

Bergen Community College

Assessment Report for 2008-2010

Department/Program: Business Administration / Finance

Department Leader: Robert Saldarini

Liaison: Florence McGovern

Assessment Project Coordinator (if not the Department Leader): Pierre Laguerre

Date Submitted: May 15, 2010

Program(s), if applicable (AAS, Interdepartmental, etc.):

AAS Finance

Mission/Goal statement of the department or program:

To provide students with the knowledge and skills necessary to make sound financial decisions to achieve personal and professional growth, employment, and investment goals.

SEMESTER 1: Create the Assessment Plan

Goal or learning objective being assessed:

The students will be able to evaluate financial data in order to make suitable business decisions.

Relevant Core Competencies: (check as many as apply)

Communication	Quantitative Reasoning	Critical Thinking
Civic Responsibility	Technological and Information Fluency	Personal Skills
Interpersonal Skills	Creativity and Aesthetic Appreciation	Applied Knowledge

Means of Assessment:

The annual report project in the Finance course will be the assessment tool.

A rubric will be used to assess how well the learning objective has been met.

SEMESTER 2: Develop an Assessment Strategy

Criterion for success:

75% of the students will receive a grade of 75 or better based on a rubric with a total point value of 100.

Dean's Comments: Satisfactory as submitted for Semester 1 and 2. Department chairs will be completing semesters 3 and 4 in the new format.

Peter Dlugos' comments: This is an interesting project and an excellent assignment, but I have a few observations on the plan as stated: (1) There is too much going on here--the "means of assessment" seems to involve four distinct learning objectives. I recommend honing in on just one, as the plan calls for. The rubric you develop (and hopefully continue to use if it is useful) may cover all four objectives; in that case, just use one piece of it (one column) for this plan. (2) Do you mean a 70% score on a rubric? Rubrics typically involve a letter grade, or, more commonly, a point value of 20 or less.

VP's Comments: I recommend completing draft rubrics and sharing them. Getting input on the rubrics will facilitate a more effective assessment.

Bergen Community College
School of Business, Social Sciences and Public Service
Business, Accounting and Finance Department

Grading Rubric for BNF Project

Project Criteria	Project Evaluation
Ratio Analysis (10 ratios) 40%	Students must correctly calculate all ten ratios to obtain the full forty percent (40%): <ul style="list-style-type: none">a) If the students correctly calculate nine correct ratios: 30%b) If the students correctly calculate eight correct ratios: 25%c) If the students correctly calculate seven correct ratios: 20%d) If the students correctly calculate six correct ratios: 10%e) If the students correctly calculate five correct ratios: 5%f) If the students correctly calculate less than five ratios: zero
Interpretation and Conclusion 40%	Students must correctly interpret and draw conclusion from all the ten ratios to obtain the full forty percent (40%): <ul style="list-style-type: none">a) If the students correctly interpret and draw conclusion from nine correct ratios: 30%b) If the students correctly interpret and draw conclusion from eight correct ratios: 25%c) If the students correctly interpret and draw conclusion from seven correct ratios: 20%d) If the students correctly interpret and draw conclusion from six correct ratios: 10%e) If the students correctly interpret and draw conclusion from five correct ratios: 5%f) If the students correctly interpret and draw conclusion on less than five ratios: zero

Presentation of Findings 10%	<p>To fully obtain the ten percent (10%), the students must use PowerPoint, all team members must be present and presentation must reflect preparation (Smooth transition of speakers, proper language, team members introduction) :</p> <ul style="list-style-type: none"> a) If PowerPoint is used and one team member is missing: 9% b) If PowerPoint is used and two team members are missing: 8% c) If PowerPoint is used and three team members are missing: 7% d) If all team members are present and no PowerPoint is used: 6% e) If team members are missing and no PowerPoint is used: zero
Writing Quality 5%	<p>To fully obtain the five percent (5%), the students must use Word, no spelling errors and correct grammar:</p> <ul style="list-style-type: none"> a) If the report contains 2 spelling errors: 4% b) If the report contains 3 spelling errors: 3% c) If the report contains more than 3 errors: 2% d) If the report is handwritten: zero
Sources of Research 5%	<ul style="list-style-type: none"> a) If the students cite three sources: 5% b) If the students cite two sources: 3% c) If the students cite less than two sources: 0%

SEMESTER 3: Implement Assessment Plan & Strategy

Summary and analysis of data collected:

34 students in BNF-201, Principles of Finance, completed the project on financial valuation. A rubric with a total point value of 100 was used to assess their work. the goal is to have 75% of the students achieve a grade of 75 or better based on a rubric with a point value of 100.

29 out of 34 students completed the project. The results indicated that 25 out of the 29 students achieved a score of 75 or better. The average score of these 25 students was 86; we exceeded our objective by 11%.

(The Summary should appear here. Use attachments only to provide information to support the summary.)

SEMESTER 4: Reporting and Revising

Use of results:

The objective was met, 86% of the students achieved success in the course. Nonetheless, 4 students who completed the project underestimated the time required for a project of that magnitude. They realized a score of less than 75.

Additionally, 5 students did not complete the project at all due to absences.

Next semester, time management will be emphasized as well as the importance of coming to class.

Dean's Comments:

VP's Comments: