



UNIVERSITY OF WISCONSIN WHITEWATER

ACADEMIC ASSESSMENT

FINANCE– FINANCIAL PLANNING

MISSION STATEMENT

In recognition and support of the various pronouncements related to teaching, research and service of the University of Wisconsin System, University of Wisconsin-Whitewater, and the College of Business and Economics, the mission of the Finance and Business Law Department is to provide all business students with an understanding of the financial and legal dimensions of modern business. Moreover, students majoring in finance will be provided with an extensive knowledge of business finance, including, but not limited to: financial institutions, investments, real estate, insurance, and financial planning. The faculty, academic staff and students will engage in effective learning and teaching designed for the acquisition, discovery and application of knowledge including critical thinking, written and oral communication, quantitative literacy, teamwork and problem solving. The faculty and academic staff will also engage in research that extends the body of knowledge in their disciplines and provide service to the State of Wisconsin, the University, and their discipline.

STUDENT LEARNING OUTCOMES

Student learning outcomes (SLOs) are statements of what a student will know or be able to do when they have completed a program. They represent the knowledge and skills a program has determined are most important for students to gain from that program. The most useful SLOs are specific and measurable so the program can accurately assess the degree to which students have achieved each outcome, and they align with college and institution mission and values. Data on achievement of SLOs is used to make improvements in the program and increase student success.

- Students will be able to demonstrate a thorough understanding of the important theories in the following areas of financial planning:
 - Determining financial objectives
 - Formulating investment objectives
 - Tax planning
 - Insurance planning
 - Retirement and estate planning
- Students will be able to apply theories to real-world applications
 - Think critically and make financial planning decisions based on given information
- Students will be able to show strong analytical skills
 - Perform data analysis and use quantitative techniques to make financial planning decisions