

## Fall 2007 Alumni Undergraduate Survey

The alumni survey was administered in Fall 2007. The survey was distributed electronically to alumni who earned undergraduate degrees between 1994 and 2004. The survey was delivered to 1,890 alumni. A total of 284 responses was received, for a 15% response rate. The first two tables below show responses to overall college learning outcomes and satisfaction. Following are tables for each major; given the range of graduation dates, the LSCM and OSCM majors were labeled as translog and POM.

	Poor	Fair	Good	Excellent	Answers	Rating mean
Recognize ethical, legal & global implications in business decision making.	1.42% (4)	19.22% (54)	65.12% (183)	14.23% (40)	281	2.92 / 4
Work in collaborative environments.	.71% (2)	8.54% (24)	48.4% (136)	42.35% (119)	281	3.32 / 4
Communicate ideas in writing.	3.91% (11)	19.22% (54)	54.8% (154)	22.06% (62)	281	2.95 / 4
Communicate ideas orally.	3.91% (11)	18.15% (51)	60.85% (171)	17.08% (48)	281	2.91 / 4
Communicate ideas visually.	3.2% (9)	25.98% (73)	54.45% (153)	16.37% (46)	281	2.84 / 4
Communicate ideas electronically.	2.51% (7)	19.35% (54)	49.1% (137)	29.03% (81)	279	3.05 / 4
Use quantitative and analytical methods to address unstructured business problems.	4.3% (12)	27.6% (77)	54.12% (151)	13.98% (39)	279	2.78 / 4
Use business technologies in creating value.	3.2% (9)	30.6% (86)	49.11% (138)	17.08% (48)	281	2.8 / 4
Recognize the benefits and challenges of diversity.	3.2% (9)	29.18% (82)	48.75% (137)	18.86% (53)	281	2.83 / 4

	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Answers	Rating mean
Overall, how satisfied are you with the undergraduate business education you received at Iowa State University?	.71% (2)	3.55% (10)	40.78% (115)	54.96% (155)	282	3.5 / 4
Indicate your level of satisfaction with how well Iowa State University prepared you for your first job.	1.78% (5)	12.81% (36)	53.38% (150)	32.03% (90)	281	3.16 / 4
Indicate your level of satisfaction with the impact your Iowa State University business education has had on your career.	.71% (2)	11.43% (32)	50.36% (141)	37.5% (105)	280	3.25 / 4

### ACCOUNTING

**How well has your coursework in accounting helped your understanding of . . .**

	Poor	Fair	Good	Excellent	Answers	Rating mean
Financial accounting model.	6.67% (2)	10% (3)	53.33% (16)	30% (9)	30	3.07 / 4
Financial accounting principles.	3.33% (1)	6.67% (2)	56.67% (17)	33.33% (10)	30	3.2 / 4
Automated accumulation of accounting data.	6.67% (2)	26.67% (8)	50% (15)	16.67% (5)	30	2.77 / 4
Internal control.	3.33% (1)	26.67% (8)	50% (15)	20% (6)	30	2.87 / 4
Individual and corporate income tax.	13.33% (4)	30% (9)	40% (12)	16.67% (5)	30	2.6 / 4
Cost concepts and relevance to decision situations.	0% (0)	13.33% (4)	56.67% (17)	30% (9)	30	3.17 / 4
Auditing concepts.	3.33% (1)	33.33% (10)	40% (12)	23.33% (7)	30	2.83 / 4
Information to support management decisions.	0% (0)	20% (6)	60% (18)	20% (6)	30	3 / 4
Understanding the audience for accounting communication.	3.33% (1)	10% (3)	66.67% (20)	20% (6)	30	3.03 / 4

## FINANCE

**How well has your coursework in finance helped your understanding of . . .**

	Poor	Fair	Good	Excellent	Answers	Rating mean
Tools and techniques for financial analysis.	2.13% (1)	17.02% (8)	65.96% (31)	14.89% (7)	47	2.94 / 4
Basics of investments and portfolio analysis.	2.13% (1)	23.4% (11)	46.81% (22)	27.66% (13)	47	3 / 4
The operation of financial markets.	0% (0)	19.15% (9)	51.06% (24)	29.79% (14)	47	3.11 / 4
The role of financial institutions in the economic system.	2.17% (1)	17.39% (8)	56.52% (26)	23.91% (11)	46	3.02 / 4
The analysis and management of risk.	6.38% (3)	29.79% (14)	42.55% (20)	21.28% (10)	47	2.79 / 4
Analyzing projects based on potential positive & negative cash flows.	2.13% (1)	29.79% (14)	44.68% (21)	23.4% (11)	47	2.89 / 4
Capitalizing future cash flow streams to a present value.	0% (0)	21.28% (10)	46.81% (22)	31.91% (15)	47	3.11 / 4
Choosing appropriate projects to achieve risk and expected return goals.	0% (0)	25.53% (12)	53.19% (25)	21.28% (10)	47	2.96 / 4
Identifying appropriate projects to achieve risk & expected returns.	0% (0)	28.26% (13)	52.17% (24)	19.57% (9)	46	2.91 / 4
Analyzing realized security and project returns and their risks to measure their portfolio appropriateness.	4.26% (2)	25.53% (12)	55.32% (26)	14.89% (7)	47	2.81 / 4
The regulatory and tax environment sufficiently to obtain the best return and at appropriate risk levels while maintaining the highest ethical and legal standards.	14.89% (7)	40.43% (19)	40.43% (19)	4.26% (2)	47	2.34 / 4

## MANAGEMENT

**How well has your coursework in management helped your understanding of . . .**

	Poor	Fair	Good	Excellent	Answers	Rating mean
Leading, managing and working with individuals.	0% (0)	16% (4)	60% (15)	24% (6)	25	3.08 / 4
Leading, managing and working with groups.	4% (1)	8% (2)	56% (14)	32% (8)	25	3.16 / 4
Conceptualizing and analyzing competitive strategy.	4% (1)	24% (6)	48% (12)	24% (6)	25	2.92 / 4
Conceptualizing and analyzing competitive advantage.	4% (1)	16% (4)	52% (13)	28% (7)	25	3.04 / 4

## MANAGEMENT INFORMATION SYSTEMS

**How well has your coursework in MIS helped your understanding of . . .**

	Poor	Fair	Good	Excellent	Answers	Rating mean
Ability to diagram a process model for an information system.	2.9% (2)	27.54% (19)	50.72% (35)	18.84% (13)	69	2.86 / 4
Ability to diagram a data model for basic database application.	7.25% (5)	21.74% (15)	47.83% (33)	23.19% (16)	69	2.87 / 4
Ability to apply basic database design and SQL concepts to a database project for business applications.	10.14% (7)	15.94% (11)	43.48% (30)	30.43% (21)	69	2.94 / 4
Ability to exhibit basic teamwork skills and professional communication while undertaking an IS project.	0% (0)	10.29% (7)	47.06% (32)	42.65% (29)	68	3.32 / 4
Ability to understand how IS and the analyst's role fits in to the overall strategy of the organization.	2.94% (2)	32.35% (22)	44.12% (30)	20.59% (14)	68	2.82 / 4
Ability to understand existing and emerging technologies in solution development.	10.29% (7)	29.41% (20)	51.47% (35)	8.82% (6)	68	2.59 / 4
Ability to understand the basic components of current networking technologies.	14.71% (10)	42.65% (29)	33.82% (23)	8.82% (6)	68	2.37 / 4
Ability to develop technical specifications and project plans for an information system.	14.49% (10)	28.99% (20)	44.93% (31)	11.59% (8)	69	2.54 / 4
Ability to develop and implement IT applications using modern programming languages.	14.49% (10)	34.78% (24)	39.13% (27)	11.59% (8)	69	2.48 / 4

## MARKETING

**How well has your coursework in marketing helped your understanding of . . .**

	Poor	Fair	Good	Excellent	Answers	Rating mean
Consumers' needs, attitudes, and behaviors.	1.35% (1)	6.76% (5)	60.81% (45)	31.08% (23)	74	3.22 / 4
Market segmentation and targeting.	2.7% (2)	8.11% (6)	59.46% (44)	29.73% (22)	74	3.16 / 4
Market positioning.	1.35% (1)	17.57% (13)	59.46% (44)	21.62% (16)	74	3.01 / 4
Product, brand, pricing, distribution & marketing communication management and strategies.	1.35% (1)	16.22% (12)	48.65% (36)	33.78% (25)	74	3.15 / 4
Customer satisfaction, loyalty, retention & customer relationship management.	1.35% (1)	10.81% (8)	59.46% (44)	28.38% (21)	74	3.15 / 4
Strategic management.	4.11% (3)	36.99% (27)	47.95% (35)	10.96% (8)	73	2.66 / 4
Ability to analyze and interpret market information.	5.41% (4)	32.43% (24)	45.95% (34)	16.22% (12)	74	2.73 / 4
Ability to use market information to make appropriate and effective marketing decisions.	4.05% (3)	25.68% (19)	54.05% (40)	16.22% (12)	74	2.82 / 4
Ability to articulate the role of marketing in the organization.	4.11% (3)	21.92% (16)	49.32% (36)	24.66% (18)	73	2.95 / 4

## PRODUCTION OPERATIONS MANAGEMENT

**How well has your coursework in POM helped your understanding of . . .**

	Poor	Fair	Good	Excellent	Answers	Rating mean
The implementation and evaluation of manufacturing information software.	40% (2)	40% (2)	20% (1)	0% (0)	5	1.8 / 4
Forecasting, planning, and forecast control.	0% (0)	0% (0)	60% (3)	40% (2)	5	3.4 / 4
Capacity planning (RRP, RCCP, CRP).	0% (0)	20% (1)	40% (2)	40% (2)	5	3.2 / 4
Bills of material structures, bar coding, and electronic data interchange.	0% (0)	0% (0)	60% (3)	40% (2)	5	3.4 / 4
Manufacturing and enterprise resource planning	20% (1)	0% (0)	20% (1)	60% (3)	5	3.2 / 4
Lean manufacturing (JIT production).	0% (0)	0% (0)	60% (3)	40% (2)	5	3.4 / 4
The theory of constraints (TOC).	20% (1)	20% (1)	40% (2)	20% (1)	5	2.6 / 4
Inventory management.	0% (0)	0% (0)	40% (2)	60% (3)	5	3.6 / 4

## TRANSPORTATION AND LOGISTICS

**How well has your coursework in transportation and logistics helped your understanding of . . .**

	Poor	Fair	Good	Excellent	Answers	Rating mean
Transportation management.	0% (0)	12.9% (4)	51.61% (16)	35.48% (11)	31	3.23 / 4
Inventory management.	3.13% (1)	28.13% (9)	34.38% (11)	34.38% (11)	32	3 / 4
Warehousing management.	6.67% (2)	33.33% (10)	40% (12)	20% (6)	30	2.73 / 4
Purchasing and materials management.	12.9% (4)	32.26% (10)	25.81% (8)	29.03% (9)	31	2.71 / 4
Cost concepts and analysis.	0% (0)	20% (6)	53.33% (16)	26.67% (8)	30	3.07 / 4
International logistics.	12.9% (4)	19.35% (6)	48.39% (15)	19.35% (6)	31	2.74 / 4