

Student Outcome Assessment With Cumulative Data

	Sp 2007 N=257	Sp 2006 N=383	Sp 2005 N=365	Sp 2004 N=269	Sp 2002 N=321	SS 2001 N=95	Sp 2000 N=294	Sp 1999 N=278
Core Competencies								
Role of Ethics	3.04	3.02	2.92	2.88	2.82	2.87	2.82	2.97
Global Issues	3.07	3.06	2.91	2.90	2.87	2.88	2.91	2.96
Role of Technology	3.19	3.27	3.24	3.30	3.15	3.34	3.26	3.19
Impact of External Forces	3.12	3.11	3.07	3.05	2.98	3.04	3.00	3.02
Role of Diversity	2.89	2.85	2.80	2.80	2.66	2.89	2.69	2.82
Teamwork	3.27	3.23	3.24	3.32	3.32	3.18	3.32	3.46
Oral Communications	3.16	3.00	2.95	3.07	2.97	2.98	3.01	3.16
Written Communications	3.05	2.95	2.86	2.93	2.93	2.97	2.95	3.10
Computer Proficiency	2.95	2.99	2.95	3.05	3.00	2.96	2.96	3.06
Analytical Skills	3.04	3.03	2.95	2.98	2.97	3.06	3.01	3.00
Satisfaction with...								
Education Received	3.29	3.21	3.19	3.13	3.08	3.19	3.27	3.17
Career Preparation	3.00	2.97	2.89	2.85	2.82	2.96	2.96	3.05
Undergraduate Programs Office	2.98	2.83	2.75	2.87	3.05			
Career Services Office	3.16	3.09	3.06	2.92	2.69			
Quality of Faculty	3.21	3.09	3.10	3.04	2.87			
Accounting								
	N=64	N=67	N=70	N=40	N=53	N=18	N=47	N=32
How Accounting Info is Used	3.11	n/a	3.08	3.23	3.02	3.17	3.04	2.84
Basic Tax Concepts	3.00	n/a	3.39	3.43	2.65	2.67	2.94	2.69
Basic Auditing Concepts	2.92	n/a	2.72	2.68	3.09	3.11	3.04	2.72
Acct Information Systems	2.90	n/a	2.93	3.15	3.00	3.00	2.55	2.41
Cost Concepts & Analysis	3.10	n/a	3.19	3.05	2.98	3.41	3.00	2.84
Prep. & Interpretation of Financial Statements	3.09	n/a	3.03	3.13	2.84	3.41	3.23	3.03
Financial accounting model		2.91	n/a	n/a	n/a	n/a	n/a	n/a
Financial accounting principles		3.05	n/a	n/a	n/a	n/a	n/a	n/a
Automated accumulation of accounting data		2.75	n/a	n/a	n/a	n/a	n/a	n/a
Internal control		3.02	n/a	n/a	n/a	n/a	n/a	n/a
Individual & corporate income tax		2.97	n/a	n/a	n/a	n/a	n/a	n/a

Cost concepts		2.89	n/a	n/a	n/a	n/a	n/a	n/a
Auditing concepts		2.82	n/a	n/a	n/a	n/a	n/a	n/a
Information to support mgmt decisions		2.81	n/a	n/a	n/a	n/a	n/a	n/a
Awareness for dealing with ethical issues		2.93	n/a	n/a	n/a	n/a	n/a	n/a
Institutional, legal, and regulatory environment of accounting		2.80	n/a	n/a	n/a	n/a	n/a	n/a
Audience for accounting communication		2.90	n/a	n/a	n/a	n/a	n/a	n/a
Effectively communicate accounting information in writing		2.73	n/a	n/a	n/a	n/a	n/a	n/a
Create visual representations of accounting information		2.67	n/a	n/a	n/a	n/a	n/a	n/a
Conduct research using electronic and other information sources		2.82	n/a	n/a	n/a	n/a	n/a	n/a
Identify accounting alternatives and analyze the impacts on financial statements		2.82	n/a	n/a	n/a	n/a	n/a	n/a
Develop a formula driven spreadsheet		3.17	n/a	n/a	n/a	n/a	n/a	n/a
Finance	N=62	N=90	N=96	N=55	N=57	N=15	N=52	N=54
Techniques of Financial Analysis	2.97	3.04	2.94	2.98	2.82	2.87	2.83	2.98
Investments & Portfolio Management	2.92	3.06	2.97	2.86	2.91	2.93	2.92	3.00
Operation of Financial Markets	3.08	3.10	3.09	3.05	3.02	3.29	3.00	3.04
Role of Financial Institutions	3.08	3.12	3.01	3.09	3.13	3.46	2.85	2.90
Understand the analysis and management of risk	n/a	3.16	n/a	n/a	n/a	n/a	n/a	n/a
Management: Entrepreneurship & Strategy	n/a	n/a	n/a	n/a	N=14	N=4	N=12	N=11
Assess New Business Opportunities	n/a				2.79	2.50	2.92	3.18
Develop a Business Plan	n/a				2.93	2.25	2.83	2.91
Determine a Company's Competitive Strategy	n/a				3.07	3.50	3.33	3.00
Growing & Managing New Businesses	n/a				2.73	2.75	2.75	3.00
Solving Entrepreneurial Problems	n/a				2.79	2.75	2.58	3.10
Management: HRM	n/a	n/a	n/a	n/a	N=18	N=5	N=20	N=13
People as employees, how They are different	n/a				3.12	3.40	3.30	3.23
Attracting the right people	n/a				2.76	3.00	2.95	3.15
Developing human resources	n/a				2.50	2.33	3.05	3.00
Role of leadership & motivation	n/a				3.06	3.20	3.15	3.08

HR legal environment	n/a				2.65	2.80	2.60	2.75
Compensation & benefits	n/a				2.65	2.20	2.50	2.45
Management	N=64	N=89	N=69	N=9&22				
Employee attitudes and behaviors	3.28	3.04	2.96	3.19				
Competitive strategy and advantage	3.47	3.28	3.39	3.42				
Strategy and challenge of international business	3.29	3.09	3.00	3.03				
Human resource practices	3.14	2.84	2.67	3.29				
Management Information Systems	N=39	N=65	N=60	N=51	N=104	N=31	N=84	N=76
Existing & emerging info. technologies	3.18	2.91	2.98	3.19	2.63	2.84	2.73	2.96
Analyze processes & identify information needs	3.05	3.06	3.00	3.00	2.90	3.03	3.06	2.97
Develop technical specifications & project plans	2.95	2.78	2.95	2.88	2.61	2.61	2.68	2.74
Develop IS applications	2.95	2.70	2.68	2.86	2.65	2.65	2.54	2.71
Database systems for business applications	3.00	2.98	2.97	2.82	2.76	2.84	2.86	2.80
Data communications & networking technologies	2.97	3.02	2.97	2.63	2.41	2.80	2.52	2.83
Marketing	N=75	N=97	N=95	N=65	N=67	N=23	N=45	N=52
Consumers' needs, attitudes & behaviors	3.38	3.40	3.39	3.40	3.33	3.57	3.47	3.23
Market segmentation & targeting	3.35	3.42	3.26	3.41	3.43	3.57	3.47	3.31
Market positioning	3.25	3.32	3.18	3.30	3.21	3.30	3.07	3.27
Brand management	3.30	3.24	3.17	3.25	3.09	3.13	3.00	3.27
Role of the sales force	2.95	3.03	3.05	3.11	2.94	3.35	3.00	3.12
Customer satisfaction	3.07	3.17	3.29	3.16	3.26	3.35	3.31	3.33
Market research tools & methods	2.99	3.00	2.81	2.73	2.82	3.00	2.89	2.67
Production Operations Management (OSCM)	N=19	N=23	N=19	N=7	N=12	N=2	N=7	N=3
Manufacturing information software	3.53	2.91	2.63	2.67	2.69	2.50	3.00	2.67
Forecasting, planning & forecast control	3.60	3.43	3.37	3.00	3.42	4.00	3.20	3.00
Capacity planning	3.68	3.18	3.16	3.43	3.08	4.00	3.40	2.67
Bills of materials structures/EDI	3.55	3.32	2.89	3.00	3.33	4.00	3.40	2.67
Manufacturing & enterprise resource planning	3.63	3.32	3.05	3.00	3.17	3.00	3.20	2.67
Lean manufacturing (JIT)	3.68	3.45	3.32	3.71	3.08	3.00	3.40	2.67
Theory of constraints	3.68	3.43	3.47	3.57	3.08	3.00	3.00	2.00
Inventory management	3.74	3.35	3.37	3.71	3.64	3.50	3.20	2.50

Transportation & Logistics (LSCM)	N=18	N=29	N=25	N=20	N=32	N=7	N=27	N=33
Transportation management	3.32	3.24	3.28	3.60	3.13	3.71	3.07	2.91
Inventory management	3.47	3.24	3.00	3.25	2.84	3.57	3.11	3.09
Warehousing management	2.94	3.07	2.70	2.90	2.74	3.14	3.04	2.76
Purchasing & materials management	3.06	3.07	3.09	3.00	2.97	2.71	3.19	2.67
Cost concepts & analysis	3.11	2.76	3.13	3.10	2.84	3.43	3.00	2.82
International logistics	3.39	3.18	2.87	3.05	2.93	3.57	3.04	3.03

1-4 scale used:

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