

**DEPARTMENT OF MANAGEMENT AND MARKETING
(M&M)
2007-2008 FIVE-COLUMN MODEL**

<u>Expanded Statement of Institutional Purpose</u>	<u>Program Intended Educational Outcomes:</u>	<u>Means of Program Assessment and Criteria for Success:</u>	<u>Summary of Data Collected:</u>	<u>Use of Results:</u>
<p><u>Mission Statement:</u></p> <p>The principal focus of our University's curricular program is undergraduate education in the liberal arts and sciences...</p>	<p>1. All graduating students will have a working knowledge of the basic concepts of managing commercial operations.</p>	<p>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.</p>	<p>1a. For the past three years, business students have averaged in the 86th percentile overall. For the past five years, the average score in Management has been in the 75th percentile (including summers). Marketing scores averaged in the 78th percentile.</p>	<p>1a. The trends show somewhat lower scores, especially in Management. Much of the result was from summer school. More quant methods, and a holistic approach in Marketing Management, should correct the problem.</p>
<p><u>Goal Statement:</u></p> <p>All graduates of baccalaureate programs will have developed a depth of understanding in their major field...</p>	<p>2. All graduating students will be familiar with major trends affecting domestic, international and electronic business.</p>	<p>2a. Using the student exit survey, have at least FOUR courses which students feel covered this material in depth (Q2).</p>	<p>2a. The most recent survey indicates that 12 Business courses, including most M&M courses, accomplished this task, 6 of which scored over 4.0 on a 5 point Likert scale.</p>	<p>No action required.</p>
		<p>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.</p>	<p>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.</p>	<p>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.</p>
		<p>2b. Using the student exit survey, have at least FOUR courses which students feel covered this material in-depth (Q7-9).</p>	<p>2b. The latest student survey indicates that students felt an average of 13 courses dealt with these issues, 8 of which scored over 4.0 on a 5 point Likert scale.</p>	<p>2b. No action required.</p>
		<p>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.</p>	<p>2c. Currently, in the M&M Department there are 3 clubs and organizations available to students. These include The Academy, Society for Human Resource Management, and DEX (Marketing)</p>	<p>2c. No action required.</p>

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.

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

3a. Each club has this as a high priority. The Academy is being reorganized to act as a coordinating body for all clubs. SHRM hosted the national conference in 2003; DEX students have won at state and national competitions for years 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.

3b. The latest student survey indicates that students felt an average of 13 courses dealt with these issues, 3 of which scored over 4.0 on a 5 point Likert scale.

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 Advisory Boards.

3b. No action required.