

**Executive Summary for the BBA in Finance**  
**Turner College of Business**  
**2013-2014**

**Major Findings of the Program's Quality and Productivity**

- The program's quality is **very strong**.
- The College of Business is accredited by AACSB and received an extension of accreditation for five years in April 2014.
- Student learning indicators are very strong as evidenced by student achievement on nationally normed tests and major field assessments.
- The program's productivity is **above average** based on the CPR Committee review.
- Review Committee noted a significant drop in enrollment since 2008-2009.
- Graduation rate deemed satisfactory although graduation rate has fallen.

**List of Recommendations for Improving Program Quality**

- Increase diversity of faculty.
- Monitor curriculum to maintain currency.
- Improve frequency of course offerings.
- Add major electives.
- Improve classroom technology. A "financial markets laboratory" would increase both the quality and attractiveness of the program.

**List of Recommendations for Improving Program Productivity**

- Explore mechanism to recruit new students and improve retention and graduation rates.
- Expand emphasis on student organizations to increase participation.

**Conclusions about the Program's Viability at CSU**

The program's viability is deemed above average and *we recommend that the program be enhanced and expanded.*

This recommendation is based on the:

- Quality of the finance program's curriculum.
- Quality and potential of program's current faculty complement.
- Demand for graduates due to large financial services employers in the region.

**Program Improvement Plan**

***Initiatives to Be Implemented***

- Seek state funding for an additional faculty line in finance.

- Provide advanced training for faculty and instructional design support to improve online course delivery.
- Increase internship opportunities and out-of-class interactions for students with faculty and the local business community.
- Increase student engagement opportunities through organizations and student research to improve RPG measures.
- Improve course rotation and add electives.
- Increase financial databases to support faculty research.
- Solicit private support during planned comprehensive fundraising campaign to support a student managed portfolio and a financial markets laboratory.

### **Summary Recommendation and Supporting Rationale**

We recommend that the accounting program be enhanced and expanded due to the labor market demands of the large financial services firms in our region. Finance is traditionally one of the lowest enrolled majors in the business schools due to its highly quantitative nature. As a result, students often initially select or later gravitate to other business majors they deem to be less rigorous. As a result of low enrollment and high faculty costs, finance courses are not offered as frequently as those of other business majors. This leads to a longer time to degree completion and further reduces retention and graduation.

Our enrollment was negatively impacted by faculty effectiveness. The faculty issues have been addressed and there is already evidence of improved student satisfaction and performance. An additional faculty member is needed, however, to improve course rotation. This will improve student retention and degree completion.