

**Undergraduate Major Outcomes Assessment Results
Spring 2005**

Accounting	(N=70)	
Accounting Information Use for Decision Making Process		3.08
Basic Tax Concepts		3.39
Basic Auditing Concepts		2.72
Information Systems		2.93
Cost Concepts & Analysis		3.19
Preparation & Interpretation of Financial Statements		3.03
Finance	(N=96)	
Tools & Techniques for Financial Analysis		2.94
Investments & Portfolio Management		2.97
Operation of Financial Markets		3.09
Role of Financial Institutions in Economic System		3.01
Management	(N=69)	
Employee attitudes and behaviors		2.96
Competitive strategy and advantage		3.39
Strategy and challenge of International business		3.00
Human resource practices		2.67
Management Information Systems (MIS)	(N=60)	
Existing & Emerging Technologies		2.98
Analysis of Business Processes		3.00
Dvelopment of Technical Specifications & Plans		2.95
Development of IS Applications		2.68
Database Systems		2.97
Data Communications & Networking Technologies		2.97

Marketing	(N=95)	
Consumers' Needs, Attitudes & Behaviors		3.39
Market Segmentation & Targeting		3.26
Market Positioning		3.18
Brand Management		3.17
Role of Sales Force		3.05
Customer Satisfaction		3.29
Marketing Research Tools/Methods		2.81

Production and Operations Management	(N=19)	
Implementation & Evaluation of Manufacturing Information Software Forecasting, Planning & Forecast Control		2.63
		3.37
Capacity Planning		3.16
Bill of Material Structures		2.89
Manufacturing & Enterprise Resource Planning		3.05
Lean Manufacturing		3.32
Theory of Constraints		3.47
Inventory Management		3.37

Transportation and Logistics	(N=25)	
Transportation Mangement		3.28
Inventory Management		3.00
Warehousing Management		2.70
Purchasing & Materials Mangement		3.09
Cost Concepts & Analysis		3.13
International Logistics		2.87

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