

IOWA STATE UNIVERSITY

Becoming the Best: It's Our Business

College of Business Outcomes Assessment Student Survey

Rate the Business Program

The College of Business is interested in knowing how well prepared its graduates are for the business world. Therefore, we seek your opinion on the extent to which our undergraduate program is helping you understand different knowledge and skill areas. Please complete this survey with a number 2 pencil.

Use categories **A** through **D** (ignore categories E through J) when answering questions 1-10.



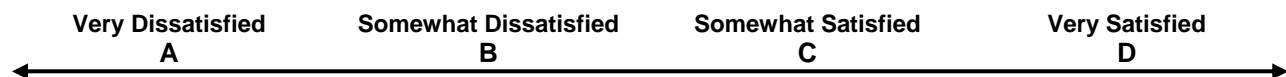
Please rate Iowa State University's business program in helping you become aware of:

1. The role of ethics in business decisions
2. Global issues and how they affect business decisions
3. The role of technology in business
4. The impact of external forces (i.e., economic, legal, social, and political) on organizations
5. The role of diversity (i.e., age, gender, and ethnicity) in the workplace

Please rate Iowa State University's business program in helping you gain the following skills:

6. Teamwork
7. Oral communication
8. Written communication
9. Computer proficiency
10. Analytical skills (i.e., critical thinking and problem solving)

Please use the following scale when answering questions 11-15.



11. Overall, how satisfied are you with the undergraduate education you received at Iowa State University?
12. Indicate your level of satisfaction with how well Iowa State University has prepared you for your first job?
13. How satisfied are you with the quality of service you received from the Undergraduate Programs Office (204 Carver)?
14. How satisfied are you with the services you received in the Career Services Office?
15. Overall, how satisfied are you with the quality of faculty you have had in your business classes?

Rate Your Major

Please find your major from the list below and then proceed to the section corresponding to your major (or primary major if you are a double major). Be sure you fill in the circles on those question numbers on the answer sheet that correspond to the question numbers related to your major.

If you are a double major, **select one** of the following as your primary major and proceed to that section of the questionnaire.

Accounting
(go to question 16)

Finance
(go to question 22)

Management: Entrepreneurship and Strategy
(go to question 26)

Management: Human Resources
(go to question 31)

Management Information Systems (MIS)
(go to question 37)

Marketing
(go to question 43)

Production and Operations Management
(go to question 50)

Transportation and Logistics
(go to question 58)

Please use categories **A** through **D** (ignore categories E through J) when answering these questions.



ACCOUNTING

How well has your coursework in accounting helped your understanding of . . .

16. how accounting information is used in the decision making process.
17. basic tax concepts.
18. basic auditing concepts.
19. accounting information systems.
20. cost concepts and analysis.
21. preparation and interpretation of financial statements.

FINANCE

How well has your coursework in finance helped your understanding of . . .

22. how to apply tools and techniques for financial analysis.
23. investments and portfolio management.
24. the operation of financial markets.
25. the role of financial institutions in the economic system.

MANAGEMENT: ENTREPRENEURSHIP AND STRATEGY

How well has your coursework in entrepreneurship and strategy helped your understanding of . . .

26. identifying and assessing new business opportunities.
27. developing a business plan.
28. determining a company's competitive strategy.
29. growing and managing new businesses.
30. accessing and solving entrepreneurial and managerial issues and problems.

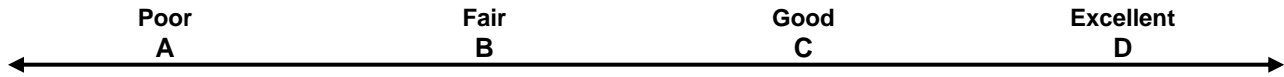
MANAGEMENT: HUMAN RESOURCES

How well has your coursework in human resources helped your understanding of . . .

31. people as employees, how they are different (i.e., their perceptions, personalities, and diversity) and how they should be managed and utilized in organizations.
32. issues involved in attracting the right people to a given organization (i.e., HR planning, job analysis, and recruitment and selection process).
33. the techniques available to properly develop an organization's human resources, including orientation, performance appraisal, and training and development.
34. the role of leadership and motivation in managing employees to develop and maintain an effective and satisfied workforce.
35. the legal environment surrounding the HR function (EEOC, affirmative action, labor laws).
36. the variety of compensation and benefit packages/practices available and their affect on employees.

Rate Your Major (continued)

Please use categories **A** through **D** (ignore categories E through J) when answering these questions. Complete **only** the questions listed under your primary major's section.



MANAGEMENT INFORMATION SYSTEMS

How well has your coursework in MIS helped your understanding of . . .

37. of existing and emerging information technologies and their impact on organizations.
38. how to analyze business processes and identify information needs of users.
39. how to develop technical specifications and project plans for ISU solutions to business problems.
40. how to develop ISU applications using modern programming languages.
41. database systems for business applications.
42. data communications and networking technologies.

MARKETING

How well has your coursework in marketing helped your understanding of . . .

43. consumers' needs, attitudes, and behaviors.
44. market segmentation and targeting.
45. market positioning.
46. brand management (i.e., marketing mix strategies).
47. the role of the sales force.
48. customer satisfaction.
49. marketing research tools/methods.

PRODUCTION OPERATIONS MANAGEMENT

How well has your coursework in POM helped your understanding of . . .

50. the implementation and evaluation of manufacturing information software.
51. forecasting, planning, and forecast control.
52. capacity planning (RRP, RCCP, CRP).
53. bills of material structures, bar coding, and electronic data interchange (EDI).
54. manufacturing and enterprise resource planning.
55. lean manufacturing (JIT production).
56. the theory of constraints (TOC).
57. inventory management.

TRANSPORTATION AND LOGISTICS

How well has your coursework in transportation and logistics helped your understanding of . . .

58. transportation management.
59. inventory management.
60. warehousing management.
61. purchasing and materials management.
62. cost concepts and analysis.
63. international logistics.

Thank you!