

**Undergraduate Major Outcomes Assessment Results
Spring 1999**

Accounting (N=31)

Accounting Information Use for Decision Making Process	2.84
Basic Tax Concepts	2.77
Basic Auditing Concepts	2.81
Information Systems	2.48
Cost Concepts & Analysis	2.94
Preparation & Interpretation of Financial Statements	2.97

Finance (N=52)

Tools & Techniques for Financial Analysis	2.98
Investments & Portfolio Management	3.06
Operation of Financial Markets	3.10
Role of Financial Institutions in Economic System	2.92

**Management: Entrepreneurship &
Strategy** (N=13)

Identify & Assess Business Opportunities	3.15
Develop Business Plan	2.62
Determine Company's Competitive Strategy	2.75
Grow & Manage New Businesses	3.00
Assess & Solve Entrepreneurial & Managerial Issues & Problems	3.00

Management: Human Resources (N=13)

People as Employees	3.15
Attracting Right People to Organization	3.00
Techniques Available to Develop Human Resources	2.92
Role of Leadership & Motivation	3.00
Legal Environment	2.67
Compensation & Benefit Packages	2.45

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

Management Information Systems (MIS) (N=76)

Existing & Emerging Technologies	2.97
Analysis of Business Processes	2.99
Development of Technical Specifications & Plans	2.74
Development of IS Applications	2.70
Database Systems	2.80
Data Communications & Networking Technologies	2.83

Marketing (N=55)

Consumers' Needs, Attitudes & Behaviors	3.20
Market Segmentation & Targeting	3.27
Market Positioning	3.24
Brand Management	3.27
Role of Sales Force	3.13
Customer Satisfaction	3.29
Marketing Research Tools/Methods	2.65

Production and Operations Management (N=3)

Implementation & Evaluation of Manufacturing Information Software	2.67
Forecasting, Planning & Forecast Control	3.00
Capacity Planning	2.67
Bill of Material Structures	2.67
Manufacturing & Enterprise Resource Planning	2.67
Lean Manufacturing	2.67
Theory of Constraints	2.00
Inventory Management	2.50

Transportation and Logistics (N=33)

Transportation Management	2.88
Inventory Management	3.09
Warehousing Management	2.76

Purchasing & Materials Management	2.67
Cost Concepts & Analysis	2.79
International Logistics	3.00