

## ASSESSMENT ACTIVITY IN BA421

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### ACTIVITY

In an effort to assess our students' overall understanding of capital financing and associated investment processes (BBA Learning Goals 1 and 2), Dr. James Taylor administered a series of Pre- and Post-tests in BA421 in the beginning of Spring 2009.

### TEST INSTRUMENT

The tests used in BA421 are tests in a multiple-choice format. The first test contains 20 standard questions on materials covered in the first four chapters of the course textbook. The test was developed by Dr. Taylor in February 2009 by selecting 10-12 questions per chapter from the student online quizzes of the textbook companion website. He then narrowed down the questions to the most relevant 4-5 questions per chapter.

The same test was used when the Post-test was administered upon completion of Chapter 4 (in early March 2009 in this current semester). This guarantees that the same questions are asked. The tests were presented electronically so there would be no unnecessary copying of questionnaires, which is consistent with the UOG Green Initiative.

The second test has been developed to include questions on materials covered in Chapters 5, 6, 9 and 11. It consists of 20 multiple-choice questions, designed similarly to the first test. The same questions will be administered as a Post-test after Chapter 11 has been discussed.

The course does not teach to the tests. The test results are not included in their course grade calculation.

### TEST RESULTS

	Spring 2009, Chapters 1-4		Spring 2009, Chapters 5, 6, 9, 11	
	Pre-test	Post-test	Pre-test	Post-test
Average (out of 20 questions)	7.1	11.6	6.9	
Std Dev	2.52	3.46	1.64	
High	11	17	9	
Low	4	8	5	
Respondents	9	8	8	
z-stats		3.98***		

The above results show an improvement over students' average score, indicating their greater knowledge of course materials covered in the first four chapters of a typical introductory finance textbook. Use of z-statistics shows that the increase in students' average scores is statistically significant at a 1% level.

Also report above is the result of the second Pre-test, which covers topics and concepts in the next four chapters of the course textbook.

The above results were made available on March 16, 2009 and will be discussed at the Assurance of Learning Committee meeting in April 2009.

## HOW ACTIVITY IS LINKED TO THE COURSE-LEVEL STUDENT LEARNING OBJECTIVES

The course syllabus stated that the following are ways in which BA421 contributes to the accomplishment of the BBA Program Learning Goals:

- a. Participation in this course provides an overall understanding of capital financing and associated investment processes. These are studied in the context of their relationship to all of finance. At times the relationship between finance and other business processes are reviewed. The general point of view is that the subject of finance is the generation and management of business resources. The three subject exams provide evidence for this learning. (Goals 1 and 2).
- b. The evolution of the role of the Securities and Exchange Commission (SEC) is reviewed to provide an understanding of how federal oversight of investment markets developed. The three subject exams provide evidence for this learning. (Goal 3).
- c. During the whole semester students will participate in a competitive, computer based market simulation program. As part of the program students will learn the basics of buying and selling investments, using both long and short strategies. Once techniques of investing are grasped, students will be evaluating how to combine individual investments into a portfolio. At the end of the semester the students will produce a reflective paper that substantiates their learning experience. In addition this activity will be incorporated into the annual contest supported by the Asia Pacific Association for Fiduciary Studies. (Goals 2, 5, 6, 7, 8, 9, and 11)
- d. Students will have a guest lecture by a Guam businessman on the current state of real estate investing on Guam. Students will also review a business proposal developed two years ago by UOG Investment students for a Guam based business development firm. Topics covered are tested in the three subject exams (Goal 8).
- e. Students will be required to read and write a report on a book related to investing. The student will also be required to present an oral report on the book to the students in the class. The purpose of the assignment is to get the students familiar with investment and business literature and provide an opportunity to challenge students with understanding a wider range of ideas from a variety of sources. (Goals 2, 4, 5, and 10).
- f. At least five times during the semester the students will be assigned to groups responsible to work together to resolve specific investment problems. (Goals 4, 10 and 11)

This Pre- and Post-tests assess whether the first course SLO has taken place.

## CLOSING THE LOOP

This test is not a national, standardized test with benchmarks against which we can compare our students' performance. For this reason, it was necessary to collect a data over several semesters to get an idea of our students' performance. The finance faculty, comprised of Dr. Craig Thompson, Dr. James Taylor, and Dr. Claret Ruane, have also discussed the sharing the different test instruments and the possibility of using the same assessment test in the different sections of the same course (BA320).