



Student Learning Outcomes Assessment Plan

Last Updated	29-Jan-25
Effective for Academic Year(s)	2025-26

College	Jon M Huntsman School of Business	Department	Data Analytics and Information Systems
Degree/Major/Cert.	Fintech Post-Baccalaureate Certificate	Contact Person	Chris Corcoran

Mission or Purpose of Program

The purpose of this program is to equip data analysts and data scientists with the skills and tools to drive innovation in fintech. Through hands-on learning, this certificate will bridge data science and financial services applications, empowering professionals to develop AI-driven solutions, optimally manage risk, and enhance dynamic decision-making—shaping the future of financial technology with integrity and impact.

Responsibility for Assessing Outcomes and Reviewing Results

List the committee or faculty members who are responsible for coordinating program assessment who meet regularly to review student performance and curriculum issues and make recommendations or decisions about program improvements at least annually.

Chris Corcoran, Tyler Brough, Andy Brim, Sharad Jones, Marc Dotson, Doug Derrick

Plan for Assessing Student Learning Outcomes in this Program

What students should understand and be able to do upon completion of the program and the degree required to demonstrate mastery.

Student Learning Outcomes <i>Students will be able to ... (e.g. Demonstrate a basic understanding of the US political system.)</i>	Courses <i>Where outcome is taught and measured (e.g. POLS 1100).</i>	Direct Measurement Methods <i>Assignments, project, or artifact used in the course to measure student learning of outcome. (e.g. Quiz #1 and 5)</i>	Mastery Threshold <i>(e.g. "Meets Expectations" or higher on rubric, >75%)</i>
Understand FinTech Data Ecosystems and Regulatory Frameworks – Explain the role of data in financial technology, including data sources, compliance requirements, and the impact of AI, blockchain, and digital payments on financial services.	DATA 5690/6690	Weekly homework exercises, midterm and final written exams	Greater than or equal to 75% on exam rubrics
Apply Data Analytics and Machine Learning in FinTech – Use statistical analysis, predictive modeling, and machine learning techniques to solve FinTech problems such as fraud detection, credit risk assessment, algorithmic trading, and customer segmentation.	DATA 5695/6695, DATA 6630	Weekly computational homework exercises, Final project using computational methods and data analytic tools in a comprehensive way	Greater than or equal to 75% on final project rubrics
Develop Data-Driven FinTech Solutions – Design, analyze, and optimize financial data pipelines, dashboards, and reporting systems using tools like SQL, Python, R, and cloud-based analytics platforms to support business decision-making.	DATA 6500, DATA 5695/6695, DATA 6630	Weekly computational homework exercises, Final project using computational methods and data analytic tools in a comprehensive way	Greater than or equal to 75% on final project rubrics