

## MSFA Assurance of Learning Report

AY 2014-2015

**Report Date:** 5/19/2015  
**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: *1-3 Analytical Tools - Accounting*

*Describe and interpret financial accounting concepts and measurements to (i) use financial statements and footnotes to analyze an investment valuation; ii) analyze a company's liquidity, profitability, financial stability, solvency, and asset utilization; and iii) analyze the effects of alternative accounting methods and assumptions on firm valuation.*

Evaluator(s): *John Veitch*

#### Assessment Plan:

Assessment Method Category: *Course Project*

Assessment Method: *Research and paper/analysis on a publicly-traded company in Equity Valuation and Advanced Financial Statements courses.*

Target: *75% of the students will "Meet Expectations" or better as scored using the provided rubric.*

Courses where method is assessed (if applicable): *MSFA 726 Advanced Financial Statements*

Additional Detail (if applicable): *Assigned at the end of either MSFA 720 Equity Valuation or MSFA 726 Advanced Financial Statements depending on sequencing.*

## Phase 2: Results Assessment

### Results:

Result Date: 5/19/2015

Result Type: *Target Met*

Result: *The results are based on a final paper where groups of 4-5 students had to analyze the financial results of two comparable companies using competitive analysis backed up by the appropriate financial ratios.*

*The scores on the final paper were based on a rubric in 10 areas that all papers were scored against with each rubric evaluated as Excellent (5 pts), Good (4 pts), Satisfactory (3 pts), and Unsatisfactory (2 pts).*

*Out of the 50 possible points the scores were: 38 pts for 9 students, 39 pts for 5 students, 41 pts for 6 students, and 42 pts for 6 students.*

*All the students except one who did not submit a final paper, scored near the "good" level of 40/50.*

Course(s) from which the assessment(s) were gathered: *MSFA 726 Advanced Financial Statements*

### Related Documents:

- *Rubric for Adv. Financial Statements final paper: 726 Final Paper grade scheme S15.doc*
- *Spring 2015 Accounting Final Paper: Columbia-UnderAmour Paper Grade.pdf*
- *Spring 2015 Accounting Final Paper: Daimler-BMW Paper Grade.pdf*
- *Spring 2015 Accounting Final Paper: LVMH-Kering Paper Grade.pdf*
- *Spring 2015 Accounting Final Paper: LVMH-Richemont Paper Grade.pdf*
- *Spring 2015 Accounting Final paper: Virgin-JetBlue Paper Grade.pdf*

### Action:

Action Date: 11/8/2015

Assessment: *Target was met*

Action: *Current action is to continue to improve the integration between the MSFA 726 Adv. Financial Statements final paper and the more developed Advanced Equity valuation paper offered the next semester.*