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Oct 98

**DEPARTMENT OF MANAGEMENT
ASSESSMENT REPORT – 1998**

The Department of Management, as part of its continuing commitment to its assessment efforts, has compiled this report documenting its departmental assessment. Working with the department's Major Field Assessment Plan, the Department of Management has been monitoring its progress in achieving the two major goals outlined in this plan. These were:

- (1) Management majors should have a strong knowledge of the field of management.
- (2) Management majors will be well prepared for employment and/or further education in the management field.

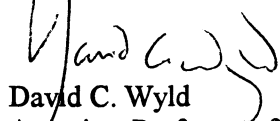
While we are awaiting current results from the SLU senior survey, we have continued to conduct our own internal survey of graduating management majors. In the spring semester of each academic year, we have had all graduating seniors enrolled in MGMT 464 – Business Policy & Decision Making (the required, capstone course for all business majors) respond to the Management Department Senior Survey. The 1997-1998 Academic Year represents the third year that we have conducted this survey in its present format. With data from management graduates from 1996-1998, we feel that the results contained in the attached report reflect – for the first time – data that can be interpreted and included as the Department of Management strives to better serve the needs of its students, the community, potential employers, and the university.

The demographics of the survey demonstrate that like the university as a whole, the students graduating with management degrees reflect an increasingly diverse and non-traditional group. We believe that the results depicted in this report show that overall, management majors are satisfied with the preparation for their careers and for further education that they have received while studying at Southeastern. The results of the Management Department Senior Survey will be distributed to all faculty in the department. The details contained in the survey will help drive future decision-making in the Department of Management regarding:

- Curriculum Design
- Course Changes
- Management Degree Options
- Faculty Deployment

Into the future, the Department of Management will continue these assessment efforts, building upon the three years of data we have accumulated with the Management Department Senior Survey. We will continue to monitor our progress toward our stated goals and work to ensure that our assessment efforts continue to serve as important drivers in departmental decision-making.

Sincerely,



David C. Wyld
Associate Professor of Management
Chair, Department of Management Curriculum Committee

Management Department Senior Survey Results

What Made You Decide to Attend SLU?	Spring 96	Spring 97	Spring 98
* Convenience 1 = Yes, 0 = No	0.70732	0.76504	0.88236
* Economic Reasons 1 = Yes, 0 = No	0.43902	0.47865	0.5
* Atmosphere 1 = Yes, 0 = No	0.34146	0.33218	0.23529
* Quality 1 = Yes, 0 = No	0.12195	0.13145	0.29412
* Scholarship 1 = Yes, 0 = No	0.07317	0.05709	0.17647
* Professors 1 = Yes, 0 = No	0.09756	0.10748	0.26471
* Other 1 = Yes, 0 = No	0.04878	0.10875	0.23529
What Made You Choose Management?			
* Curriculum 1 = Yes, 0 = No	0.15901	0.16701	0.20588
* Interest 1 = Yes, 0 = No	0.47893	0.50134	0.55882
* Future Career Goals 1 = Yes, 0 = No	0.70462	0.84679	0.85294
* Other 1 = Yes, 0 = No	0.10298	0.09726	0.20588
Was Management Your Original Major?			
1 = Yes, 0 = No	0.43905	0.45903	0.41176
Still Choose to be Management Major?			
1 = Yes, 0 = No	0.45607	0.56302	0.61765
Satisfied with Management Program?			
* 4 very satisfied	1.7561	2.0894	2.5349
* 3 satisfied			
* 2 somewhat satisfied			
* 1 not satisfied			
Are You Currently Employed?			
Full Time 1 = Yes, 0 = No	0.23322	0.25639	0.26471
Part-Time 1 = Yes, 0 = No	0.37892	0.46738	0.58824
Not Employed 1 = Yes, 0 = No	0.36787	0.27623	0.14706
Job Upon Graduation?			
1 = Yes, 0 = No	0.28205	0.30266	0.41177

How Long Will It Take to Find a Job? * # of months post-graduation	3.2114	2.9378	2.0057
Interviewed with Co. Through Placement? 1 = Yes, 0 = No	0.90238	0.68904	0.35294
By What Means Will You Job Search? * Placement Office 1 = Yes, 0 = No	0.17073	0.16733	0.26471
* Internet 1 = Yes, 0 = No	0.07317	0.20783	0.58824
* Newspaper 1 = Yes, 0 = No	0.29268	0.30985	0.44118
* Networking 1 = Yes, 0 = No	0.34146	0.40253	0.47059
* Other 1 = Yes, 0 = No	0.12195	0.15207	0.08824
How Well Has Management Program Prepared You for Business World? * 5 Well Prepared * 4 Prepared * 3 Somewhat Prepared * 2 Poorly Prepared * 1 Not Prepared	2.09756	2.67535	3.45912
Has Management Program Prepared You for Further Studies? 1 = Yes, 0 = No	0.73171	0.88732	0.82353
Planning to Attend Graduate School? 1 = Yes, 0 = No	0.58301	0.57829	0.70588
***** If Yes, Planning to Attend SLU? 1 = Yes, 0 = No	0.22893	0.23905	0.54167
What Features of Management Program Would You Change? * Variety of Courses 1 = Yes, 0 = No	0.36585	0.43526	0.64701
* Number of Hours Required 1 = Yes, 0 = No	0.07317	0.16543	0.20588
* Advising Requirements 1 = Yes, 0 = No	0.21951	0.15438	0.17647
* Add More Interesting Courses 1 = Yes, 0 = No	0.39024	0.47329	0.79411
* Other 1 = Yes, 0 = No	0.14634	0.12014	0.14706

What is the Main Strength of the Management Degree Program?

* Interesting Courses 1 = Yes, 0 = No	0.14634	0.25639	0.14706
* Professors 1 = Yes, 0 = No	0.65854	0.59908	0.67647
* Number of Hours 1 = Yes, 0 = No	0.02439	0.05439	0.05882
* Variety of Courses 1 = Yes, 0 = No	0.34146	0.26744	0.23529
* Other 1 = Yes, 0 = No	0.02439	0.05387	0.05882

What is the Main Weakness of the Management Degree Program ?

* Uninteresting Courses 1 = Yes, 0 = No	0.39024	0.42201	0.47059
* Professors 1 = Yes, 0 = No	0.04878	0.05112	0.05882
* Number of Hours 1 = Yes, 0 = No	0.17073	0.22377	0.38235
* Variety of Courses 1 = Yes, 0 = No	0.19512	0.30159	0.44118
* Other 1 = Yes, 0 = No	0.11982	0.13328	0.08824

What Subjects Need More Emphasis in the Management Curriculum?

* Organizational Behavior 1 = Yes, 0 = No	0.24391	0.22222	0.26471
* Consumer Behavior 1 = Yes, 0 = No	0.12195	0.13888	0.14706
* Business Statistics 1 = Yes, 0 = No	0.14634	0.15277	0.20588
* Computer Skills 1 = Yes, 0 = No	0.75617	0.875	0.94118
* Business Law 1 = Yes, 0 = No	0.07317	0.23611	0.29412
* Strategic Management 1 = Yes, 0 = No	0.24397	0.25	0.17647
* Personnel Management 1 = Yes, 0 = No	0.26829	0.375	0.52941
* International Management 1 = Yes, 0 = No	0.19512	0.36111	0.55824

What Subjects Need Less Emphasis in the Management Curriculum?

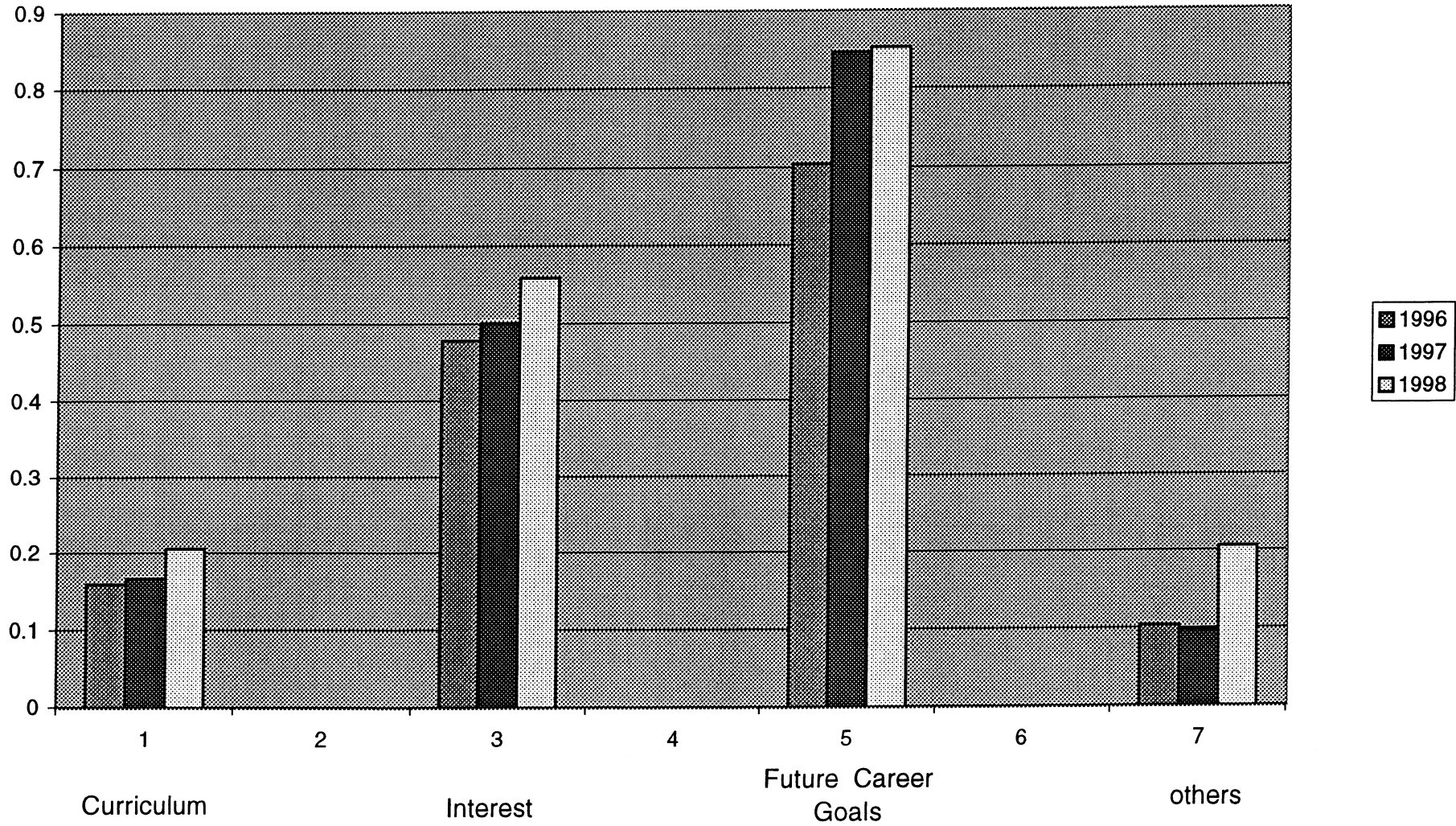
* Organizational Behavior 1 = Yes, 0 = No	0.02439	0.04166	0.05882
* Consumer Behavior 1 = Yes, 0 = No	0.04878	0.02777	0.29412

* Business Statistics	0.43902	0.48611	0.44118
1 = Yes, 0 = No			
* Computer Skills	0.04878	0.04166	0.02941
1 = Yes, 0 = No			
* Business Law	0.17073	0.13888	0.08824
1 = Yes, 0 = No			
* Strategic Management	0.02439	0.04166	0.20588
1 = Yes, 0 = No			
* Personnel Management	0.04878	0.05555	0.02941
1 = Yes, 0 = No			
* International Management	0.09756	0.05555	0
1 = Yes, 0 = No			

DEMOGRAPHICS

	N = 41	N = 72	N=34
Age	25.8	24.3	23.6
Gender			
* Male	25	34	20
* Female	16	38	14
Parish of Residence			
* Tangipahoa	14	24	8
* St. Tammany	8	20	5
* Jefferson	2	1	0
* Livingston	6	10	5
* East Baton Rouge	6	15	10
* Orleans	2	1	2
* Other	3	0	1

What made you choose management ?



Scale

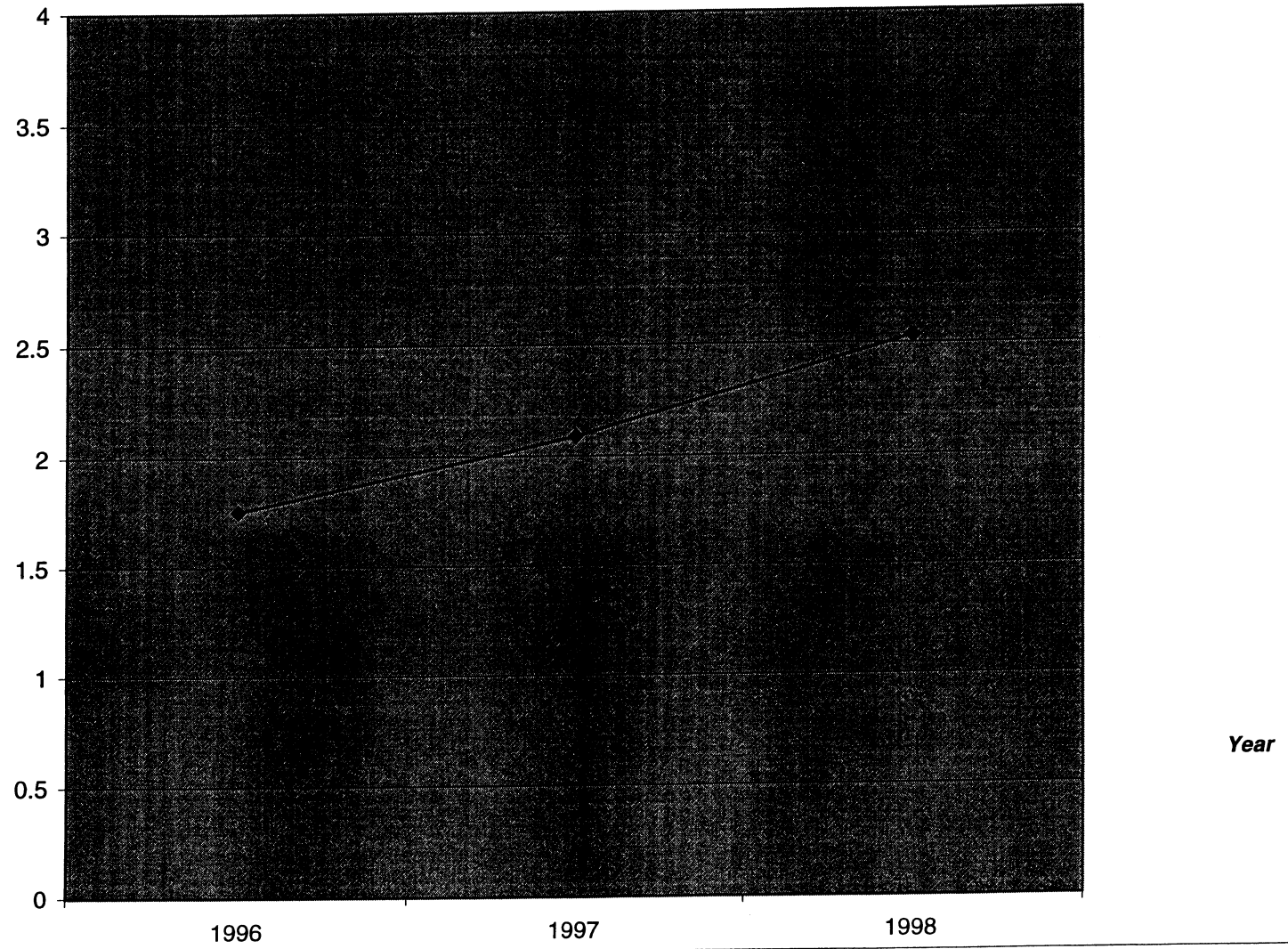
Satisfied with Management Major?

***4 Very Satisfied**

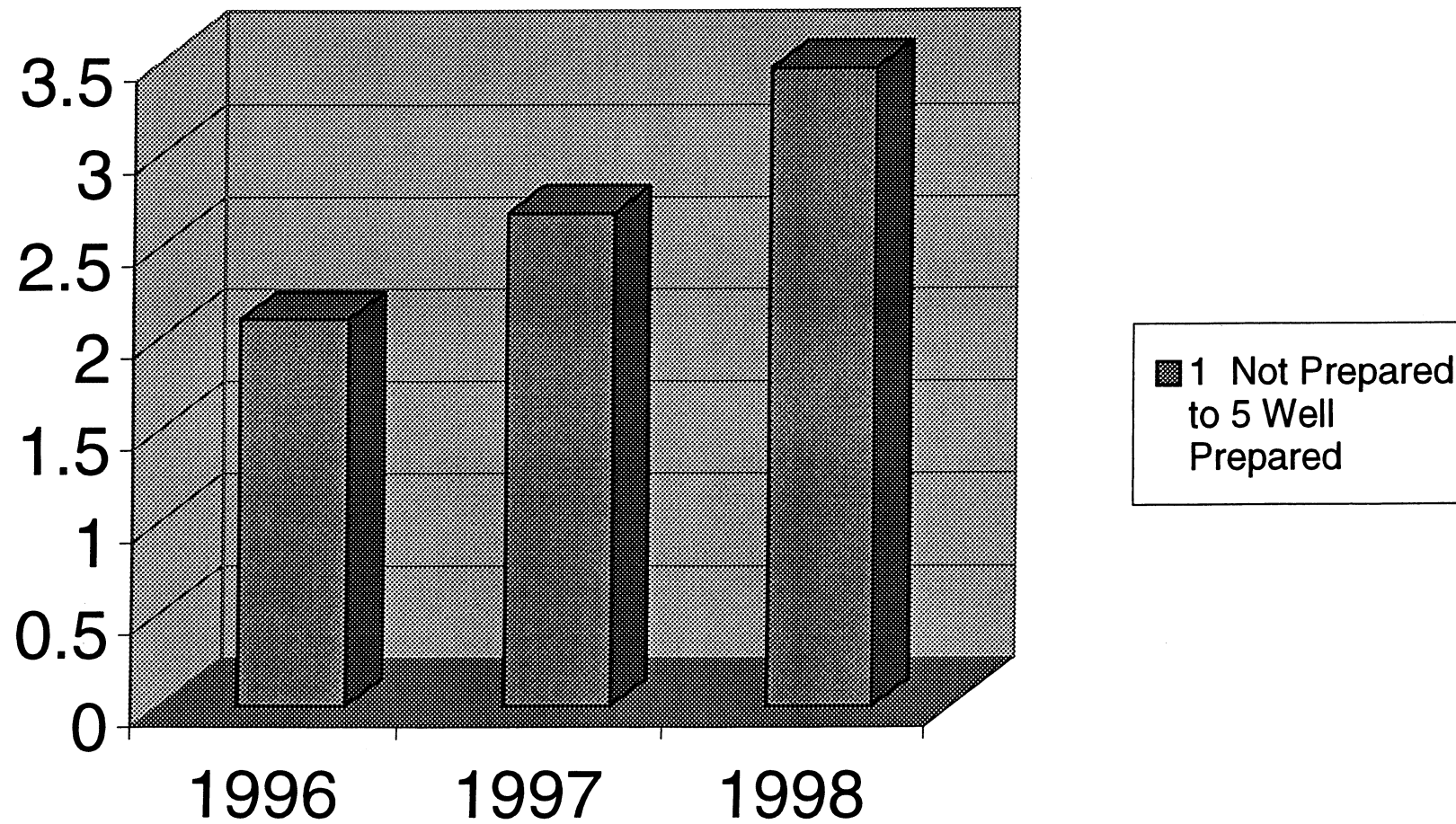
***3 Satisfied**

***2 Somewhat satisfied**

***1 Not Satisfied**

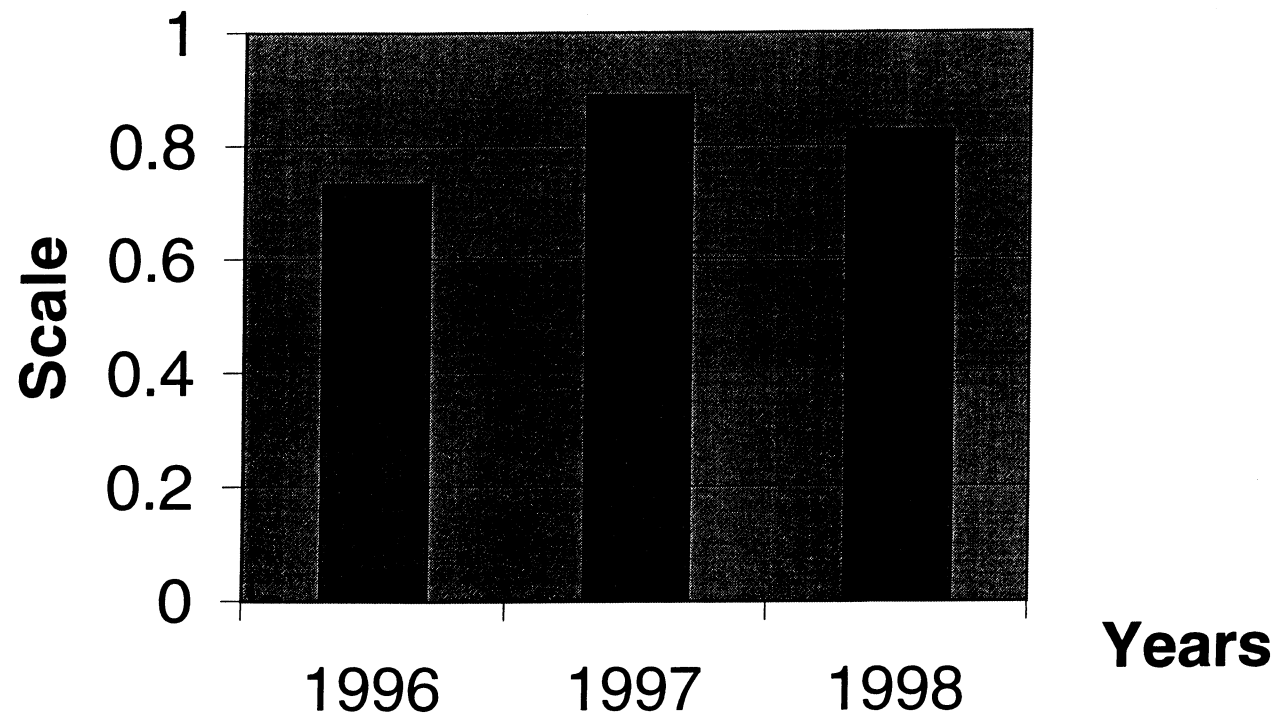


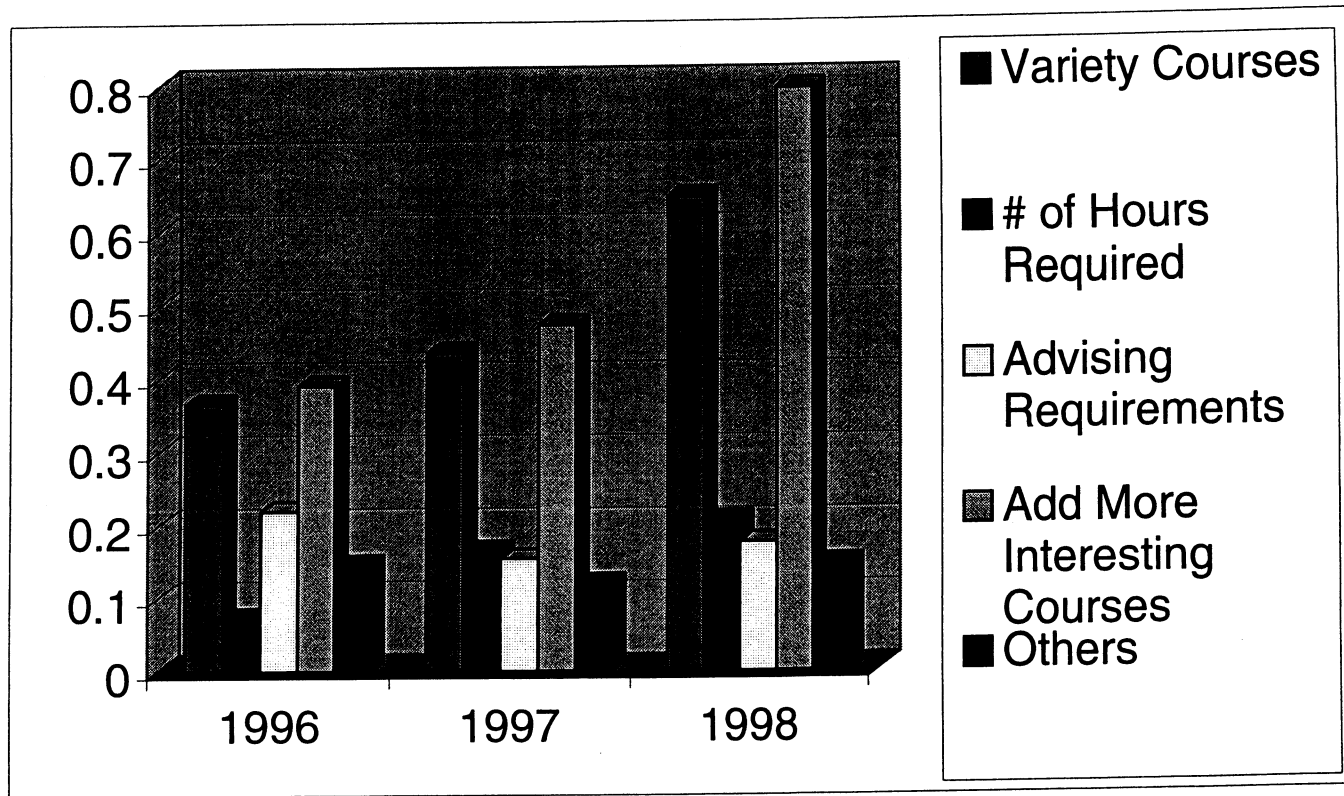
How well has Management Program Prepared you for Business World?



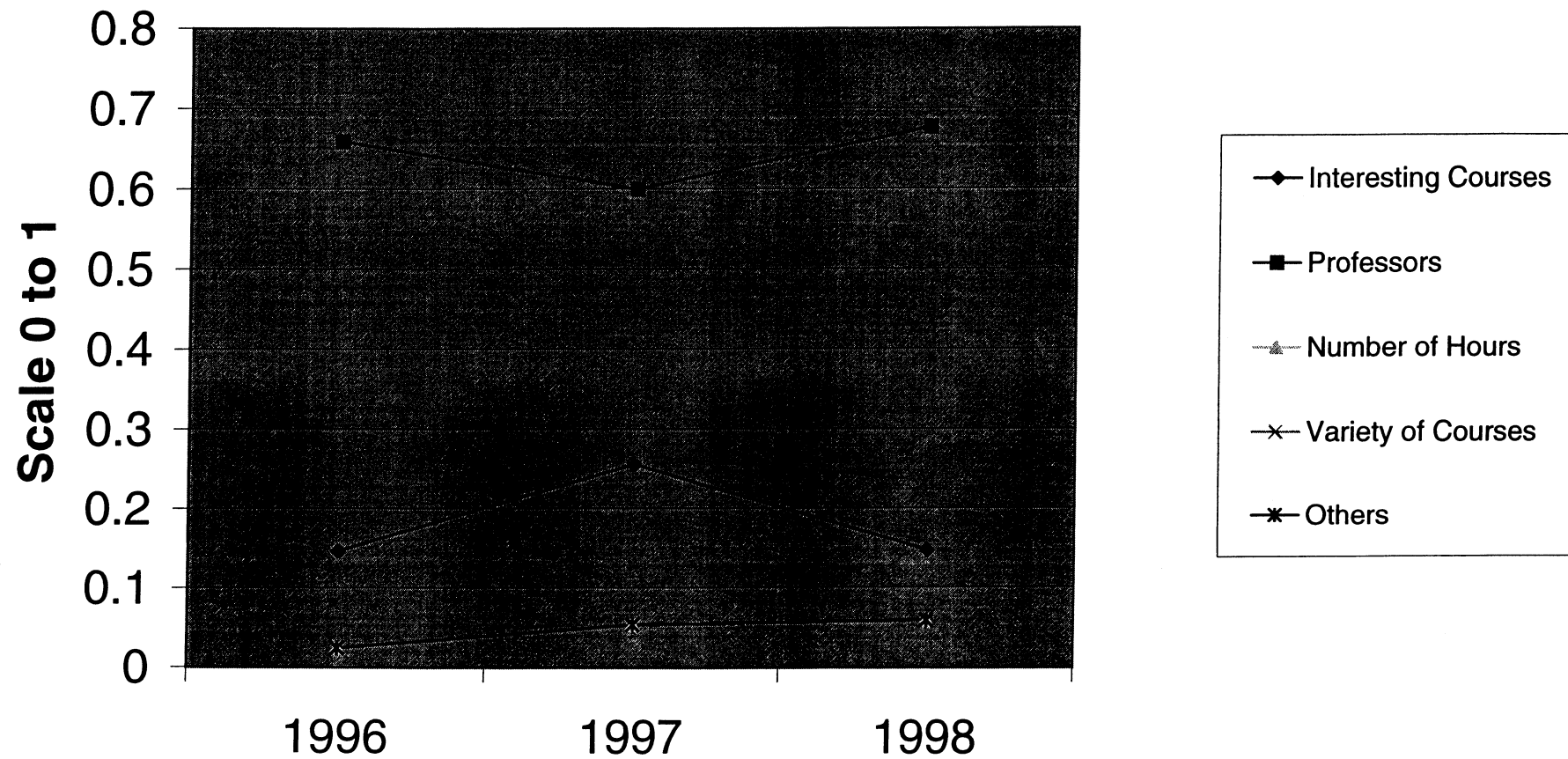
Has Management Program Prepared you for Further Studies

■ 1 = YES,
0 = NO

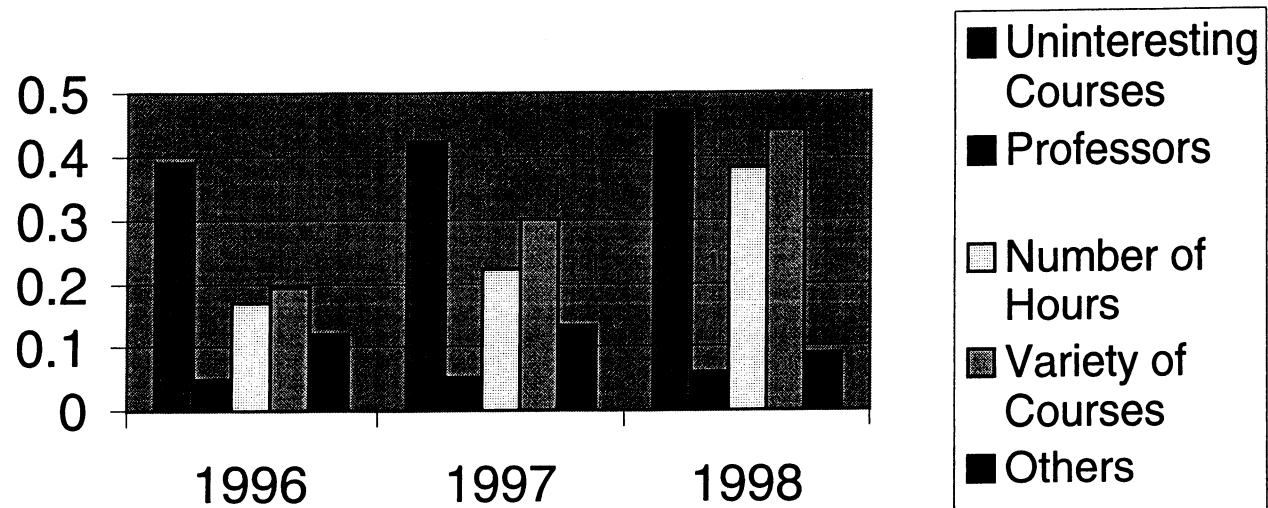




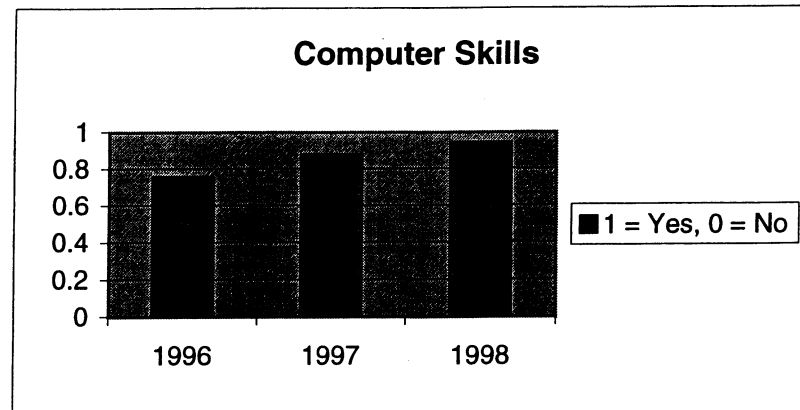
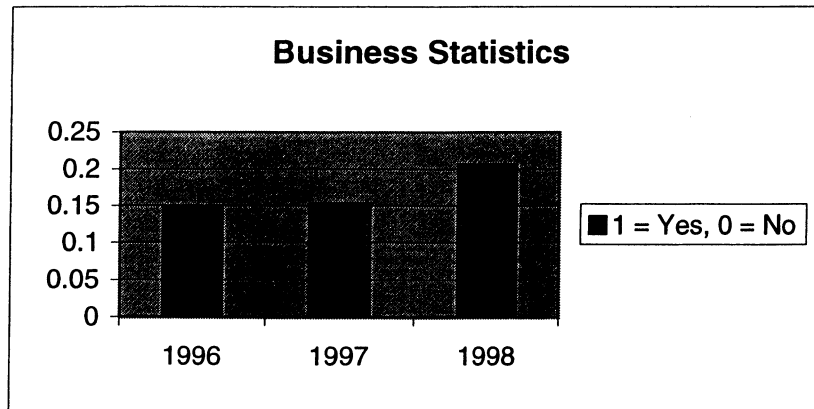
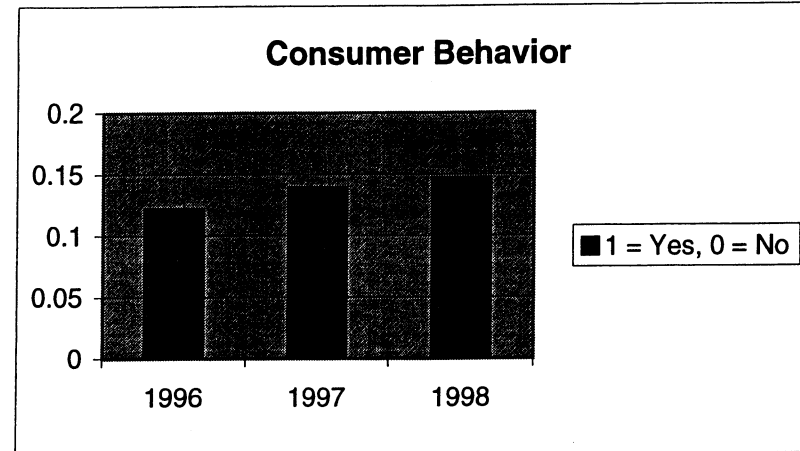
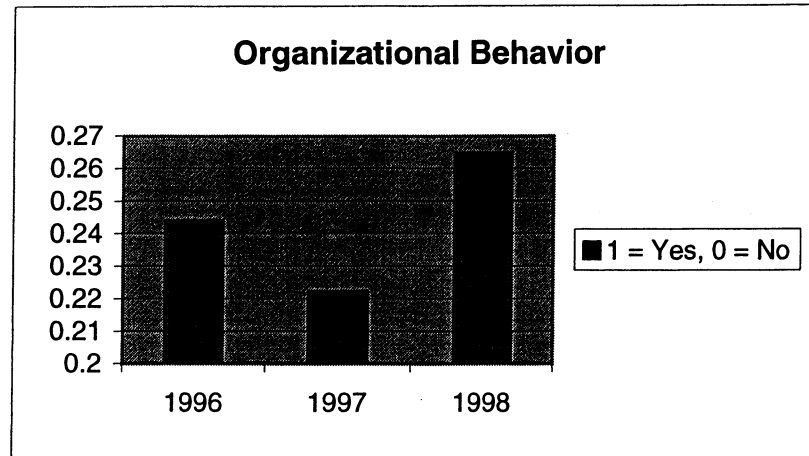
What is the Main Strength of the Management Degree Program



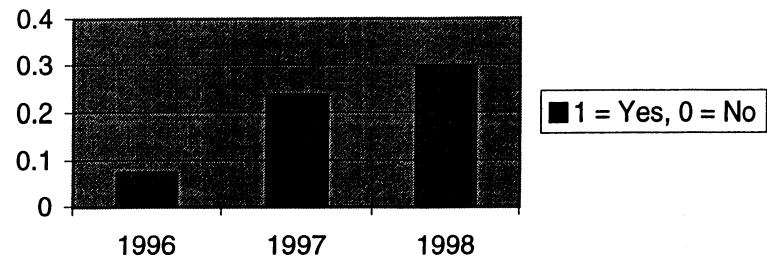
Main Weakness of the Management Degree Program



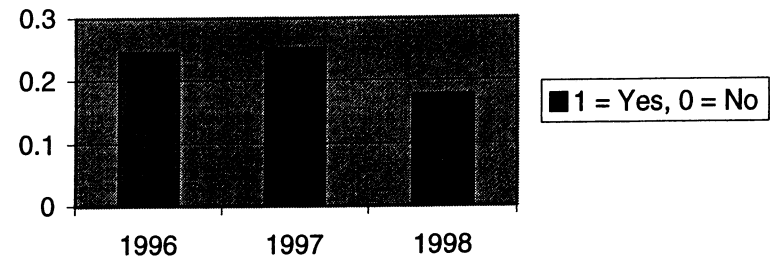
What subjects Need More emphasis in the Management Curriculum?



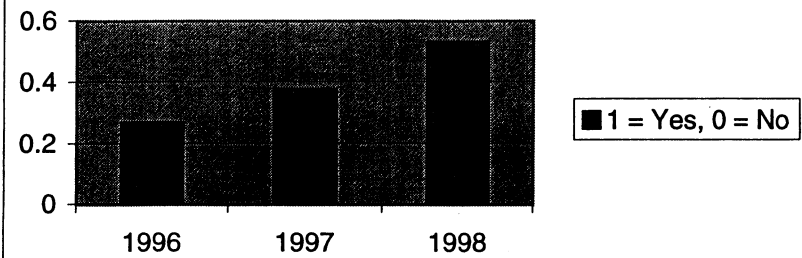
Business Law



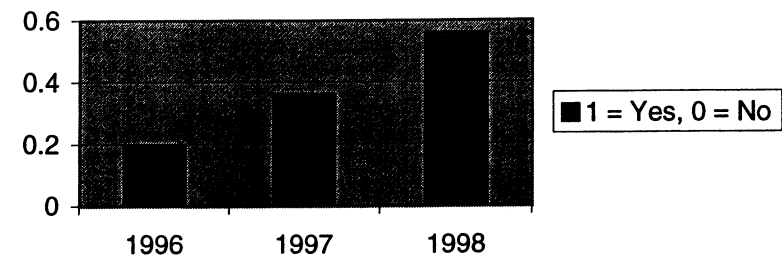
Strategic Management



Personnel Management



International Management



What Subjects Need Less Emphasis in the Management Curriculum?

