

Goal Attainment Framework
B.A., Management
1999-2000

Data:
1999 Survey of Undergraduate Alumni¹
2000 Department of Management Senior Survey²

Expected Outcome	Much Less than Expected	Less than Expected	Expected	More than Expected	Much More than Expected
Scores on the <i>ACT College PEP Exam</i> in OB ³	DATA UNAVAILABLE				
% of students on the <i>Senior Survey</i> ² indicating they are "very well satisfied" or "well satisfied" with the Management degree program ⁴	<50%	50-59%	60-69%	70-79%	>79%
% of graduates on the <i>SLU Undergraduate Alumni Survey</i> ¹ indicating they are currently enrolled in full-time advanced degree program ⁵	<50%	50-59%	60-69%	70-79%	>79%
% of graduates on the <i>SLU Undergraduate Alumni Survey</i> ¹ indicating they are currently employed	<50%	50-59%	60-69%	70-79%	>79%
% of graduates on the <i>SLU Undergraduate Alumni Survey</i> ¹ , who are employed, indicating their SLU undergraduate experiences were "helpful" or "very helpful" in developing skill for work ⁶	<50%	50-59%	60-69%	70-79%	>79%
% of graduates on the <i>SLU Undergraduate Alumni Survey</i> ¹ , who are seeking an advanced degree, indicating their SLU undergraduate experiences were "helpful" or "very helpful" in preparation for further education ⁷	<50%	50-59%	60-69%	70-79%	>79%

¹ Data for alumni receiving degrees in academic years 1996-1997 and 1997-1998. Data were published for review in 2001.

² The Department of Management Survey was administered during the Spring 2000 semester.

³ The PEP exam has not been administered since the Fall 1997.

⁴ Question not included in the survey. The responses to an equivalent question were used: "In your opinion, how well prepared for the business world will you be as a result of majoring in Management here at SLU?" (1=Not prepared, 5=Well prepared). Expected outcome is 60% indicating 4 or 5 on the response scale.

⁵ Includes respondents indicating they plan to enroll in a degree program in the future.

⁶ Question not included in the survey. The responses to an equivalent question were used: "Overall quality of your department" (1=Very dissatisfied, 5=Very satisfied). Expected outcome is 60% indicating 4 or 5 on the response scale.

⁷ Of the individuals with graduate school experience, 100% indicated that Southeastern prepared them "Very Effectively" or "Effectively."

Department of Management Assessment Report – 2000

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 by this plan. These are:

- (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.

For assessment purposes, the department has continued to conduct its own internal survey of graduating management majors. During the Spring 2000 semester, the department had all graduating seniors enrolled in MGMT 464 – Business Policy & Decision Making (the required capstone course for all business majors) respond to the Department of Management Senior Survey. The following results serves to indicate its progress.

Most students continue to choose management as their major in order to meet their interests and/or future career goals. Comparisons to previous survey results indicate that management graduates are satisfied with the Management program. In addition, trends in the data indicate a steady increase with their satisfaction over the past four years. On average, graduates of the Management program feel that this program has prepared them for the business world, and most graduates of the Management program, 96%, agree that the program has prepared them for further studies in the field of Management.

Other survey results indicate that the Management department has been successful with its efforts toward meeting student desires of having larger varieties of interesting classes. But, similar to previous survey results, students feel that the department does not offer enough sections or adequate time slots for their courses.

Similarly, previous survey results indicated that students view Management professors as the major strength of the Management program. This was proven again by the results of the current survey. The present variety of courses made a small comeback from previous surveys as a popular strength of the Management program, thus indicating some success in the department's attempt to add a larger variety of courses.

Conversely, management graduates have consistently felt that the magnitude of uninteresting courses is the program's major weakness. Students' feelings toward uninteresting courses has weakened from previous survey results, indicating once again, that the department has been working toward making its courses more interesting.

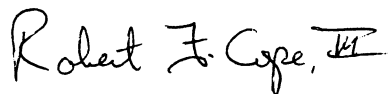
Although the need for more emphasis in computer skills has dropped off some, it remains as the main subject area with which most students desire more emphasis. Also regarding more emphasis in the curriculum, Personnel Management and International Management have dropped off from previous survey results. In addition, Business Statistics and Business Law continue to remain relatively low in importance to students.

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. The results depicted in this report show that overall management majors are satisfied with the preparation for their careers and for further education.

The 1999-2000 academic year represents the fourth year that the Management Department has conducted this survey in its present form. With the inception of the four new concentrations, the department's method of assessment will change for the 2000-2001 academic year. The department will continue to assess its seniors in MGMT 464, but assessments will also be conducted at the conclusion of each concentration. The new method will allow the department to monitor its progress toward meeting its stated mission and goals. It will also continue to ensure that the department's assessment efforts continue to serve as important drivers in curriculum decision-making and ensure that the department continues to strive to better serve the needs of its students, the community, potential employers, and the university.

In conclusion, the Management program seems to be growing stronger every year. The use of the re-engineered assessment methodology to support the department's new concentrations will continue to improve the department as a whole. The overall view of this department from the student's perspective indicates that it is strong and progressive. For further study and more details, please refer to the attached senior survey results for the Spring 2000 semester and accompanying charts.

Respectfully Submitted,

A handwritten signature in black ink that reads "Robert F. Cope, III". The signature is written in a cursive style with a horizontal line underlining the name.

Robert F. Cope III
Assistant Professor of Management
Chair, Department of Management Assessment Committee