Analysis Results for MSBA (FIR) Spring 2019 CTL Cycle
(Data Collected in Fall 2017 thru Fall 2018)

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Notes on this Assessment of the MSBA Program

• The MSBA in Finance was formerly combined with the MSIS program (both under the MSBA degree), but the two programs split in 2016. The original degree (including MSIS & FIR) had a common set of learning outcomes that were relatively general in nature to cover both disciplines.

• In the Fall of 2018, a committee in FIR was convened to develop a new set of degree learning outcomes specific to Finance in order to provide more meaningful data for program improvement.

• Data for this assessment was collected in the Fall of 2018 using those new learning outcomes.

• A small amount of student data for a subset of the previous outcomes was considered in this review, but did not offer meaningful insights for the committee.
<table>
<thead>
<tr>
<th>Goal</th>
<th>Objective</th>
<th>Courses Sampled</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>G1: Financial Knowledge</strong></td>
<td>Obj1: Students can demonstrate an understanding and application of time value of money and concepts of advanced capital budgeting</td>
<td>FIR-7155 (Black)</td>
</tr>
<tr>
<td></td>
<td>Obj2: Students can demonstrate an understanding and application of investments and portfolio management</td>
<td>FIR-7410 (Carrion)</td>
</tr>
<tr>
<td><strong>G2: Pursue Careers in Finance</strong></td>
<td>Obj1: Students will be prepared to take certification exams such as the CFA exam, the CFP exam, Series 66 exam, etc.</td>
<td>Dept Chair (Jain)</td>
</tr>
<tr>
<td><strong>G3: Terminal Degree Academics Exposure</strong></td>
<td>Obj1: Students can identify sources of information needed to track global trends affecting organizations</td>
<td>FIR-7410 (Carrion)</td>
</tr>
<tr>
<td></td>
<td>Obj2: Students can process a wide variety of financial datasets</td>
<td>FIR-7410 (Carrion)</td>
</tr>
<tr>
<td><strong>G4: Well-Rounded Professionals in Finance</strong></td>
<td>Obj1: Students can produce financial reports that effectively communicate their recommendations based on quantitative justifications</td>
<td>FIR-7410 (Carrion)</td>
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<tr>
<td></td>
<td>Obj2: Students can recognize and address ethical challenges in the area of financial decision-making for organizations</td>
<td>MIS-7650 (Schaeffer)</td>
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<td></td>
<td>Obj3: Students can demonstrate an understanding of foreign currency markets</td>
<td>FIR-7410 (Carrion)</td>
</tr>
<tr>
<td></td>
<td>Obj4: Students can independently use software tools commonly used in financial decision-making and reporting by large organizations.</td>
<td>MIS-7650 (Schaeffer)</td>
</tr>
<tr>
<td>Learning Outcome Area (Goal)</td>
<td>Obj1</td>
<td>%Fair (1)</td>
</tr>
<tr>
<td>----------------------------------------------------------</td>
<td>------</td>
<td>-----------</td>
</tr>
<tr>
<td>Goal 1: Financial Knowledge</td>
<td></td>
<td>19%</td>
</tr>
<tr>
<td></td>
<td>Obj2</td>
<td>40%</td>
</tr>
<tr>
<td>Goal 2: Prepared for Financial Careers</td>
<td></td>
<td>0%</td>
</tr>
<tr>
<td>Goal 3: Terminal Degree Academic Exposure</td>
<td></td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td>Obj2</td>
<td>0%</td>
</tr>
<tr>
<td>Goal 4: Well-rounded Financial Professionals</td>
<td></td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td>Obj2</td>
<td>33%</td>
</tr>
<tr>
<td></td>
<td>Obj3</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>Obj4</td>
<td>25%</td>
</tr>
</tbody>
</table>
MSBA (FIR) Degree

Goal 1: Graduates will possess both theoretical and practical financial knowledge and skills consistent with 21st century organizational needs

- **Obj1**: Students can demonstrate an understanding and application of time value of money and concepts of advanced capital budgeting

- **Obj2**: Students can demonstrate an understanding and application of investments and portfolio management
Goal 1 - Graduates will possess both theoretical and practical financial knowledge and skills consistent with 21st century organizational needs

Objective 1 - Students can demonstrate an understanding and application of time value of money and concepts of advanced capital budgeting

- Exemplary 52%
- Good 29%
- Fair 19%

n=21

Fall 2018
Goal 1 - Graduates will possess both theoretical and practical financial knowledge and skills consistent with 21st century organizational needs

Objective 2 - Students can demonstrate an understanding and application of investments and portfolio management

- Exemplary: 13%
- Fair: 40%
- Good: 47%

n=15
Fall 2018
MSBA (FIR) Degree

Goal 2: Graduates can successfully pursue industry careers in the field of finance

- **Obj1**: Students will be prepared to take certification exams such as the CFA exam, the CFP exam, Series 66 exam, etc.
Goal 2 - Graduates can successfully pursue industry careers in the field of finance

Objective 1 - Students will be prepared to take certification exams such as the CFA exam, the CFP exam, Series 66 exam, etc.

- Exemplary: 0%
- Good: 100%

n = 11

Spring 2019

Fair  Good  Exemplary
MSBA (FIR) Degree

Goal 3: Graduates will be exposed to academic opportunities for future success in a terminal degree in Finance

- **Obj1**: Students can identify sources of information needed to track global trends affecting organizations
- **Obj2**: Students can process a wide variety of financial datasets
Goal 3 - Graduates will be exposed to academic opportunities for future success in a terminal degree in Finance

Objective 1 - Students can identify sources of information needed to track global trends affecting organizations

- Exemplary: 40%
- Good: 40%
- Fair: 20%

n= 15
Fall 2018
Goal 3 - Graduates will be exposed to academic opportunities for future success in a terminal degree in Finance

Objective 2 - Students can process a wide variety of financial datasets

- Exemplary: 60%
- Good: 40%
- Fair: 0%

n=15
Fall 2018
Goal 4: Graduates will be well-rounded professionals consistent with the needs in a wide variety of working situations.

- **Obj1**: Students can produce financial reports that effectively communicate their recommendations based on quantitative justifications.

- **Obj2**: Students can recognize and address ethical challenges in the area of financial decision-making for organizations.

- **Obj3**: Students can demonstrate an understanding of foreign currency markets.

- **Obj4**: Students can independently use software tools commonly used in financial decision-making and reporting by large organizations.
Goal 4 - Graduates will be well-rounded professionals consistent with the needs in a wide variety of working situations

Objective 1 - Students can produce financial reports that effectively communicate their recommendations based on quantitative justifications

- Exemplary: 78%
- Fair: 11%
- Good: 11%

n= 9
Fall 2018
Goal 4 - Graduates will be well-rounded professionals consistent with the needs in a wide variety of working situations.

Objective 2 - Students can recognize and address ethical challenges in the area of financial decision-making for organizations.

Pie chart showing:
- Exemplary: 36%
- Fair: 33%
- Good: 31%

n= 64
Fall 2018
Goal 4 - Graduates will be well-rounded professionals consistent with the needs in a wide variety of working situations

Objective 3 - Students can demonstrate an understanding of foreign currency markets

- Exemplary: 0%
- Good: 100%

n=11

Fall 2018
Goal 4 - Graduates will be well-rounded professionals consistent with the needs in a wide variety of working situations.

Objective 4 - Students can independently use software tools commonly used in financial decision-making and reporting by large organizations.

- Exemplary: 48%
- Good: 27%
- Fair: 25%

n= 64
Fall2018

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- Fair
- Good
- Exemplary
MSBA (FIR) Degree – Comps Data (Q. Chu)
Data collected using oral compjs from Fall 2017 & Summer 2018

• **G2**: Graduates will be effective communicators
  - **Obj1**: Students can state the purpose: early, clearly, creatively, skillfully

• **G4**: Graduates will be problem solvers
  - **Obj1**: Students can explain important theories and concepts needed to solve problems
Objective 1: Students can state the purpose early, clearly, creatively, skillfully

Exemplary 67%
Good 17%
Fair 16%

n= 6
Spring 2019

Objective 1: Students can explain important theories and concepts needed to solve problems

Exemplary 0%
Fair 0%
Good 100%

n= 6
Spring 2019