

Student Outcomes Assessment, Summer 2000

Core Competencies

Sp 2000
N=294

Role of Ethics	2.82
Global Issues	2.91
Role of Technology	3.26
Impact of External Forces	3.00
Role of Diversity	2.69
Teamwork	3.32
Oral Communications	3.01
Written Communications	2.95
Computer Proficiency	2.96
Analytical Skills	3.01
Satisfaction with Education	3.27
Career Preparation	2.96

Accounting

N=47

How accounting info is used	3.04
Basic tax concepts	2.94
Basic auditing concepts	3.04
Acct Information Systems	2.55
Cost concepts & analysis	3.00
Prep. & Interpretation of Financial Statements	3.23

Finance

N=52

Techniques of financial analysis	2.83
Investments & portfolio management	2.92
Operation of financial markets	3.00
Role of financial institutions	2.85

Management: Entrepreneurship & Strategy

N=12

Assess new business opportunities	2.92
Develop a business plan	2.83
Determine a company's competitive strategy	3.33
Growing & managing new businesses	2.75
Solving entrepreneurial problems	2.58

1-4 scale used:

1=poor/very dissatisfied, 2=fair/somewhat dissatisfied, 3=good/somewhat satisfied, 4=excellent, very satisfied

Management: HRM

N=20

People as employees, how they are different	3.30
Attracting the right people	2.95
Developing human resources	3.05
Role of leadership & motivation	3.15
HR legal environment	2.60
Compensation & benefits	2.50

Management Information Systems

N=84

Existing & emerging info. Technologies	2.73
Analyze processes & identify information needs	3.06
Develop technical specifications & project plans	2.68
Develop IS applications	2.54
Database systems for business applications	2.86
Data communications & networking technologies	2.52

Marketing

N=45

Consumers' needs, attitudes & behaviors	3.47
Market segmentation & targeting	3.47
Market positioning	3.07
Brand management	3.00
Role of the sales force	3.00
Customer satisfaction	3.31
Market research tools & methods	2.89

Production Operations Management

N=7

Manufacturing information software	3.00
Forecasting, planning & forecast control	3.20
Capacity planning	3.40
Bills of materials structures/EDI	3.40
Manufacturing & enterprise resource planning	3.20
Lean manufacturing (JIT)	3.40
Theory of constraints	3.00
Inventory management	3.20

Transportation & Logistics

N=27

Transportation management	3.07
Inventory management	3.11
Warehousing management	3.04
Purchasing & materials management	3.19
Cost concepts & analysis	3.00
International logistics	3.04

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