

## MSFA Assurance of Learning Report

**AY 2014-2015**

**Report Date:** 5/15/2015  
**School/College:** School of Management  
**Department/Program:** Master of Science in Financial Analysis  
**Person completing the Report:** John Veitch

### Phase 1: Assessment Process

**Overview Statement:** Briefly summarize the student learning assurance activities that were undertaken this academic year. Indicate which learning outcome was assessed and who was involved in the evolution.

Learning Outcome: *1-2 Analytical Tools - Economics*

*Recognize and explain how macroeconomic and microeconomic events impact key components of economic activity, including industry structure, firm profitability, macroeconomic output, prices, interest and exchange rates.*

Evaluator(s): *John Veitch*

#### Assessment Plan:

Assessment Method 1

Category: *Pre-Test/Post-Test*

Assessment Method: *Bloomberg Aptitude Test*

Target: *75% of students will score at the "Satisfactory level"*

Courses where method is assessed (if applicable): MSFA 716.

Additional Detail (if applicable): *Assigned at the end of MSFA 716 Macroeconomics and covers material in MSFA 710 Microeconomics also.*

Related Documents:

- *Old Bloomberg BESS and BAT: Bloomberg\_Certification.pdf*

## Assessment Method 2

Category: *Course Project*

Assessment Method: *Each student does a discounted cash flow model of a public company that integrates their learning of industry structure, economic cycles, accounting, corporate finance and equity valuation models.*

Target: *75% of students will demonstrate competence in their project*

Courses where method is assessed (if applicable): *MSFA 720 Equity Valuation*

## Phase 2: Results Assessment

### Results:

Result Date: *5/15/2015*

Result Type: *Target Met*

Result: *All students met the goal for demonstrating competence in the integration of economics knowledge into the equity valuation process. 75% of Spring 2015 students and 85% of Summer 2015 students demonstrated a better mastery of the material than the goal.*

Course(s) from which the assessment(s) were gathered: *MSFA 720 Equity Valuation*

### Related Documents:

- *Results for Spring 2015 and Summer 2015 MSFA 720 course offering: MSFA 720 Equity Valuation Summary S15.doc*