



Academic Learning Compact

Financial Planning Bachelor of Business Administration

Program Mission Statement

Within UNF's Department of Accounting and Finance, the Financial Services 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 Services 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 to:

Content/Discipline-Specific Knowledge/Skills

- Students will understand the global economy and recognize the impact of diverse socioeconomic and cultural factors on business operations.
- Students will acquire knowledge in the major functional areas of business (accounting, economics, management, finance, marketing, and quantitative business analysis) and understand the interrelationships among them.
- Students will demonstrate a foundational knowledge in the principles of financial planning

Communication Skills

- Students will communicate effectively in both oral and written formats.

Critical Thinking Skills

- Students will identify and reconcile ethical issues in decision making.

Assessment Approaches

The Coggin College of Business operates a college-wide strategy to assess its learning objectives. Each of the 11 programs of study (housed in 4 departments) has adopted these as its learning objectives, which link 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. In addition, each program of study has a discipline-specific learning outcome reflecting disciplinary learning students gain in their specific field of interest. The college utilizes a multi-year time horizon to assess alternating objectives. This time horizon corresponds to the AACSB (re)accreditation cycle.

Written and oral communication are assessed by student performance during ENC3202 Professional Communication for Business, using standardized, anchored grading rubrics.

Ethical reasoning is assessed via a written essay in response to a case in MAN4720 Strategic Management and Business Policy.

Content knowledge in the functional areas of business 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. A measure of discipline-specific learning in the major field of study is being developed. Functional business content knowledge is measured by the overall score, as well as the score on each of eight assessment indicators (sub-scores), including economics, management, quantitative analysis, finance, marketing, legal/social environment, and information systems.

Assessment mechanisms may change over time.