**Assessment Plan**

**for Workforce and FOS Programs**

**Program/Track Name: Banking and Financial Services Program**

**Description of Program-Level Learning Outcomes**

Please indicate the Program Learning Outcomes for the degree, degree track, or certificate below:

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| Program-Level Learning Outcomes | |
| Program Learning Outcome 1: | Demonstrate knowledge of and proficiency in the terminology, theories, and concepts, specific to industry standards in the field of finance such as investment decisions, evaluating financial statements, and ratio analysis. |
| Program Learning Outcome 2: | Exhibit an understanding of banking functions in the commercial lending market demonstrating knowledge of the process of credit analysis, financial statements, financial ratio analysis to evaluate credit worthiness and evaluation in the banking industry. |
| Program Learning Outcome 3: | Student will comprehend the principles of marketing in connection with the banking industry, placing emphasis on deposit, credit, and payment-related products. |
| Program Learning Outcome 4: |  |
| Program Learning Outcome 5: |  |
| Program Learning Outcome 6: |  |
| Program Learning Outcome 7: |  |
| Program Learning Outcome 8: |  |

**Section I: Technical Courses**

For **all technical courses** in the program, indicate in the table on the following page whether and/or how the course will support the program learning outcomes. You should include courses outside your discipline area and work collaboratively with those disciplines to determine if and/or how those course(s) will support the program learning outcomes. **Please note** that it is understandable if courses outside the discipline do not assess the program-level learning outcomes and serve only to introduce, practice, and/or emphasize the program outcomes. It is also possible that technical courses outside of your discipline may not directly support the specific program-level learning outcomes you have identified.

***How to complete the program map:***

For each technical course in your program, please indicate whether any program-level learning outcome is introduced to students (I), practiced by students (P), emphasized for students (E), or formally assessed (A).

For example, if course WXYZ 1234 introduces students to one of the program outcomes, then enter “I” for that specific program outcome in the appropriate column. Please note that a course can be “I,” “P,” “E,” and/or “A” in any program outcome. The labels in the following table apply SOLELY to the program-level learning outcomes defined above. (Every course does not need to address a program-level learning outcome, and assessment of program-level learning outcomes does not need to occur in every course.)

**Program Map ▼**

I=Introduced P=Practiced E=Emphasized A=Assessed

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| Program Courses | Program Learning Outcome 1 | Program Learning Outcome 2 | Program Learning Outcome 3 | Program Learning Outcome 4 | Program Learning Outcome 5 | Program Learning Outcome 6 | Program Learning Outcome 7 | Program Learning Outcome 8 |
| BUSG 1304 Financial Literacy | I | I | I |  |  |  |  |  |
| BUSA 1313 Investments | P, | I, P | I |  |  |  |  |  |
| BUSA 1315 Investments and Securities | P, E, | P, E | I, P |  |  |  |  |  |
| BNKG 1340 Money and Financial Markets | P | P, E | P, E |  |  |  |  |  |
| BNKG 1349 Commercial Lending | I, | P, E, A | P |  |  |  |  |  |
| BNKG 1345 Consumer Lending | P | E, A, I | P |  |  |  |  |  |
| BNKG 1303 Principles of Banking Operations | I | I, P | I, P |  |  |  |  |  |
| BNKG 1347 Bank Marketing | I |  | I, P, E, A |  |  |  |  |  |
| BNKG 1356 Analyzing Financial Statements | P, E, A | P. E | P, E |  |  |  |  |  |
| MRKG2333 Principles of Selling | I | I |  |  |  |  |  |  |
| ACCT2301Principles of Financial Accounting | I | I | E |  |  |  |  |  |
| BNKG1343 Law and Banking | P, E | P | P |  |  |  |  |  |
| ACCT2302 Principles of Managerial Accounting | I | I | E |  |  |  |  |  |
| BCIS1305 Business Computer Applications | I |  |  |  |  |  |  |  |
| BMGT1341 Business Ethics | I |  |  |  |  |  |  |  |
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**Assessment Plan for Program Learning Outcomes**

Review existing assessment methods and current practices for collecting/gathering student data to identify direct (and possibly indirect methods of assessment). Remember that the data will need to be gathered, analyzed, and used to support the program’s continuous improvement processes.

**Note:** Because courses from other disciplines already have assessment plans in place, they do not have to be included in this assessment plan. Nonetheless, proposers must work collaboratively with these other disciplines to stay current and up to date with these courses’ assessment plans.

**Other disciplines would include and not be limited to Management, Marketing, and I.T.**

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| Program-Level Learning Outcome (e.g., Students will describe the impact of various cultures on American cuisine.) | Assessment Measure(s) and Where Implemented in Curriculum – Description of Instrument(s)/ process(es) used to measure results and an indication of where the assessment will be collected in the curriculum. (e.g., Essay on Cultural influences on American cuisine in CUIS 1300.) | Targets- Level of Success Expected  (e.g., 80% of students score 2.5 or better on the rubric for essays on cultures and cuisine.) |
| PLO #1 Students will show expertise in industry-standard financial concepts by effectively applying investment decisions, analyzing financial statements, and conducting ratio analysis. | In BNKG 1356-Analyzing Financial Statements, students will be assessed with 20 multiple choice questions on the final exam that test student knowledge of investment decisions, and ratio analysis when evaluating financial statements. | 70% of BNKG1356 students will answer 70% of the exam questions on the assessment |
| PLO #2 Students will develop effective communication skills in the context of consumer lending, including the ability to explain loan terms, negotiate agreements, provide comprehensive financial advice to borrowers, and financial ratio analysis to evaluate creditworthiness. | BNKG1349 Commercial Lending students will be given 20 multiple choice questions on the final exam that test student knowledge of the steps of negotiation, loan terms, credit analysis of commercial loan requests and the impact of federal regulations and state laws on commercial lending decisions in the banking industry. | 80% of BNKG1349 students will answer 70% of the exam questions on the assessment. |
| PLO #3 Students will demonstrate the application of fundamental marketing concepts in the distribution, promotion, and pricing strategies related to banking products. | In BNKG 1347 Bank Marketing, students will respond to 20 final exam questions, encompassing multiple-choice. The questions will focus on marketing concepts commonly employed in the banking industry and the application of these concepts in the efficient distribution, promotion, and pricing of various bank products. | 80% of BNKG1347 students will answer 70% of the exam questions correctly on bank marketing decisions. |
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