

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: *2-1 Integration - Equity Valuation*

Discuss and evaluate the techniques used to analyze the value of equity investments, in securities markets using efficient market theory and the analysis of risk and return in equity portfolios.

Evaluator(s): *John Veitch*

Assessment Plan:

Assessment Method 1

Category: *Course-embedded Assignments*

Assessment Method: *Advanced Investment Analysis*

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

Courses where method is assessed (if applicable): *MSFA 723 Advanced Investment Research*

Additional Detail (if applicable): *Assigned in MSFA 723 Advanced Investment Research. Uses knowledge gained in econometrics, equity valuation, financial*

markets, derivatives and fixed income in analyzing real world projects put forward by local SF investment companies.

Assessment Method 2

Category: *Course Project*

Assessment Method: *Student group project evaluating a company and setting a valuation target for the company's shares based on an integrated set of financial statements and discounted cash flow analysis.*

Target: *All the group's will deliver a project that shows competence in the use of financial statements and discounted cash flow analysis for valuing the equity of a publicly traded company*

Courses where method is assessed (if applicable): *MSFA 725*

Additional Detail (if applicable): *Final project is evaluated by the instructor. The final presentation is evaluated by a panel of investment bankers. Rubrics for both parts are included.*

Related Documents:

- *MSFA 725 Final Project rubric: 725 Final Paper grade scheme S15.docx*
- *MSFA 725 Final Presentation rubric: 2015 USF Case Competition.pdf*
- *MSFA 725-41 Spring 2015 grades : Grades-MSFA-725-41 Spring 2015.xlsx*

Phase 2: Results Assessment

Result 1:

Result Date: 11/11/2015

Result Type: *Target Not Met*

Result: *Less than 15% of students performed at the expected level.*

Course(s) from which the assessment(s) were gathered: *MSFA 723 Advanced Investment Research*

Related Documents:

- *Syllabus for MSFA 723 Advanced Investment Research: syllabus_msfa723_Fall_2015.pdf*
- *Topics researched by MSFA students in Fall 2015: MSFA 723 Topics for USF finance students.pdf*

Action 1:

Action Date: 11/11/2015

Action: *MSFA curriculum course sequencing was revised in light of the unsatisfactory outcome in Spring 2015. MSFA 736 Econometrics course is now taken before the MSFA 723 course by all MSFA students. This addresses one of the problems encountered in the Spring 2015 course.*

Result 2:

Result Date: 11/8/2015

Result Type: *Target Met*

Result: *Objective achieved. All group's presentations and final projects were evaluated by professor and panel of 4 NYC investment bankers/analysts as meeting the requirements.*

Course(s) from which the assessment(s) were gathered: *MSFA 725-41 The Fall 2014 Full-time MSFA cohort.*

Action 2:

Action Date: 11/08/2015

Action: *estructured the course so that the San Francisco classes cover the analytical skills and data research needed to best support the intensive 5-day modeling workshop that occurs in New York City.*