

EMBA AY 2015-2016 Assessment

Phase 1: Assessment Plan

Learning Outcome assessed:

EMBA Learning Outcome 5: Analyze Information and Data

Analyze and apply information and data to business decisions.

Assessment Method:

Course-embedded assignments: LBO case.

Targeted performance, based on rubrics:

80% of students exceed expectations

Evaluation Process:

Case assignment "Hedging International Business Transaction using FX derivatives".

Create a hedging strategy using derivatives for the US firm's international business transaction of a sale of semi-conductors to a European firm.

Justify the decision to execute this transaction by illustrating how the FX protective put strategy will manage downside risk.

Rubric:

Achievement	Poor	Average	Excellent
Use derivatives to manage risk	Unable to use derivatives properly; show inadequate understanding of risk	Use derivatives correctly in most cases; have adequate understanding of risk management implications	Make proper use of derivatives; have clear understanding of use to manage risk

Course where learning outcome was assessed:

EMBA 6905 – Managerial Finance

Evaluator(s):

Frank Ohara

Phase 2: Results Assessment and Planned Action

Results:

This cohort did unusually well (100%) in the FX case study.

Excellent performance may have been due to at least one member of each group with work related expertise in area, however, the other students in the groups were able to elevate their performance due to this. Each team had individuals with significant finance work experience.

One student is the Senior Director of Corporate Foreign Exchange at Wells Fargo specializing in giving FX hedging advice to major corporations. Another is a CFO of a global manufacturing firm. Still another student was promoted to CFO in the middle of this course.

Suggested Action:

Although the assessment of team performance was reliable, we did not have reliable data on individual performance. This reflects a weakness in the overall Assurance of Learning process. Going forward, we will incorporate assignments that will reflect individual student learning.

Phase 3: Closing the Loop

Needs plan for closing the loop.