I. Educational Goals and Objectives for the *Personal Finance* Major:

Established Learning Outcomes

A. Understanding the consumer’s market, consumer’s behavior, and government policies affecting the consumer in the American economy.

B. Ability to apply the concepts and methods used in personal and family financial planning

C. Understanding the family as a unique economic unit in the changing American economy

D. Understanding of financial markets and instruments from the perspective of the individual consumer.

E. Ability to apply advanced analytical techniques to examine household financial risk.

F. Understanding of social, cultural and ethical influences on consumer definitions of health and use of medical care.

G. Understanding of societal response in the creation of a health care system, including its financial implications for individuals and families.

H. Ability to consider and evaluate how public policies enhance economic welfare of families.

I. Ability to establish and define a client-planner relationship

J. Ability to gather client data and determine a client’s personal and financial goals, needs and priorities

K. Ability to analyze and evaluate client’s financial status

L. Ability to implement financial planning recommendations and selection of products and services

M. Defining, monitoring and communication of responsibilities with clients

N. Staying abreast to and applying new legislation and industry standards

II. Instruments, Methods, Feedback and Timetable for Assessment

<table>
<thead>
<tr>
<th>Learning Outcome</th>
<th>Assessment Measures (Instruments)</th>
<th>Use of Information</th>
<th>Timetable</th>
<th>Person(s) Responsible</th>
</tr>
</thead>
</table>
| A: Understanding the consumer’s market, consumer’s behavior, and government policies affecting the consumer in the American economy. | Direct:  
*Successful Course Completion 477*  
Embedded assignments (course projects)  
Indirect:  
• Student course evaluations  
• Alumni Survey administered to assess utility of outcomes in workplace | Successful course completion forms our most solid base of evidence about achievement of selected learning objectives. The Department will review: a sample of embedded assignments from Departmental offerings to determine student achievement of learning objectives; and course evaluations to gain students’ perspectives on how fully they believe the course met its objectives. The alumni survey will be administered to graduates assessing the same outcomes with attention to their utility in the workplace. These | Embedded assignments are done in each Departmental course offering and will be reviewed by the Department’s undergraduate committee on an annual basis in the spring. Course evaluations will be completed throughout the program by students at the conclusion of each | • Department Faculty & Staff  
• Student Academic Affairs |
results will also be examined for areas needing improvement. Assessments will be analyzed by demographic characteristics as well as the aggregate level to identify performance and utility for sub-populations and also to identify areas needing improvement. Department faculty and staff will partner with the Student Academic Affairs staff in conducting the outcomes assessments. This will assure student anonymity to instructional staff and will balance workloads.

N.B. courses required outside of the major will also undergo a bi-annual review of syllabi to ensure they still cover expected objectives.

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<td>B: Ability to apply the concepts and methods used in personal and family financial planning</td>
<td>Direct: Successful Course Completion 275, 627 Embedded assignments (course projects) Indirect: • Student course evaluations • Alumni Survey administered to assess utility of outcomes in workplace</td>
<td>As above</td>
<td>As above</td>
<td>• Department Faculty &amp; Staff • Student Academic Affairs</td>
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<td>C: Understanding the family as a unique economic unit in the changing American economy</td>
<td>Direct: Successful Course Completion 475 Embedded assignments (course projects)</td>
<td>As above</td>
<td>As above</td>
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| D: Understanding of financial markets and instruments from the perspective of the individual consumer. | Direct:  
*Successful Course Completion 627*  
Embedded assignments (course projects)  
Indirect:  
*Student course evaluations*  
*Alumni Survey administered to assess utility of outcomes in workplace* | As above | As above | • Department Faculty & Staff  
• Student Academic Affairs |
| E: Ability to apply advanced analytical techniques to examine household financial risk. | Direct:  
*Successful Course Completion 665*  
Embedded assignments (course projects)  
Indirect:  
*Student course evaluations*  
*Alumni Survey administered to assess utility of outcomes in workplace* | As above | As above | • Department Faculty & Staff  
• Student Academic Affairs |
| F: Understanding of social, | Direct: | As above | As above | • Department Faculty & Staff |
 Cultural and ethical influences on consumer definitions of health and use of medical care.

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<td>G: Understanding of societal response in the creation of a health care system, including its financial implications for individuals and families.</td>
<td>Direct: Successful Course Completion 532 Embedded assignments (course projects) Indirect: • Student course evaluations • Alumni Survey administered to assess utility of outcomes in workplace</td>
<td>As above</td>
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<td>H: Ability to consider and evaluate how public policies enhance economic welfare of families.</td>
<td>Direct: Successful Course Completion 575 Embedded assignments (course projects) Indirect: • Student course evaluations • Alumni Survey administered to assess utility of outcomes in workplace</td>
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| I: Ability to establish and define a client-planner relationship | Direct:  
*Successful Course Completion*  
275, 627, 675  
Coun Psych 650  
Embedded assignments (course projects)  
Indirect:  
• Student course evaluations  
• Alumni Survey administered to assess utility of outcomes in workplace | As above | As above | • Department Faculty & Staff  
• Student Academic Affairs |
| J: Ability to gather client data and determine a client’s personal and financial goals, needs and priorities | Direct:  
*Successful Course Completion*  
275, 665, 675  
ACCT I S 329  
Embedded assignments (course projects)  
Indirect:  
• Student course evaluations  
• Alumni Survey administered to assess utility of outcomes in workplace | As above | As above | • Department Faculty & Staff  
• Student Academic Affairs |
| K: Ability to analyze and evaluate client’s financial status | Direct:  
*Successful Course Completion*  
275, 627, 675  
RMI 300  
RMI 620 | As above | As above | • Department Faculty & Staff  
• Student Academic Affairs |
### Learning Outcome Assessment Measures (Instruments)

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<td>L: Ability to implement financial planning recommendations and selection of products and services</td>
<td>Direct: Successful Course Completion 275, 627, 665, 675 RMI 300 Embedded assignments (course projects) Indirect: Student course evaluations Alumni Survey administered to assess utility of outcomes in workplace</td>
<td>As above</td>
<td>As above</td>
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<td>M: Defining, monitoring and communication of responsibilities with clients</td>
<td>Direct: Successful Course Completion 275, 350, 627, 675 Embedded assignments (course projects) Indirect: Student course evaluations Alumni Survey administered to assess utility of outcomes in workplace</td>
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| **N: Staying abreast to and applying new legislation and industry standards** | Direct:  
*Successful Course Completion*  
475, 477, 532, 565, 575  
Embedded assignments (course projects)  
Indirect:  
• Student course evaluations  
• Alumni Survey administered to assess utility of outcomes in workplace | As above | As above | • Department Faculty & Staff  
• Student Academic Affairs |