

Business Administration Department
(Business Administration, Finance, International Business, Management, Marketing)
Biennial Department Report
2002

Part I: Assessment Report

Assessment Data Sources and Results

ETS Exam

During Spring semester 2001, the ETS Major Field Test was administered to Business Policy classes, Business 498. A total of 86 students took the exam. These students included those with majors in Accounting, Business Administration, Finance, International Business, Management, and Marketing.

The Major Field Test in Business contains 120 questions in eight different areas (assessment indicators). These indicators include: Accounting, Economics, Management, Quantitative Business Analysis, Finance, Marketing, Legal and Social Environment, and International Issues.

The reports the departments of Accounting and Business Administration received from ETS indicate department average score and average scores for each of the assessment indicators. Students were asked to indicate their major so we have data for five different subgroups: Accounting, Finance, Marketing, Business Administration, and Management/International Business. A Comparative Data Guide was included with the results for purposes of comparison of scores to those of other institutions.

The mean score of MSU students taking the test was 159.4 of a possible 200 points. ETS data on 388 institutions administering the exam in 1998-2000 indicate a mean for these institutions of 152.7. Our mean score is in the 85th percentile.

The following table summarizes the results for each assessment indicator.

<u>Indicator</u>	<u>MSUM Mean/Percentile*</u>	<u>Comparison Mean*</u>
Accounting	54.3%/80 th percentile	48.1%
Economics	44.3%/75 th percentile	40.1%
Quantitative Analysis	53.1%/74 th percentile	48.8%
Management	57.2%/78 th percentile	52.2%
Finance	50.6%/96 th percentile	37.8%
Marketing	50.0%/63 rd percentile	46.9%
Legal and Social Environment	44.4%/70 th percentile	41.1%
International Issues	51.4%/82 nd percentile	44.3%

*The means are average percent correct answers for each indicator. The comparison mean is the mean of the 388 institutions administering the Major Field Test in Business.

Trend analysis indicates the pattern of scores over the time period in which the exam has been administered. (Three administrations: 1996, 1998, and 2001) The following table presents a trend analysis for each of the indicators.

<u>Indicator</u>	<u>1996 percentile</u>	<u>1998 percentile</u>	<u>2001 percentile</u>
Accounting	76 th	92 nd	80 th
Economics	70 th	86 th	75 th
Quantitative Analysis	55 th	71 st	74 th
Management	70 th	86 th	75 th
Finance	85 th	83 rd	96 th
Marketing	82 nd	68 th	63 rd
Legal and Social Environment	84 th	71 st	70 th
International Issues	93 rd	91 st	82 nd

Though MSUM students' scores are generally well above the averages provided by ETS, we see a downward trend in scores in Marketing and Legal and Social Environment, with a slight downward trend in International Issues. A general upward trend exists in Finance and Quantitative Analysis, with the other indicators fluctuating up and down.

Results are also reported by the subgroups mentioned above. The following table summarizes mean total scores by subgroup.

<u>Major</u>	<u>Mean Total Score/Percentile</u>
Accounting	162.7/92 nd percentile
Finance	162.6/92 nd percentile
Marketing	154.1/50 th percentile
Business Administration	157.5/70 th percentile
Management/International Business	159.5/83 rd percentile

Graduating Senior Survey

A senior survey is administered to all students in Business 498—Business Policy each term. Some of the questions on the survey relate to Business core requirements, some to related area requirements, and some to major requirements. Results relating the Business Administration departmental goals as well as individual major goals are reported here. Results relating to the business core are reported in the School of Business Assessment Report.

Scale: 1(low)-5(high) for all survey results

Skills	2001-2002
	Average
1. Exhibit basic knowledge of the principles of business	4.27
2. Exhibit basic knowledge of the processes of business	4.19
3. Communicate effectively in writing	4.1
4. Demonstrate effective oral communication	4.01
5. Integrate basic concepts between courses in your major and across disciplines	4.05
6. Work together effectively in teams or project groups	4.45
7. Utilize the tools appropriate to your discipline	4.15
8. Utilize the technologies appropriate to your discipline	4.09
9. Understand the global nature of business	3.94
10. Understand the culturally diverse nature of business	4.07

Skills	Bus	Acct.	Mkt.	Finance	Intl.	Mgmt.
	Adm.					
	Average	Average	Average	Average	Average	Average
1. Exhibit basic knowledge of the principles of business	4.38	4.10	4.15	4.23	4.38	4.63
2. Exhibit basic knowledge of the processes of business	4.24	4.10	4.15	4.23	4.00	4.50
3. Communicate effectively in writing	4.24	4.00	4.00	4.14	4.13	3.63
4. Demonstrate effective oral communication	4.24	4.00	4.31	3.95	4.38	3.75
5. Integrate basic concepts between courses in your major and across disciplines	4.00	4.10	3.92	4.18	4.25	4.00
6. Work together effectively in teams or project groups	4.52	4.38	4.38	4.50	4.13	5.00
7. Utilize the tools appropriate to your discipline	4.10	4.38	3.69	4.27	4.25	4.25
8. Utilize the technologies appropriate to your discipline	4.00	4.43	3.54	4.18	4.00	4.13
9. Understand the global nature of business	3.90	3.81	3.69	4.00	4.50	3.88
10. Understand the culturally diverse nature of business	4.07	3.85	4.08	4.05	4.38	4.00

Alumni Survey

A telephone survey of alumni was conducted during Fall Semester 2000 for 1998-1999 Accounting and Business Administration graduates. Former students were asked about their satisfaction levels with their major, how well their classes and skills gained at MSUM prepared them for their current job position, and how prepared they felt in identified desired student outcomes. The instrument used and complete results are attached.

The target audience for the survey was all 1998 and 1999 MSUM Business graduates. Because of lack of current data on graduates, we able to contact and get responses from 95 alumni of the Accounting and Business Administration Departments.

Data on how individuals from each major answered survey items is not yet available, so only aggregate information is presented here.

Select questions and responses:

Assign a grade from A to F on how well your classes help in your current job:

80% said A or B

How much have the skills gained at MSUM contributed to your career goals?

96% said Somewhat or Greatly

Specific skills/knowledge areas: (how prepared do they feel they are in each area):

Effectively present information view in writing--81% prepared or very prepared

Work effectively in diverse groups—92% prepared or very prepared

Effectively use technologies appropriate to job—76% prepared or very prepared

Effectively present information and views orally—80% prepared or very prepared

Understand the business fundamentals related to your job—86% prepared or very prepared

Think critically in professional/job related situations—80% prepared or very prepared

Understand the global and culturally diverse nature of business—66% prepared or very prepared

How satisfied are you with your degree? 91% said satisfied or very satisfied.

How likely would you be to recommend MSUM for someone studying in your chosen major?

80% said definitely would.

Alumni were also asked their opinions about the most and least useful classes. These will be looked at by each major to determine if any changes need to be made.

Summary

MSUM Senior Business Administration/Accounting Majors scores on the ETS exam when looked at collectively were approximately equal to the scores of all students taking the exam. MSUM students' scores were higher than the mean in Accounting, Economics, Finance, Marketing, and International Issues Assessment Indicators.

Overall, the results of the alumni survey were very positive. Once information about how alumni from individual majors is available, we will be able to make more positive conclusions about the data.

Budget Considerations

As part of our Fall 2001 Revised Assessment Plan, we plan to administer the ETS exam every other Spring Semester. The cost for this is approximately \$2300 each time it is administered. We will need to include that as part of our departmental budget.

Using Assessment Results for Improvements

The Business Administration Department meets annually to discuss the results of our assessment activities. Dean Dobitz has also formed an Assessment Team for the School of Business (Accounting and Business Administration Departments). This Team is responsible for assessing the Business Core and for coordinating assessment efforts of the two departments.

As a result of previous surveys given to MSUM graduating seniors, who indicated the need for our curriculum to be more closely related to the business world, faculty from the School of Business are in the beginning stages of developing a new, integrated business curriculum that would provide students with an alternative to the traditional business curriculum. This has been put on hold as grant money for the curriculum is no longer available.

The Business Administration Department, along with the Accounting Department, are in a very active stage of curriculum development and change. Many of these changes result from past and present assessment results.

Revision of Assessment Plan

The Business Administration Department's assessment plan was revised during Fall Semester 2001. The Department voted unanimously to accept the revised plan. The departmental assessment plan will be revised during Spring Semester 2003 to include institutional effectiveness goals as mandated by the Institutional Assessment Committee.

Future Assessment Activities (see revised assessment plan)

Alumni Telephone Survey (Telephoning has been completed, results have not yet been Tabulated)
ETS Exam every other Spring Semester
Graduating Senior Survey administered every semester
New assessment activities as necessary for non-instructional goals