

**The University of Scranton
Kania School of Management**

**Assessment Results Report
Undergraduate Program
Miscellaneous Assessment Results**

Senior Exit Survey – Administered to senior KSOM students during pre-registration advising – October 2005

Purpose: Determine students’ perceptions of skills and knowledge acquired through the Kania School of Management business curriculum.

Sample: Responses from 120 out 190 KSOM seniors (63%)

	# Resp	# Seniors	% Resp
Accounting	30	50	60%
Accounting Information Systems.....	2	2	100%
Business Administration.....	4	6	67%
Economics.....	3	6	50%
Electronic Commerce.....	0	2	---
Enterprise Management Technology.....	3	4	75%
Finance.....	18	32	56%
International Business.....	7	18	39%
Management.....	25	35	71%
Marketing.....	28	35	80%

Means of Assessment: Locally developed one-page survey that included 10 statements related to skills and knowledge that are expected to be developed through the business curriculum. These skills and knowledge areas are expressed in our undergraduate student learning goals. Senior were asked to rate each statement using a four point scale (1-Strongly Disagree, 2-Disagree, 3-Agree, 4-Strongly agree). The survey also allowed students to suggest ways to improve the business curriculum and the major program. All responses were anonymous with students only required to indicate their major and the date. Seniors who arrived in the Advising Center for a scheduled appointment with an academic advisor were given a survey form and asked to complete it prior to leaving the center. A copy of the survey is found on page three.

Criteria for Success: This was the premier administration of the survey, the results from which will serve as benchmark data for future administrations.

Results: The table below identifies the number of responses by rating for each of the ten statements, the average score for each, and the composite percentage of students who agreed and disagreed. Additional tables examine the responses by rank order according to percentage of Agree and Strongly Agree responses, mean scores, percentage of Strongly Agree responses and percentage of Strongly Disagree responses.

Table 1 – Senior Exit Survey Responses

Statement	Average	SD*	D*	A*	SA*	% A&SA	% D&SD
Oral Communication	3.1	2	8	88	22	92%	8%
Written Communication	2.8	6	22	84	8	77%	23%
Critical Thinking	3.3	0	6	73	41	95%	5%
Decision-Making	3.4	0	7	64	49	94%	6%
Quantitative Abilities	3.4	0	5	59	55	95%	4%
Ethical Consideration	3.2	3	13	58	46	87%	13%
Social Justice	2.9	4	29	62	24	72%	28%
Integration	3.6	0	4	45	71	97%	3%
Business Concepts	3.4	0	4	65	51	97%	3%
Business Theory	3.3	0	7	66	47	94%	6%

* SD – Strongly Disagree D – Disagree A – Agree SA – Strongly Agree

Table 2 – Rank Order of Agree and Strongly Agree Responses

Statement	% A&SA
Integration	97%
Business Concepts	97%
Critical Thinking	95%
Quantitative Abilities	95%
Decision-Making	94%
Business Theory	94%
Oral Communication	92%
Ethical Consideration	87%
Written Communication	77%
Social Justice	72%

Table 3 – Rank Order of Responses by Mean score

Statement	Mean
Integration	3.6
Decision-Making	3.4
Quantitative Abilities	3.4
Business Concepts	3.4
Critical Thinking	3.3
Business Theory	3.3
Ethical Consideration	3.2
Oral Communication	3.1
Social Justice	2.9
Written Communication	2.8

Table 4– Rank Order of Strongly Agree Responses

Statement	% Strongly Agree
Integration	59%
Quantitative Abilities	49%
Business Concepts	42%
Decision-Making	41%
Business Theory	39%
Ethical Consideration	38%
Critical Thinking	34%
Social Justice	20%
Oral Communication	18%
Written Communication	7%

Table 5 – Rank Order of Strongly Disagree Responses

Statement	% Strongly Disagree
Written Communication	5%
Social Justice	3%
Ethical Consideration	2%
Oral Communication	2%

Student comments related to ways to improve the business curriculum and the major program fell into four categories:

1. Classes – suggestions that more of the existing courses be offered or that new courses be developed
2. Instruction – suggestions related to teaching techniques and faculty
3. Scheduling – suggestions regarding sequence of course offerings, more sections of existing courses, and course requirements
4. Other – suggestions for more internship offerings, and miscellaneous comments

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Senior Exit Survey

Major: _____

Date: _____

Think about the business courses you took while at the University of Scranton and use the scale below to indicate your level of agreement with the following statements.

1: Strongly Disagree

2: Disagree

3: Agree

4: Strongly Agree

Through the course I took within the business curriculum

___ 1. My oral communication skills have been enhanced.

___ 2. I am able to write more effectively.

___ 3. I have developed critical thinking skills.

___ 4. I have developed decision-making skills.

___ 5. I am able to use quantitative skills to solve business problems.

___ 6. I have become more sensitive to ethical issues in business.

___ 7. I have become more sensitive to social justice issues in business.

___ 8. I have a better appreciation for how different business processes (accounting, marketing, finance, etc) are integrated in a business environment.

___ 9. I am able to apply business concepts to solve business problems.

___ 10. I am able to apply business theory to solve business problems.

One way to improve the School of Business curriculum would be

One way to improve my business major, would be

Thank you for your input