**Bachelor of Business Administration in Finance (BBA-FIN)**

The goal of the BBA in Finance program is to provide students with a quality program in finance that will enable them to become successful business professionals.

<table>
<thead>
<tr>
<th><strong>LEARNING OUTCOMES</strong></th>
<th><strong>DIRECT MEASURES</strong></th>
<th><strong>INDIRECT MEASURES</strong></th>
</tr>
</thead>
</table>
| 1. Students will be able to demonstrate an understanding of personal and corporate finance concepts. | 1. Students complete a pre and post test.  
2. Project in the capstone course.  
3. Assignment in the capstone course. | 1. Senior Exit Survey  
2. Alumni Survey |
| 2. Students will be able to analyze financial data. | 1. Students complete a pre and post test.  
2. Project in the capstone course.  
3. Assignment in the capstone course. | 1. Senior Exit Survey  
2. Alumni Survey |
| 3. Students will be able to prepare an appropriate presentation of financial data. | 1. Students complete a pre and post test.  
2. Project in the capstone course.  
3. Assignment in the capstone course. | 1. Senior Exit Survey  
2. Alumni Survey |