

**Core Business Knowledge Statistics. AY 2014-2018  
Capsim Data 2015-2017**

Assessment Indicator Title	Spring 2018 Class Average	Spring 2018 Population Average	Fall 2017 Class Average	Fall 2017 Population Average	Spring 2017 Class Average	Spring 2017 Population Average	Fall 2016 Class Average	Fall 2016 Population Average
Accounting	60%	60%	66%	60%	72%	60%	60%	57%
Finance	58%	59%	62%	59%	69%	60%	56%	56%
Strategy	59%	57%	68%	59%	68%	60%	67%	57%
Marketing	62%	58%	72%	59%	71%	59%	66%	57%
Operations	56%	51%	65%	52%	72%	52%	56%	48%
HR	65%	60%	66%	58%	71%	59%	67%	56%

Assessment Indicator Title	Spring 2016 Class Average	Spring 2016 Population Average	Fall 2015 Class Average	Fall 2015 Population Average
Accounting	69%	59%	65%	56%
Finance	67%	59%	58%	58%
Strategy	59%	56%	63%	55%
Marketing	65%	59%	58%	58%
Operations	65%	51%	59%	49%
HR	61%	61%	56%	58%

**Comparative Data ETS Exam 2014-2018**

Assessment Indicator Title	2017/2018 CU Mean Percent Correct	2017/2018 CU Mean Percent Correct	2016/2017 CU Mean Percent Correct	2016/2017 Benchmark Percent Correct	2015/2016 CU Mean Percent Correct	2015/2016 Benchmark Percent Correct	2014/2015 CU Mean Percent Correct	2014/2015 Benchmark Percent Correct
Accounting	41		46	41.3	39	41.5	35	41.7
Economics	40		36	39.6	33	39.8	37	40
Management	63		65	54.1	61	54.3	60	54.6
Quantitative Business Analysis	30		33	36.3	38	36.4	36	36.5
Finance	41		44	42.3	36	42.4	38	42.7
Marketing	49		52	54.9	49	55	50	55.1
Legal and Social Environment	44		47	59.4	54	59.5	59	60
Information Systems	49		47	49.9	47	50.1	49	50.5

International Issues	38		44	40.1	39	40.3	41	40.6
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Students are given the opportunity to enroll in an internship as an elective course nearing the completion of their degree. Below is a table displaying the results of the employer survey that is given to the internship sites once the internship has concluded. Employers are asked to rate each intern on a scale of 1 to 5 (1 being poor, 3 average, 5 excellent).

**Core Business Knowledge Statistics. AY 2014-2017  
Employer Internship Survey**

<b>Employer/Internship Assessment</b>	<b>Evaluation Criteria</b>	<b>2017 2018 N=1</b>	<b>2016 2017 N=2</b>	<b>2015 2016 N=10</b>
Ability to learn	(1) Asks pertinent and purposeful questions (2) Seeks out and utilizes appropriate resources (3) Accepts responsibility for mistakes and learns from experiences	4.3	4.8	4.8
Reading/Writing/Computation Skills	(1) Reads / comprehends / follows written materials (2) Communicates ideas and concepts clearly in writing (3) Works with mathematical procedures appropriate to the job	5	4.66	4.63
Listening and Oral Communication Skills	(1) Listens to others in an active and attentive manner (2) Effectively participates in meetings or group settings (3) Demonstrates effective verbal communication skills	4.66	4.5	4.73
Creative Thinking and Problem Solving Skills	(1) Breaks down complex tasks / problems into manageable pieces (2) Brainstorms / develops options and ideas (3) Demonstrates an analytical capacity	4	4.3	4.7
Professional career Development Skills	(1) Exhibits self-motivated approach to work (2) Demonstrates ability to set appropriate priorities / goals	3	4.8	4.83

	(3) Exhibits professional behavior and attitude			
Interpersonal and Teamwork Skills	(1) Manages and resolves conflict in an effective manner (2) Supports and contributes to a team atmosphere (3) Demonstrates assertive but appropriate behavior	Not complete	4.3	4.6
Organizational Effectiveness Skills	(1) Seeks to understand and support the organization's mission / goals (2) Fits in with the norms and expectations of the organization (3) Works within appropriate authority and decision-making channels	5	4.8	4.9
Basic Work Habits	(1) Reports to work as scheduled and on-time (2) Exhibits a positive and constructive attitude (3) Dress and appearance are appropriate for this organization	3.33	4.8	4.77
Character Attributes	(1) Brings a sense of values and integrity to the job (2) Behaves in an ethical manner (3) Respects the diversity (religious/ culture/ethnic) of co-workers	5	5	4.9

**Feedback Loop:**

- The ETS and Capsim data remain relatively close to that of the comparative data. However, we do recognize that there are areas of improvement. In 2017-2018, we only had two accounting majors, which could have accounted for a lower score on both standard exams. The Capsim exam is focused more on strategy than overall program concepts. Moving forward, faculty will reinforce areas needing improvement.
- ETS exam measures a student's subject knowledge and the ability to apply facts, concepts, theories and analytical methods. Attention will continue on the principles and theories within each discipline.
- Internship participation has dropped. Students are responsible for finding internship placements on their own which proves challenging when a large portion of our students

live on campus or do not have transportation outside of campus. The rural area limits the availability of internships within walking distance.

**Follow-up Plan:**

- We strive to achieve above comparative/benchmark and population data. We recognize the need to maintain our reputation to offer quality education and to prepare our students for future careers. The ability to compare our students' scores to that of national standards allows us to take an evaluative look at how our overall Business Administration Program curriculum and adjust as needed.
- As a faculty, we discussed the need of having two nationally recognized assessment tools. We recognize that both alternatives give our students as well as the department, valuable information into the overall business knowledge gained throughout the program. Therefore, we will continue to administer both the ETS exam and Capsim.
- Faculty have also discussed administering the ETS Exam in a lower level business core course in order to implement internal comparative data. More discussion is needed to evaluate in which course, and how this may be administered. Cost and time are a factor.
- Faculty would like to see a larger pool of students taking advantage of the internships opportunity and take initiative to obtain internships. Faculty will take steps, such as getting a comprehensive list of past employer participant and prospective employers, to help students identify possible internship locations.
- The Department of Business offers seminars that highlight internship opportunities through the year to encourage participation. Incentives may be given by faculty to encourage attendance at these seminars to create greater awareness.