

ASSESSMENT PLAN, 2008-2009, DEPARTMENT OF MANAGEMENT AND MARKETING

Mission Statement/Goals/Objectives	Intended Outcomes	Assessment Methods	Data Collected	Use of Results
<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>1b. Using the student exit survey, have at least FOUR courses which students feel covered this material in depth (Q2).</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 commerce.</p>	<p>2a. Employers of M&M graduates hired through the SUU Career Services will indicate on a survey that SoB graduates either meet or exceed expectations when evaluating 5 critical employment skills.</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>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>3. All graduating students will be able to synthesize basic elements of the various business disciplines to enable them to make effective decisions.</p>	<p>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.</p> <p>3b. Using the student exit survey, have at least FOUR courses which students feel accomplished this objective (Q10)</p>		
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