

**Eastern West Virginia Community and Technical College
COURSE ASSESSMENT REPORT (Blackboard Data)**

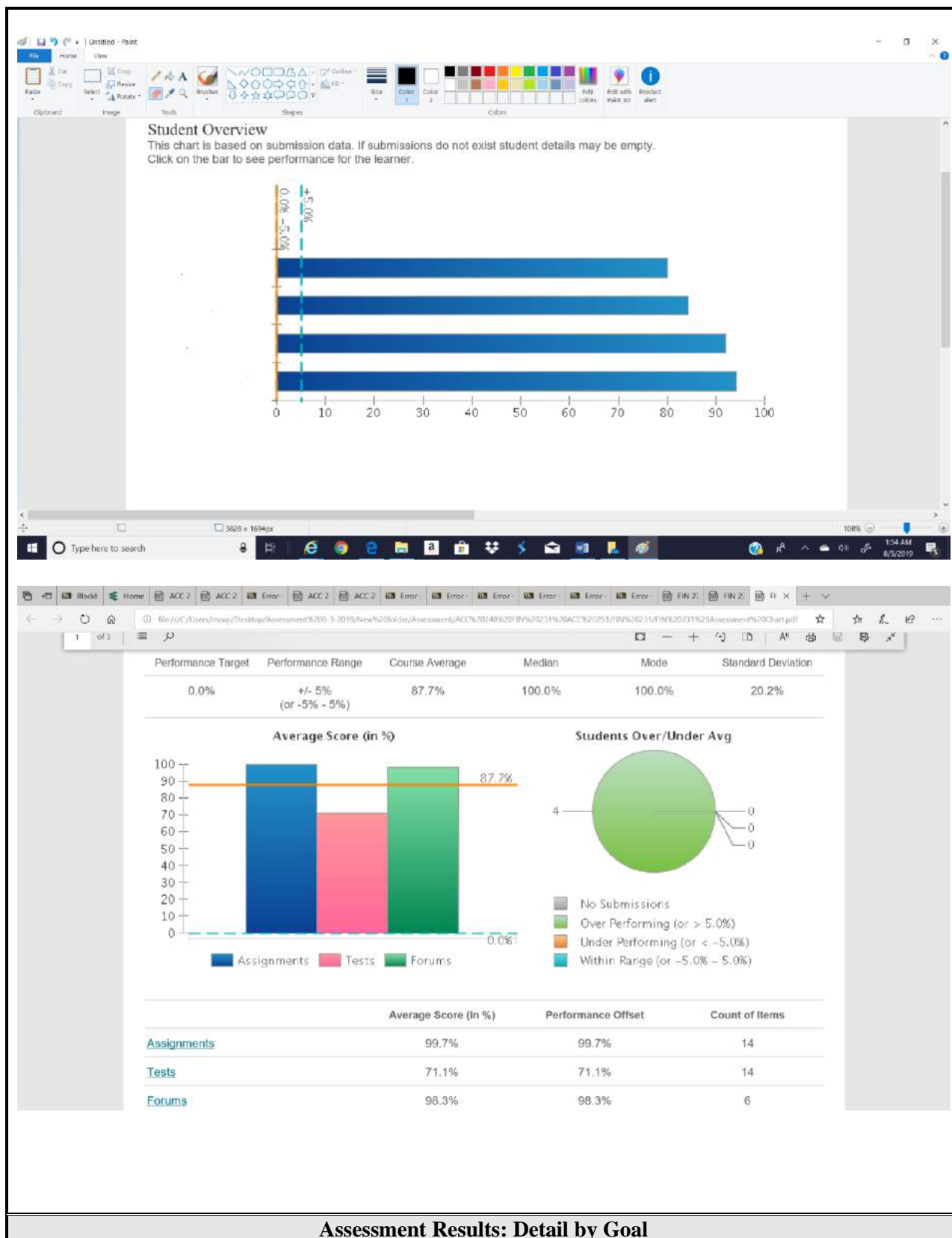
Course Title and Number: Business Finance -FIN 231	Academic Term and Year of Assessment Activity (Ex: Fall, 2014) Spring 2019
Report Submitted By: Seyed Mirkhani	Number of Students Assessed: 4
Date Report Submitted: 9-12-2019	Number of Sections Included: 1
Course Delivery Format (list all modalities used in sections assessed. Ex: web based, VDL, traditional section, hybrid course, etc.): Web	

Course Role in the Curriculum
Provide a description of the role the course serves in the curriculum (i.e. general education requirement, program technical core, restricted elective, etc.). Note all as appropriate.
Business Finance is an elective course for Accounting and Business students.

Previous Assessment Reports and Results
Date of Previous Assessment: N/A
List of Outcomes Not Met:
Summary of Actions Taken to Address Unmet Learning Outcomes: Append additional pages if necessary. If appending, include notation in box to “See attached”.
This is the first time that this course is assessed.

Assessment Methods
Provide a description of the assessment process used. Include description of instrument and performance standards in description. Note all methods.
This assessment used three assessment tools to evaluate performance of the students:
<p>Forum: A Discussion question was posted each week. Students had to choose a question from the “<i>assigned questions</i>” they had answered from their weekly assignments. Initial discussion posting needed to be at least 100 words and the response to classmates needed to be at least 50 words and needed to add value to the original response.</p> <p>Quizzes: There was a ten-question quiz each week covering two or three chapters. Each question was worth two points for a total of twenty points. These quizzes were open book and they were not timed.</p> <p>Assignments: Students were assigned to answer ten questions at the end of each chapter.</p>

Assessment Results: Course Overview
All six outcomes were met. Students scored 99.7% in assignments, 71.1% in tests and 93.3% in forums. The average course performance for all outcomes was 87.7%. Four students who took this course had a strong background in accounting which resulted to scoring high in the assignments and forums.



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7/28/2019				
Detail by Goal				
Average by Type (Count)				
FIN 231 Goals				
1. Identify the primary goal of finance to maximize shareholder wealth and discuss its relationship to decision-making within the firm	93.2%	88.0% (2)	75.0% (1)	100.0% (1)
2. Identify key components of the U.S. financial market system and the role of different market players, costs, vehicles, efficient markets, interest rate determinants and risk return tradeoffs	92.5%	100.0% (2)	78.8% (2)	98.8% (2)
3. Evaluate a company's financial performance using a comprehensive set of financial tools	90.4%	99.2% (3)	78.3% (3)	100.0% (1)
4. Analyze the use of time value of money in present value and future value models for investment/prospect decision-making purposes	88.5%	100.0% (2)	73.8% (2)	85.0% (1)
5. Define and measure the expected rate of return and risk for an individual investment to explain the relationship between risk and return, and how diversification affects risk and return	89.8%	88.4% (4)	75.6% (4)	98.8% (2)
6. Describe a firm's financing process, including concepts underlying a firm's cost of capital, the difference between internally and externally generated funds, a firm's financing needs, working capital, and optimum financing mix	80.2%	100.0% (5)	60.5% (5)	

Students' grades – Pass Rate

Number of Student	Grade A	Grade B	Grade C		Pass Rate
4	2	2	1		100%

All outcomes were met with assignments and forums receiving the highest score and tests receiving the lowest. The tests in this course are in the form of multiple choice questions. And as a result, students don't receive partial credit if they miss the correct answer. Students scored 100% in assignment and 60.5% in the test section of outcome six. This outcome relates to the capital structure of a firm which is usually a challenging subject and requires additional class discussion and presentation.

* Please note if using a different minimum performance standard.

Conclusions

Provide a brief summary of conclusions derived based on analysis of data. Append additional pages if necessary. If appending, include notation in box to "See attached".

This assessment included a very small sample size, so the results could be skewed by one or two students. All outcomes of the course were met with a score of greater than 80%.

Outcome #6 "Describe a firm's financing process, including concepts underlying a firm's cost of capital, the difference between internally and externally generated funds, a firm's financing needs, working capital, and optimum financing mix" received the lowest score of 80.2%.

Approved Assessment Committee:

Approved LOT:

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This outcome will be discussed in more details and more emphasis will be placed on this outcome next time when this course is offered.

Action Plan and Date for Reassessment

Identify action plan for improvement or maintaining current performance levels including outcomes identified for re-assessment, curriculum revision, LOT proposal, new or revised course activities to reinforce learning outcomes, etc. Append additional pages if necessary. If appending, include notation in box to "See attached".

To improve performance of students in all outcomes including outcome number 6, use of Excel will be encouraged. Students taking business finance usually use financial calculators, which costs more than \$100. This course doesn't require students to purchase a financial calculator. Students can use Excel as a substitute for a financial calculator as Excel has complete functions that the financial calculators provide.

Considering that all outcomes were met at greater than 75% performance standard, no actions are needed except encouraging students to utilize Excel to work on assignments. Additionally, more emphasis will be placed on outcome number six when this course is offered again.

This course will be assessed in spring of 2021.

**Assessment Committee Recommendation/Approval
(To be posted by Assessment Committee Chair)**

- ☐ Approved as presented
- ☐ Approved with recommendations for future reports (Explanation Required)
- ☐ Resubmission Required. Reason for Resubmission:

Date: