Program Assessment Plan
American University
Academic Program: KSB: Finance - MS

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Unit's Primary Department: Finance/Real Estate
Contact Person for Assessment: Ron Anderson

Learning Outcome: LO1: Institutional Framework
Students will demonstrate an understanding of the purpose and characteristics of evolving financial markets, and the role that institutions play in capital formation and allocation, and will be able to identify and explain the function of the major financial instruments.

Outcome Year: 2008-2009
2009-2010
2010-2011
2011-2012
2012-2013

Start Date: 09/01/2008
Outcome Status: Active Learning Outcome

Assessment Plan

<table>
<thead>
<tr>
<th>Assessment Method</th>
<th>Target</th>
<th>Schedule/Cycle</th>
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</thead>
<tbody>
<tr>
<td>Student work will be sampled from final exams in courses, particularly FIN 674 Derivatives and Risk Management, FIN 665 Quantitative Methods in Finance I, and FIN 684, Fixed Income Analysis. Selected final exam questions were systematically analyzed by Core faculty using an established rubric, with scores ranging from 1 to 5 with 1=Unsatisfactory and 5=Outstanding.</td>
<td>80 percent of students measuring 3 or better on a 5-point scale.</td>
<td>Submit Fall 2014</td>
<td>Yes</td>
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Learning Outcome: LO2: Data Analysis Skills
Students will be able to explain and use appropriately sophisticated analytical and econometric techniques to analyze financial data.

Outcome Year: 2008-2009
2009-2010
2010-2011
2011-2012
2012-2013

Start Date: 09/01/2013
Outcome Status: Active Learning Outcome

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<tr>
<td>Selected questions from the mid-term and final exam results sampled from FIN 666. Measure Type: Quiz/ Exam</td>
<td>Using a scale from 1 (unsatisfactory) to 5 (outstanding), 80 percent of sampled students score at 3 or better on the 5-point scale.</td>
<td>Submitted 2011. Will submit again in Fall 2014.</td>
<td>Yes</td>
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<tr>
<td>Evaluation of individual research projects designed to demonstrate the application of quantitative methods used in FIN-666. Measure Type: Final Paper/ Final Project</td>
<td>Using a five-point scale (1=unsatisfactory, 5=outstanding), 80% will score at least a 3.</td>
<td>Done in 2011. To be assessed again in Spring 2014.</td>
<td>Yes</td>
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<td>Using selected questions from the final exam in 672, the learning outcome will be evaluated using a 5-point scale rubric, with 1=unsatisfactory, and 5=outstanding.</td>
<td>At least 80% of students score a 3 or above on the 5-point scale.</td>
<td>Assessed in 2010. Next scheduled to be assessed in Fall 2014.</td>
<td>Yes</td>
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Measure Type: Quiz/ Exam

| Student work on final exams will be sampled from FIN 665 Quantitative Methods in Finance I. These selected final exam questions will be systematically analyzed by Core faculty using an established rubric, with scores ranging from 1 to 5 with 1=Unsatisfactory and 5=Outstanding. | 80 percent scoring 3 or better. | To be submitted Fall 2013 | Yes |

Measure Type: Quiz/ Exam

### Related Courses

- FIN-666 - Quant Methods in Finance II
- FIN-672 - Investment Analysis and Portfolio Management

### Learning Outcome: LO3: Valuation Skills

Students will be able to describe and apply financial valuation techniques in areas, such as, corporate valuation, individual equities, fixed-income securities and/or derivatives.

Outcome Year: 2008-2009
- 2009-2010
- 2010-2011
- 2011-2012
- 2012-2013

Start Date: 01/01/2013
Outcome Status: Active Learning Outcome

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<tr>
<td>Student work will be sampled from final exam questions in FIN 674 Derivatives and Risk Management, and FIN 684, Fixed Income Analysis. Selected final exam questions will be systematically analyzed by Core faculty using an established rubric, with scores ranging from 1 to 5 with 1=Unsatisfactory and 5=Outstanding.</td>
<td>80 percent of the students will score 3 or better.</td>
<td>Fall 2013</td>
<td>Yes</td>
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Measure Type: Quiz/ Exam

### Learning Outcome: LO4: Teamwork and Communication

Students will participate in working teams and construct effective, clear and well-written financial analysis.

Outcome Year: 2008-2009
- 2009-2010
- 2010-2011
- 2011-2012
- 2012-2013

Start Date: 08/27/2012
End Date: 05/03/2013
Outcome Status: Active Learning Outcome
## Assessment Plan

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<td>A focus group of sampled seniors in the program will meet in the spring of 2014 to discuss their experiences with learning teamwork and communication as these skills relate to the field of Finance. The focus group leader will be a staff member from the AU Office of Institutional Research and Assessment.</td>
<td>Themes will be recorded and reported out as they emerge in focus group discussion.</td>
<td>Spring of 2014 and every even-numbered year thereafter.</td>
<td>Yes</td>
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<tr>
<td>Measure Type:</td>
<td>Focus Group</td>
<td></td>
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**Group reports from FIN 684 Fixed Income Analysis were used to evaluate the students' learning. The complete sample of students enrolled in each course was used. Two assessors, Bonnie Auslander, Director, Kogod Center for Business Communication Curriculum and Jay Pope, Executive in Residence, graded each report based on a pre-established grading rubric (See Attached Report).**

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<td>Using evaluation methods similar to the scale for FIN-666, the program director will sample student work. Work to be reviewed by Finance faculty.</td>
<td>80% scoring 3 on a 5 point scale</td>
<td>Every other academic year</td>
<td>Yes</td>
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<tr>
<td>Measure Type:</td>
<td>Other</td>
<td></td>
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### Learning Outcome: Foundation in Valuation

Develop a solid foundation in all aspects of valuation including:

1) Equities
2) Fixed Income
3) Derivatives
4) Corporate

**Outcome Year:** 2012-2013  
**Start Date:** 01/01/2012  
**Outcome Status:** Archived Learning Outcome

### Learning Outcome: Analyze Statistical Data

Develop the skills to analyze financial data statistically and model financial problems or systems including?

1) Excel modeling of investment and corporate testing
2) Basic hypothesis development and testing
3) General linear regression models
4) Basic time series models
5) Econometric models of financial time series
6) Monte Carlo analysis for financial forecasting

**Outcome Year:** 2012-2013  
**Start Date:** 01/01/2012  
**Outcome Status:** Archived Learning Outcome

### Learning Outcome: Understanding of Institutions, Markets, and Instruments

Develop an understanding of the financial institutions, markets, and instruments common to the field including:

1) Investment banks
2) Depository Institutions (Commercial banks)
3) Regulatory bodies (SEC, Fed, FDIC, etc)
4) Quasi-government institutions (Fannie MAE, Freddie MAC, etc)
5) Venture capitalists

**Outcome Year:** 2012-2013
Learning Outcome: Team Work
Each student is expected to understand the nature of group dynamics and to participate in work teams.

Outcome Year: 2012-2013
Start Date: 01/01/2012
Outcome Status: Archived Learning Outcome

Learning Outcome: Communication
Each student is expected to demonstrate professional competence in oral, written and interpersonal communication skills.

Outcome Year: 2012-2013
Start Date: 01/01/2012
Outcome Status: Archived Learning Outcome

Learning Outcome: Practical Applications
Develop skills to analyze financial data statistically and model financial problems and systems.

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<td>In general, assessments will be based on examination responses in quantitative graduate finance courses. For AY 10-11, assessment was based on exam questions for FIN-666 (Quantitative Methods in Finance II) and FIN-672 (Investments Analysis and Portfolio Management). (See attached report.)</td>
<td>80% of students whose work is assessed achieve score of 3 or better on selected exam questions.</td>
<td>AY 2010-11, AY 2014-15, etc.</td>
<td>Yes</td>
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Measure Type: Quiz/ Exam