

**DEPARTMENT OF MANAGEMENT AND MARKETING
(M&M)
FIVE-COLUMN MODEL**

Expanded Statement of Institutional Purpose

Mission Statement:

The principal focus of our University's curricular program is undergraduate education in the liberal arts and sciences...

Goal Statement:

All graduates of baccalaureate programs will have developed a depth of understanding in their major field...

Program Intended Educational Outcomes:

1. All graduating students will have a working knowledge of the basic concepts of managing commercial operations.

2. All graduating students will be familiar with major trends affecting domestic, international and electronic business.

3. All graduating students will be able to synthesize basic

Means of Program Assessment and Criteria for Success:

1a. The average score of all graduating seniors in the Business program on the ETS field exam will not be less than 75% in either Management or Marketing.

2a. Employers of M&M graduates hired through the SUU Placement Service will indicate on a survey no less than a 4.0 average score (scale=1-5) when evaluating 10 critical employment skills. No individual rating will be less than 3.0.

2b. Using the student exit survey, have at least FOUR courses which students feel covered this material in-depth (Q7).

2c. M&M students will be encouraged to participate in relevant business clubs and organizations supporting their interests. These will give the student exposure to trends, personal contacts, and employment opportunities.

3a. Contacts will be made, and relationships established with the

Summary of Data Collected:

1a. For the past three years, business students have averaged in the 96th percentile overall. For the past three years, the average score in Management has been in the 93rd percentile, with the most recent being 99%. Marketing scores averaged 87th percentile, with the most recent being 99%.

2a. The most recent survey indicates two areas out of 10 scored below 4.0 (oral and written skills). Eight of the 10 scored between 4.2 and 4.5. None had below 3.0. The overall average was 4.223 (84.5%).

2b. The latest (Spring, 2003) student survey indicates that students felt an average of 5.0 courses dealt with these issues.

2c. Currently, in the M&M Department there are 4 clubs and organizations available to students. These include The Academy, Society for Human Resource Management, the CEO club, and DEX (Marketing). Approximately 50 students currently participate in these clubs and organizations.

3a. Each club has this as a high priority. The Academy makes annual trips to Las

Use of Results:

1a. The trends show good progress, especially in Marketing. More attention to quantitative methods, and a holistic approach in Marketing Management, has made the difference in that discipline. No significant action required.

2a. While employers are generally positive about their experience with our graduates, we can improve in the areas of oral and writing skills. More written assignments and cases have been included across the M&M curriculum.

2b. No action required.

2c. No action required. As a sidenote, the CEO club is a new club advised by Terry Keyes, the Director of the SBDC. It will not be "up to speed" until the coming academic year.

3a. No action required. SUU's remote location, and the need for

elements of the various business disciplines to enable them to make effective decisions.

business community to facilitate internship and placement opportunities, giving students hands-on experience in decision-making.

Vegas and Salt Lake City; SHRM has done likewise, hosting the national conference in 2003; DEX won national honors at competitions in Florida where the members met with various employers who judged the competitions.

better placement activity, is a prime reason for this focus in all of our clubs and organizations.

3b. Using the student exit survey, have at least FOUR courses which students feel accomplished this objective (Q10).

3b. The latest (Spring, 2003) student survey indicates that students felt an average of 8.5 courses dealt with these issues.

3b. No action required.