

Spring 1998 Assessment Data
by Major Outcomes

Accounting N=32

Acct info	Tax	Auditing	AIS	Cost	Statements
2.84	2.69	2.72	2.41	2.84	3.03

Finance N=54

Analysis	Mgmt	Markets	Institutions
Financial	Portfolio	Financial	Role of Fin.
2.98	3.00	3.04	2.90

Management N=11

Identify	Develop	Develop	Manage	Solve
Bus. Opport.	Bus. Plan	Comp. Strat.	New Bus.	Entre.Prob.
Identify	Develop	Develop	Manage	Solve
3.18	2.91	3.00	3.00	3.10

HRM N=13

Individual	Attract	Develop	Leadership	HR Legal	Comp. &
Differences	Right People	Human Res.	Motivation	Environ.	Benefits
Individual	Attract	Develop	Leadership	HR Legal	Comp. &
3.23	3.15	3.00	3.08	2.75	2.45

MIS N=76

Knowledge of	Identify	Develop	Develop	Database	Communic. &
Emerg. Tech	Info Needs	Tech Specs.	IS Applic	Systems	Networking
Knowledge of	Identify	Develop	Develop	Database	Communic. &
2.96	2.97	2.74	2.71	2.80	2.83

Marketing N=52

Consumer Behavior Consumer	Market Segmentation Market	Market Positioning Market	Brand Mgmt Brand	Role of Salesforce Role of	Customer Satisfaction Customer	Mkt Res. Mkt Res.
3.23	3.31	3.27	3.27	3.12	3.33	2.67

POM N=3

Manufacturing Info Software Manufacturing	Forecasting	Capacity Planning Capacity	EDI	MRP	Lean Manuf. (JIT) Lean Manuf.	TOC TOC	Inv. Mgmt
2.67	3.00	2.67	2.67	2.67	2.67	2.00	2.50

Trlog N=33

Transport. Mgmt Transport.	Inventory Mgmt Inventory	Wharehouse Mgmt Wharehouse	Purchasing	Cost Analysis Cost	Intnal Logistics Intnal
2.91	3.09	2.76	2.67	2.82	3.03

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Acct info	Tax	Auditing	AIS	Cost	Statements
2.84	2.69	2.72	2.41	2.84	3.03

Finance N=54

Financial Analysis	Portfolio Mgmt	Financial Markets	Role of Fin. Institutions
2.98	3.00	3.04	2.90

Management N=11

Identify Bus. Opport.	Develop Bus. Plan	Develop Comp. Strat.	Manage New Bus.	Solve Entre.Prob.
3.18	2.91	3.00	3.00	3.10

HRM N=13

Individual Differences	Attract Right People	Develop Human Res.	Leadership Motivation	HR Legal Environ.	Comp. & Benefits
3.23	3.15	3.00	3.08	2.75	2.45

MIS N=76

Knowledge of Emerg. Tech	Identify Info Needs	Develop Tech Specs.	Develop IS Applic	Database Systems	Communic. & Networking
2.96	2.97	2.74	2.71	2.80	2.83

Marketing N=52

Consumer Behavior	Market Segmentation	Market Positioning	Brand Mgmt	Role of Salesforce	Customer Satisfaction	Mkt Res.
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Trlog N=33

Transport. Mgmt	Inventory Mgmt	Warehouse Mgmt	Purchasing	Cost Analysis	Intnal Logistics
2.91	3.09	2.76	2.67	2.82	3.03