

**Institutional Effectiveness**  
**2024-2025**

**Program:** Banking Certificate - Undergraduate

**College and Department:** College of Business, Economics

**Contact:** Sean Alley

**Mission:**

The Certificate in Banking provides students with the necessary tools to pursue careers in banking. Students who earn this certificate will demonstrate an in-depth understanding of the industry, including foundational knowledge of bank operations, applying appropriate quantitative methods, and professional readiness.

**Attach Curriculum Map (Educational Programs Only):**

Attached Files: See Appendix 1

### **SLO 1.1 Demonstrate competency in core banking knowledge and skills**

#### **Define Outcome:**

Students will demonstrate competency in core banking knowledge and skills.

#### **Assessment Methods:**

Assessment questions related to core banking knowledge and skills will be embedded into course exams during FIN 3420 Commercial Banking I.

#### **Criteria for Success (Thresholds for Assessment Methods):**

At least 70% of students will score 70% or better on select exam items in FIN 3420, Commercial Banking I.

#### **Link to 'Tech Tomorrow' Strategic Plan:**

1.D High Impact Practices, 1.E Stackable Credentials, 4.B Programs, Certificates, and Training

#### **Results and Analysis:**

This learning objective and assessment are new for calendar year 2025. The assessment will be administered for the first time during FIN 3420 in Fall 2025.

#### **Use of Results to Improve Outcomes:**

This learning objective and assessment are new for calendar year 2025. The assessment will be administered for the first time during FIN 3420 in Fall 2025.

## **SLO 2.1 Integrate core knowledge and skills to address challenges in the banking industry**

### **Define Outcome:**

Students will integrate core knowledge and skills to address challenges in the banking industry.

### **Assessment Methods:**

Students will complete a commercial bank management simulation during FIN 4420 Commercial Banking II.

### **Criteria for Success (Thresholds for Assessment Methods):**

At least 70% of students will score a minimum of “Satisfactory” on guided reflections after completing the commercial bank management simulation in FIN 4420, Commercial Banking II.

### **Link to 'Tech Tomorrow' Strategic Plan:**

1.A Experiential Learning,1.D High Impact Practices,1.E Stackable Credentials,4.B Programs, Certificates, and Training

### **Results and Analysis:**

This learning objective and assessment are new for calendar year 2025. The assessment was administered for the first time during FIN 4420 in Spring 2025. The instructor reported that this was a very strong group and that 100% of students were 'Above Satisfactory'.

### **Use of Results to Improve Outcomes:**

This learning objective and assessment are new for calendar year 2025. The assessment was administered for the first time during FIN 4420 in Spring 2025. Due to the newness of the instrument and excellent results this year, no action is recommended on this learning objective.

**Summative Evaluation:**

Last year, it was discovered that learning objectives for this program were too general and not tied to the banking program specifically. Finance faculty developed new banking-specific learning objectives and an assessment plan, and begin implementation immediately during fall 2024.

SLO 2.1 was assessed for the first time during Spring 2025. Students performed extremely well, with 100% above Satisfactory on guided reflections after completing the commercial bank management simulation. Due to the positive results and also the newness of the instrument, no immediate action is recommended.

**Assessment Plan Changes:**

The assessment for SLO 1.1 will be administered for the first time during FIN 3420 in Fall 2025.

**List of Appendices:**

Appendix 1: Banking Certificate Curriculum Map

### Appendix 1: Banking Certificate Curriculum Map

	<b>Learning Objective 1.1</b>	<b>Learning Objective 2.1</b>
	<b>Demonstrate Competency in Core Banking Knowledge</b>	<b>Apply Core Knowledge to Industry Challenges</b>
<b>Required Courses</b>		
<b>FIN 3420 Commercial Banking I</b>	X	X
<b>FIN 4420 Commercial Banking II</b>	X	X
<b>ECON 3320 Money &amp; Banking</b>	X	X
<b>Elective Courses (Choose 2)</b>		
<b>FIN 3210 Principles/Managerial Fin</b>	X	
<b>ECON 3610 Business Statistics I</b>	X	
<b>DS 4125 Comp Forensics/Investigations</b>	X	X
<b>ACCT 4300 Financial Statement Analysis</b>	X	X
<b>FIN 3830 Fundamentals of Investment</b>	X	
<b>MKT 3650 Prof Selling &amp; Sales Mgmt</b>	X	