



Academic Learning Compact

Financial Planning

Program Mission Statement

Within UNF's Department of Accounting and Finance, the Financial Planning program is committed to providing high-quality undergraduate financial services education that serves the needs of Northeast Florida. The faculty is committed to teaching excellence enhanced by research and interaction with finance professionals in the broader business community. Specifically, the Financial Planning program seeks to 1) provide Bachelor of Business Administration degrees which prepare graduates for entry into professional and managerial positions in financial services, 2) provide quality undergraduate instruction in financial services which prepares students for lifelong learning and success, provide intellectual contributions that enhance the delivery of instruction to students, improve the application of existing knowledge and provide solutions primarily to regional issues; the primary emphasis for intellectual contributions is applied research, followed by instructional research and pure research, 3) provide service which contributes to meeting the personal, professional and life-long learning needs of our students, the University community, the business community and alumni, 4) provide internship and field experience opportunities to financial services students, 5) attract and retain quality faculty dedicated to teaching, research and service activities consistent with the goals of the Department, College and University, and 6) pursue continuous improvement in teaching, research and service, the Department and its stakeholders will regularly evaluate its mission, objectives and outcomes.

Student Learning Outcomes

Graduates will be able

Content/Discipline-Specific Knowledge/Skills

- Students will demonstrate knowledge and understanding of the global economy and the ability to recognize the impact of diverse socioeconomic and cultural factors on business operations.
- Students will demonstrate the ability to utilize technology to enhance decision-making skills and improve productivity.
- Students will demonstrate content knowledge in the major functional areas of business: Accounting, Economics, Management, Marketing, Quantitative Business Analysis, Information Systems, Finance, and the Legal and Social Environment.

Communication Skills

- Students will demonstrate effective business communication skills.

Critical Thinking Skills

- Students will demonstrate the ability to identify and reconcile ethical issues in decision-making.
- Students will demonstrate the ability to think critically to identify problems, and propose alternative to these problems and implement solutions

Assessment Approaches

The Coggin College of Business operates a college-wide strategy to assess its six learning objectives. Each of the 11 programs of study (housed in 4 departments) has adopted these as its learning objectives, which links to the university's three broad learning categories. While each of these objectives is differentially emphasized in the various programs of study, they are common to the core body of knowledge provided to all students majoring in a sub-field of business. The college utilizes a multi-year time horizon to assess alternating objectives. This time horizon corresponds to the AACSB (re)accreditation cycle.

Oral communication (objective 1) is assessed by student performance during SPC 4064 (Public Speaking for Professionals), using a standardized, anchored grading rubric.

Written communication (objective 1) is assessed in MAN3025, via a standardized written evaluation system.

Electronic communication (objective 1) is assessed in MAN3025, via a standardized evaluation system.

Ethics (objective 2) is assessed via a standardized test in the capstone policy course.

International business knowledge (objective 3) is assessed on the international assessment indicator (sub-score) of the Major Field Test in Business, an instrument of the Educational Testing Service (ETS). It is administered in each student's last term in his/her program of study via the capstone policy course.

Technology use (objective 4) is assessed on the information system assessment indicator (sub-score) of the Major Field Test in Business, an instrument of the Educational Testing Service (ETS). It is administered in each student's last term in his/her program of study via the capstone policy course.

Critical thinking (objective 5) is assessed via the Educational Testing Service (ETS) Proficiency Exam, with plans to administer a standardized test via MAN3504. It is administered in each student's last term in his/her program of study via the capstone policy course.

Content knowledge in the functional areas of business (objective 6) is assessed via the Major Field Test in Business, an instrument of the Educational Testing Service (ETS). It is administered in each student's last term in his/her program of study via the capstone policy course. Content knowledge is measured by the overall score, as well as the score on each of eight assessment indicators (sub-scores), including accounting, economics, management, quantitative analysis, finance, marketing, legal / social environment, and information systems.

Assessment mechanisms may change over time.