Learning Goals for the MSFE Program

The College of Business at West Texas A&M University seeks to prepare students in the Master of Science in Finance and Economics (MSFE) degree program for careers in business and to foster their professional growth and advancement via the key learning goals. The key learning goals for the MSFE are as follows:

- Goal 1: Professional Communication: Graduates of the MSFE program will be effective communicators.

- Goal 2: Critical Thinking: Graduates of the MSFE program will be analytical thinkers and problem solvers.

- Goal 3: Business Environment: Graduates of the MSFE program will be aware of ethical, global, and social ramifications of business and economic decisions.

- Goal 4: Finance and Economics Integration: Graduates of the MSFE program will be knowledgeable of advanced theoretical and applied concepts in economics and finance.

Learning Objectives for the MSFE Program

Goal 1: Professional Communication:

Objectives:
1.1 **Writing**: Demonstrate capacity to employ written presentation channels to communicate finance and economics research results.
1.2 **Oral Communication**: Demonstrate capacity to employ oral presentation channels to communicate finance and economics research results.

Goal 2: Critical Thinking:

Objectives:
2.1 **Critical Thinking**: Demonstrate capacity to use finance and economic analytical tools to analyze complex problems and recommend feasible solutions.

Goal 3: Business Environment:

Objectives:
3.1 **Business Ethics**: Demonstrate capacity to recognize and evaluate ethical dimensions of financial decisions and effects on stakeholders.
3.2 **Global Business Environment**: Demonstrate knowledge of the issues involved in conducting business in a diverse, global environment.

Goal 4: Finance and Economics Integration:

Objectives:
4.1 **Theoretical Integration**: Demonstrate knowledge and understanding of advanced theoretical concepts in microeconomics, macroeconomics, and financial management.
4.2 **Quantitative Integration**: Demonstrate knowledge and understanding of advanced quantitative and statistical skills to solve finance and economic problems.

Traits, Standards, and/or Rubric for the MSFE Program

Goal and Objective 1.1: Writing Assessment Form (MSFE)

Course:_____ Semester:_____ Year:_____ Student:_____

TRAIT	UNACCEPTABLE	ACCEPTABLE	EXEMPLARY
Executive Summary	Topic, organizational issues, and recommendations not presented in a clear, concise, and informative manner.	Topic, organizational issues, and recommendations presented but with minor deficiencies in clarity, conciseness, or content.	Topic, organizational issues, and recommendations presented clearly, concisely, and in an informative manner.
Introduction	Fails to engage and/or provide the reader with a clear map of the organizational structure of the manuscript.	Moderately engages the reader and provides a clear map to the organizational structure of the manuscript.	Engages the reader and provides a clear map to the organizational structure of the manuscript.
Background	Provides limited overview and background information of the relevant literature.	Provides adequate overview and background information of relevant literature.	Provides extensive overview and background information of relevant literature.
Analysis of Issue	Analysis is incomplete and/or does not apply appropriate theories/concepts/methods.	Provides analysis of chosen issue using most of the appropriate theories/concepts/methods.	Thorough analysis of chosen issue using appropriate theories/concepts/methods.
Recommendations	Recommendations encompass less than four of the following five characteristics: relevant, feasible, high quality, considers limitations, and based on solid theoretical foundation.	Recommendations encompass four of the following five characteristics: relevant, feasible, high quality, considers limitations, and based on solid theoretical foundation.	Recommendations are relevant, feasible, high quality, considers limitations, and based on solid theoretical foundation.
Conclusion	Fails to summarize results and clearly convince reader recommendations are valid.	Summarizes results and convinces reader recommendations are valid.	Summarizes results and reinforces validity of recommendations.
References	Incomplete with multiple errors.	Complete with minor errors.	Complete and accurate.
Style	Structure is not easy to follow and significant errors with respect to writing fundamentals.	Structure is easy to follow with minor spelling, typographical, and/or grammatical errors.	Structure is easy to follow with no spelling, typographical, and/or grammatical errors.

Goal and Objective 1.2: Oral Communication Assessment Form (MSFE)

Course:_____ Semester:_____ Year:_____ Student:_____

TRAIT	UNACCEPTABLE	ACCEPTABLE	EXEMPLARY
Organization	Opening statement not relevant. Poor organization and delivery that is lacking focus.	Opening statement relevant to topic and provides outline of speech. Mostly organized and loses focus only once or twice.	Clear opening statement that engages audience and provides outline of speech. Maintains focus and organization.
Content	Presentation is not current, complete, and/or objective. Appropriate sources are not employed.	Presentation is current, complete, objective, and employs appropriate sources.	Presentation distinguished with respect to being current, complete, objective, and employing appropriate sources.
Summary	The summary of key concepts and issues are incomplete or not directly related to the topic.	Most of the key concepts and issues in the summary are useful and related to the topic.	The summary of key concepts and issues are useful and related to the topic.
Delivery	Demonstrates one or more of the following: mumbling, improper English, or inappropriate voice modulation.	Most of the presentation is interesting, confident, creative, and clear. Correctly modulates voice.	Presentation is interesting, confident, creative, and clear. Correctly modulates voice.
Mannerisms	Demonstrates distracting mannerisms, eye contact, and/or poor posture.	Displays appropriate posture and eye contact without distracting mannerisms.	Uses body language effectively to engage audience.
Use of Media	Technology, slides, props, and/or handouts do not clearly enhance the presentation.	Technology, slides, props, and/or handouts are appropriately employed to enhance presentation	Technology, slides, props, and/or handouts are appropriately employed and clearly augment presentation quality and viewer engagement.

Goal and Objective 2.1: Critical Thinking Assessment Form (MSFE)

Course:_____ Semester:_____ Year:_____ Student:_____

TRAIT	UNACCEPTABLE	ACCEPTABLE	EXEMPLARY
Ability to formulate an effective strategy for solving problems	Develops a strategy, but includes misconceptions about an important tool or framework need to solve the problem.	Develops a satisfactory strategy, but one or more key strategy elements related to the problem are missing.	Develops a complete strategy. Strategy includes all needed key elements to solve the problem.
Ability to implement an effective strategy for solving problems	Prepares problem analysis that includes fundamental misunderstanding of a tool or framework needed to solve the satisfactorily solve the problem.	Prepares analysis needed to solve the problem, but conclusions and/or recommendations lack depth.	Synthesizes an effective strategy to determine desired results and devise a coherent plan for solving the problem.
Ability to defend and support an appropriate decision	Data selection, analysis, and/or conclusions are not objective or logical.	Decision is appropriate and defensible. Data selection is appropriate and the analysis is sound but not creative.	Decision is appropriate and defensible. Data selection is thorough and thoughtful. Analysis extends beyond replication of textbook examples.

Goal and Objective 3.1: Business Ethics Assessment Form (MSFE)

Course:_____ Semester:_____ Year:_____ Student:_____

TRAIT	UNACCEPTABLE	ACCEPTABLE	EXEMPLARY
Detection	Little or no recognition of the ethical issue and unable to ascertain what must be decided.	Demonstrates ability to recognize the ethical issue and ascertains what must be decided.	Demonstrates ability to describe the ethical issue in detail and ascertains exactly what must be decided.
Considers Stakeholders	Inability to describe the legitimate rights and responsibilities of multiple stakeholders within business activities.	Demonstrates ability to use one or more ethical frameworks in describing the legitimate rights and responsibilities of multiple stakeholders within business activities.	Demonstrates ability to compare and contrast multiple ethical frameworks in describing the legitimate rights and responsibilities of multiple stakeholders within business activities.
Chooses an Action	Has difficulty identifying appropriate course of action among alternatives. No integration of actions across multiple stakeholders.	Formulates an appropriate plan of action that partially integrates multiple stakeholder considerations in the analysis.	Formulates an appropriate plan of action reflecting the benefits and risks of action and fully integrates multiple stakeholder considerations in the analysis.

Goal and Objective 3.2: Global Business Environment Assessment Form (MSFE)

Course:_____ Semester:_____ Year:_____ Student:_____

TRAIT	UNACCEPTABLE	ACCEPTABLE	EXEMPLARY
Identification of Global Factors	No or incomplete identification of some of the following relevant global business factors: cultural, economic, environmental, historical, legal, political, or social.	Identification of most of the relevant global business factors.	Clear and some detailed identification of relevant global business factors.
International Trade Theories	Demonstrates rudimentary understanding of international trade theories and applications.	Demonstrates understanding of international trade theories and applications.	Demonstrates thorough understanding of international trade theories and applications.
Analysis of Global Factors	Rudimentary analysis of impact of global factors.	Some analysis of impact of global business factors with minor inaccuracies in the analysis.	Clear, accurate, and detailed analysis of global business factors.
Application of Analysis to Finance and Economics	Application of analysis to specific finance and economic issues incorrect, unclear, or significantly incomplete.	With some limitation, appropriate application of analysis to specific finance and economic issues with valid conclusions and recommendations.	Clear application of analysis to specific finance and economic issues with valid conclusions and recommendations.