

## ASSESSMENT ACTIVITY IN BA421

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### ASSESSMENT 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 J. Taylor utilized feedback mechanisms as a way to modify and hopefully improve educational outcomes in his course.

### SURVEY INSTRUMENT

This is the semester-end class survey in the BA421 Investment and Real Estate Class. This survey was first given at the end of the Spring 2007 semester and was again given at the end of Spring 2008 Semester. The instructor plans to give the instrument again at the end of the Spring 2009 Semester.

In the survey instrument, Dr. Taylor provides the following instructions:

**"Classroom Learning Questions:** On a scale of 1 to 7 with 1 being the lowest and 7 being the highest, rate the following classroom learning activities:"

### SURVEY RESULTS

The survey results are in the table below:

Class Activity	Likert scale of possible responses: 1=not useful, 7=very useful Students' verbatim comments follow	
	Spring 2007	Spring 2008
The Stock Game	1 2 3 4 5 6=2 responses 7=7 responses	1 2 3 4 5=1 response 6 7=9 responses
Guest lecture on the 130/30 Investment Strategy by visitor from Mercer Consulting	1 2 3 4 5=3 responses 6=1 response 7=4 responses N/A=1	
Working through problems and worksheets using the projector	1 2 3 4=2 responses 5=2 responses 6=2 responses 7=3 responses	1 2 3 4 5 6=2 responses 7=9 response
Working through problems with other students	1 2	1 2

	3 4 5=4 responses 6=2 responses 7=3 responses	3 4 5 6=4 responses 7=5 responses N/A=1
The three practice exams were helpful	1 2 3=3 responses 4 5 6=1 response 7=6 responses	
The professor presented lectures on every chapter that was covered. These lectures were helpful to my learning.	1 2 3 4=1 response 5=2 responses 6=2 responses 7=4 responses	1 2 3 4 5=2 responses 6=2 responses 7=6 responses
The worksheet handouts were helpful	1 2 3 4 5=3 responses 6=2 responses 7=4 responses	
I would like to have more problems worked out in class.	1 2=1 response 3 4=1 response 5=2 responses 6=2 responses 7=2 responses	1 2 3 4 5=3 responses 6=2 responses 7=5 responses
I would like to have more student presentations	1=1 response 2=1 response 3=2 responses 4=3 responses 5=1 response 6 7=1 response	1=1 response 2 3=2 responses 4=1 responses 5=2 responses 6=3 responses 7=1 response
(Complete the sentence) I would learn even more if .....	I read and understood each chapter in the book. I would suggest using more review before the test. Maybe a study guide. We covered specific lectures that are covered in the exams. I would also learn more if we went over more problems together. Stock track offered little. Overall great experience. Types of investing. Needs to be more versatile. Probably only 50% of what you can actually do in the stock market. We did more quantitative analysis. More interactive games like StockTrak. There was more participation of class members. Maybe a participation log giving students points for asking or	We had more in-class activities, because the ones we had were really useful for me in understanding the concepts. I liked visual learning. More time for class and keeping on top of work. There was another semester on investments

	attempting to answer questions can be provided next semester.	
(Complete the sentence) To help me learn more, I would like to have more .....		We had more local examples Study guides were extremely helpful. Real life practical information. Perhaps you could require selected readings from the many books you have.
(Complete the sentence) Some students have missed 5 or more classes. I would suggest the following to improve class attendance:	Give extra credit to those with perfect attendance. Extra credit to students who attend. Hint, Hint. Nothing. Students @ fault At least once a week give out a random extra credit assignment to those who are on time. Participation log.	Check homework every day and greater percentage for the absence. Hands on exercises. Adding an activity every day that adds to our final grade. 50% of grade 1 add on instructor who would fail students if 3 absences (unexcused occurred) More weight put on attendance for final grade. Lots of quick pop quizzes. Each class has at least two students with chronic absenteeism and tardiness. Perhaps because we were such a small class, it seems a bit more disproportionate. Perhaps it was just anomalous to this particular semester On a side note, I thoroughly enjoyed this class. It was interesting and well presented. Thank you!

## 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 (StockTrak). 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 survey shows that students in this course were given opportunities to participate in activities that address the highlighted course learning objectives.

#### CLOSING THE LOOP: INSTRUCTOR'S ANALYSIS

Since conducting this survey in Spring Semester 2007, Dr. Taylor has learned quite a bit from them and has used them to make a number of classroom adjustments. The surveys revealed the following points:

- the Stock Track Game is a valuable learning tool and receive positive feedback from students from both Spring 2007 and Spring 2008 semesters
- there were comparatively strong negatives for student presentations
- students' interest in getting study sheets; from Spring 2008, Only one person mentioned study guides (there was no question about that on the survey)
- students' interest in the review sessions more than expected
- Based on students' comments from Spring 2007, it appears that students don't have a solution for attendance issues. There was lot of feedback on the attendance issue. This is interesting because it indicates the students are concerned about attendance issues.
- Students' feedback from both Spring 2007 and Spring 2008 suggested low level of support for student presentations, with no rationale supplied.

Dr. Taylor shared his initial findings to the WASC Educational Effectiveness committee in April 2008 and has given an overview of these assessment activities in the Assurance of Learning committee in Fall 2007. Dr. Taylor will present this report to the Assurance of Learning Committee meeting in April 2009.