

Table 2
College of Business Outcome Assessment
Undergraduate Alumni Survey, Fall 2004
Assessment of Major

How well has your coursework in _____ helped in your understanding of:
(1-4 scale: 1=poor; 2=fair; 3=good; 4=excellent)

Accounting (N=7)

How accounting information is used in the decision making process?	3.14
Basic tax concepts.	2.71
Basic auditing concepts.	2.71
Accounting information systems.	2.71
Cost concepts and analysis.	3.14
Preparation & interpretation of financial statements.	3.14

Finance (N=9)

How to apply tools & techniques for financial analysis.	3.11
Investments and portfolio analysis.	2.89
The operation of financial markets.	3.00
The role of financial institutions in the economic system.	3.00

Management (Entrepreneurship & Strategy) (N=3)

Employee attitudes and behaviors	3.33
Competitive strategy and advantage	3.33
Strategy and challenge of international business	2.00
Human resource practices	3.00

MIS (N=11)

Existing & emerging information technologies.	2.73
How to analyze business processes & their information needs.	3.09
Develop technical specifications & project plans for IS solutions.	3.10
Develop IS applications using modern programming languages.	2.45
Data base systems for business applications.	3.20
Data communications & networking technologies.	2.36

Marketing (N=13)

Consumer needs, attitudes and behaviors.	3.08
Market segmentation and targeting.	2.85
Market positioning.	3.00
Brand management.	2.77
Role of the sales force.	2.69
Customer satisfaction.	3.00
Marketing research tools & methods.	2.54

Table 2
Assessment of Major: continued

How well has your coursework in _____ helped in your understanding of:
(1-4 scale: 1=poor; 2=fair; 3=good; 4=excellent)

Production Operations Management (N=1)

Implementation & evaluation of manufacturing information software.	2.50
Forecasting, planning & forecast control.	3.00
Capacity planning (e.g., RRP, CRP)	4.00
Bills of material structures, bar coding, & EDI	4.00
Manufacturing and enterprise resource planning.	3.00
Lean manufacturing (e.g., JIT production)	4.00
Theory of constraints.	4.00
Inventory management.	4.00

Transportation and Logistics (N=8)

Transportation management.	2.87
Inventory management.	2.88
Warehousing management.	2.38
Purchasing & materials management.	2.38
Cost concepts & analysis.	2.50
International logistics.	2.38