A.S. in BUSINESS MANAGEMENT
MAJOR FIELD ASSESSMENT

MISSION STATEMENT: The mission of the Business Programs is to educate and prepare students to be lifelong learners and professionals in business and other organizations. Inherent in the educational process is challenging individuals to think logically and make sound, ethical decisions. We distinguish ourselves by developing students' information management skills and understanding of how technology can enhance organizational effectiveness and efficiency.

GOAL STATEMENT: Graduates of the program will be knowledgeable in business and technology and will be prepared for entry level positions in business, government, etc.

Business Management graduate will:

Goal 1.
1. Be prepared for entry-level positions in business, government, etc.

Outcome 1.
a. Students will be well-prepared academically for their first position in the career field.

Measures:
1. Assessment Test: Assessment Test: The average score of graduating seniors on the MFT examination will be in the 50th percentile or higher.
2. Assessment Test: The average score of graduating students will be in the 50th percentile on the MFAT for each of the assessment indicators (accounting, economics, management, and marketing).

Student and Stakeholder Satisfaction

1. Be prepared for entry-level positions in business, government, etc.

a. Students will be well-prepared academically for their first position in the career field.
1) Graduate Survey: 70% of graduates will indicate they are satisfied with their knowledge of their academic area as it relates to their job.
2) Graduate Survey: 70% of graduates will indicate that DSU contributed to their knowledge of their academic area as it relates to their job.
3) Graduate Survey: 70% of graduates will indicate that they are satisfied with their overall professional capabilities.
4) Graduate Survey: 70% of graduates will indicate that DSU contributed to their overall professional capabilities.
5) Employer Survey: 85% of employers will indicate that DSU graduates have a good knowledge of their academic area as it relates to his/her position.

6) Employer Survey: 85% of employers will indicate they are satisfied overall with the DSU graduates in their employ.

b. Graduates will find ready employment in the field.
   1) Placement Results: 85% of the business management graduates registered with the DSU Placement Office will find employment or be accepted for graduate programs within four months of graduation.
   2) Employer Survey: 85% of employers will indicate that DSU students need less than the usual additional training.
   3) Employer Survey: 85% of employers will rate DSU graduates’ ability to learn on the job as good or very good.
   4) Graduate Survey: 70% of graduates will indicate they are satisfied or very satisfied with their ability to learn on the job.
   5) Graduate Survey: 70% of graduates will indicate DSU contributed to their ability to learn on the job.

2. Be knowledgeable and competent users of computer technology.

   a. Graduates will be competent and knowledgeable users of applications software programs.
      1) Employer Survey: 85% of employers will rate DSU graduates’ ability to use computer software as good or very good.
      2) Graduate Survey: 70% of graduates will indicate they are satisfied or very satisfied with their ability to use computer software.
      3) Graduate Survey: 70% of graduates will indicate DSU contributed to the ability to use computer software.

   b. Graduates will have a high level of computer knowledge.
      1) Employer Survey: 85% of employers will rate DSU graduates’ overall computer knowledge as good or very good.
      2) Graduate Survey: 70% of DSU graduates will indicate they are satisfied or very satisfied with their overall computer knowledge.
      3) Graduate Survey: 70% of DSU graduates will indicate that DSU contributed to their overall computer knowledge.

3. Think logically, analytically and objectively.

   a. Apply the principles of logic and sound reasoning in problem-solving.
      1) Graduate Survey: 70% of graduates will indicate they are satisfied with their ability to solve work-related problems.
      2) Graduate Survey: 70% of graduates will indicate that DSU contributed to their ability to solve work-related problems.
      3) Employer Survey: 85% of employers will rate DSU graduates’ ability to solve work-related problems as good or very good.
b. Use technology in problem-solving.
   1) Graduate Survey: 70% of graduates will indicate they are satisfied or very satisfied with their ability to use computers for research.
   2) Graduate Survey: 70% of graduates will indicate that DSU contributed to their ability to use computers for research.
   3) Employer Survey: 85% of employers will indicate that DSU graduates are good or very good at using computers for research.

4. Communicate effectively.
   a. Graduates will be skilled at writing for a range of purposes and intended audiences.
      1) Employer Survey: 85% of employers will rate DSU graduates’ written communication skills as good or very good.
      2) Graduate Survey: 70% of graduates will indicate they are satisfied or very satisfied with their written communication skills.
      3) Graduate Survey: 70% of graduates will indicate that DSU contributed to their written communication skills.

   b. Graduates will be skilled at speaking for a range of purposes and intended audiences.
      1) Employer Survey: 85% of employers will rate DSU graduates’ oral communication skills as good or very good.
      2) Graduate Survey: 70% of graduates will indicate they are satisfied or very satisfied with their oral communication skills.
      3) Graduate Survey: 70% of graduates will indicate that DSU contributed to their oral communication skills.

   c. Graduates will be able to work together to solve problems cooperative.
      1) Graduate Survey: 70% of graduates will indicate they are satisfied or very satisfied with their interpersonal communication skills.
      2) Graduate Survey: 70% of graduates will indicate DSU contributed to their interpersonal communication skills.
      3) Employer Survey: 85% of employers will indicate DSU graduates have good interpersonal communication skills.