

**DEPARTMENT OF MANAGEMENT AND MARKETING
(M&M)
2004-05 Assessment Plan**

**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.

**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.

**Summary of
Data Collected:**

3. All graduating students will be able to synthesize basic elements of the various business disciplines to enable them to make effective decisions.

3a. Contacts will be made, and relationships established with the business community to facilitate internship and placement opportunities, giving students hands-on experience in decision-making.

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

Use of Results: