

**Undergraduate Major Outcomes Assessment Results
Spring 2004**

Accounting	(N=40)	
Accounting Information Use for Decision Making Process		3.16
Basic Tax Concepts		3.43
Basic Auditing Concepts		2.68
Information Systems		3.15
Cost Concepts & Analysis		3.05
Preparation & Interpretation of Financial Statements		3.13
Finance	(N=55)	
Tools & Techniques for Financial Analysis		2.98
Investments & Portfolio Management		2.86
Operation of Financial Markets		3.05
Role of Financial Institutions in Economic System		3.09
Management: Entrepreneurship & Strategy	(N=22)	
Management: Human Resources	(N=9)	
Employee attitudes and behaviors		3.19
Competitive strategy and advantage		3.42
International business		3.03
Human resource management		3.29
Management Information Systems (MIS)	(N=51)	
Existing & Emerging Technologies		3.19
Analysis of Business Processes		3.00
Dvelopment of Technical Specifications & Plans		2.88
Development of IS Applications		2.86
Database Systems		2.82
Data Communications & Networking Technologies		2.63

Marketing	(N=65)	
Consumers' Needs, Attitudes & Behaviors		3.40
Market Segmentation & Targeting		3.41
Market Positioning		3.30
Brand Management		3.25
Role of Sales Force		3.11
Customer Satisfaction		3.16
Marketing Research Tools/Methods		2.73

Production and Operations Management	(N=7)	
Implementation & Evaluation of Manufacturing Information Software		2.67
Forecasting, Planning & Forecast Control		3.00
Capacity Planning		3.43
Bill of Material Structures		3.00
Manufacturing & Enterprise Resource Planning		3.00
Lean Manufacturing		3.71
Theory of Constraints		3.57
Inventory Management		3.71

Transportation and Logistics	(N=20)	
Transportation Mangement		3.60
Inventory Management		3.25
Warehousing Management		2.90
Purchasing & Materials Mangement		3.00
Cost Concepts & Analysis		3.10
International Logistics		3.05

Coding Scheme: 1=poor, 2=fair; 3=good; 4=excellent