



## Florida Memorial Assessment For Fall 2016 Spring 2017

### Students Satisfaction Assessment-Undergraduate

**Means of Assessment and Criteria for Success:**

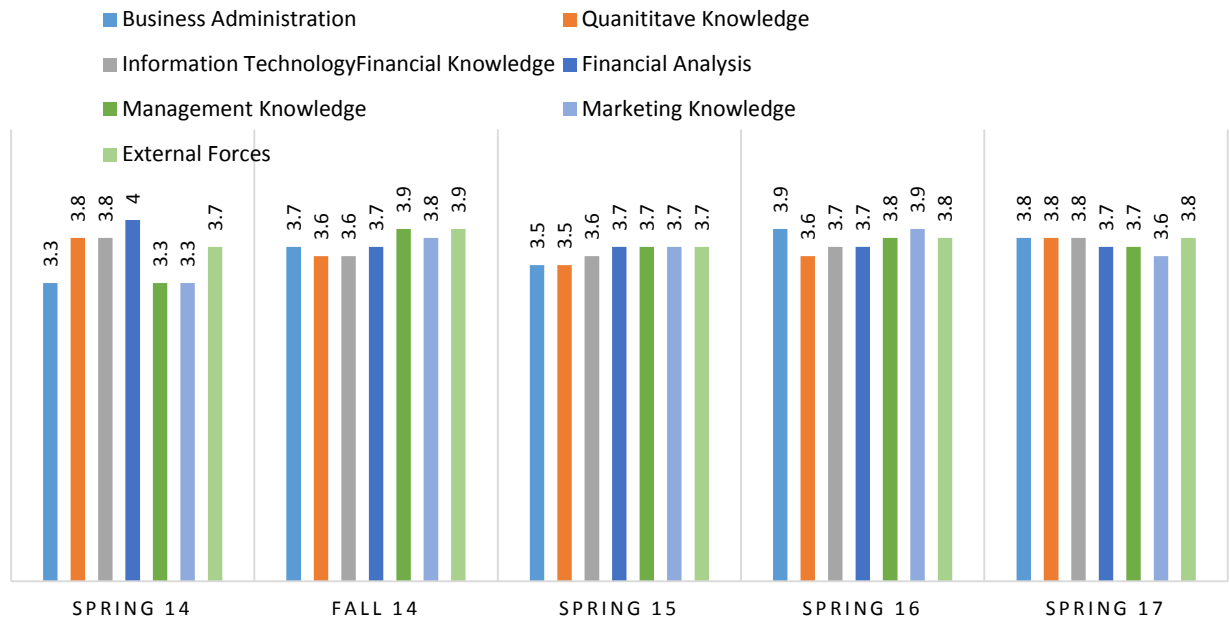
**First Means of Assessment for SLO 1,2,3:** School of Business developed a survey to measure alumni's satisfaction with business curriculum, faculty, and academic and professional development

**Criteria for Success:** The mean score of the Alumni Survey will be greater than 3.5 on a 4 point Likert scale.

**Course in which SLO is assessed:** Survey developed by the School of Business.

**Results:** The data revealed that the School of Business undergraduate alumni are overall satisfied with their academic and professional experience at the School. The satisfaction score has improved from an average of 3.6 (90%) in Spring 2014 to an average of 3.7 (92%) in Spring 2017. The faculty, however, need to investigate and find solutions for improving students' knowledge and satisfaction in general business knowledge, management, and marketing topics.

# SCHOOL OF BUSINESS ALUMNI KNOWLEDGE SATISFACTION SURVEY GRADUATING SENIORS UNDERGRADUATES SPRING 2014-SPRING 2017



Sample size: Spring 2016: Sixteen (16) students      Spring 2017: Thirty (30) students

### Use of Results/Action Plan:

- 1. Use of results to improve program:** The School needs to develop strategies to improve the alumni's satisfaction in general business knowledge, management, and marketing to a higher level.
- 2. Rationale:** The alumni satisfaction helps the School of Business in its recruitment, retention, maintenance of its accreditation with the Accreditation Council of Business School od Programs (ACBSP), and fund raising.
- 3. Changes in assessment:** None.
- 4. Additional resources/budget required:** No.

## Second Means of Assessment and Criteria for Success for SLO 1,2,3:

**Means of Assessment:** School of Business developed a survey to measure alumni's satisfaction with work related knowledge, working effectively with others, understanding diverse people and code of values and ethics.

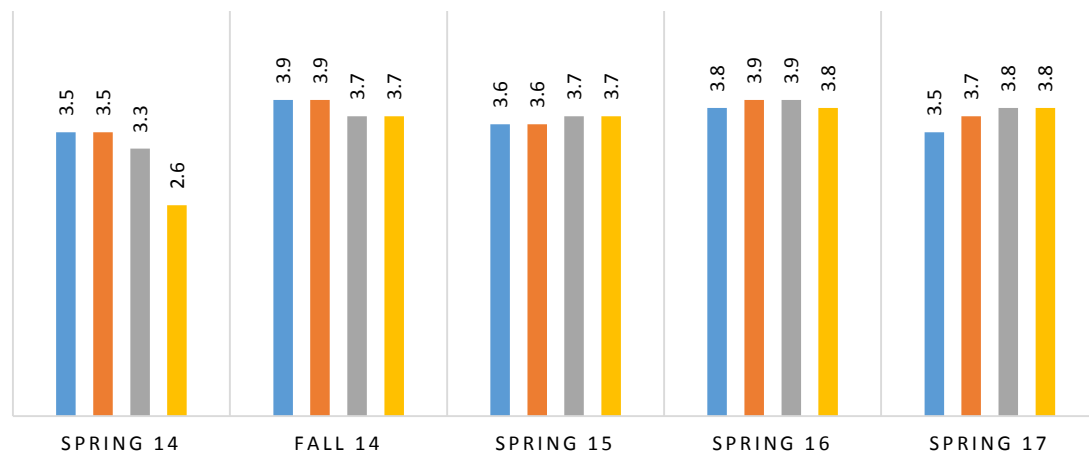
**Criteria for Success:** The mean score of the undergraduate Alumni Survey will be greater than 3.5 on a 4 point Likert scale.

**Course in which SLO is assessed:** Survey developed by the School of Business.

**Results:** The data revealed that the School of Business undergraduate alumni are satisfied with their work related, social, and professional experience at the School. The satisfaction score has improved from an average of 3.2 (80%) in Spring 2014 to an average of 3.7 (92%) in Spring 2017. The faculty, however, need to investigate and find solutions for improving students' professional development success and growth.

### SCHOOL OF BUSINESS ALUMNI SATISFACTION SURVEY PROFESSIONAL DEVELOPMENT GRADUATING SENIORS UNDERGRADUTES SPRING 2014-SPRING 2017

■ Work related knowledge ■ Working effectively with others ■ Understanding diverse people ■ Code of values and ethics



Sample size: Spring 2016: Sixteen (16) students      Spring 2017: Thirty (30) students

**Use of Results/Action Plan:**

**1. Use of results to improve program:** The faculty need to educate and emphasis the merit of understanding divers people at work place and elevation of code of ethics at work.

**2. Rationale:** The alumni satisfaction helps the School of Business in its recruitment, retention, maintenance of its accreditation with the Accreditation Council of Business School od Programs (ACBSP), and fund raising.

**3. Changes in assessment:** None.

**4. Additional resources/budget required:** No.

### Third Means of Assessment and Criteria for Success for SLO 1,2,3:

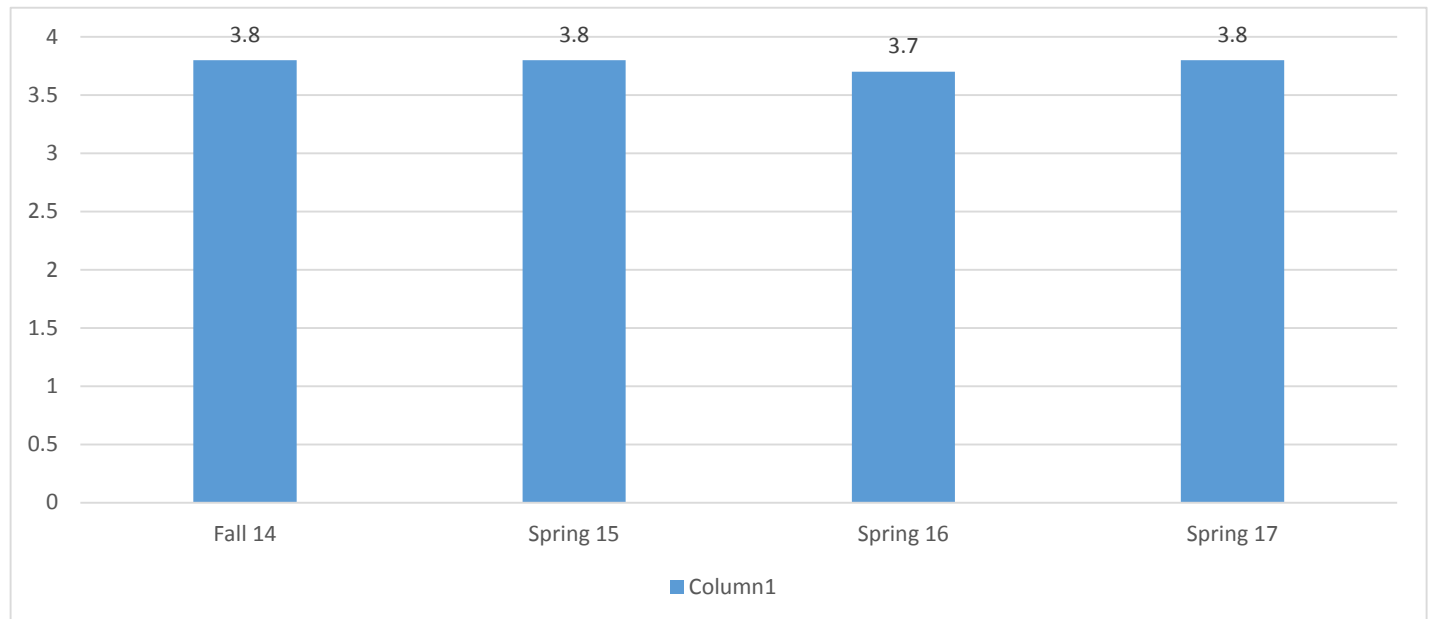
**Means of Assessment:** School of Business developed a survey to measure alumni's satisfaction with overall program of study satisfaction. School of Business offers degrees in Accounting, Business Administration, Finance, and Marketing. An MBA program is offered by the School.

**Criteria for Success:** The mean score of the Alumni Survey will be greater than 3.5 on a 4 point Likert scale.

**Course in which SLO is assessed:** Survey developed by the School of Business.

**Results:** The data revealed that the School of Business alumni were satisfied with their program of study. The satisfaction score has been above the 3.5 (87%) from Spring 2014 to an average of 3.7 (92%) in Spring 2017. The faculty, however, need to investigate and find solutions for improving students' satisfaction to a higher level.

## SCHOOL OF BUSINESS ALUMNI SATISFACTION SURVEY OVELL PROGRAM OF STUDY SATISFACTION GRADUATING SENIORS UNDERGRADUATE STUDENTS FALL 2014-SPRING 2017



Sample size: Spring 2016: Sixteen (16) students      Spring 2017: Thirty (30) students

**Use of Results/Action Plan:**

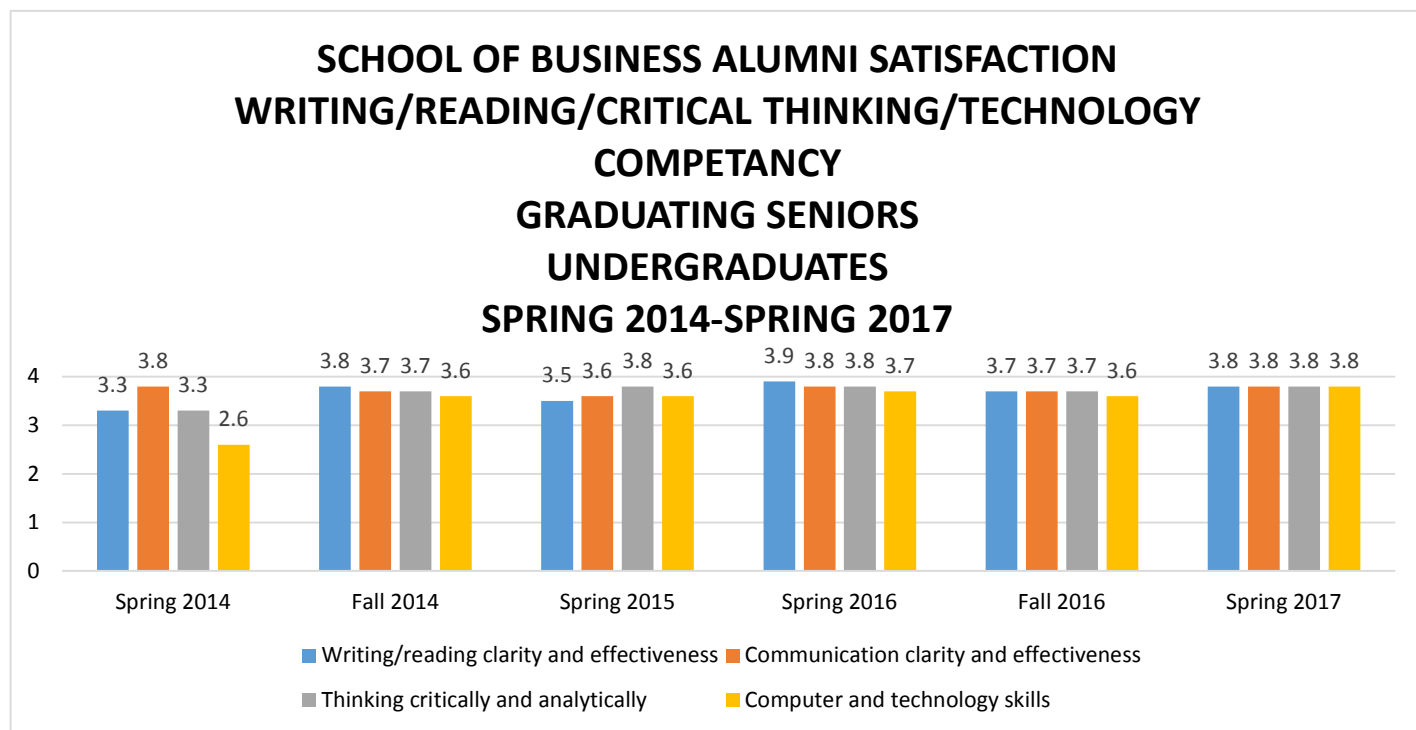
- 1. Use of results to improve program:** The School needs to develop strategies to improve the graduating seniors' satisfaction with their program of study.
- 2. Rationale:** The alumni satisfaction helps the School of Business in its recruitment, retention, maintenance of its accreditation with the Accreditation Council of Business School od Programs (ACBSP), and fund raising.
- 3. Changes in assessment:** None.
- 4. Additional resources/budget required:** No.

**Fourth Means of Assessment:** School of Business developed a survey to measure alumni's satisfaction with business curriculum, faculty, and academic and professional development

**Criteria for Success:** The mean score of the Alumni Survey will be greater than 3.5 on a 4 point Likert scale.

**Course in which SLO is assessed:** Survey developed by the School of Business.

**Results:** The data revealed that the School of Business alumni's satisfactions were below stated criteria for successes in writing/reading clarity and effectiveness, critical think, and using computer and information technology in Spring 2014. Due to faculty emphasis on improving the deficiencies, the survey results improved and became above the 3.5 (87%) from Fall 2014 to Spring 2017.



Sample size: Spring 2016: Sixteen (16) students      Spring 2017: Thirty (30) students

**Use of Results/Action Plan:**

- 1. Use of results to improve program:** The School needs to develop strategies to further improve the alumni's satisfaction with writing/reading effectiveness, critical thinking, communication, and technology applications to a higher level.
- 2. Rationale:** The alumni satisfaction helps the School of Business in its recruitment, retention, maintenance of its accreditation with the Accreditation Council of Business School od Programs (ACBSP), and fund raising.
- 3. Changes in assessment:** None.
- 4. Additional resources/budget required:** No.

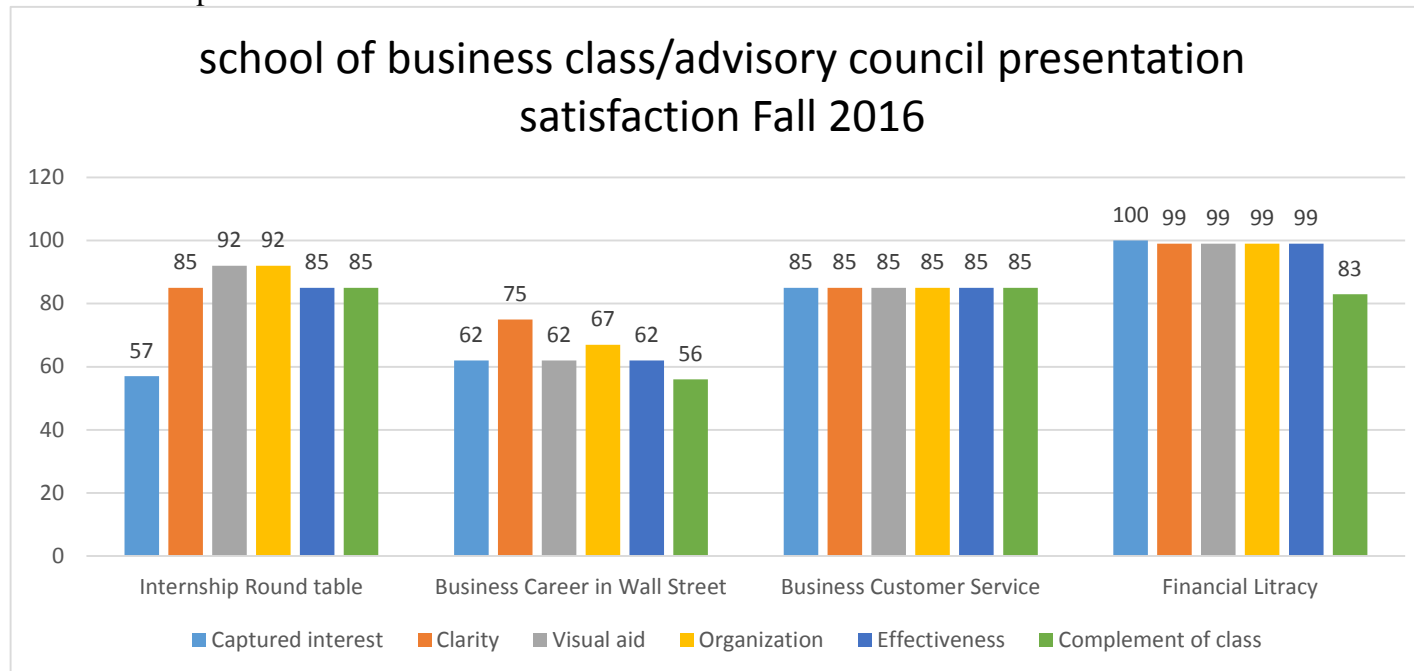
### Fifth Means of Assessment and Criteria for Success for SLO 1,2,3:

**Means of Assessment:** School of Business developed a survey to measure students' satisfaction with guest speaker presentations in the School of Business.

**Criteria for Success:** More than 80% of students express satisfaction of the presentation.

**Course in which SLO is assessed:** Survey developed by the School of Business.

**Results:** Overall students' satisfaction exceeded 80% in Internship Round Table, Business Customer Service, and Financial Literacy presentations. Students did not show as much satisfaction in Business Career in Wall Street presentation.



Sample size: Fluctuated between 6 to 14 students.

### Use of Results/Action Plan:

- 1. Use of results to improve program:** The faculty in the School needs to explore after each presentation the strength, weakness, and ambiguities of the presentation for the students. The low score on a subject may be the result of insufficient understanding of theoretical and practical aspects of the concepts discussed and the links between them.
- 2. Rationale:** The alumni satisfaction helps the School of Business in its recruitment, retention, maintenance of its accreditation with the Accreditation Council of Business School od Programs (ACBSP), and fund raising.
- 3. Changes in assessment:** None.
- 4. Additional resources/budget required:** No.



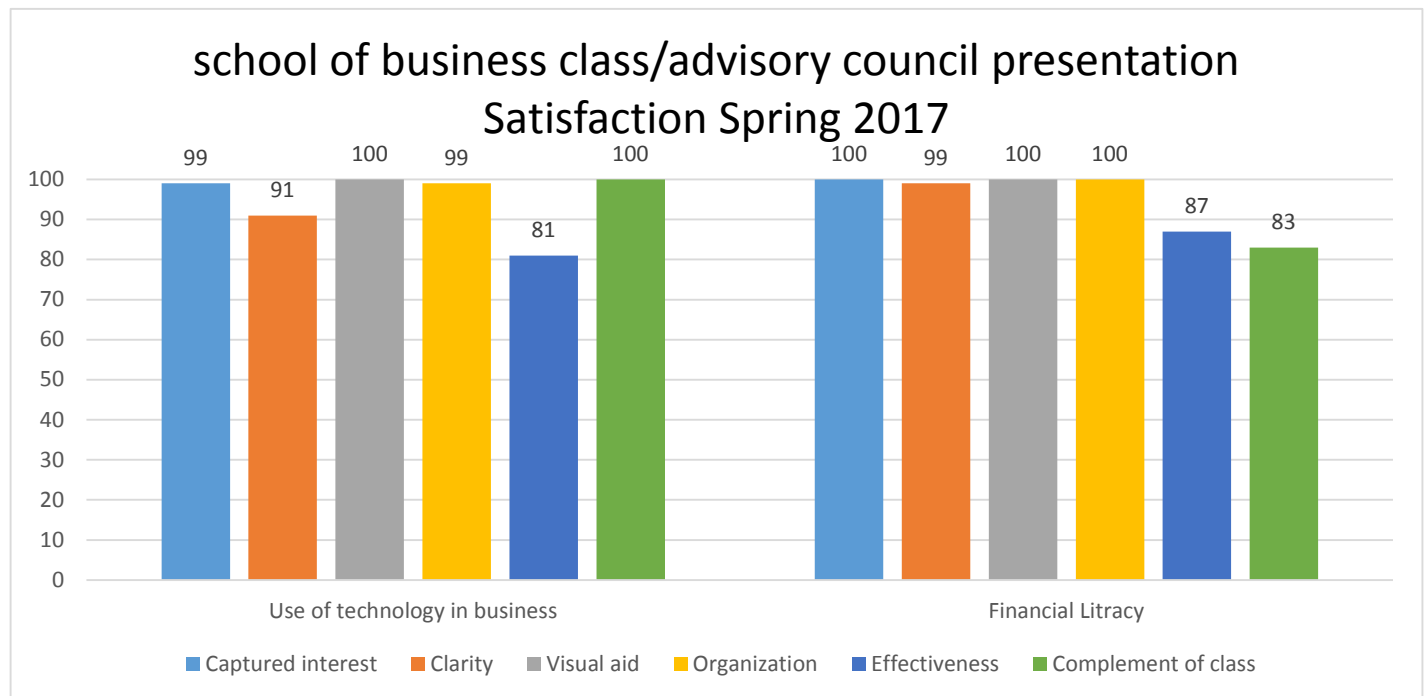
## Sixth Means of Assessment and Criteria for Success for SLO 1,2,3:

**Means of Assessment:** School of Business developed a survey to measure students' satisfaction with guest speaker presentations.

**Criteria for Success:** More than 80% of students express satisfaction of the presentation.

**Course in which SLO is assessed:** Survey developed by the School of Business.

**Results:** Overall students' satisfaction exceeded 80% in Use of Technology in Business and Financial Literacy presentations.



Sample size: Fluctuated between 8 to 21 students.

### Use of Results/Action Plan:

**1. Use of results to improve program:** The faculty in the School needs to explore after each presentation the strength, weakness, and ambiguities of the presentation for the students. The low score on a subject may be the result of insufficient understanding of theoretical and practical aspects of the concepts discussed and the links between them.

**2. Rationale:** The alumni satisfaction helps the School of Business in its recruitment and fund raising.

**3. Changes in assessment:** None.

**4. Additional resources/budget required:** No.

## **Students Satisfaction Assessment, Undergraduates, School of Business Academic Programs**

### **Means of Assessment and Criteria for Success:**

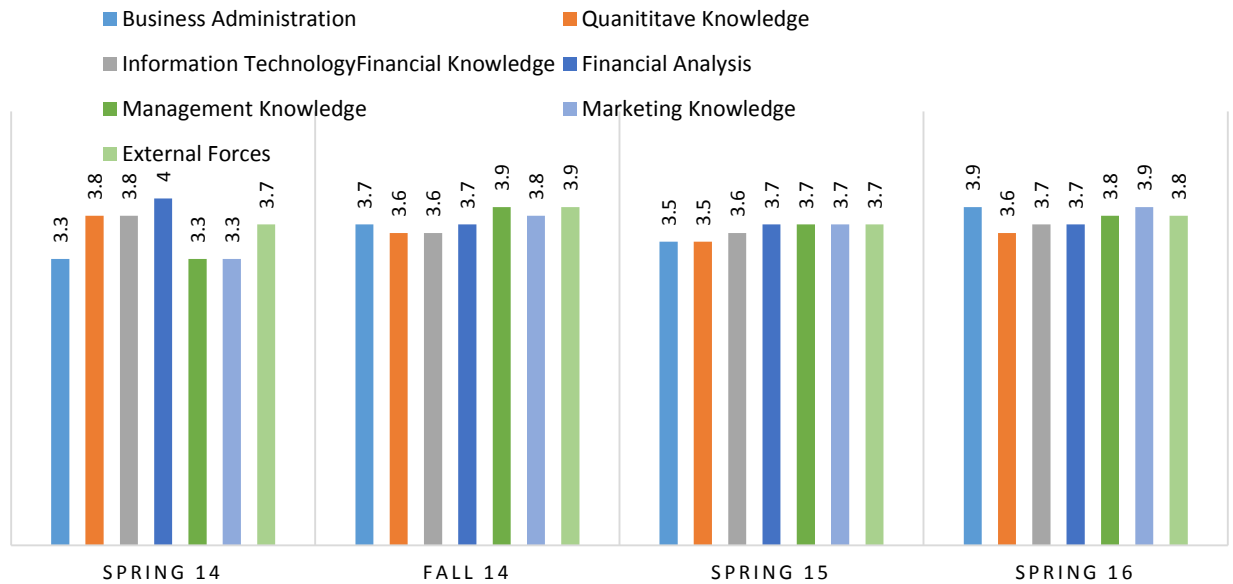
**First Means of Assessment for SLO 1,2,3:** School of Business developed a survey to measure alumni's satisfaction with business curriculum, faculty, and academic and professional development

**Criteria for Success:** The mean score of the undergraduate Alumni Survey will be greater than 3.5 on a 4 point Likert scale.

**Course in which SLO is assessed:** Survey developed by the School of Business.

**Results:** The data revealed that the School of Business undergraduate alumni are overall satisfied with their academic and professional experience at the School. The faculty, however, need to investigate and find solutions for improving students' knowledge and satisfaction in general business knowledge, management, and marketing topics.

## SCHOOL OF BUSINESS ALUMNI SATISFACTION KNOWLEDGE SURVEY GRADUATING SENIORS UNDERGRADUATES SPRING 2014-SPRING 2016



### Use of Results/Action Plan:

**1. Use of results to improve program:** The School needs to develop strategies to improve the alumni's satisfaction in general business knowledge, management, and marketing to a higher level. The strategies may include:

- \* On-going communication and feedback with alumni
- \* Informing alumni of the new initiatives undertaken by the School of Business through dissemination of Newsletter and Highlights of the School accomplishments. The information has to current and be available on the School web page
- \* Inclusion of alumni recommendation in the Alumni Satisfaction Surveys.

**2. Rationale:** The alumni satisfaction helps the School of Business in its recruitment, retention, maintenance of its accreditation with the Accreditation Council of Business School od Programs (ACBSP), and fund raising.

**3. Changes in assessment:** None.

**4. Additional resources/budget required:** No.

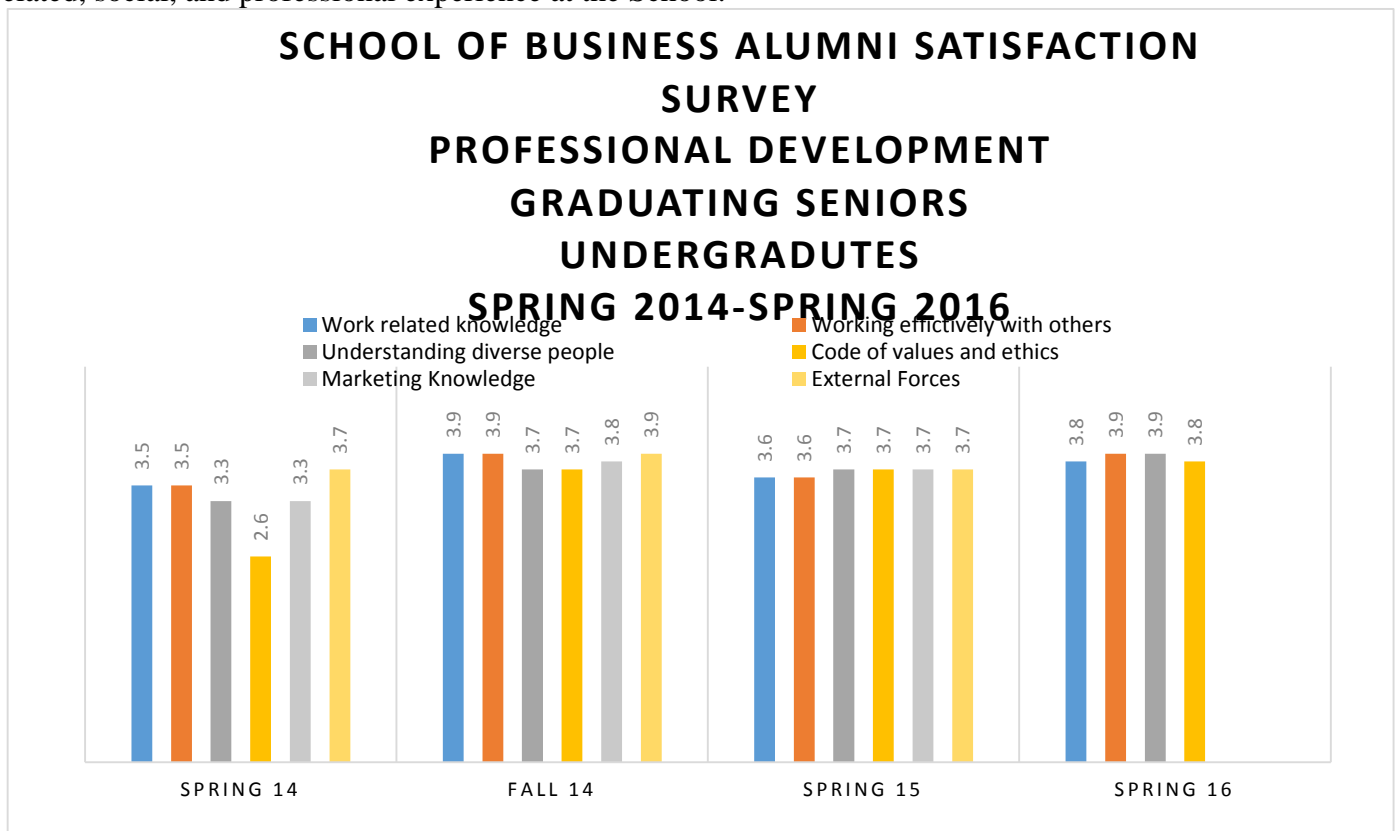
## Second Means of Assessment and Criteria for Success for SLO 1,2,3:

**Means of Assessment:** School of Business developed a survey to measure undergraduate alumni's satisfaction with work related knowledge, working effectively with others, understanding diverse people and code of values and ethics.

**Criteria for Success:** The mean score of the undergraduate Alumni Survey will be greater than 3.5 on a 4 point Likert scale.

**Course in which SLO is assessed:** Survey developed by the School of Business.

**Results:** The data revealed that the School of Business undergraduate alumni are satisfied with their work related, social, and professional experience at the School.



### Use of Results/Action Plan:

**1. Use of results to improve program:** The School needs to develop strategies to improve the alumni's satisfaction in general business knowledge, management, and marketing to a higher level. The strategies may include:

- \* On-going communication and feedback with alumni
- \* Informing alumni of the new initiatives undertaken by the School of Business through dissemination of Newsletter and Highlights of the School accomplishments.
- \* Inclusion of alumni recommendation in the Alumni Satisfaction Surveys.

**2. Rationale:** The alumni satisfaction helps the School of Business in its recruitment and fund raising.

**3. Changes in assessment:** None.

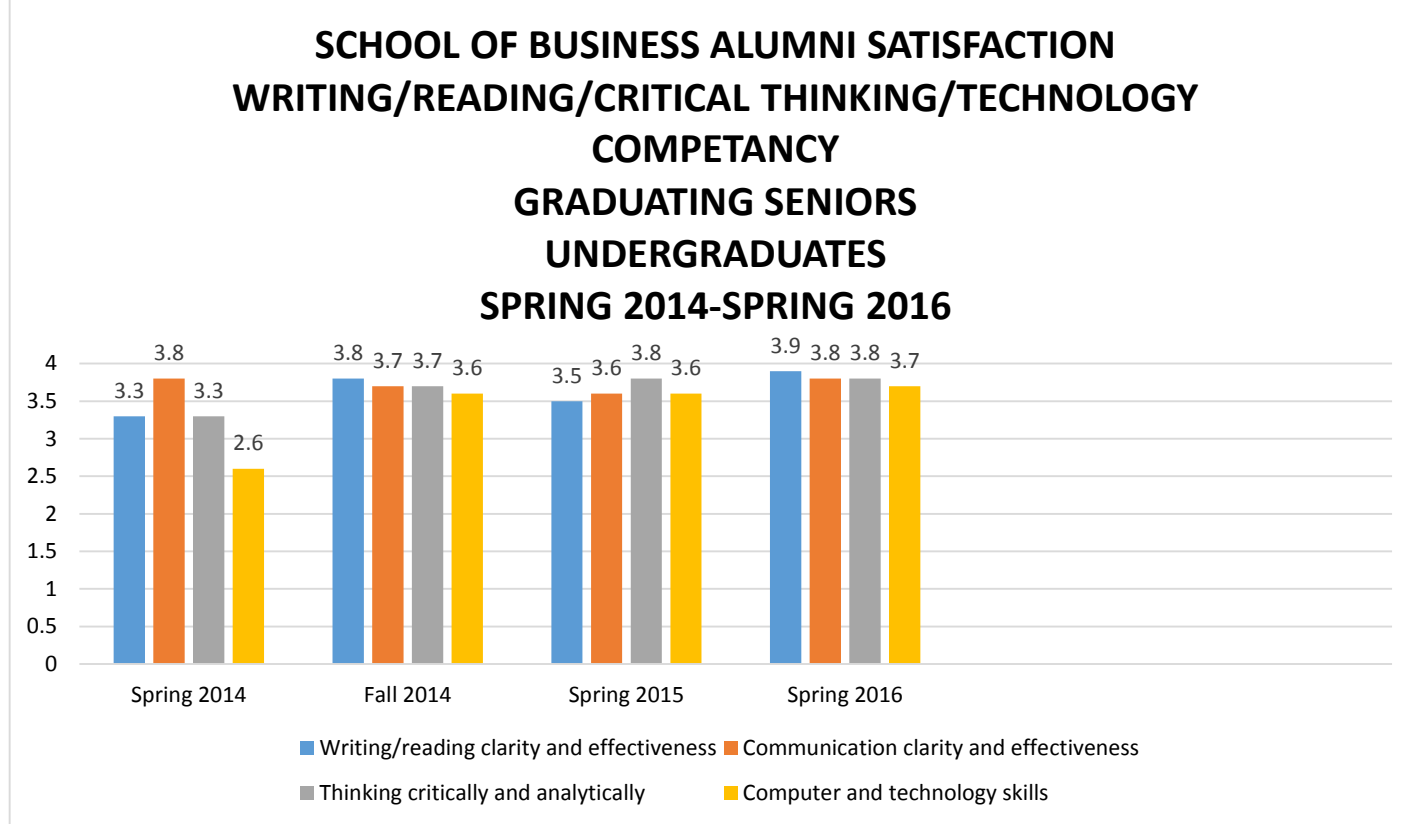
**4. Additional resources/budget required:** No.

**Third Means of Assessment:** School of Business developed a survey to measure undergraduate alumni's satisfaction with communication, critical thinking, and computer and technology skills.

**Criteria for Success:** The mean score of the Alumni Survey will be greater than 3.5 on a 4 point Likert scale.

**Course in which SLO is assessed:** Survey developed by the School of Business.

**Results:** The data revealed that the School of Business undergraduate alumni's satisfactions are below stated criteria for successes in writing, reading, speaking, critical think, and using computer and information technology.



**Course in which SLO is assessed:** Survey developed by the School of Business.

**Use of Results/Action Plan:**

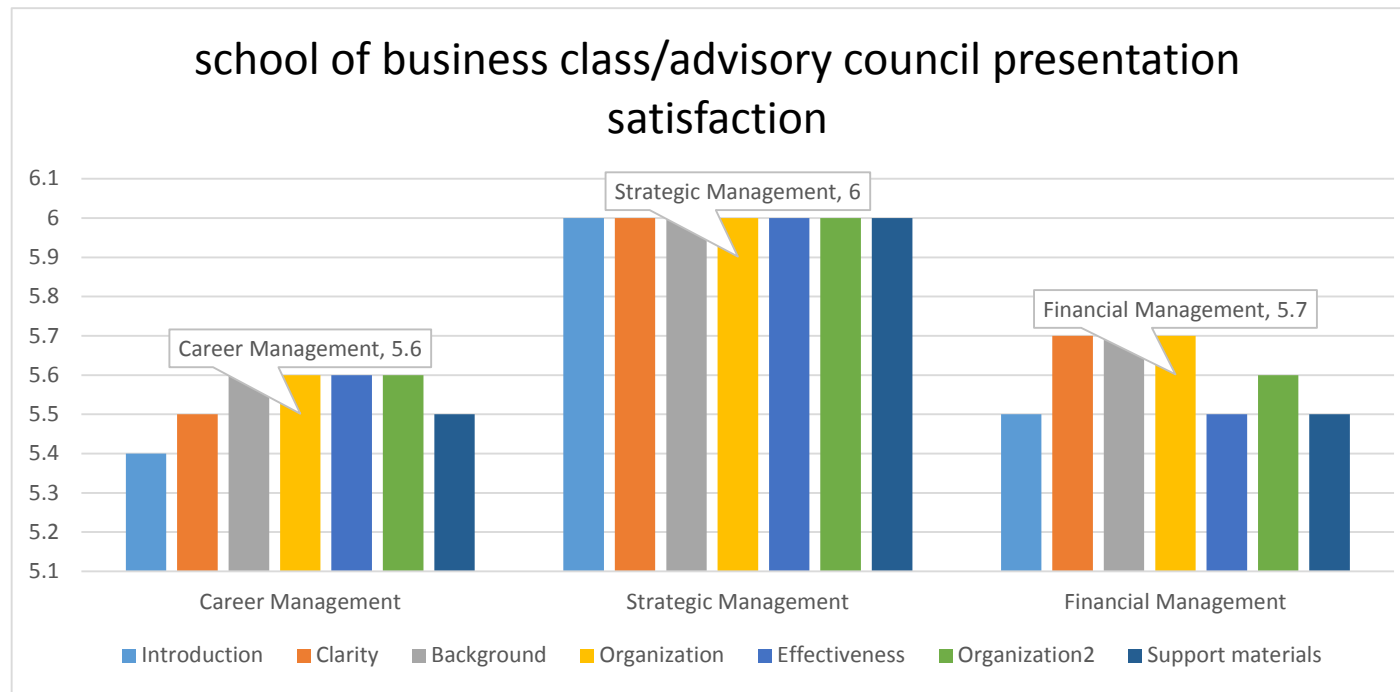
- 1. Use of results to improve program:** The School needs to develop strategies to improve the alumni's communications and technology applications to a higher level.
- 2. Rationale:** The alumni satisfaction helps the School of Business in its retention, recruitment, and fund raising.
- 3. Changes in assessment:** None.
- 4. Additional resources/budget required:** No.

**Forth Means of Assessment:** School of Business invites guest speakers (Advisory Council members) to present academic and professional development topic to students.

**Criteria for Success:** The mean score of the Alumni Survey will be greater than 5.0 on a 6.0 point Likert scale.

**Course in which SLO is assessed:** Survey developed by the School of Business.

**Results:** The data revealed that the School of Business students were very satisfied with the strategic management presentation. Students' satisfactions were below stated criteria in career management and financial management.



**Use of Results/Action Plan:**

- 1. Use of results to improve program:** The faculty need to review the student satisfaction surveys and inquire and respond to students' low satisfaction of the guest presenter.
- 2. Rationale:** The alumni satisfaction helps the School of Business in its recruitment, retention, maintenance of its accreditation with the Accreditation Council of Business School od Programs (ACBSP), and fund raising.
- 3. Changes in assessment:** None.
- 4. Additional resources/budget required:** No.

# Students Satisfaction Assessment-Undergraduate By Majors, Accounting

## First Means of Assessment and Criteria for Success for SLO 1,2,3:

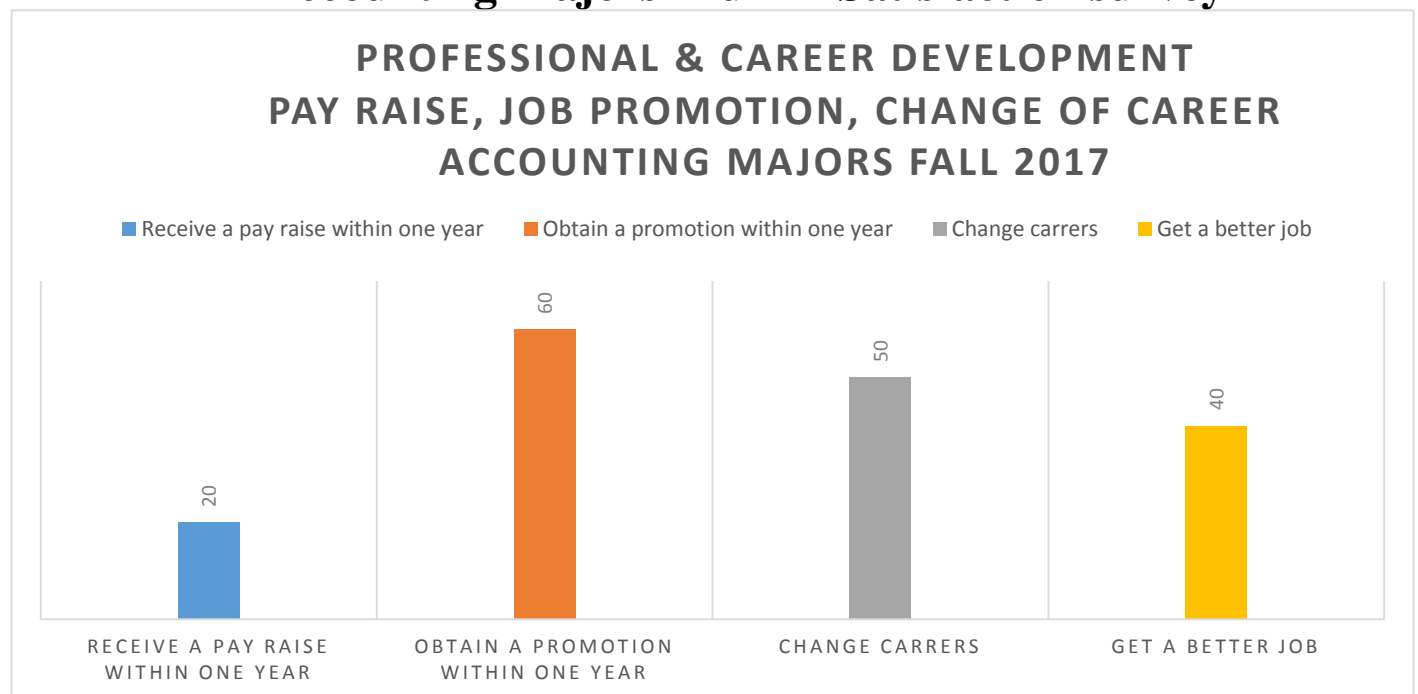
**Means of Assessment:** School of Business developed a survey to measure Accounting majors alumni satisfaction with professional and career development. Students were asked to choose one of the following: Strongly Disagree Neutral in Agreement Agree Strongly Agree

**Criteria for Success:** The Alumni Survey satisfaction results will be greater than 80%.

**Course in which SLO is assessed:** Survey developed by the School of Business.

**Results:** The results shows that Accounting major experience has prepared students relatively to receive a promotion, and change career (60% and 50%, respectability). They were not as successful to get a pay raise and getting a better job.

## Accounting Majors Alumni Satisfaction survey



## Use of Results/Action Plan:

- 1. Use of results to improve program:** The School needs to develop strategies to improve the Accounting alumni professional and career development.
- 2. Rationale:** The alumni satisfaction helps the School of Business in its recruitment, retention, maintenance of its accreditation with the Accreditation Council of Business School od Programs (ACBSP), and fund raising.
- 3. Changes in assessment:** None.
- 4. Additional resources/budget required:** No.

## Second Means of Assessment and Criteria for Success for SLO 1,2,3, Accounting Majors

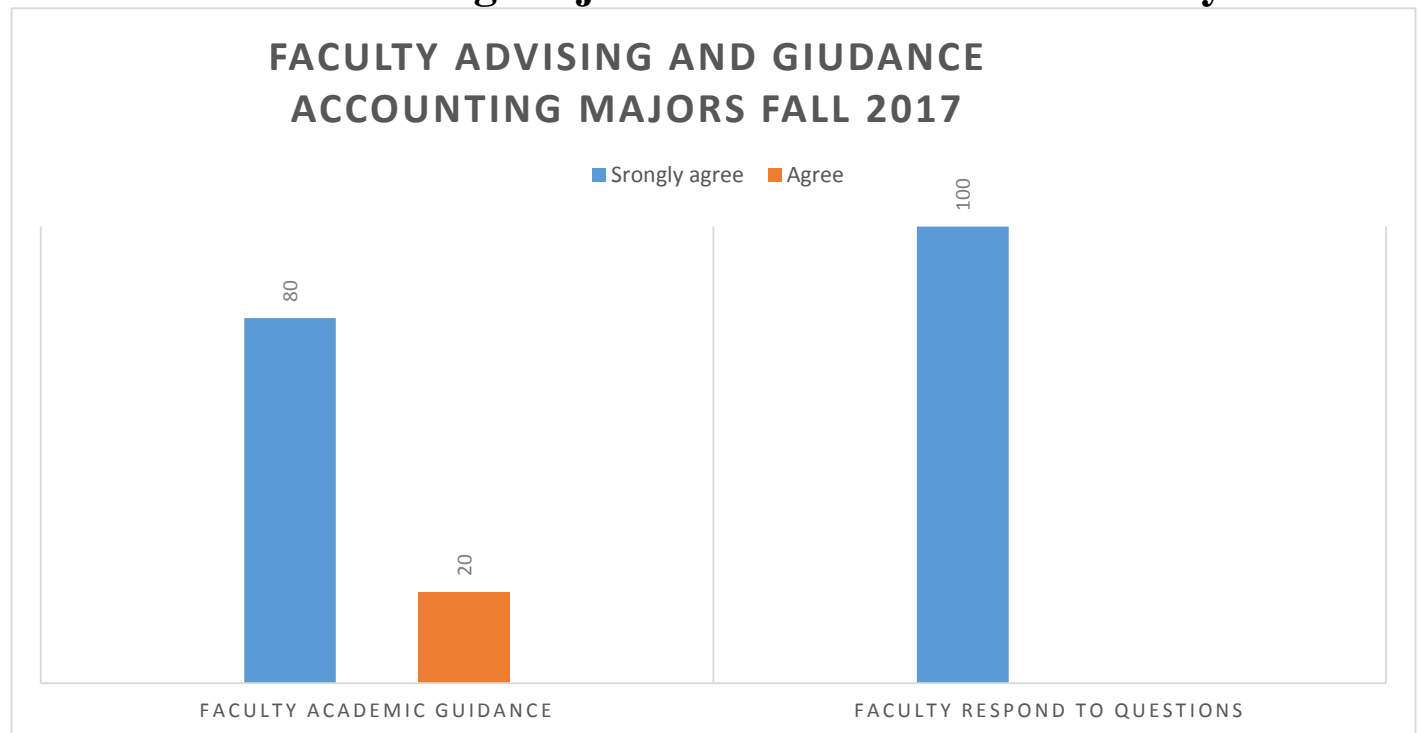
**Means of Assessment:** School of Business developed a survey to measure Accounting majors alumni satisfaction with faculty advisement and guidance. Students were asked to choose one of the following: Strongly Disagree Neutral in Agreement Agree Strongly Agree

**Criteria for Success:** The Alumni Survey satisfaction results will be greater than 80%.

**Course in which SLO is assessed:** Survey developed by the School of Business.

**Results:** The Accounting major alumni showed strong satisfaction (80%) with their faculty advisement and high satisfaction (100% strongly agree) with the faculty guidance and responding to their questions.

### Accounting Majors Alumni Satisfaction survey



#### Use of Results/Action Plan:

- 1. Use of results to improve program:** The faculty need to improve their advisement to Accounting students to get strong satisfaction by students.
- 2. Rationale:** The alumni satisfaction helps the School of Business in its recruitment, retention, maintenance of its accreditation with the Accreditation Council of Business School Programs (ACBSP), and fund raising.
- 3. Changes in assessment:** None.
- 4. Additional resources/budget required:** No.



### Third Means of Assessment and Criteria for Success for SLO 1,2,3, Accounting Majors

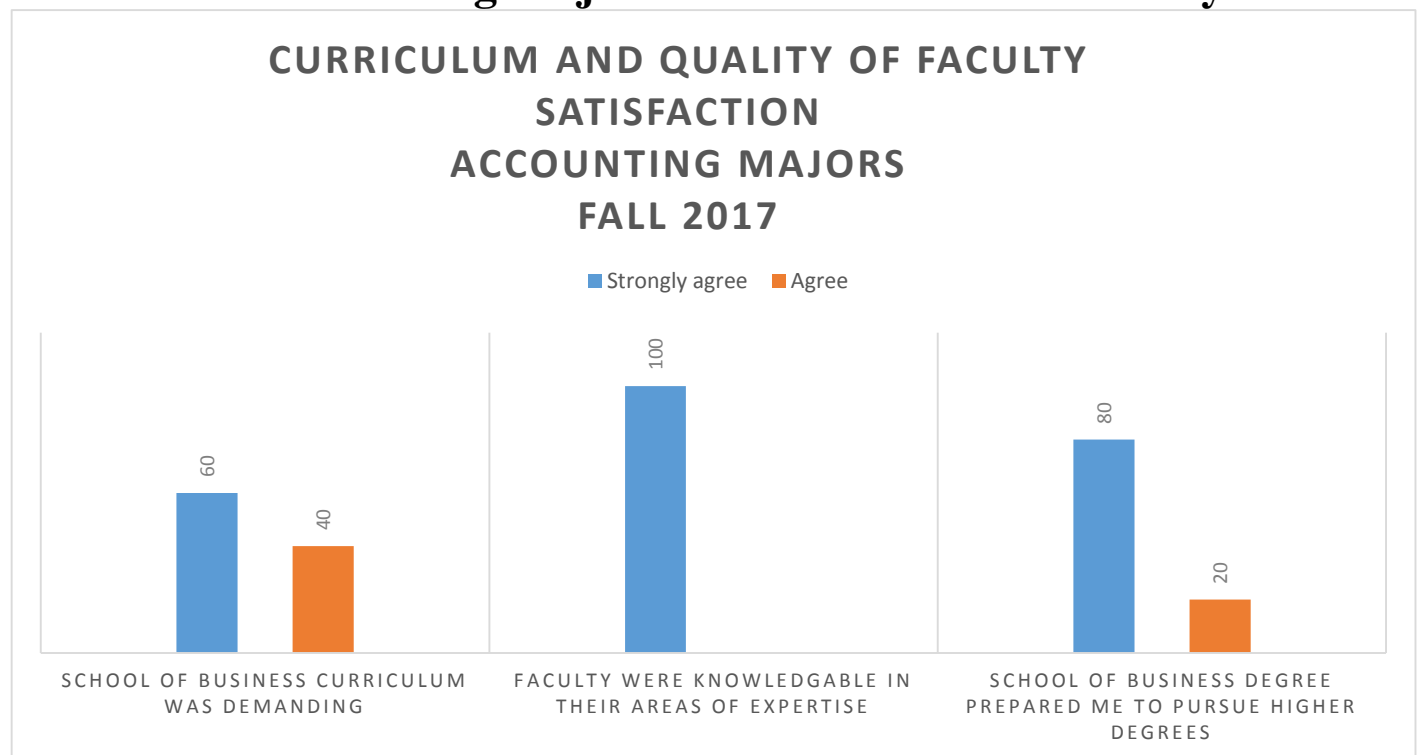
**Means of Assessment:** School of Business developed a survey to measure Accounting majors alumni satisfaction with curriculum and faculty qualifications. Students were asked to choose one of the following: Strongly Disagree Neutral in Agreement Agree Strongly Agree

**Criteria for Success:** The Alumni Survey satisfaction results will be greater than 80%.

**Course in which SLO is assessed:** Survey developed by the School of Business.

**Results:** The Accounting major alumni showed satisfaction (60% strongly agree and 40% agree) with the demanding curriculum, strong satisfaction with faculty qualifications (100% strongly agree), and satisfaction with their preparedness to pursue higher academic degrees after receiving Accounting degree (80% strongly Agree, 20% agree).

### Accounting Majors Alumni Satisfaction survey



#### Use of Results/Action Plan:

- 1. Use of results to improve program:** The survey results have to be used for recruiting of students to the Accounting Program.
- 2. Rationale:** The alumni satisfaction helps the School of Business in its recruitment, retention, and fund raising.
- 3. Changes in assessment:** None.
- 4. Additional resources/budget required:** No.

## Forth Means of Assessment and Criteria for Success for SLO 1,2,3, Accounting Majors

**Means of Assessment:** School of Business developed a survey to measure overall Accounting majors alumni satisfaction with the career and academic development as compare to other Accounting programs. Students were asked to choose one of the flowing:

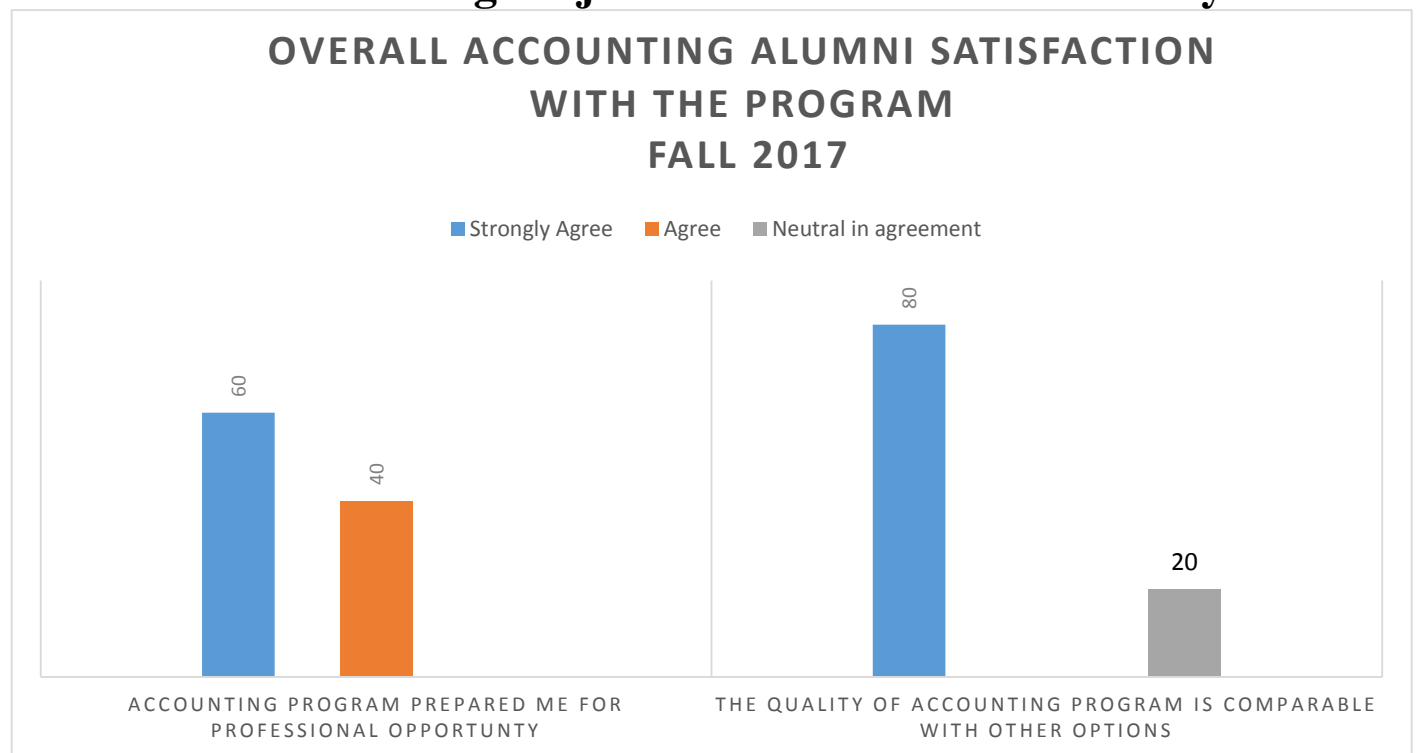
Strongly Disagree   Neutral in Agreement   Agree   Strongly Agree

**Criteria for Success:** The Alumni Survey satisfaction results will be greater than 80%.

**Course in which SLO is assessed:** Survey developed by the School of Business.

**Results:** The Accounting majors alumni survey showed strong students satisfaction (60% strongly agree) with the professional development and strong satisfaction (80% strongly agree) with choosing Florida Memorial Accounting program.

### Accounting Majors Alumni Satisfaction survey



#### Use of Results/Action Plan:

- 1. Use of results to improve program:** The survey results have to be used for recruiting of students to the Accounting Program.
- 2. Rationale:** The alumni satisfaction helps the School of Business in its recruitment, retention, maintenance of its accreditation with the Accreditation Council of Business School od Programs (ACBSP), and fund raising.
- 3. Changes in assessment:** None.
- 4. Additional resources/budget required:** No.

# Students Satisfaction Assessment-Undergraduate By Majors, Business Administration

## First Means of Assessment and Criteria for Success for SLO 1,2,3:

**Means of Assessment:** School of Business developed a survey to measure Business Administration major alumni satisfaction with professional and career development. Students were asked to choose one of the following:

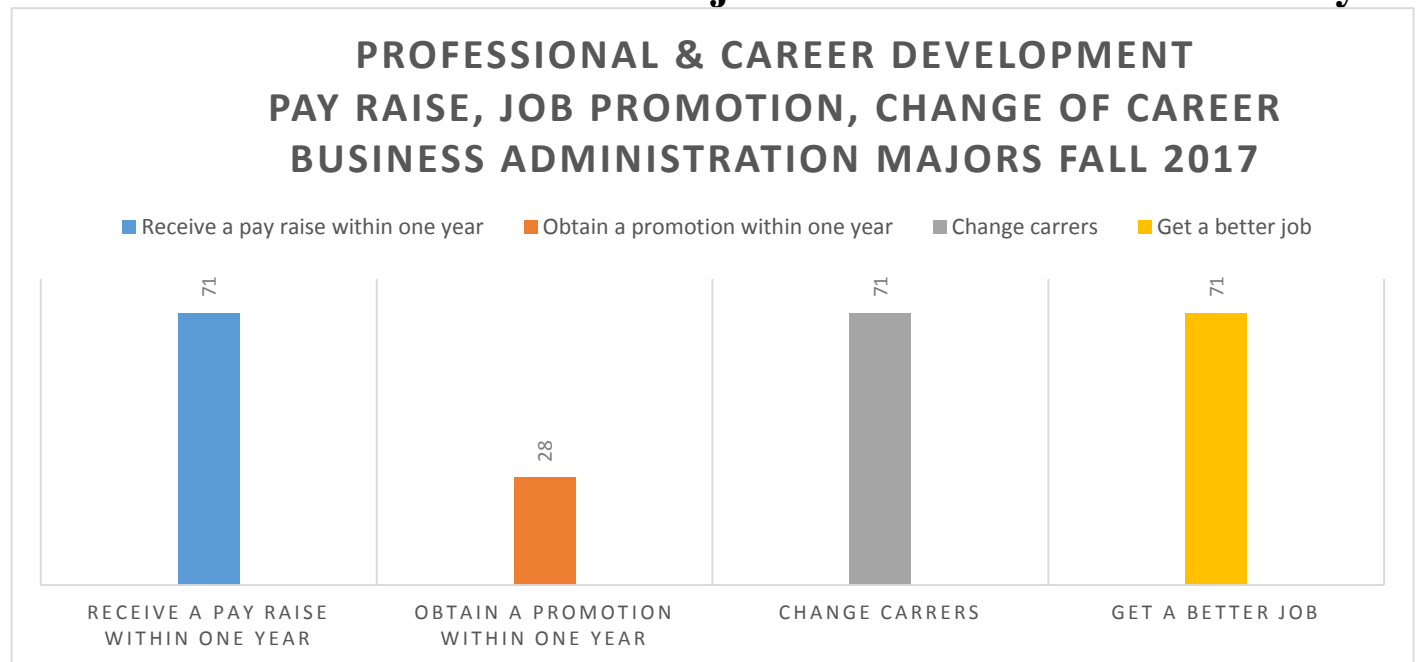
Strongly Disagree    Neutral in Agreement    Agree    Strongly Agree

**Criteria for Success:** The Alumni Survey satisfaction results will be greater than 80%.

**Course in which SLO is assessed:** Survey developed by the School of Business.

**Results:** The results shows that Business Administration major experience has prepared students moderately to advance in the job market and to receive a pay raise, change career, and getting a better job (71%). They performed below the 80% target of obtain a job promotion (28%).

## Business Administration Majors Alumni Satisfaction survey



## Use of Results/Action Plan:

- 1. Use of results to improve program:** The School needs to develop strategies to improve the Business Administration alumni professional and career development.
- 2. Rationale:** The alumni satisfaction helps the School of Business in its recruitment, retention, maintenance of its accreditation with the Accreditation Council of Business School od Programs (ACBSP), and fund raising.
- 3. Changes in assessment:** None.
- 4. Additional resources/budget required:** No.

## Second Means of Assessment and Criteria for Success for SLO 1,2,3, Business Administration Majors

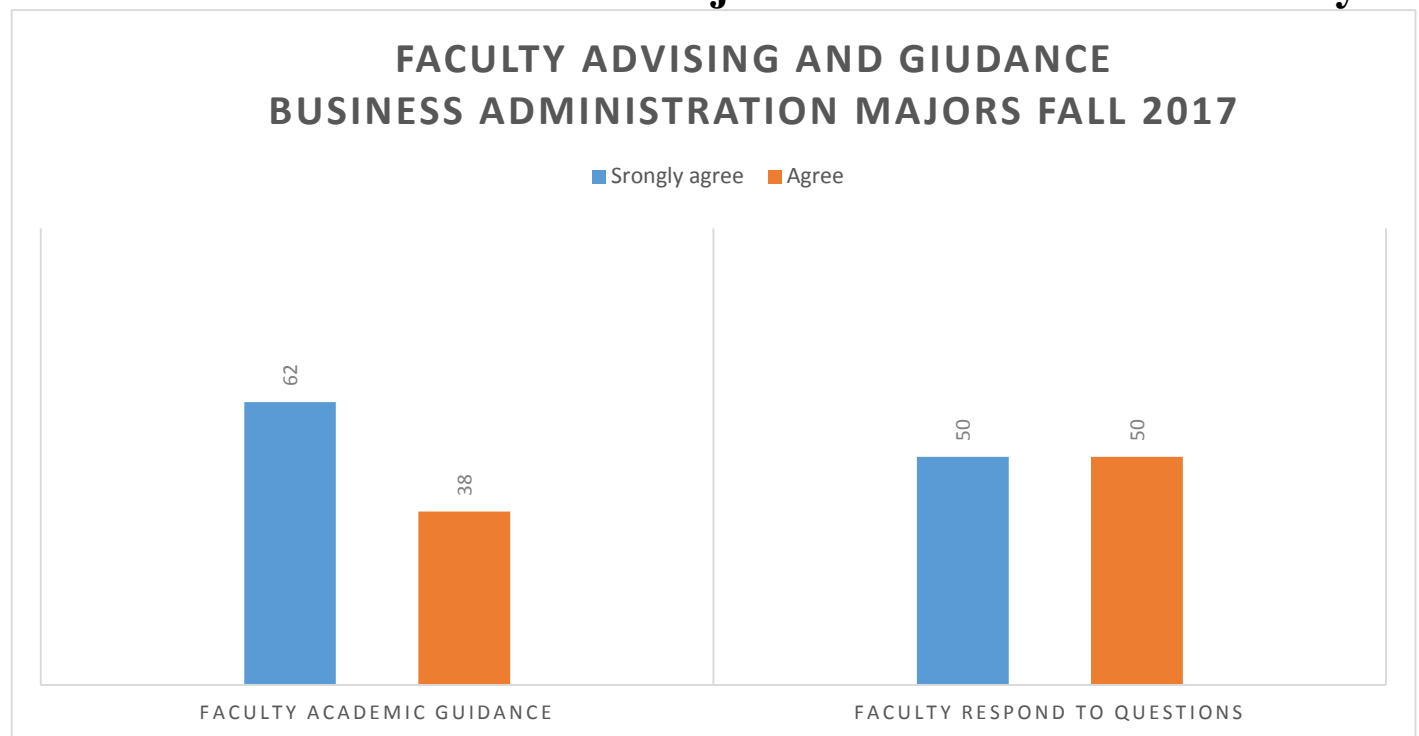
**Means of Assessment:** School of Business developed a survey to measure Business Administration major alumni satisfaction with faculty advisement and guidance. Students were asked to choose one of the following: Strongly Disagree, Neutral in Agreement, Agree, Strongly Agree.

**Criteria for Success:** The Alumni Survey satisfaction results will be greater than 80%.

**Course in which SLO is assessed:** Survey developed by the School of Business.

**Results:** The Business Administration major alumni showed satisfaction (62% strongly agree and 38% agree) with their faculty advisement and moderate satisfaction (50% strongly agree and 50% agree) with the faculty guidance and responding to their questions.

### Business Administration Majors Alumni Satisfaction survey



#### Use of Results/Action Plan:

- 1. Use of results to improve program:** The faculty need to improve their advisement to Business Administration students to get strong satisfaction by students.
- 2. Rationale:** The alumni satisfaction helps the School of Business in its recruitment, retention, maintenance of its accreditation with the Accreditation Council of Business School Programs (ACBSP), and fund raising.
- 3. Changes in assessment:** None.
- 4. Additional resources/budget required:** No.

### Third Means of Assessment and Criteria for Success for SLO 1,2,3, Business Administration Majors

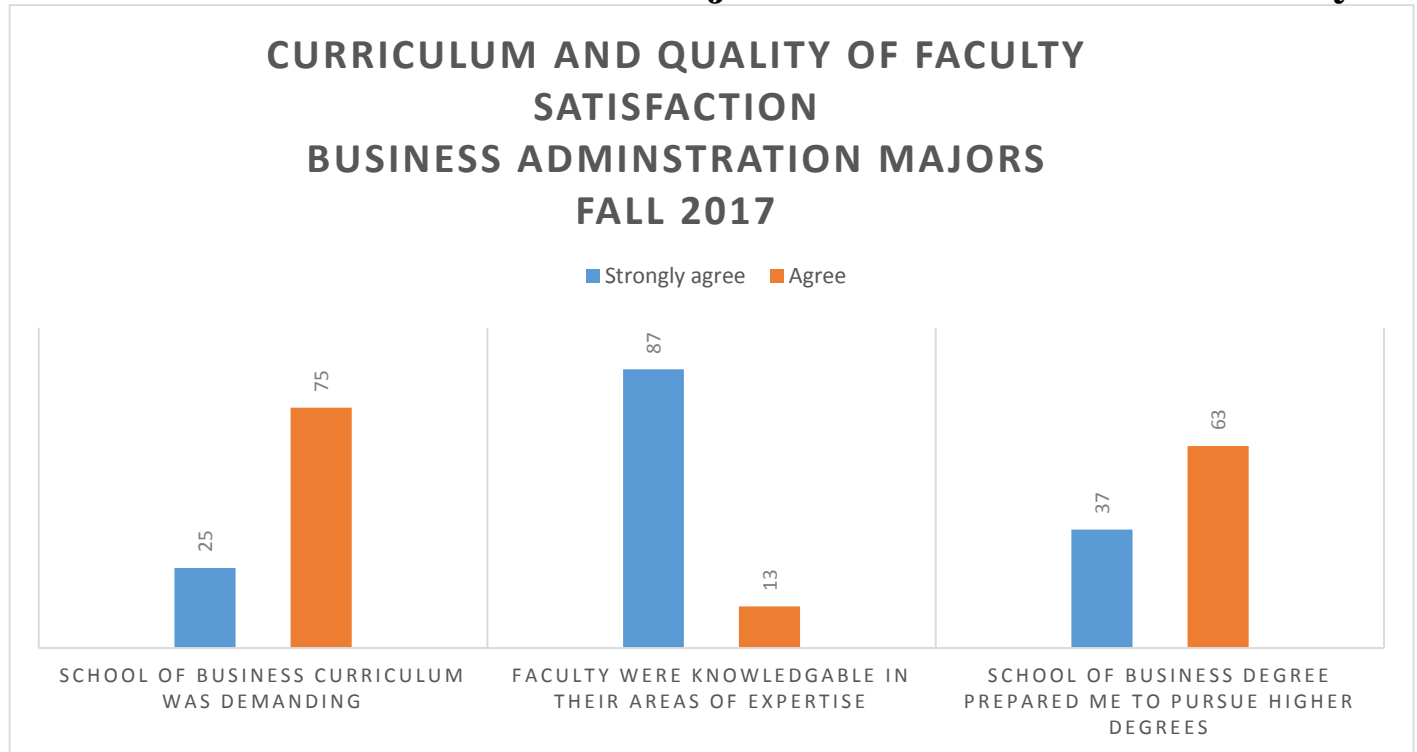
**Means of Assessment:** School of Business developed a survey to measure Business Administration major alumni satisfaction with curriculum and faculty qualifications. Students were asked to choose one of the following: Strongly Disagree Neutral in Agreement Agree Strongly Agree

**Criteria for Success:** The Alumni Survey satisfaction results will be greater than 80%.

**Course in which SLO is assessed:** Survey developed by the School of Business.

**Results:** The Business Administration major alumni showed low satisfaction (25% strongly agree and 75% agree) with the demanding curriculum, high satisfaction with faculty qualifications (87% strongly agree, 13% agree), and satisfaction with their preparedness to pursue higher academic degrees after receiving their Business Administration degree (37% strongly Agree, 63% agree).

### Business Administration Majors Alumni Satisfaction survey



#### Use of Results/Action Plan:

- 1. Use of results to improve program:** The survey results have to be used for recruiting of students to the Business Administration Program.
- 2. Rationale:** The alumni satisfaction helps the School of Business in its recruitment, retention, maintenance of its accreditation with the Accreditation Council of Business School od Programs (ACBSP), and fund raising.
- 3. Changes in assessment:** None.
- 4. Additional resources/budget required:** No.

## **Forth Means of Assessment and Criteria for Success for SLO 1,2,3, Business Administration Majors**

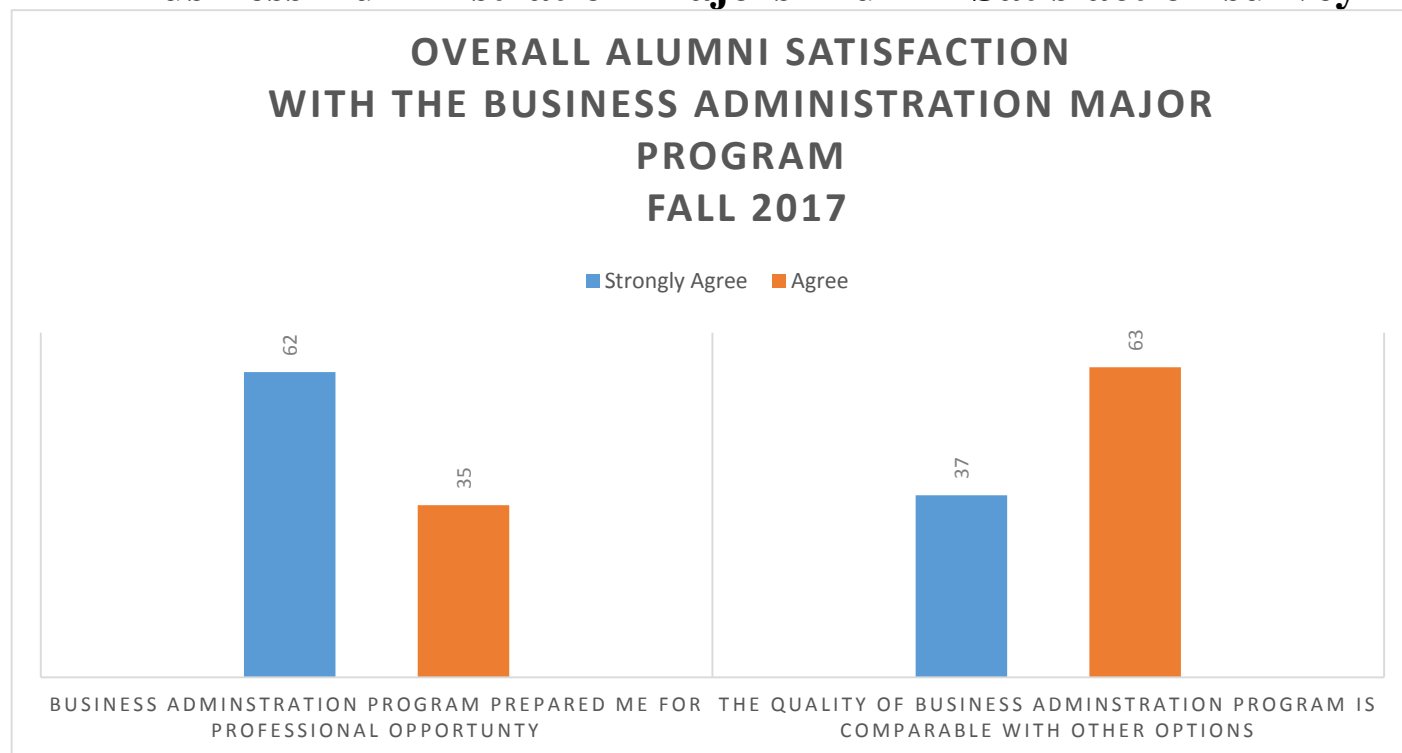
**Means of Assessment:** School of Business developed a survey to measure overall Business Administration major alumni satisfaction with the career and academic development as compare to other Business Administration programs. Students were asked to choose one of the flowing:  
Strongly Disagree    Neutral in Agreement    Agree    Strongly Agree

**Criteria for Success:** The Alumni Survey satisfaction results will be greater than 80%.

**Course in which SLO is assessed:** Survey developed by the School of Business.

**Results:** The Business Administration majors alumni survey showed students satisfaction (62% strongly agree, 35% agree) with the professional development and lower satisfaction (37% strongly agree and 63% agree) with choosing Florida Memorial Business Administration program.

### **Business Administration Majors Alumni Satisfaction survey**



#### **Use of Results/Action Plan:**

- 1. Use of results to improve program:** The survey results have to be used for recruiting of students to the Business Administration program.
- 2. Rationale:** The alumni satisfaction helps the School of Business in its recruitment and fund raising.
- 3. Changes in assessment:** None.
- 4. Additional resources/budget required:** No.

# Students Satisfaction Assessment-Undergraduate By Majors, Finance

## First Means of Assessment and Criteria for Success for SLO 1,2,3:

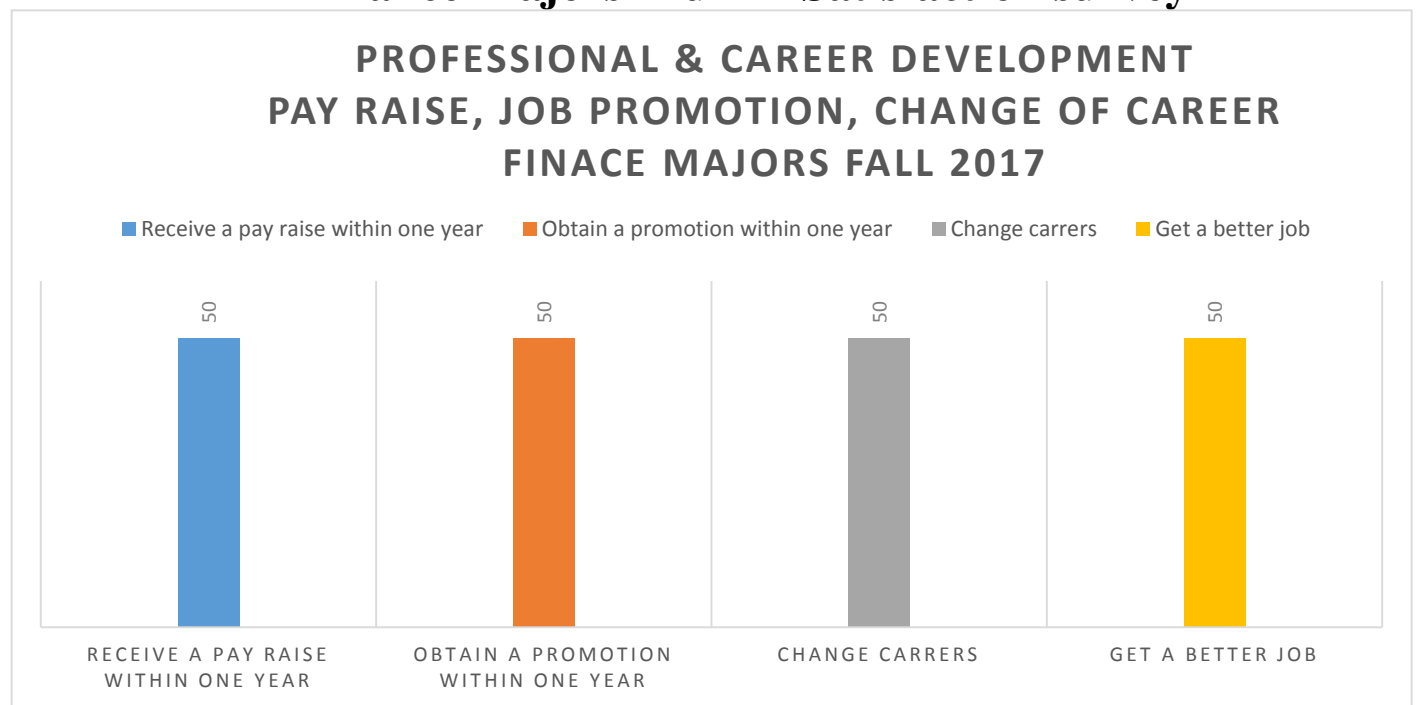
**Means of Assessment:** School of Business developed a survey to measure Finance major alumni satisfaction with professional and career development. Students were asked to choose one of the following: Strongly Disagree Neutral in Agreement Agree Strongly Agree

**Criteria for Success:** The Alumni Survey satisfaction results will be greater than 80%.

**Course in which SLO is assessed:** Survey developed by the School of Business.

**Results:** The results shows that Finance major did get a pay raise (50%), 50% received a promotion within a year, 50% changed career and received a better job. Some graduates were international students and could not get a job in United States.

## Finance Majors Alumni Satisfaction survey



## Use of Results/Action Plan:

- 1. Use of results to improve program:** The School needs to develop strategies to improve the Finance alumni professional and career development.
- 2. Rationale:** The alumni satisfaction helps the School of Business in its recruitment, retention, maintenance of its accreditation with the Accreditation Council of Business School od Programs (ACBSP), and fund raising.
- 3. Changes in assessment:** None.
- 4. Additional resources/budget required:** No.

## Second Means of Assessment and Criteria for Success for SLO 1,2,3, Finance Majors

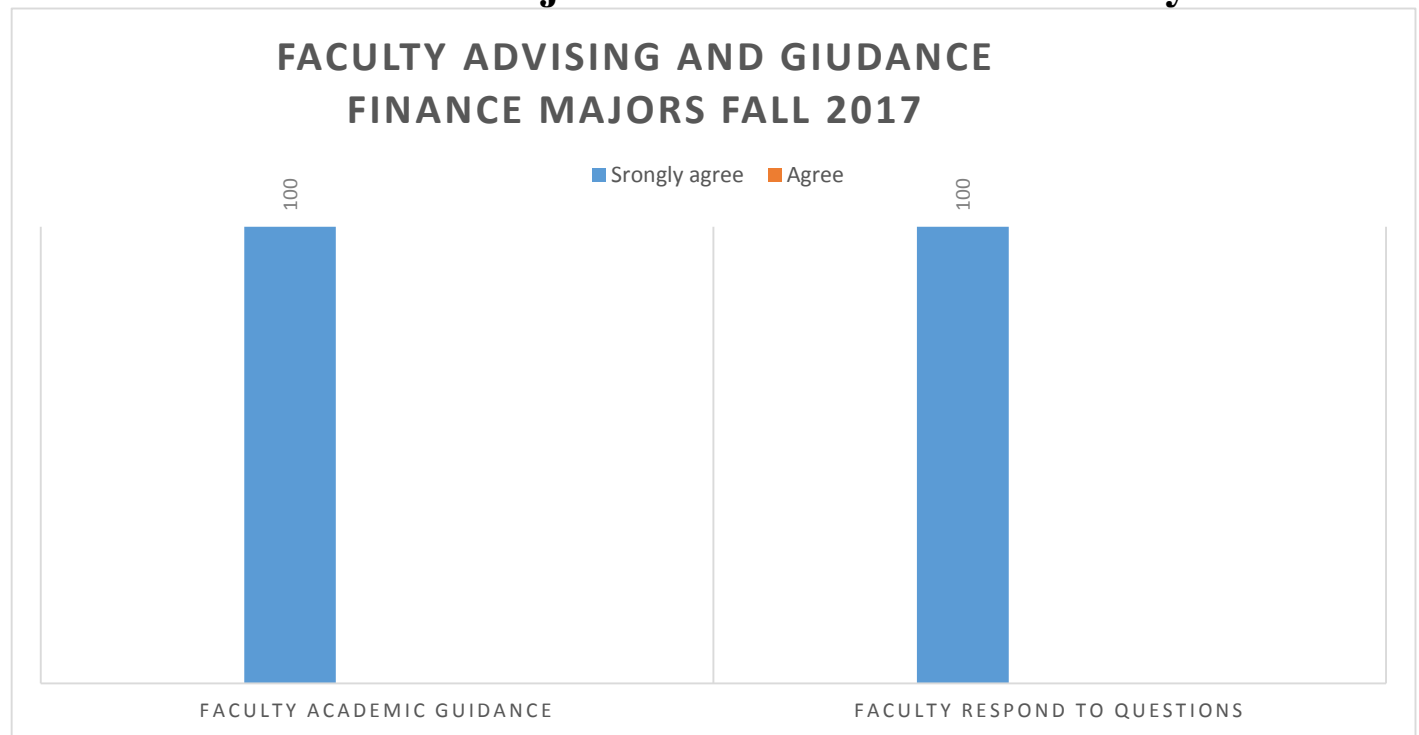
**Means of Assessment:** School of Business developed a survey to measure Finance major alumni satisfaction with faculty advisement and guidance. Students were asked to choose one of the following: Strongly Disagree Neutral in Agreement Agree Strongly Agree

**Criteria for Success:** The Alumni Survey satisfaction results will be greater than 80%.

**Course in which SLO is assessed:** Survey developed by the School of Business.

**Results:** The Finance major alumni showed strong satisfaction (100%) with their faculty advisement, faculty guidance and responding to their questions.

### Finance Majors Alumni Satisfaction survey



#### Use of Results/Action Plan:

- 1. Use of results to improve program:** The faculty need to improve their advisement to Finance students to get strong satisfaction by students.
- 2. Rationale:** The alumni satisfaction helps the School of Business in its recruitment, retention, and fund raising.
- 3. Changes in assessment:** None
- 4. Additional resources/budget required:** No.



### Third Means of Assessment and Criteria for Success for SLO 1,2,3, Finance Majors

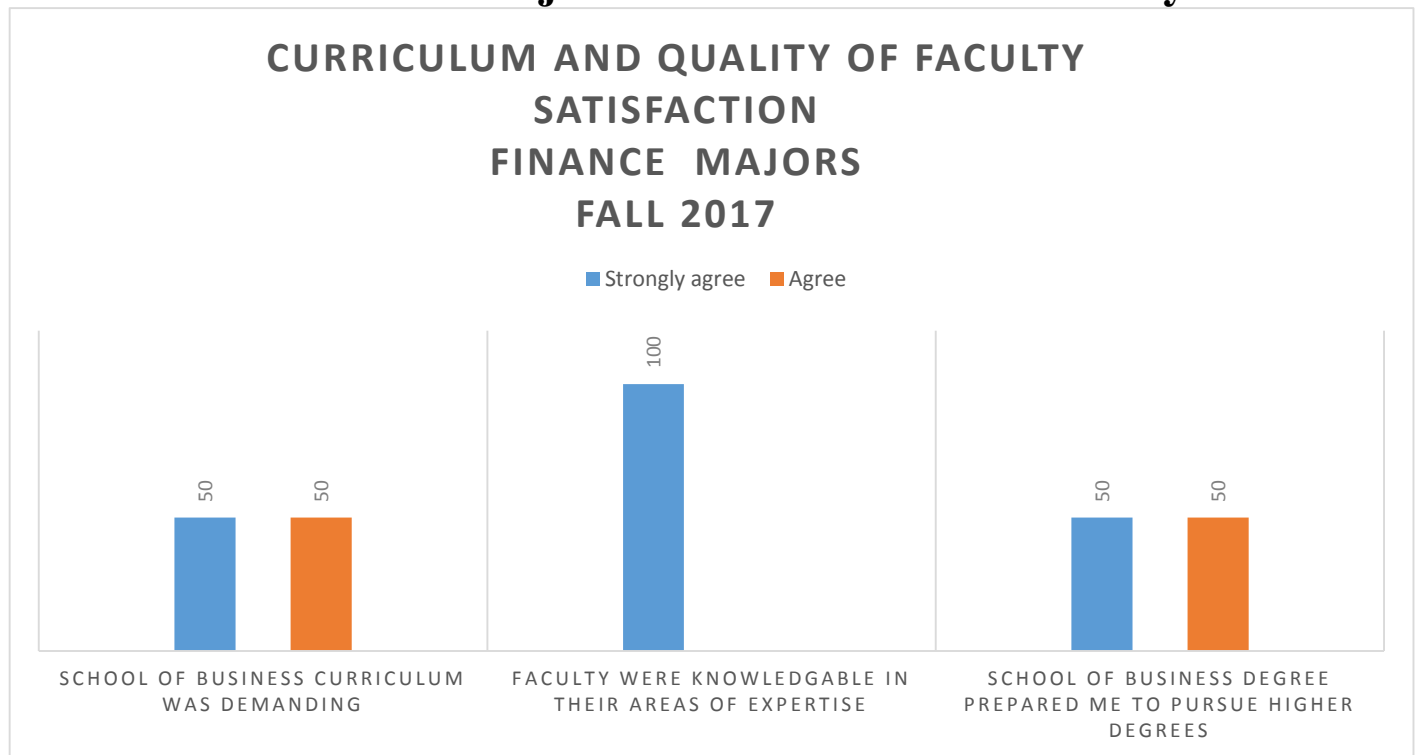
**Means of Assessment:** School of Business developed a survey to measure Finance major alumni satisfaction with curriculum and faculty qualifications. Students were asked to choose one of the following: Strongly Disagree Neutral in Agreement Agree Strongly Agree

**Criteria for Success:** The Alumni Survey satisfaction results will be greater than 80%.

**Course in which SLO is assessed:** Survey developed by the School of Business.

**Results:** The Finance major alumni showed adequate satisfaction (50% strongly agree and 50% agree) with the demanding curriculum, strong satisfaction with faculty qualifications (100% strongly), and moderate satisfaction with their preparedness to pursue higher academic degrees after receiving Finance degree (50% strongly Agree and 50% agree).

### Finance Majors Alumni Satisfaction survey



#### Use of Results/Action Plan:

- 1. Use of results to improve program:** The survey results have to be used for recruiting of students to the Business Administration Program.
- 2. Rationale:** The alumni satisfaction helps the School of Business in its recruitment, retention, maintenance of its accreditation with the Accreditation Council of Business School od Programs (ACBSP), and fund raising.
- 3. Changes in assessment:** None.
- 4. Additional resources/budget required:** No.

## **Forth Means of Assessment and Criteria for Success for SLO 1,2,3, Finance Majors**

**Means of Assessment:** School of Business developed a survey to measure overall Finance major alumni satisfaction with the career and academic development as compare to other Finance programs. Students were asked to choose one of the flowing:

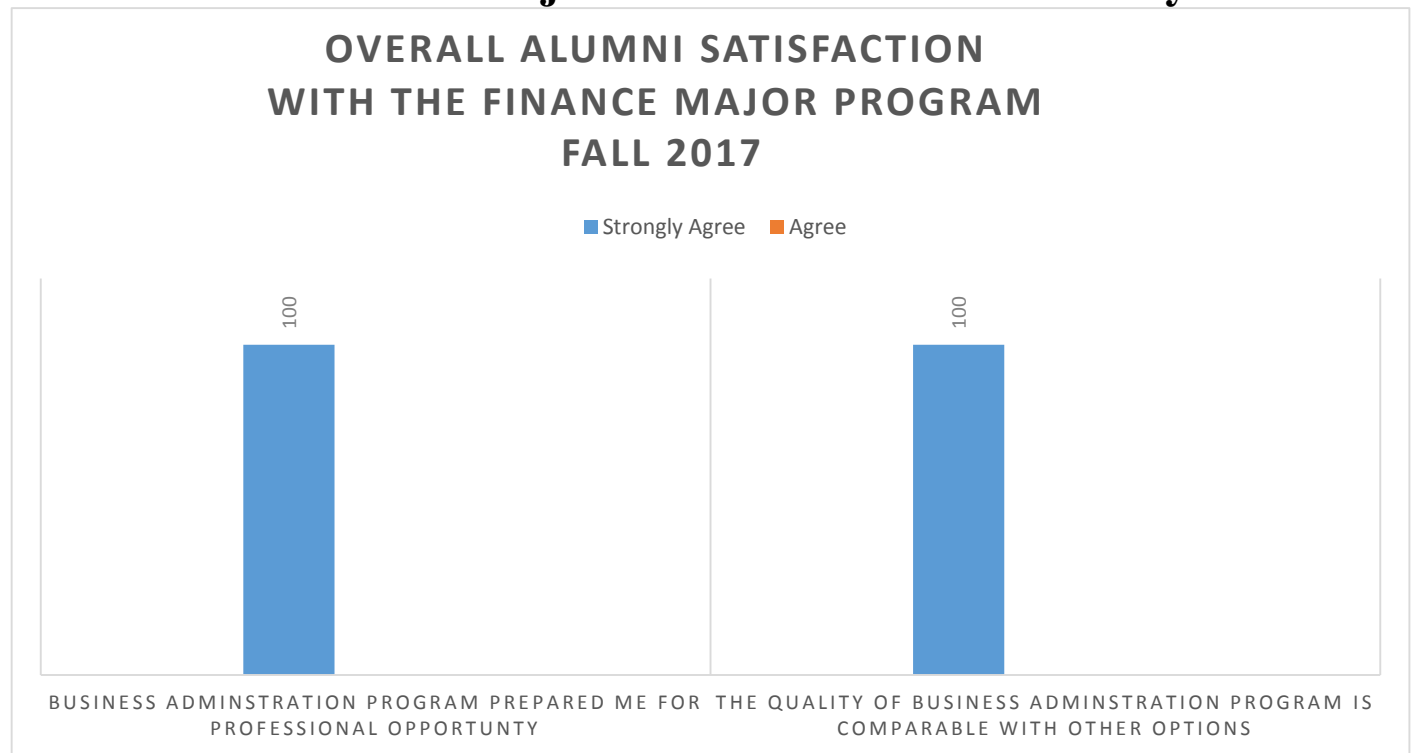
Strongly Disagree   Neutral in Agreement   Agree   Strongly Agree

**Criteria for Success:** The Alumni Survey satisfaction results will be greater than 80%.

**Course in which SLO is assessed:** Survey developed by the School of Business.

**Results:** The Finance majors alumni survey showed students strong satisfaction (100% strongly agree,) with the professional development and strong satisfaction (100% strongly agree) with choosing Florida Memorial Finance program.

### **Finance Majors Alumni Satisfaction survey**



#### **Use of Results/Action Plan:**

- 1. Use of results to improve program:** The survey results have to be used for recruiting of students to the Finance program.
- 2. Rationale:** The alumni satisfaction helps the School of Business in its recruitment, retention, and fund raising.
- 3. Changes in assessment:** None.
- 4. Additional resources/budget required:** No.

# Students Satisfaction Assessment-Undergraduate By Majors, Marketing

## First Means of Assessment and Criteria for Success for SLO 1,2,3:

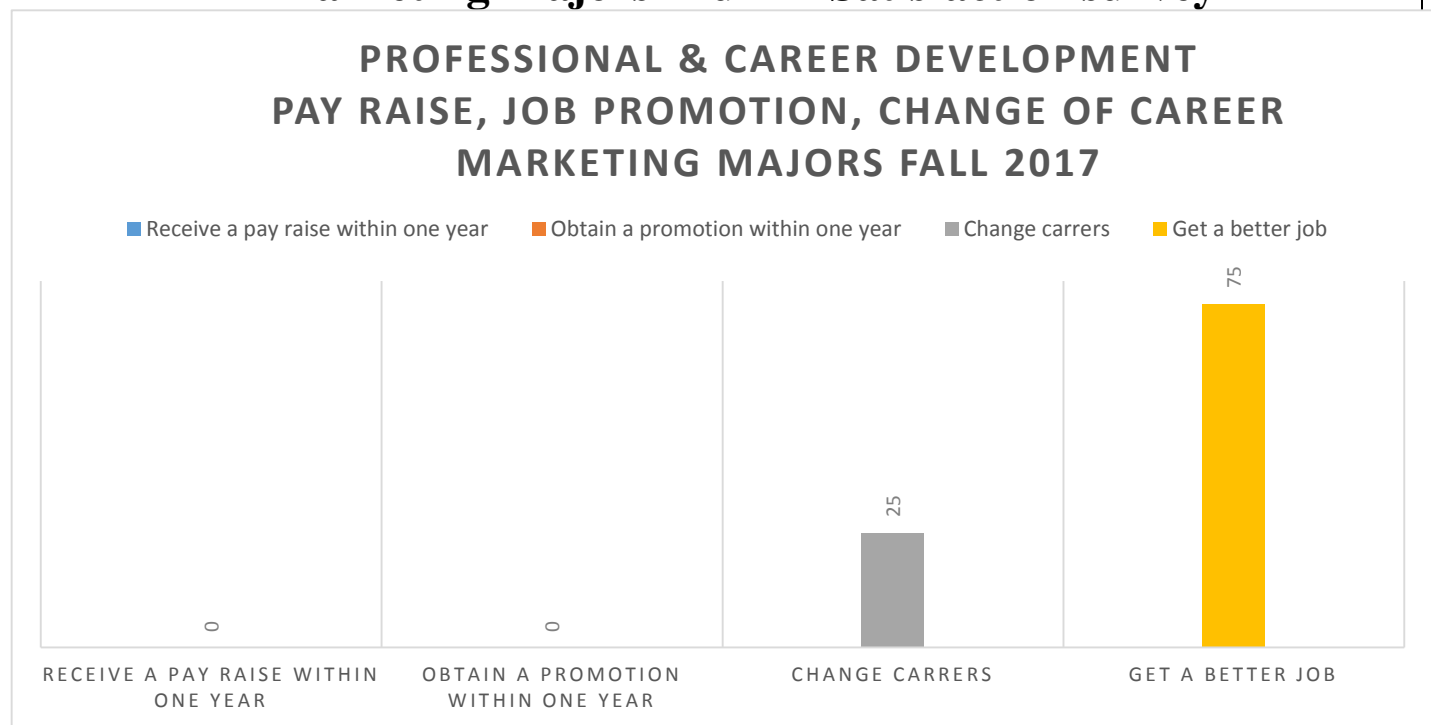
**Means of Assessment:** School of Business developed a survey to measure Marketing major alumni satisfaction with professional and career development. Students were asked to choose one of the following: Strongly Disagree Neutral in Agreement Agree Strongly Agree

**Criteria for Success:** The Alumni Survey satisfaction results will be greater than 80%.

**Course in which SLO is assessed:** Survey developed by the School of Business.

**Results:** The results shows that Marketing alumni did not get a pay raise and promotion within a year. 25% of graduates changed career and 75% received a better job. Some graduates were international students and cannot get a job in United States.

## Marketing Majors Alumni Satisfaction survey



### Use of Results/Action Plan:

- 1. Use of results to improve program:** The School needs to develop strategies to improve the Marketing alumni professional and career development.
- 2. Rationale:** The alumni satisfaction helps the School of Business in its recruitment, retention, maintenance of its accreditation with the Accreditation Council of Business School od Programs (ACBSP), and fund raising.
- 3. Changes in assessment:** None.
- 4. Additional resources/budget required:** No.

## Second Means of Assessment and Criteria for Success for SLO 1,2,3, Marketing Majors

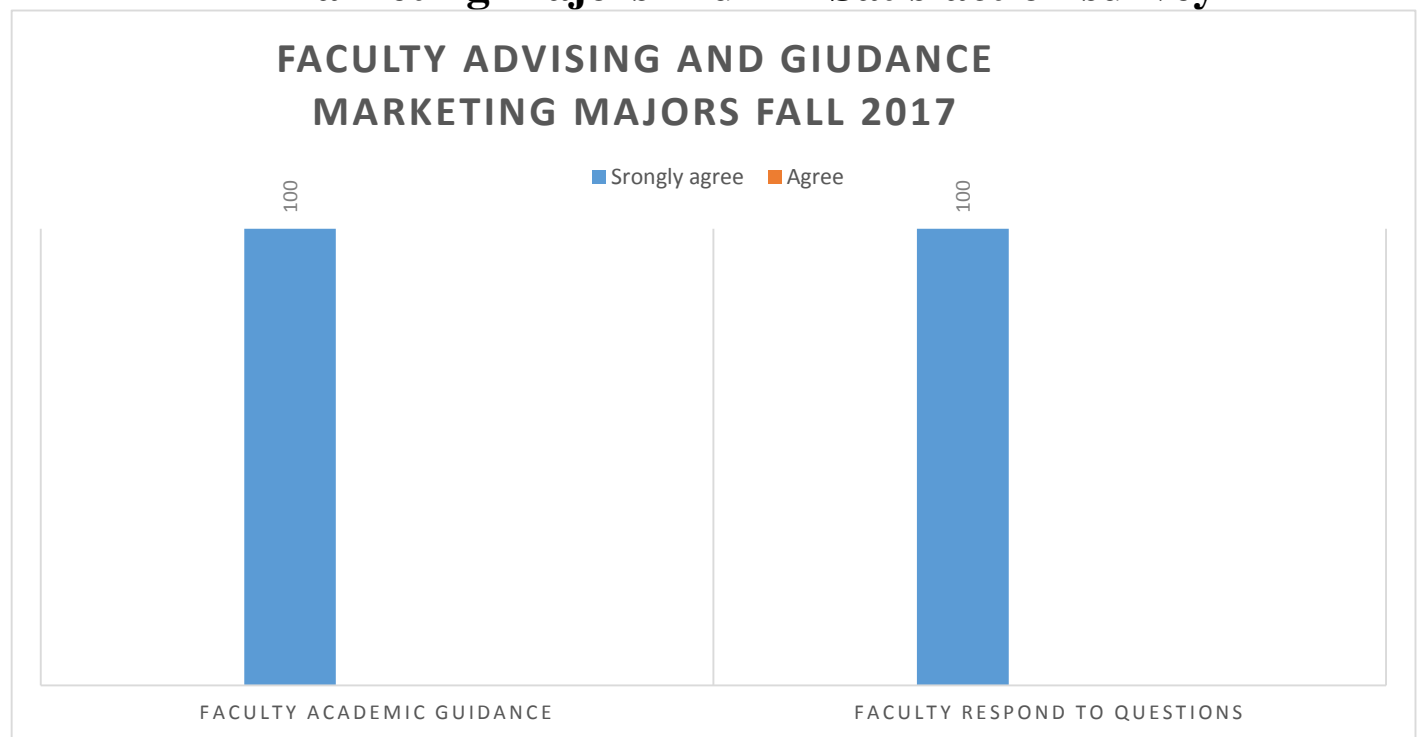
**Means of Assessment:** School of Business developed a survey to measure Marketing major alumni satisfaction with faculty advisement and guidance. Students were asked to choose one of the following: Strongly Disagree Neutral in Agreement Agree Strongly Agree

**Criteria for Success:** The Alumni Survey satisfaction results will be greater than 80%.

**Course in which SLO is assessed:** Survey developed by the School of Business.

**Results:** The Marketing major alumni showed strong satisfaction (100%) with their faculty advisement, faculty guidance and responding to their questions.

### Marketing Majors Alumni Satisfaction survey



#### Use of Results/Action Plan:

- 1. Use of results to improve program:** The faculty need to improve their advisement to Marketing students to get strong satisfaction by students.
- 2. Rationale:** The alumni satisfaction helps the School of Business in its recruitment, retention, maintenance of its accreditation with the Accreditation Council of Business School od Programs (ACBSP), and fund raising.
- 3. Changes in assessment:** None.
- 4. Additional resources/budget required:** No.

### Third Means of Assessment and Criteria for Success for SLO 1,2,3, Marketing Majors

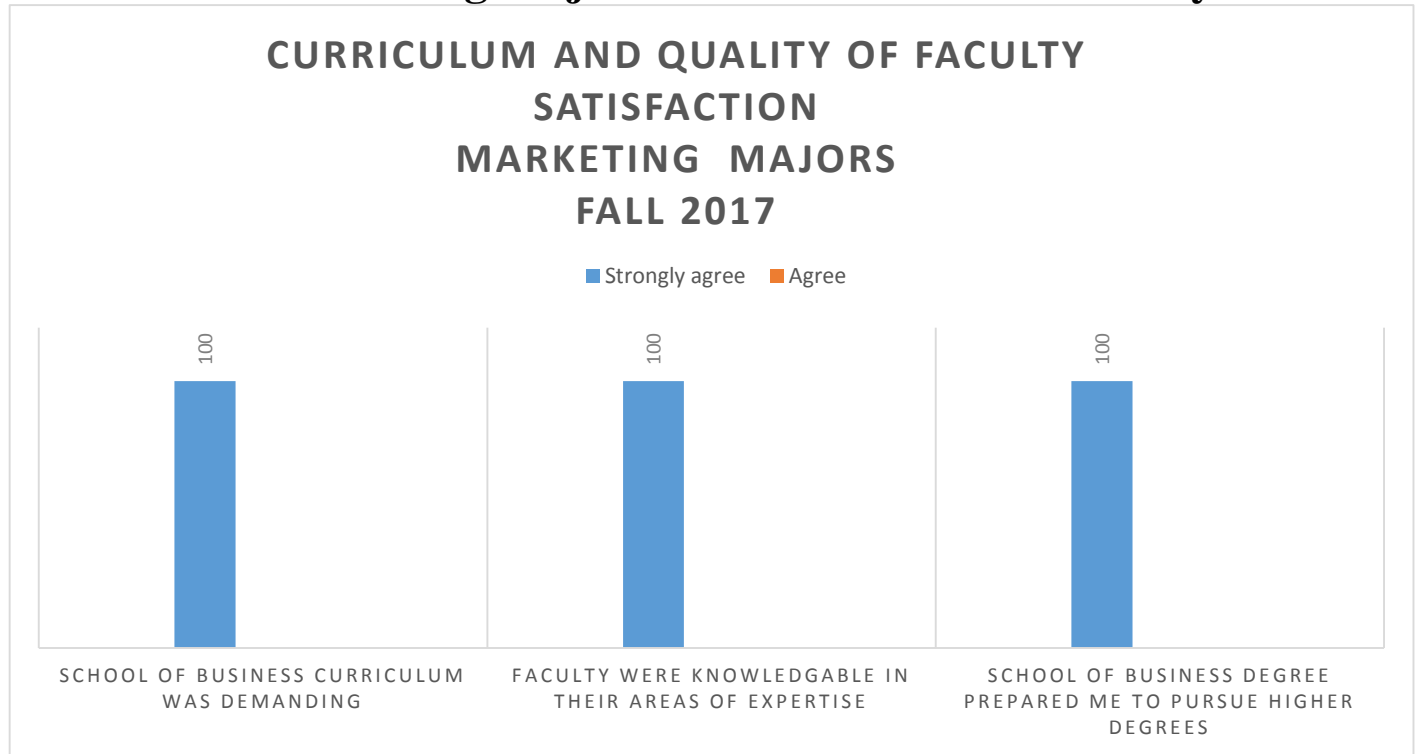
**Means of Assessment:** School of Business developed a survey to measure Marketing major alumni satisfaction with curriculum and faculty qualifications. Students were asked to choose one of the following: Strongly Disagree Neutral in Agreement Agree Strongly Agree

**Criteria for Success:** The Alumni Survey satisfaction results will be greater than 80%.

**Course in which SLO is assessed:** Survey developed by the School of Business.

**Results:** The Marketing major alumni showed strong satisfaction with the demanding curriculum (100% strongly agree), strong satisfaction with faculty qualifications (100% strongly agree), and strong satisfaction with their preparedness to pursue higher academic degrees after receiving Marketing degree (100% strongly agree).

### Marketing Majors Alumni Satisfaction survey



#### Use of Results/Action Plan:

- 1. Use of results to improve program:** The survey results have to be used for recruiting of students to the Marketing Program.
- 2. Rationale:** The alumni satisfaction helps the School of Business in its recruitment, retention, maintenance of its accreditation with the Accreditation Council of Business School od Programs (ACBSP), and fund raising.
- 3. Changes in assessment:** None.
- 4. Additional resources/budget required:** No.

### **Forth Means of Assessment and Criteria for Success for SLO 1,2,3, Marketing Majors**

**Means of Assessment:** School of Business developed a survey to measure overall Marketing major alumni satisfaction with the career and academic development as compare to other Finance programs. Students were asked to choose one of the flowing:

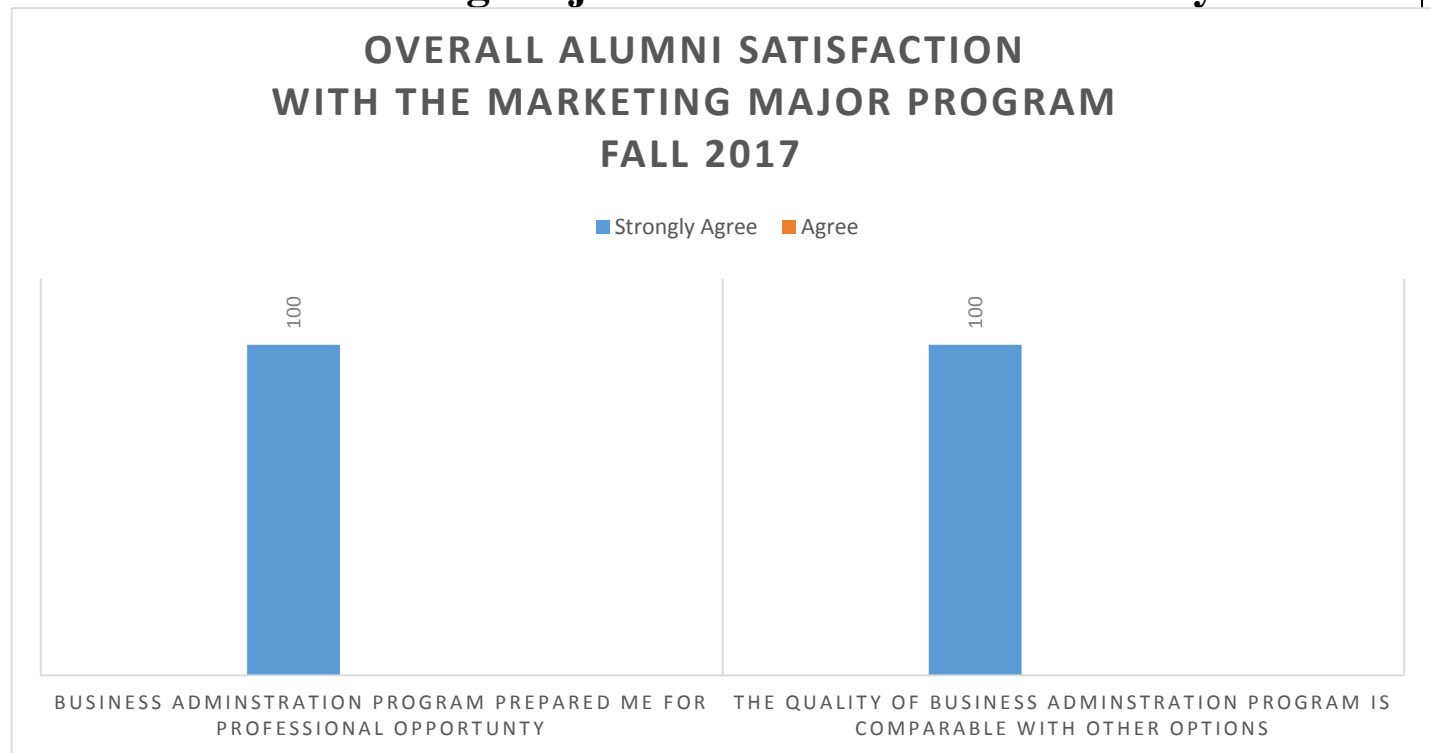
Strongly Disagree    Neutral in Agreement    Agree    Strongly Agree

**Criteria for Success:** The Alumni Survey satisfaction results will be greater than 80%.

**Course in which SLO is assessed:** Survey developed by the School of Business.

**Results:** The Marketing majors alumni survey showed students strong satisfaction (100% strongly agree) with the professional development and moderate satisfaction (100% strongly agree) with choosing Florida Memorial University Marketing program.

### **Marketing Majors Alumni Satisfaction survey**



#### **Use of Results/Action Plan:**

- 1. Use of results to improve program:** The survey results have to be used for recruiting of students to the Marketing program.
- 2. Rationale:** The alumni satisfaction helps the School of Business in its recruitment, retention, maintenance of its accreditation with the Accreditation Council of Business School od Programs (ACBSP), and fund raising.
- 3. Changes in assessment:** None.
- 4. Additional resources/budget required:** No.

# Students Satisfaction Assessment-Undergraduate Salary By Majors, Accounting

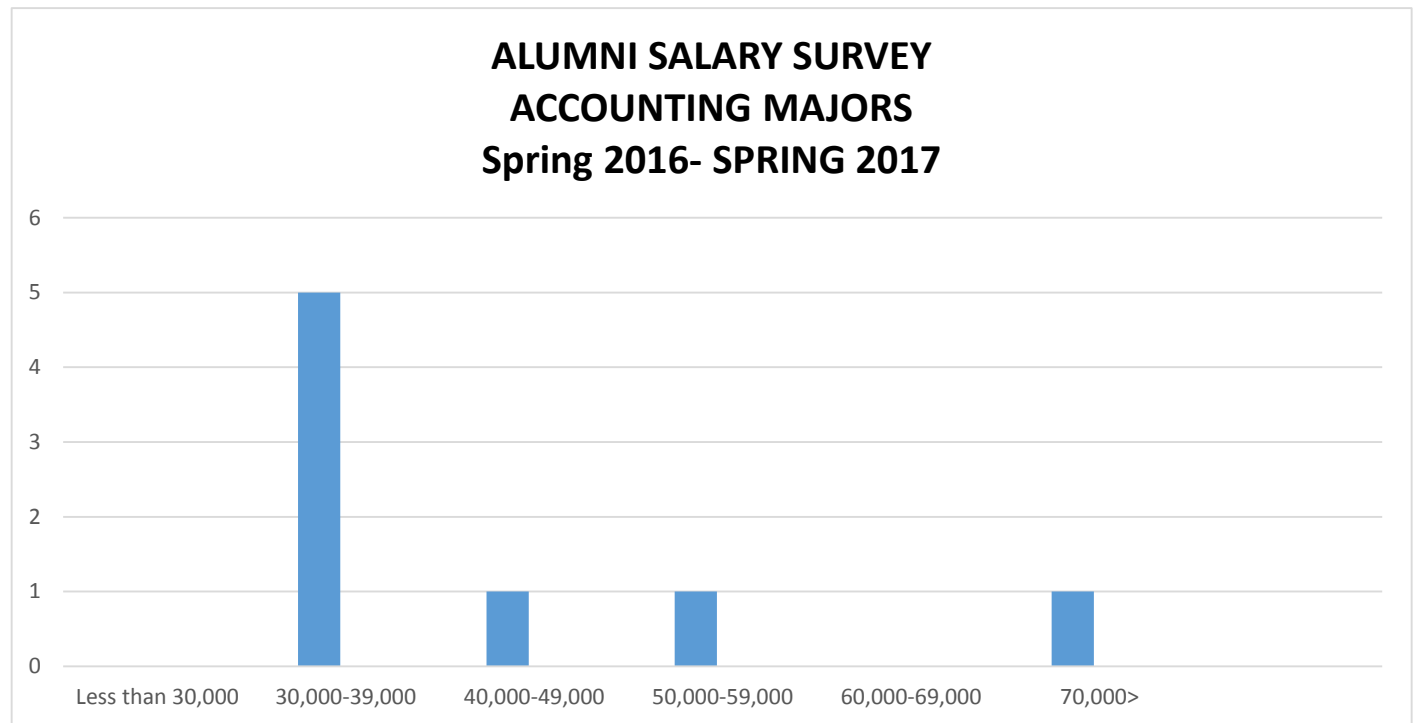
**Means of Assessment:** School of Business developed a survey to measure alumni salary range and average.

**Criteria for Success:** The Alumni salary survey results will be compatible with national average salary norm.

Source: data for 2015 are found at <http://www.payscale.com/best-colleges/degrees.asp>. Median Accounting major salary for 2015: \$43,000.

**Course in which SLO is assessed:** Survey.

**Results:** The Accounting major alumni survey showed that Accounting graduates salary are compatible to the national norm (\$43,000).



## Use of Results/Action Plan:

- 1. Use of results to improve program:** The survey results have to be used for recruiting of students to the Accounting program.
- 2. Rationale:** The alumni satisfaction helps the School of Business in its recruitment, retention, and fund raising.
- 3. Changes in assessment:** None.
- 4. Additional resources/budget required:** No.

## Students Satisfaction Assessment-Undergraduate Salary By Majors, Business Administration

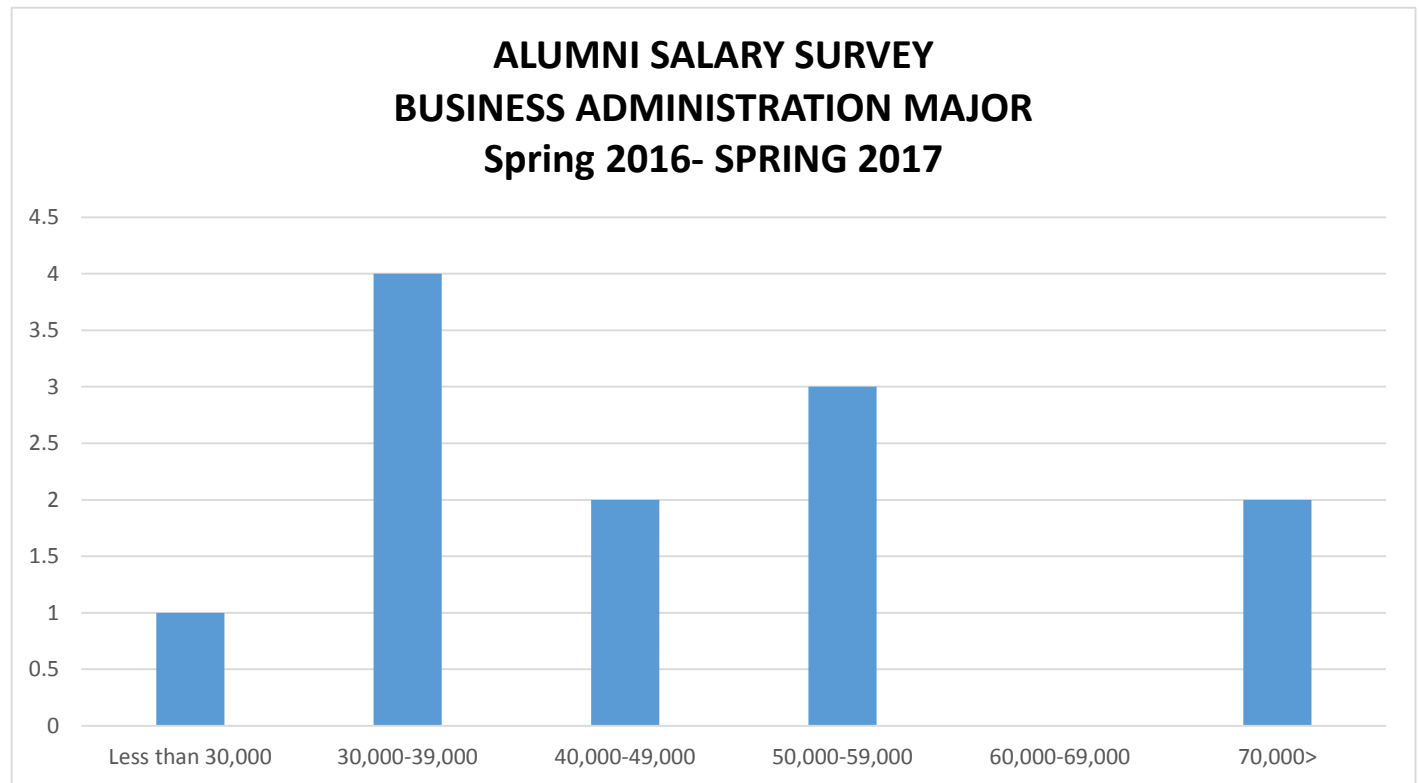
**Means of Assessment:** School of Business developed a survey to measure alumni salary range and average.

**Criteria for Success:** The Alumni salary survey results will be compatible with national average salary norm.

Source: data for 2015 are found at <http://www.payscale.com/best-colleges/degrees.asp>. Median Management major salary for 2015: \$42,000.

**Course in which SLO is assessed:** Survey developed by the School of Business.

**Results:** The average salary for Business Administration major alumni survey showed that the graduate's salary are close or greater to the national norm (\$42,000).



### Use of Results/Action Plan:

- 1. Use of results to improve program:** The survey results have to be used for recruiting of students to the Business Administration program.
- 2. Rationale:** The alumni satisfaction helps the School of Business in its recruitment and fund raising.
- 3. Changes in assessment:** None.
- 4. Additional resources/budget required:** No.



## Students Satisfaction Assessment-Undergraduate Salary By Majors, Finance

**Means of Assessment:** School of Business developed a survey to measure alumni salary range and average.

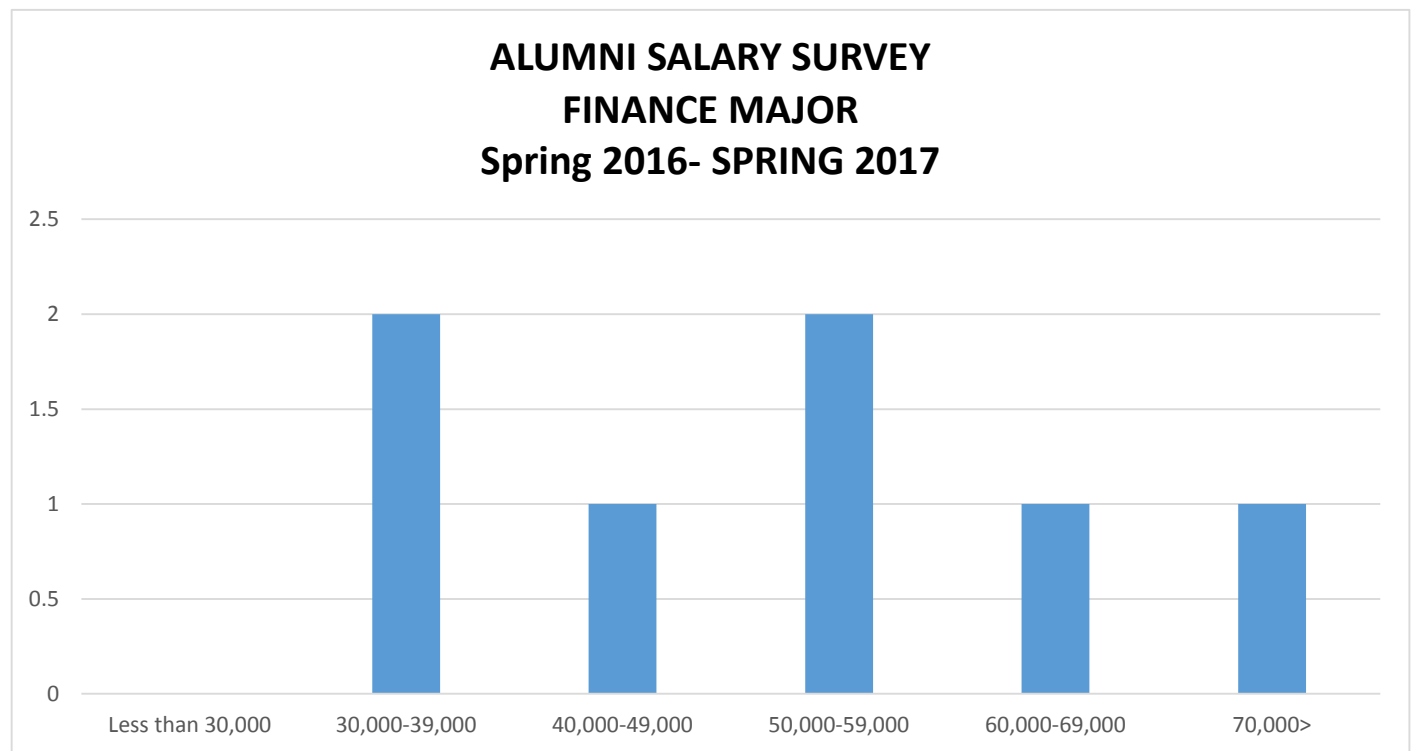
**Criteria for Success:** The Alumni salary survey results will be compatible with national average salary norm.

Source: data for 2015 are found at <http://www.payscale.com/best-colleges/degrees.asp>. Median Finance major salary for 2015: \$45,000.

**Course in which SLO is assessed:** Survey.

**Results:** The average salary for Finance major alumni survey showed that the graduate's salary are close or greater to the national norm (\$47,000).

Note: A large number of Finance graduate were International students and could not get job in United States.



### Use of Results/Action Plan:

- 1. Use of results to improve program:** The survey results have to be used for recruiting of students to the Finance program.
- 2. Rationale:** The alumni satisfaction helps the School of Business in its recruitment, retention, and fund raising.
- 3. Changes in assessment:** None.
- 4. Additional resources/budget required:** No.

## Students Satisfaction Assessment-Undergraduate Salary By Majors, Marketing

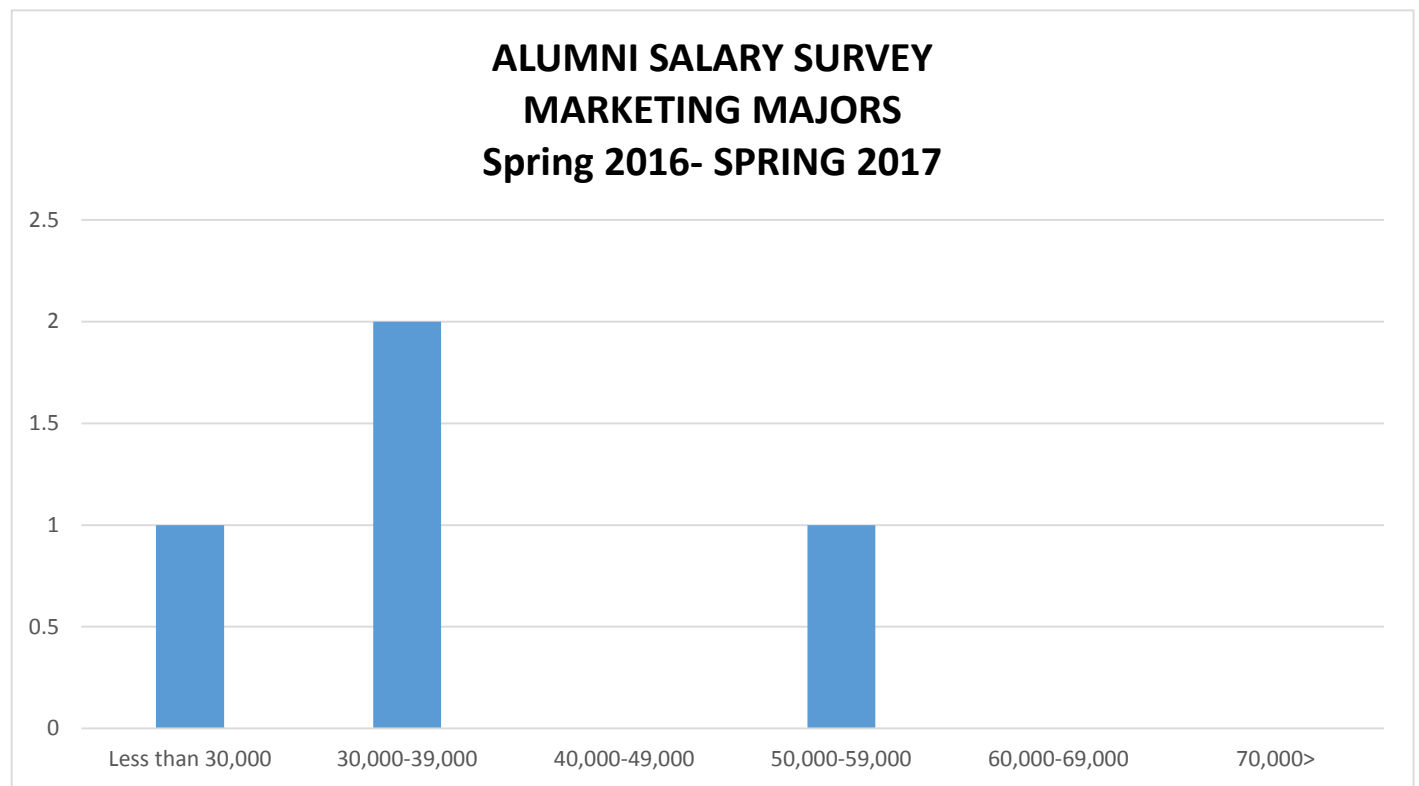
**Means of Assessment:** School of Business developed a survey to measure alumni salary range and average.

**Criteria for Success:** The Alumni salary survey results will be compatible with national average salary norm.

Source: data for 2015 are found at <http://www.payscale.com/best-colleges/degrees.asp>. Median Marketing major salary for 2015: \$42,000.

**Course in which SLO is assessed:** Survey.

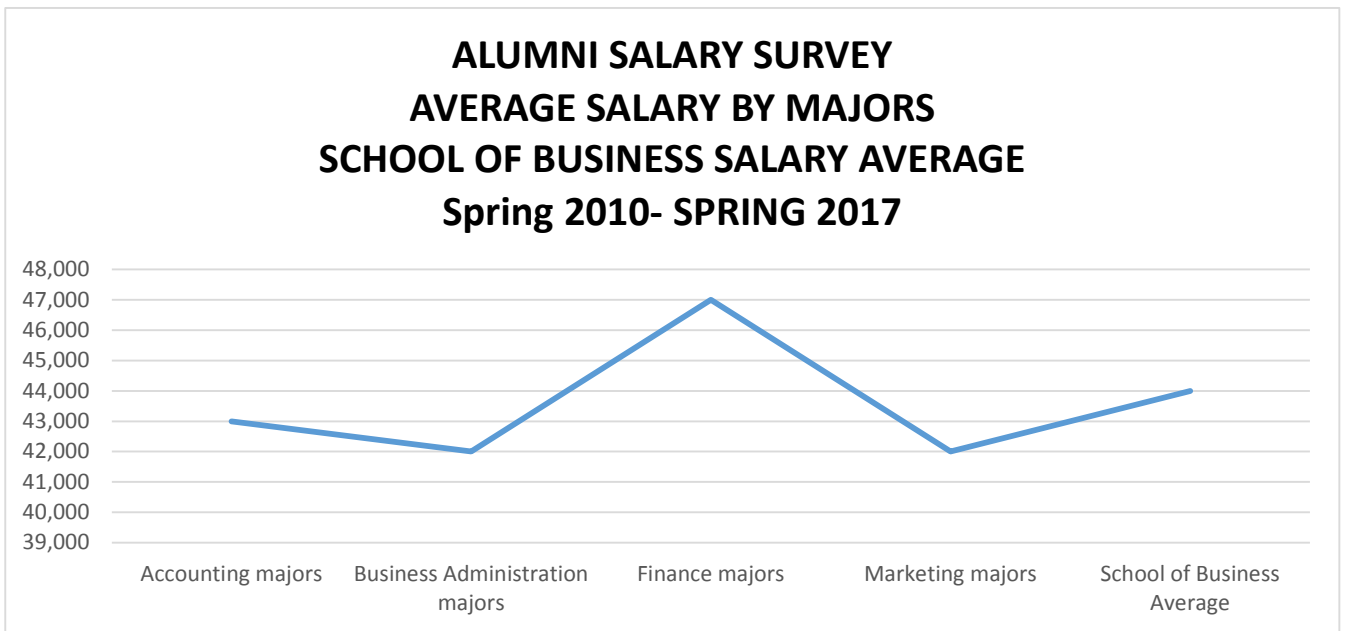
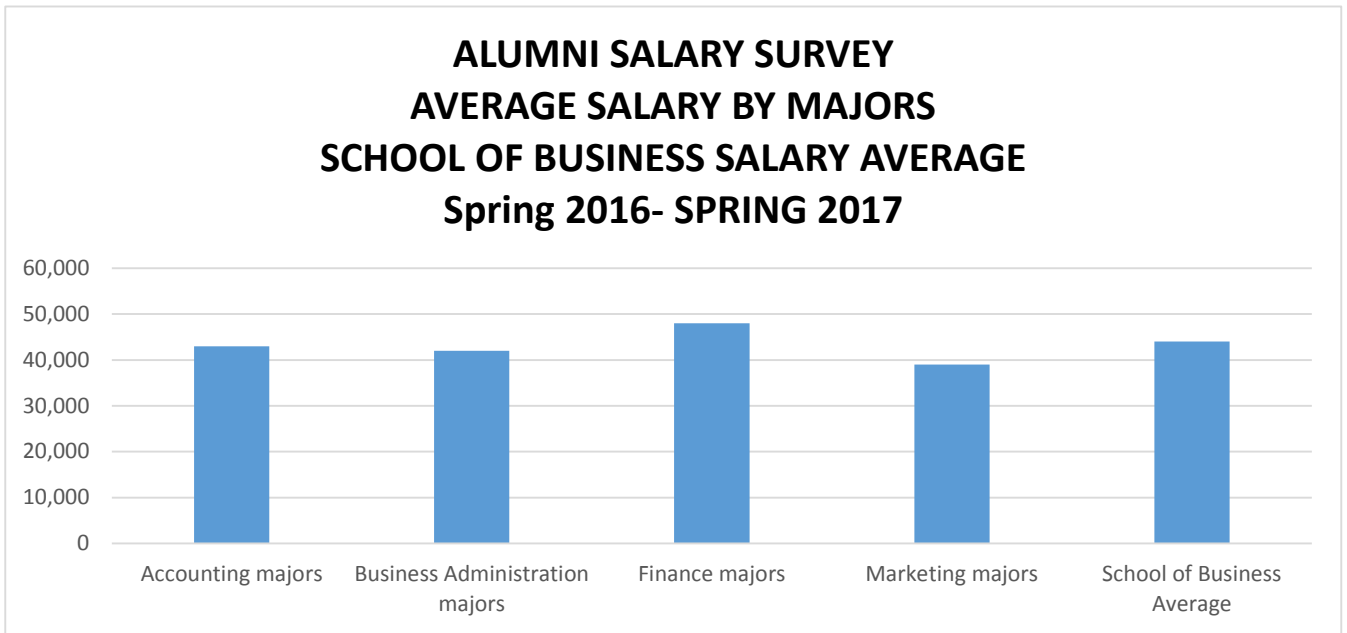
**Results:** The average salary for Marketing major alumni survey showed that the graduate's salary are close to the national norm (\$42,000).



### Use of Results/Action Plan:

- 1. Use of results to improve program:** The survey results have to be used for recruiting of students to the Marketing program.
- 2. Rationale:** The alumni satisfaction helps the School of Business in its recruitment, retention, and fund raising.
- 3. Changes in assessment:** None.
- 4. Additional resources/budget required:** No.

**AVERAGE SALARY COMPARISON, ACCOUNTING, BUSINESS ADMINISTRATION, FINANCE, AND MARKETING**



**Comparison of the Results:** The average salary for the majors in the School of Business are \$44,000. The average for Finance and Accounting majors are higher than Business Administration and Marketing majors.

**ALUMNI SALARY SURVEY  
SCHOOL OF BUSINESS  
UNDERGRADUATE PROGRAM  
SPRING 2016-Spring 2017**

