEARNING OBJECTIVE(S) AND CORRELATING COURSEWORK	METHOD(S) OF ASSESSMENT
COMM	Create written communication appropriate for the purpose and which meets standards of style and grammatical correctness.+	Plan and write a research-based essay that makes effective use of resources found in databases available from UMUC's Office of Information and Library Services as well as resources located through Web search engines. (WRTG 101)	Research Paper
		Research, compile, and document relevant, credible information and use it to support ideas presented in your writing. (WRTG 393)	Research Paper
		Collect, select, analyze, interpret, and organize data, and use it appropriately in business communications, including a long formal report. (WRTG 394)	Research Paper
		Conduct a systematic audience analysis and apply it to a report, essay, or research paper. (WRTG 391)	Research Paper
	Use efficient and effective written communication in a professional manner to clearly express relevant ideas of financial management theory and application to various stakeholder groups.*	Prepare a qualitative and quantitative executive level financial report to assess the financial health of a corporation. (FINC 430)	Individual Paper/Report

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CURRICULAR ALIGNMENT			
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CORE LEARNING AREA	PROGRAM OUTCOMES	LEARNING OBJECTIVE(S) AND CORRELATING COURSEWORK	METHOD(S) OF ASSESSMENT
TECH	Evaluate technological concepts related to computers and components of information systems.+	Analyze issues faced by information system professionals, including security, ethical, and privacy problems. (IFSM 201)	Exam (Course/Chapter)
	Utilize technology to facilitate and enhance the accessing, reporting and critical analysis of financial information to improve the timing, accuracy, and quality of enterprise decision-making.*	Demonstrate an understanding of essential accounting and financial information systems, standards, and controls. (ACCT 326)	Project (Chapter/Course)
INFO	Address recognized research needs by retrieving, evaluating, and using information appropriately.+	Select relevant print and electronic sources to answer research questions. (LIBS 150)	Exam (Course/Chapter)
	Research, develop, verify, integrate and apply information to solve financial problems or address the present and future state of projects or enterprises.*	Demonstrate the ability to use academic and professional databases to research and support recommendations on emerging financial issues. (FINC 495)	Research Paper
QUAN	Apply mathematical and numerical reasoning skills.+	Solve linear, quadratic, higher-order polynomial, fractional, radical, exponential, logarithmic, and absolute value equations and inequalities. (MATH 107)	Exam (Course/Chapter)
		Develop problem solving skills. (MATH 105 or MATH 106)	Exam (Course/Chapter)
	Use numerical reasoning and analytical financial measurement tools and sophisticated valuation techniques to determine the financial impact of proposed actions on operations and the value of the enterprise.*	Apply varied statistical techniques to enhance and support decision making. (STAT 230)	Exam (Course Chapter)
THIN	Employ analytical problem-solving skills and ethical decision-making techniques to resolve complex finance and business issues within the context of the internal enterprise structures and external institutional requirements.*	Apply critical thinking along with analytical problem solving skills to resolve complex financial issues that have conflicting profit and ethical components. (FINC 495)	Case Study

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CURRICULAR ALIGNMENT			
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CORE LEARNING AREA	PROGRAM OUTCOMES	LEARNING OBJECTIVE(S) AND CORRELATING COURSEWORK	METHOD(S) OF ASSESSMENT
SCIE	Identify key concepts and principles of natural sciences.+	Recognize the differences and the interrelationships among physics, chemistry, the earth sciences, and astronomy. (NSCI 100)	Exam (Course/Chapter)
		Explain the significance of DNA in determining the composition, characteristics, reproduction, and behavior of an organism. (BIOL 101)	Exam (Course/Chapter)
	Incorporate the scientific approach and related principles into financial and business problem resolution and decision-making.*	Conduct research in finance employing the scientific process. (FINC 495)	Case Study

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