

**FINANCIAL SERVICES CONCENTRATION**

Performance Measure	Measurement Instrument	Current Results	Analysis of Results	Action Taken or Improvement Made
<p><b>SLO:</b> The student will demonstrate the ability to identify accounting concepts that enable them to interpret financial data and use it to make informed decisions about the operating performance and financial position of a company.</p> <p><b>Goal:</b> At least 60% of students will receive a score of C or higher on embedded problems in the Student Online Homework Resource.</p>	<p>ACCT-1020 (Managerial Accounting). The score on embedded problems in the Student Online Homework Resource.</p>	<p>The score on the embedded problems in the Student Online Homework Resource for the Current Reporting Period is 100%.</p>	<p>Results increased from the previous reporting period.</p>	<p>Since the score for the current reporting period was in the acceptable parameter, no action was taken at this time. Will continue to monitor this performance measure.</p>
<p><b>SLO:</b> The student should be able to describe personal financial and investment concepts that enable students to provide customers with advice on investment, insurance, and estate planning.</p> <p><b>Goal:</b> At least 60% of students will receive a score of C or higher on the Standardized Final Exam.</p>	<p>BUSN-1040 (Personal Finance) The score on the Final Exam. This is a direct, summative, internal assessment.</p>	<p>The score on the Final Exam for the Current Reporting Period is 100%.</p>	<p>Results remained consistent with the previous reporting periods.</p>	<p>Since the score for the current reporting period was in the acceptable parameter, no action was taken at this time. Will continue to monitor this performance measure.</p>
<p><b>SLO:</b> Student should be able to apply the art of salesmanship to enable them to promote the products of the firm they are employed with.</p> <p><b>Goal:</b> At least 60% of students will receive a score of C or higher on the Standardized Term Project.</p>	<p>BUSN-1110 (Sales). The score on the Term Project. This is a direct, summative, internal assessment.</p>	<p>The score on the Term Project for the Current Reporting Period is 100%.</p>	<p>Results remained consistent with the previous reporting periods.</p>	<p>Since the score for the current reporting period was in the acceptable parameter, no action was taken at this time. Will continue to monitor this performance measure.</p>
<p><b>SLO:</b> The student should be able to identify the monetary banking issues that are pervasive in all aspects of financial services.</p> <p><b>Goal:</b> At least 60% of students will receive a score of C or higher on the Standardized Final Exam.</p>	<p>BUSN-2110 (Money &amp; Banking) The score on the Final Exam. This is a direct, summative, internal assessment.</p>	<p>The score on the Final Exam for the Current Reporting Period is 100%.</p>	<p>Results have improved over the previous reporting periods.</p>	<p>Since the score for the current reporting period was in the acceptable parameter, no action was taken at this time. Will continue to monitor this performance measure.</p>

