

**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.

**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. Using the student exit survey, have at least FOUR courses which students feel covered this material in depth (Q2).

2a. Employers of M&M graduates hired through the SUU Placement Service will indicate on a survey that SOB graduates either meet or exceed expectations when evaluating 5 critical employment skills.

2b. Using the student exit survey, have at least FOUR courses which students feel covered this material in-depth (Q7-9).

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,

**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 90th percentile, with the most recent being 80%. Marketing scores averaged 88th percentile, with the most recent being 65%.

2a. The most recent survey indicates that 11 Business courses, including most M&M courses, accomplished this task, scoring over 4.0 on a 5 point Likert scale.

2a. The most recent survey indicates that SOB graduates meet or exceed expectation in ALL areas. Four of the five areas scored higher in the "exceeds expectations" category.

2b. The latest (Spring, 2005) student survey indicates that students felt an average of 7 courses dealt with these issues, scoring over 4.0 on a 5 point Likert scale.

2c. Currently, in the M&M Department there are 4 clubs and organizations available to students. These include The Academy, Society for Human

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. The lower score in the most recent round is being investigated.

No action required.

2a. While employers are generally positive about their experience with our graduates, we can still 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.

	personal contacts, and employment opportunities.	Resource Management, and DEX (Marketing) Approximately 40 students currently participate in these clubs and organizations.	
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.	3a. Each club has this as a high priority. The Academy is being reorganized to act as a coordinating body for all clubs. SHRM recently hosted the national conference in 2003; DEX students have won at state and national competitions in Florida where the members met with various employers who judged the competitions. Also, the SOB is using the National Advisory Board to help place students in corporate positions upon graduation.	3a. No action required. SUU's remote location, and the need for better placement activity, is a prime reason for this focus in all of our clubs and organizations. Networking has also been enhanced by using the newly formed National Alumni and Advisory Boards.
	3b. Using the student exit survey, have at least FOUR courses which students feel accomplished this objective (Q10).	3b. The latest (Spring, 2005) student survey indicates that students felt an average of 12 courses dealt with these issues, scoring over 4.0 on a 5 point Likert scale.	3b. No action required.

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