

College of Business Assessment Recruiter Survey Comparison (Fall 2003)

How important is each outcome for a successful career in business?

	<u>Fall 2003</u>
	N=34
	Average
The role of ethics	3.82
Global issues	3.14
The role of technology	3.67
The impact of external forces	3.48
The role of diversity	3.33
Working in teams	3.79
Oral communication	3.88
Written communication	3.76
Computer proficiency	3.64
Analytical skills	3.94

*Measured using a 1-4 scale, 1=not important at all, 3=neutral, 4=very important

How do you rate ISU College of Business students on each outcome?

	<u>Fall 2003</u>
	N=34
	Average
The role of ethics	3.16
Global issues	2.73
The role of technology	3.13
The impact of external forces	2.81
The role of diversity	2.87
Working in teams	3.38
Oral communication	3.11
Written communication	3.10
Computer proficiency	3.38
Analytical skills	3.03

**Measured using a 1-4 scale, 1=poor, 2=fair, 3=good, 4=excellent