



Florida Memorial Assessment For Fall 2015 Spring 2016

Students Satisfaction Assessment-Undergraduate Programs, School of Business

Means of Assessment and Criteria for Success:

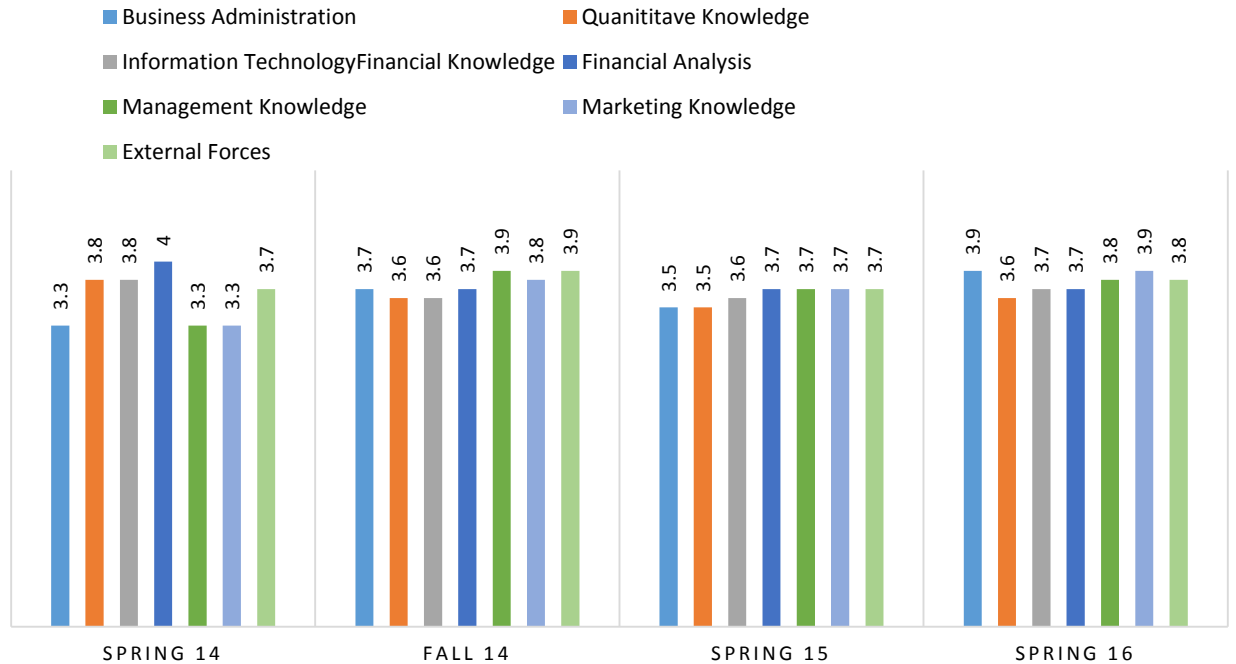
First Means of Assessment for SLO 1, 2, 3: School of Business developed a survey to measure alumni's satisfaction with business curriculum, faculty, and academic and professional development.

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 experience at the School. The satisfaction score has improved from an average of 3.6 (90%) in Spring 2014 to an average of 3.8 (95%) in Spring 2016. The faculty, however, need to investigate and find solutions for improving students' knowledge and satisfaction in general business knowledge, management, and marketing topics to a higher level.

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



Sample size: Spring 2016: Sixteen (16) 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 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.

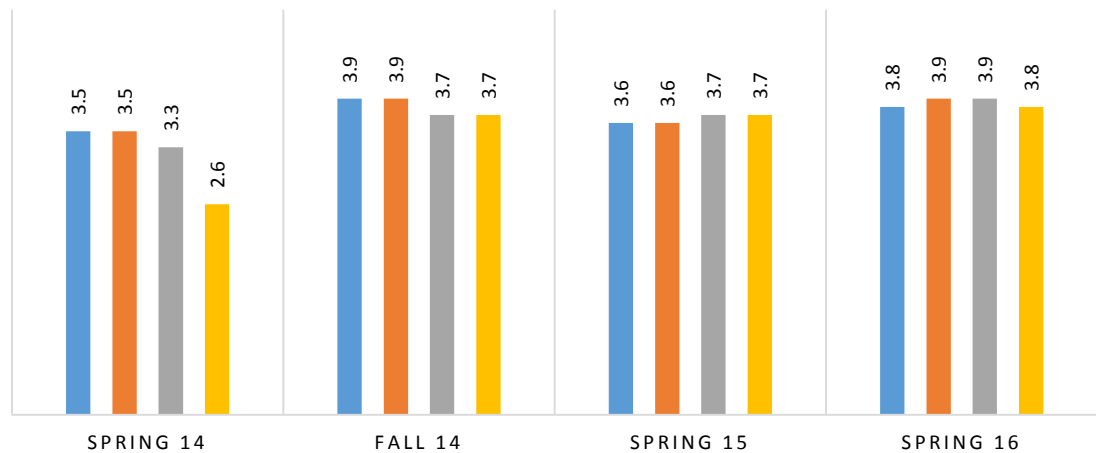
Criteria for Success: The mean score of the undergraduate Alumni satisfaction Survey will be greater than 3.5 on a 4 point Likert scale.

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 2016. 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 2016**

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



Sample size: Spring 2016: Sixteen (16) 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.

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.

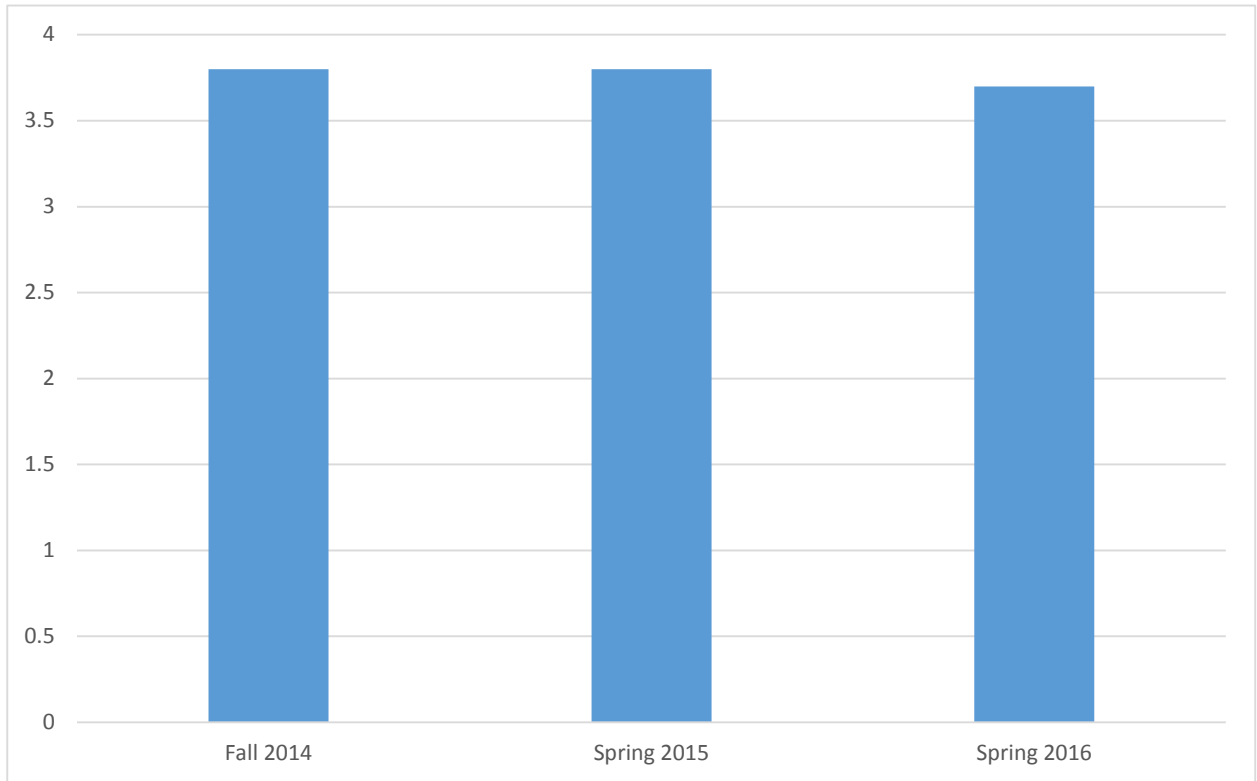
Criteria for Success: The mean score of the Alumni Satisfaction Survey will be greater than 3.5 on a 4 point Likert scale.

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 2016. The faculty, however, need to investigate and find solutions for improving students' satisfaction to a higher level.

**SCHOOL OF BUSINESS ALUMNI SATISFACTION SURVEY
OVERRIDE PROGRAM OF STUDY SATISFACTION**

GRADUATING SENIORS UNDERGRADUATE STUDENTS 2014-2016



Sample size: Spring 2016: Sixteen (16) 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.

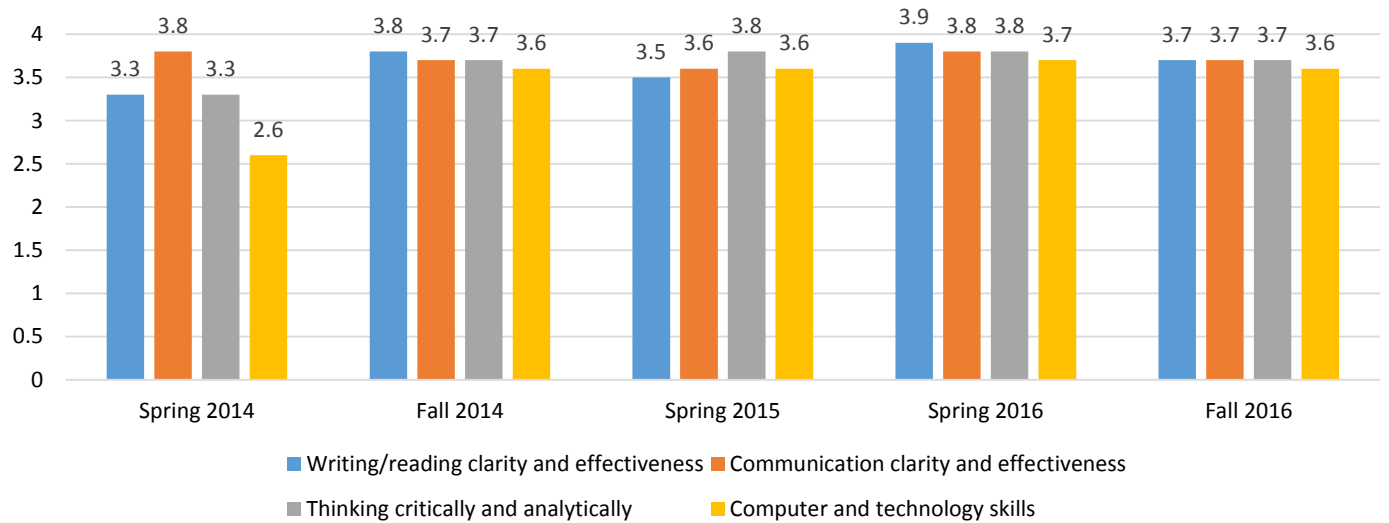
Fourth Means of Assessment: School of Business developed a survey to measure alumni's satisfaction with business curriculum, faculty, and academic and professional development

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 3.6 (90%) from Fall 2014 to Spring 2016.

**SCHOOL OF BUSINESS ALUMNI SATISFACTION WRITING/READING/CRITICAL
THINKING/TECHNOLOGY COMPETENCY
GRADUATING SENIORS
UNDERGRADUATES
SPRING 2014-SPRING 2016**



Sample size: Spring 2016: Sixteen (16) 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:

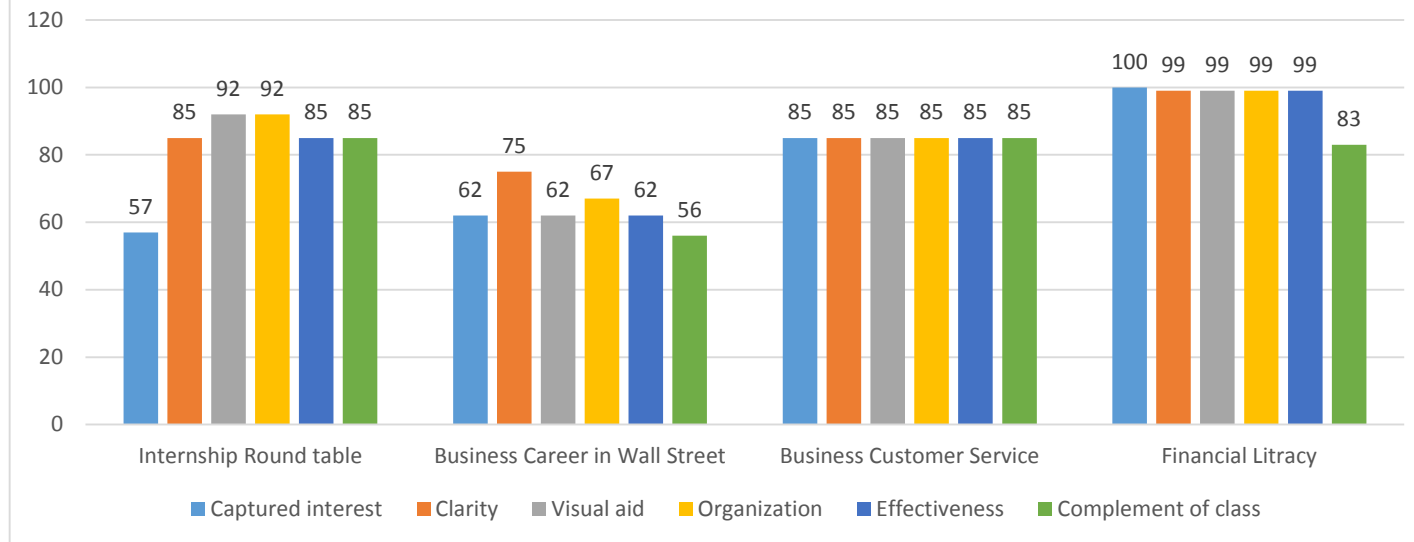
Means of Assessment: School of Business developed a survey to measure students' satisfaction with guest speaker presentations in the School of Business.

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.

school of business class/advisory council presentation satisfaction Fall 2016



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:** Presentations help students to become familiar with the real-world business topics. The knowledge will help students to get better employment after graduation.
- 3. Changes in assessment:** None.
- 4. Additional resources/budget required:** No.

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

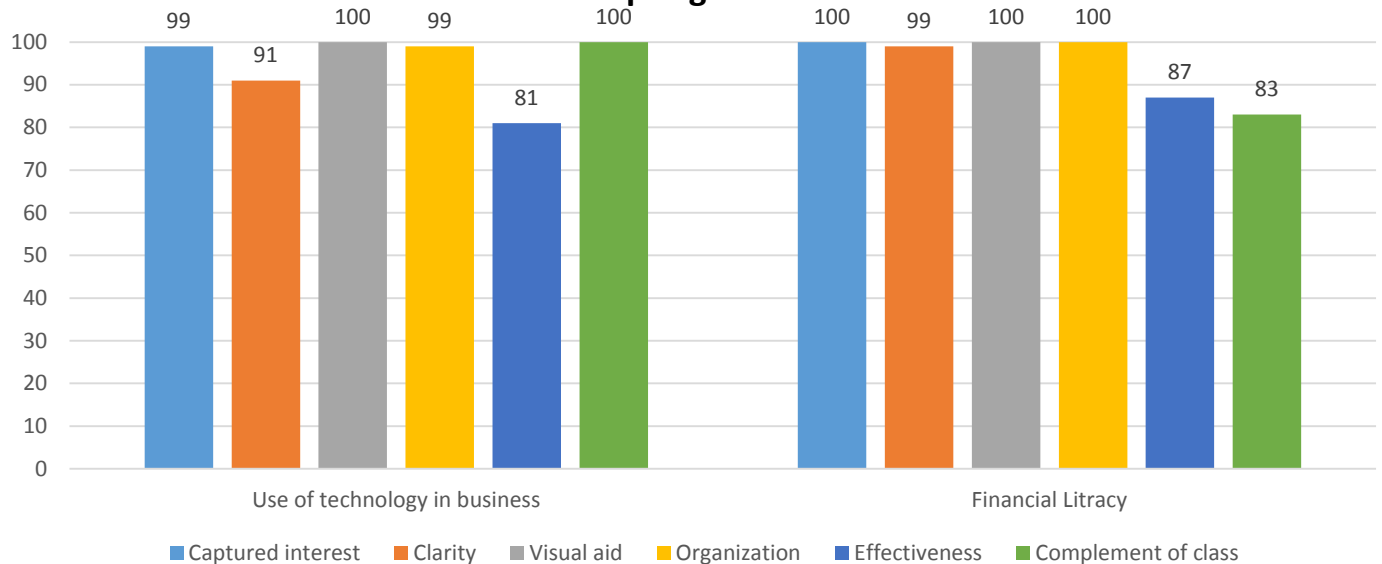
Means of Assessment: School of Business developed a survey to measure students' satisfaction with guest speaker presentation.

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 presentation: Use of Technology in Business and Financial Literacy presentations.

school of business class/advisory council presentation Satisfaction Spring 2016



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:** Presentations help students to become familiar with the real-world business topics. The knowledge will help students to get better employment after graduation.
- 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:

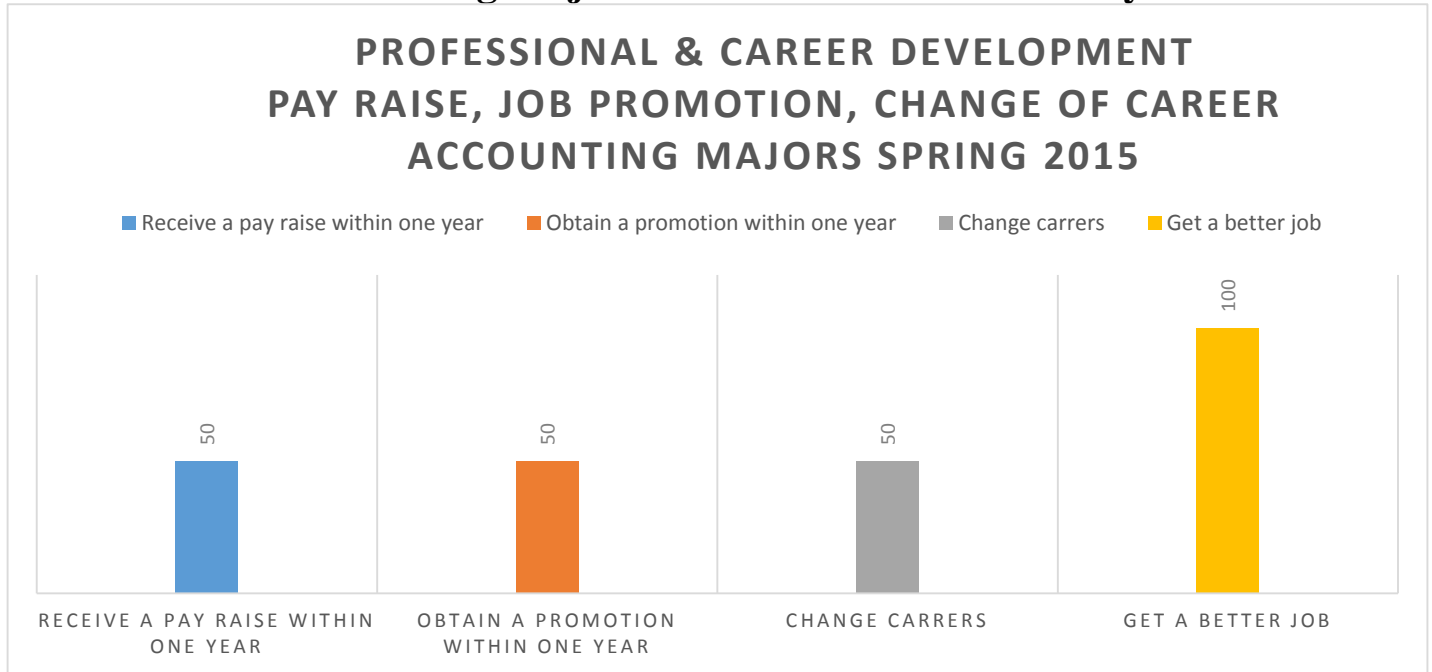
Means of Assessment: School of Business developed a survey to measure Accounting majors alumni satisfaction with professional and career development. Students were asked to choose one of the following: Strongly Disagree Neutral in Agreement Agree Strongly Agree

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 advance in the job market to receive a pay raise, promotion, and change career (50%, below the target of 80%), and getting a better job above the 80% target (100%).

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. The School has established a learning Center with resources (tutors) to facilitate Accounting students to study and help each other.
- 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 flowing: Strongly Disagree Neutral in Agreement Agree Strongly Agree

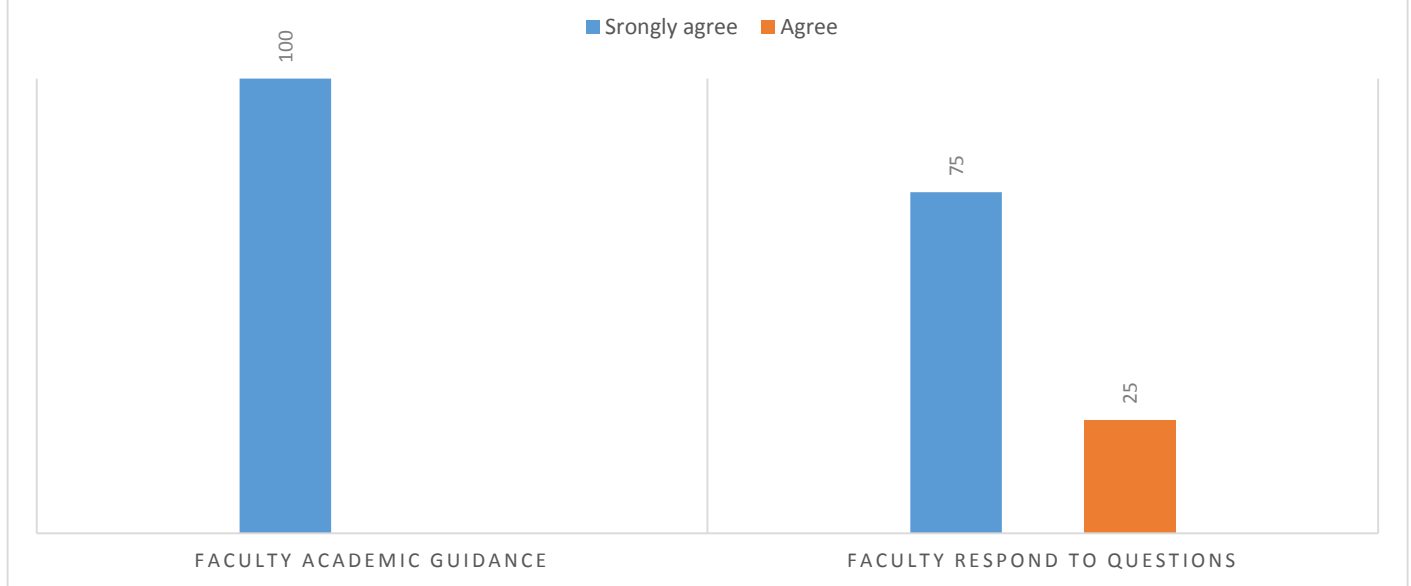
Criteria for Success: The Alumni Survey satisfaction results will be greater than 80%.

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

Results: The Accounting major alumni showed strong satisfaction (100%) with their faculty advisement and high satisfaction (75% strongly agree and 25% agree) with the faculty guidance.

Accounting Majors Alumni Satisfaction survey

FACULTY ADVISING AND GUIDANCE ACCOUNTING MAJORS SPRING 2015



Use of Results/Action Plan:

- 1. Use of results to improve program:** The faculty need to improve their advisement to Accounting 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, 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

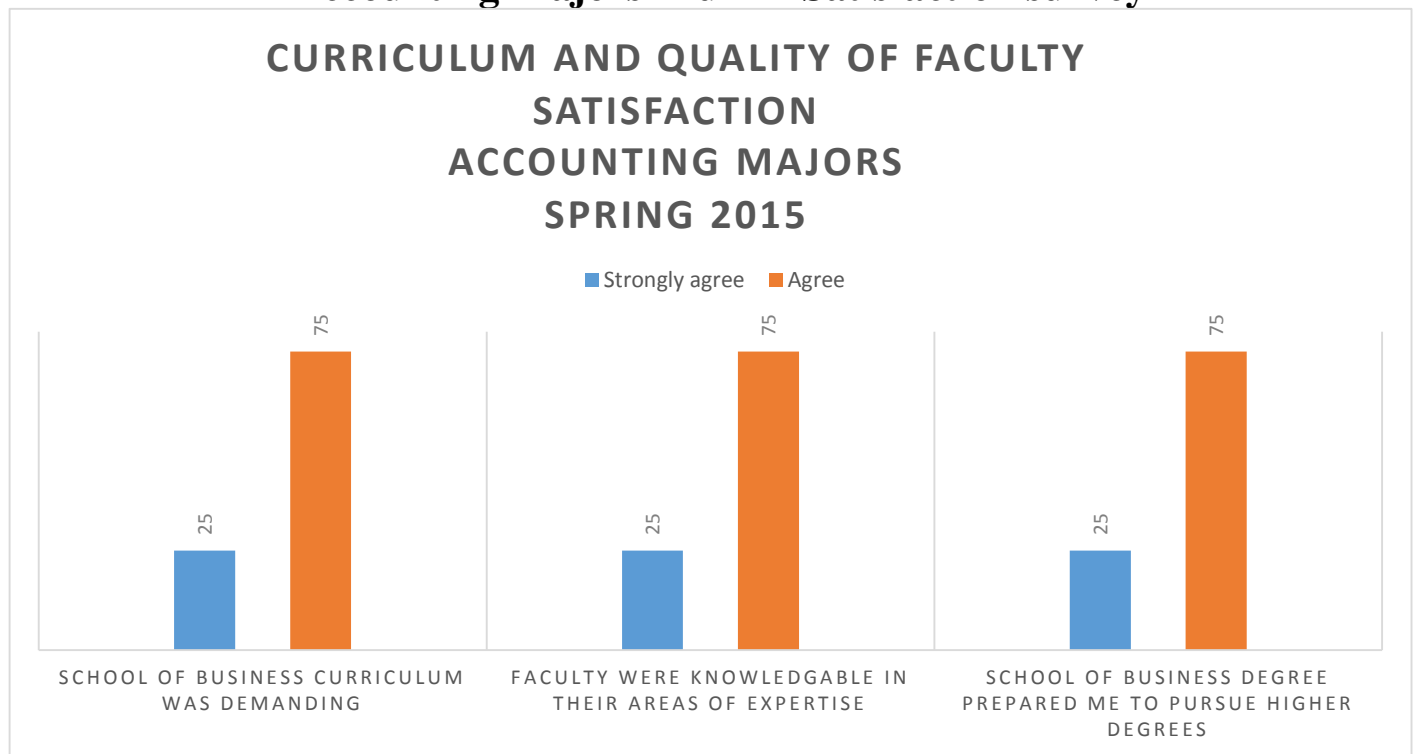
Criteria for Success: The Alumni Survey satisfaction results will be greater than 80%.

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

Results: The Accounting major alumni showed satisfaction (25% strongly agree and 75% agree) with the demanding curriculum, moderate satisfaction with faculty qualifications (25% strongly, 75% agree), and

moderate satisfaction with their preparedness to pursue higher academic degrees after receiving Accounting degree (25 strongly Agree, 75% 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, 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, 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:

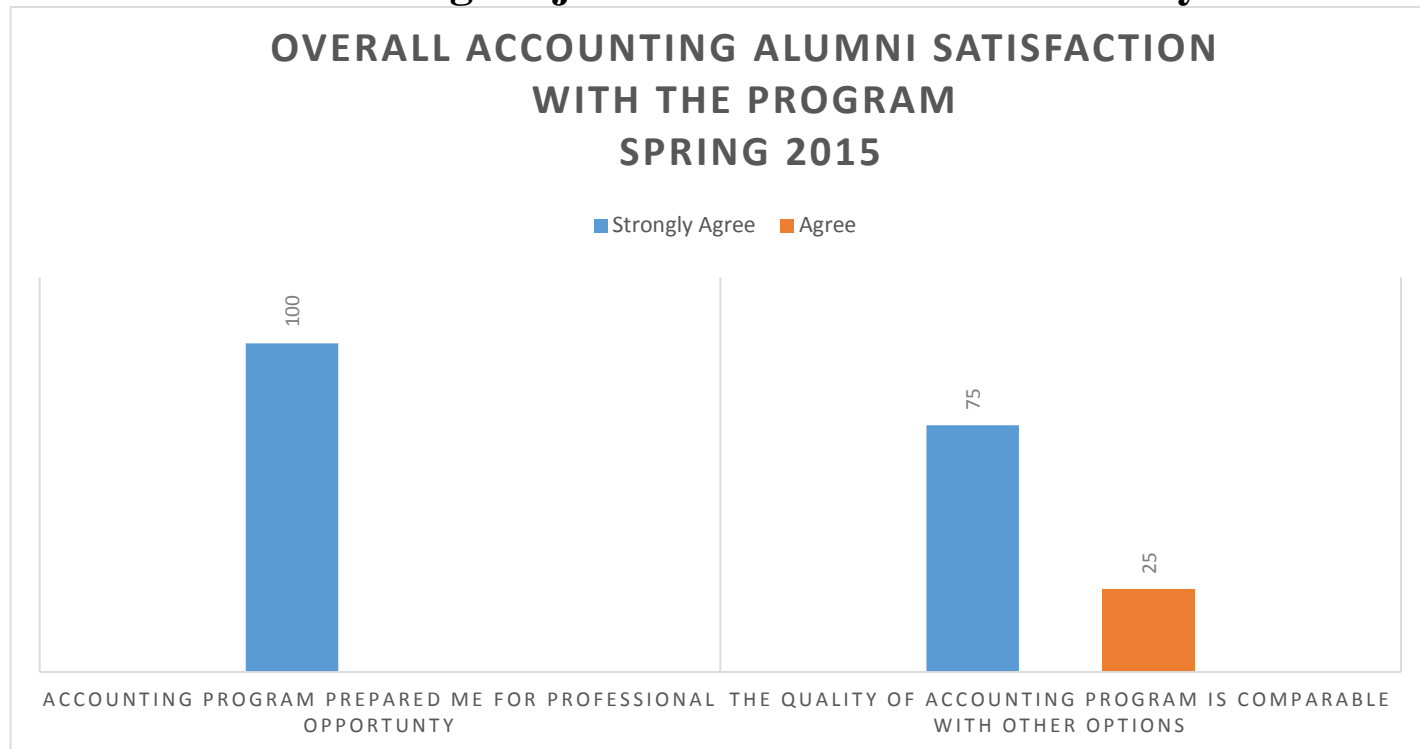
Strongly Disagree Neutral in Agreement Agree Strongly Agree

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 (100% strongly agree) with the professional development and strong satisfaction (75% strongly agree and 25% 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:

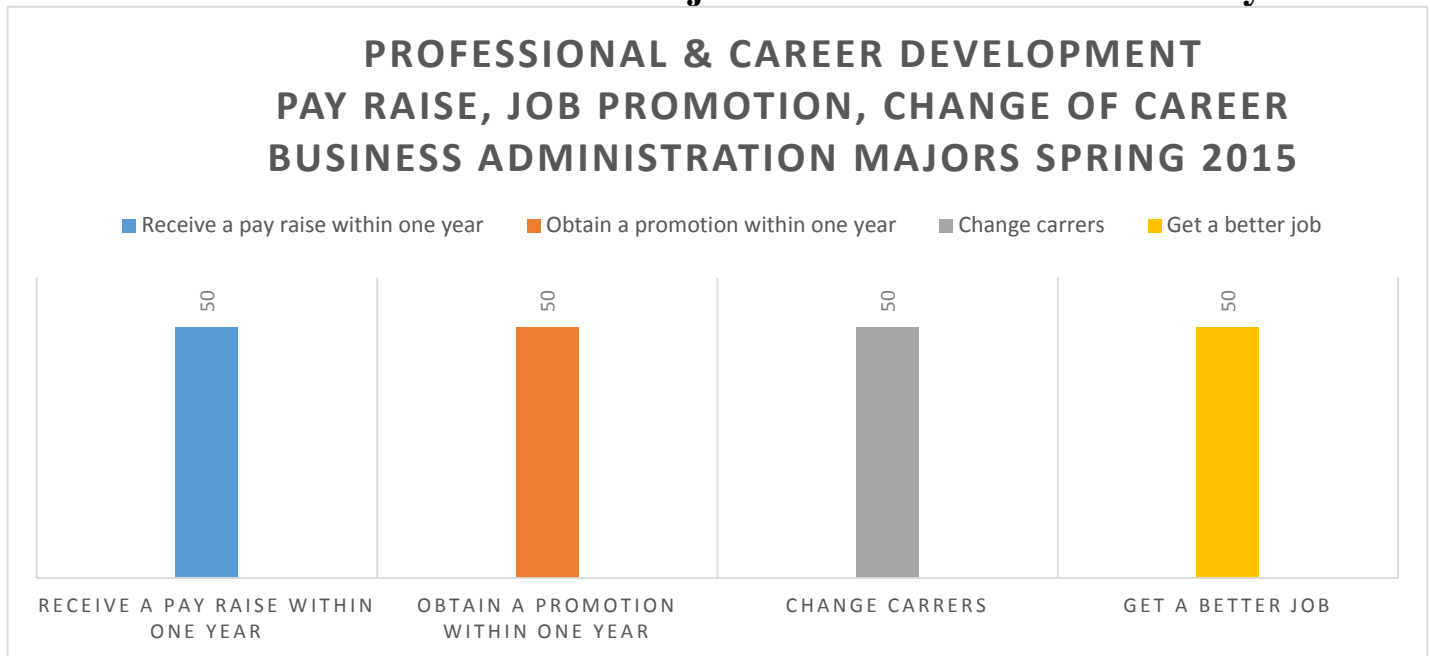
Strongly Disagree Neutral in Agreement Agree Strongly Agree

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 to receive a pay raise, promotion, and change career, and getting a better job below the 80% target (50%). Some graduates were international students and cannot get a job in United States.

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 flowing: Strongly Disagree Neutral in Agreement Agree Strongly Agree

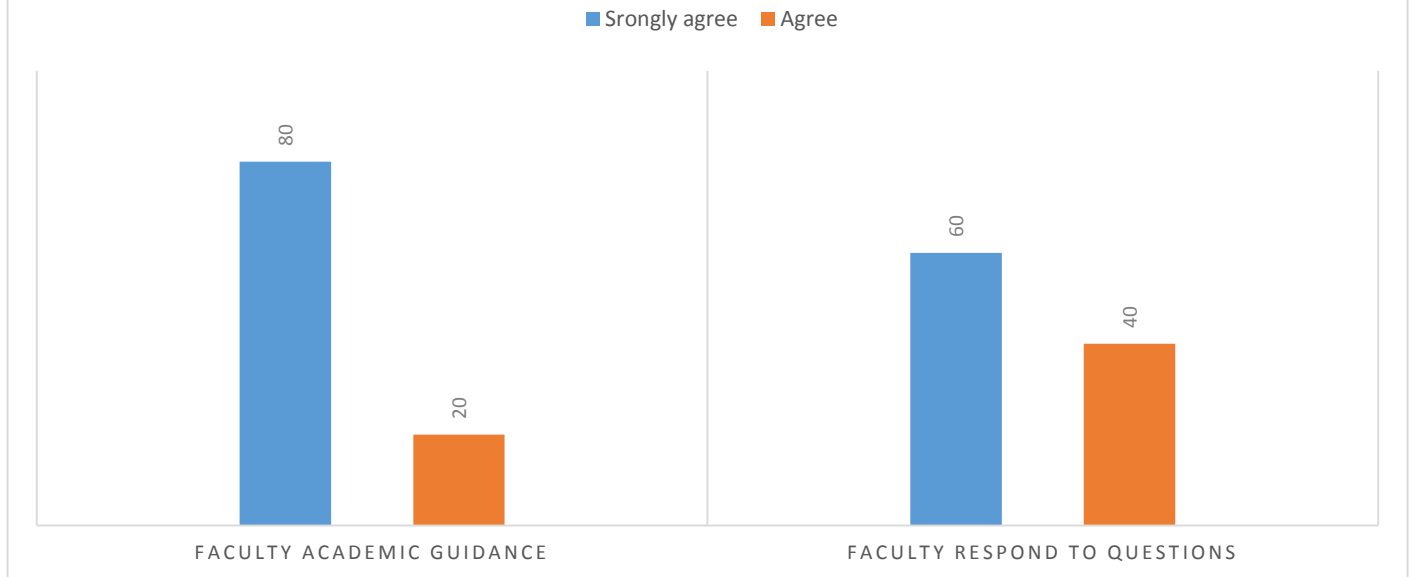
Criteria for Success: The Alumni Survey satisfaction results will be greater than 80%.

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

Results: The A Business Administration major alumni showed strong satisfaction (80%) with their faculty advisement and moderate satisfaction (60% strongly agree and 40% agree) with the faculty guidance.

Business Administration Majors Alumni Satisfaction survey

FACULTY ADVISING AND GUIDANCE BUSINESS ADMINISTRATION MAJORS SPRING 2015



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 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, 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:

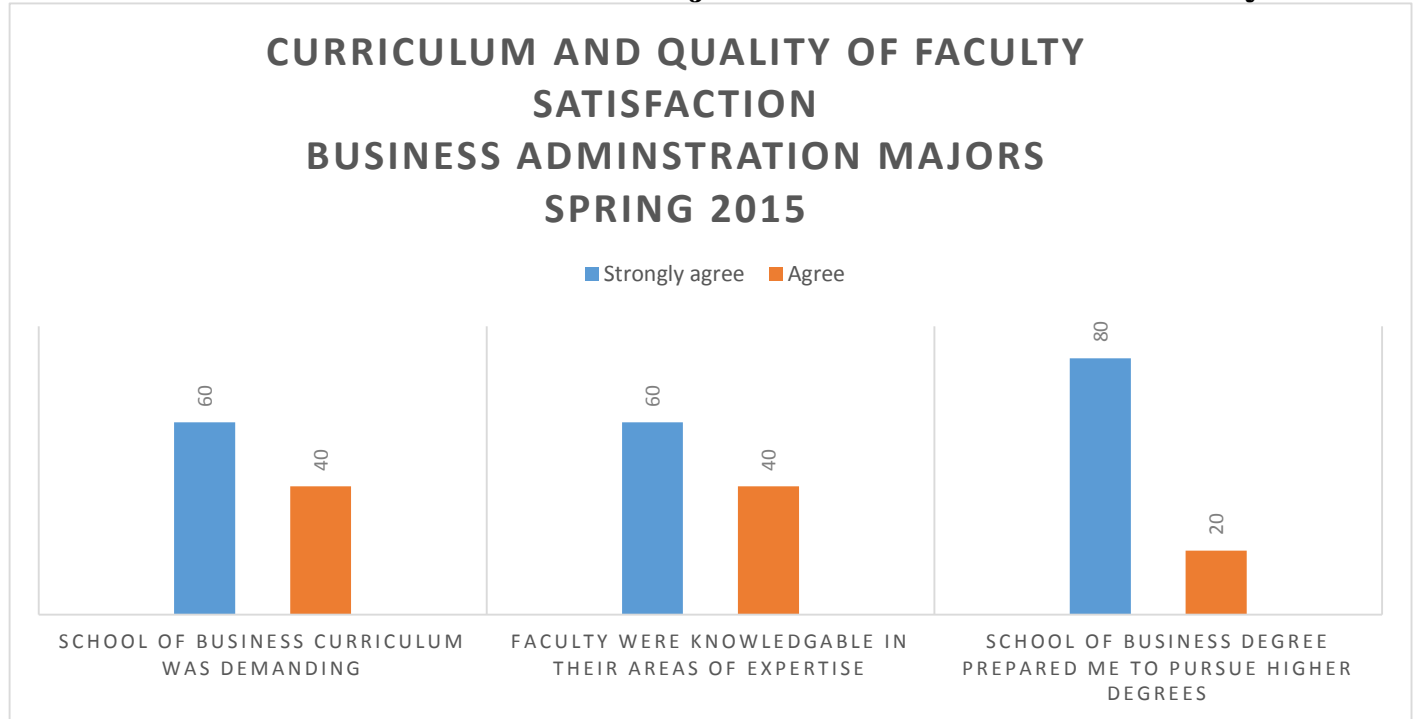
Strongly Disagree Neutral in Agreement Agree Strongly Agree

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 moderate satisfaction (60% strongly agree and 40% agree) with the demanding curriculum, moderate satisfaction with faculty qualifications (60% strongly, 40% agree), and strong satisfaction with their preparedness to pursue higher academic degrees after receiving Business Administration g degree (80 strongly Agree, 20% 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:

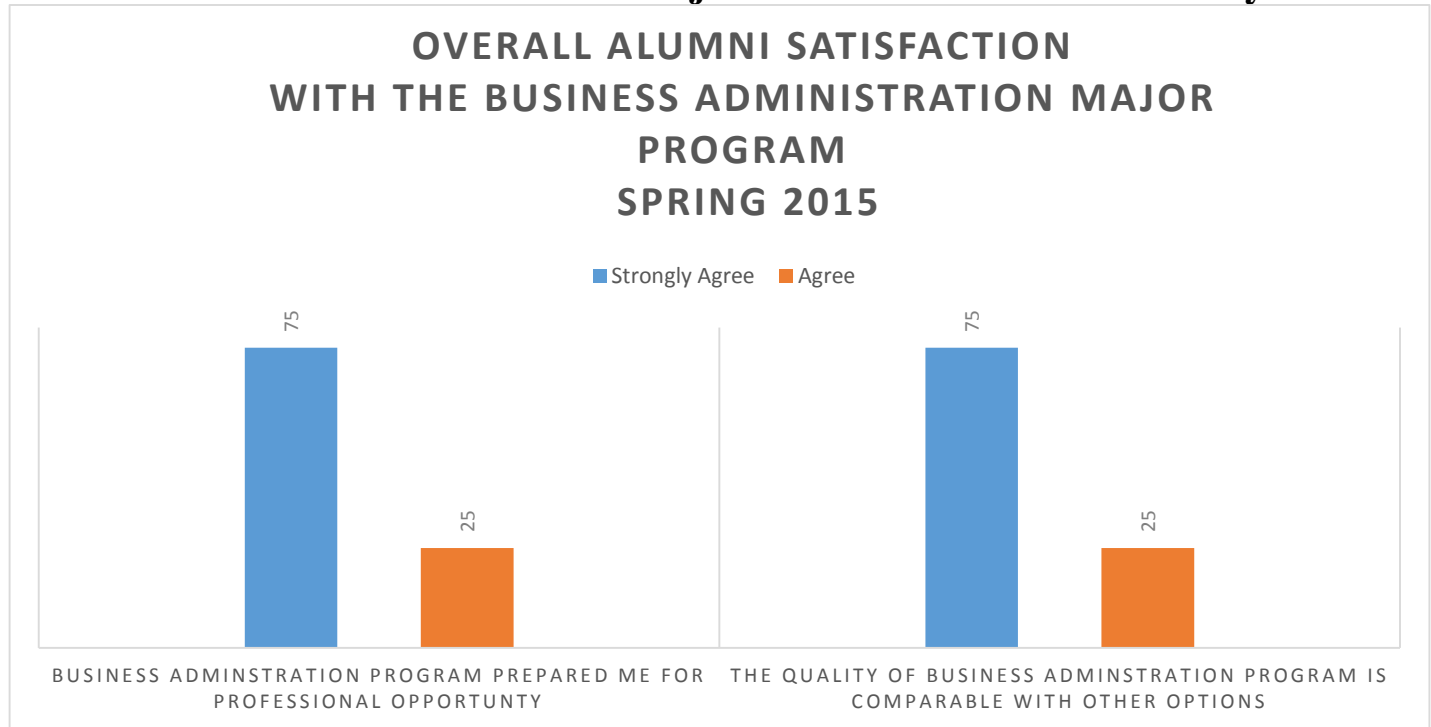
Strongly Disagree Neutral in Agreement Agree Strongly Agree

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 (75% strongly agree, 25% AGREE) with the professional development and satisfaction (75% strongly agree and 25% 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, 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, Finance

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

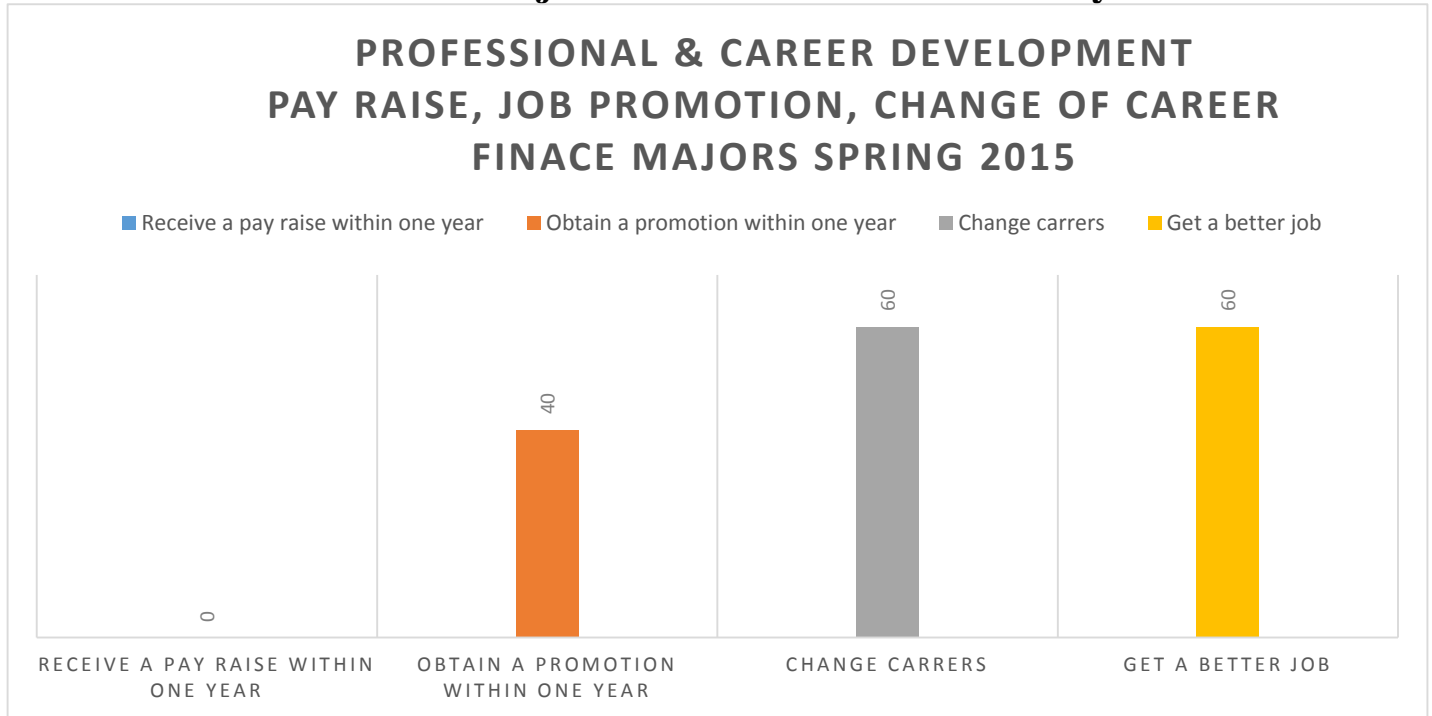
Means of Assessment: School of Business developed a survey to measure Finance major alumni satisfaction with professional and career development. Students were asked to choose one of the flowing: Strongly Disagree Neutral in Agreement Agree Strongly Agree

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 results shows that Finance major did not get a pay raise (0%), (40%) received a promotion with a year, 60% changed career and received a better job. Some graduates were international students and cannot 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 flowing: Strongly Disagree Neutral in Agreement Agree Strongly Agree

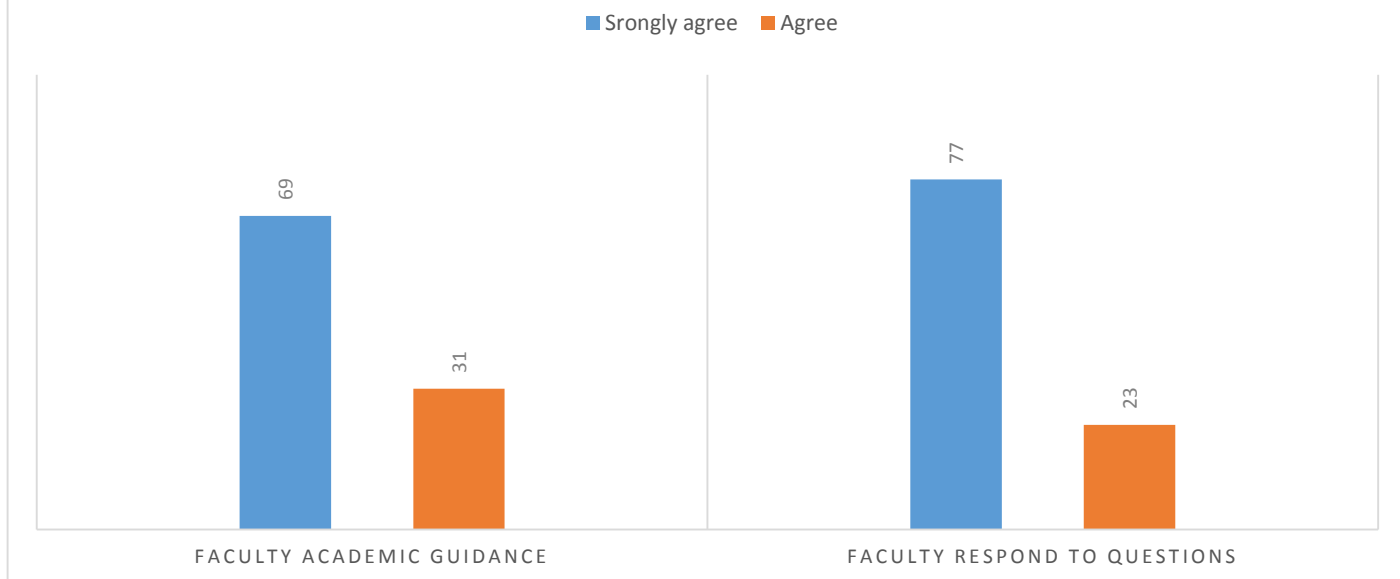
Criteria for Success: The Alumni Survey satisfaction results will be greater than 80%.

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

Results: The A Finance major alumni showed satisfaction (69%) with their faculty advisement and moderate satisfaction (77% strongly agree and 23% agree) with faculty guidance.

Finance Majors Alumni Satisfaction survey

FACULTY ADVISING AND GUIDANCE FINANCE MAJORS SPRING 2015



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, 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, 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 flowing: Strongly Disagree Neutral in Agreement Agree Strongly Agree

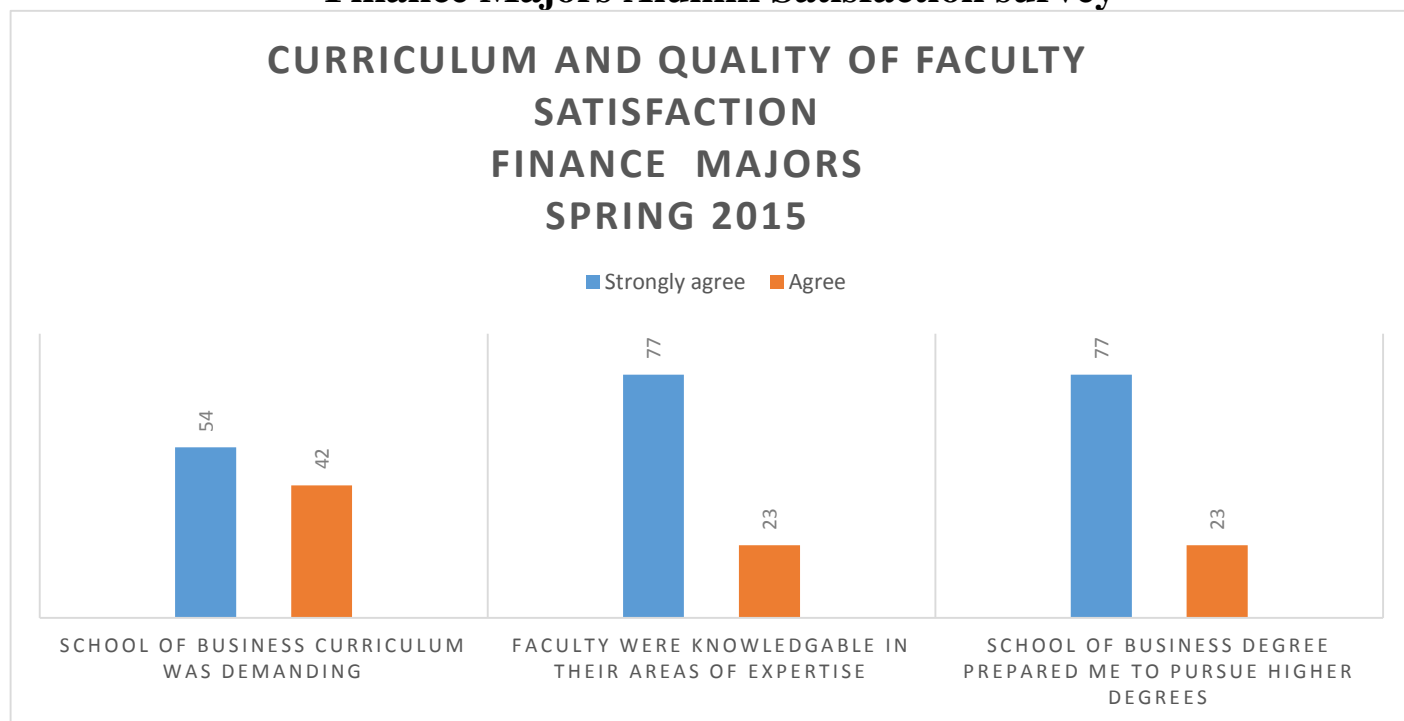
Criteria for Success: The Alumni Survey satisfaction results will be greater than 80%.

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

Results: The Finance major alumni indicated moderate satisfaction (54% strongly agree and 42% agree) with the demanding curriculum, moderate to strong satisfaction with faculty qualifications (77% strongly, 23%

agree), and moderate to strong satisfaction with their preparedness to pursue higher academic degrees after receiving Finance degree (77 strongly Agree, 23% 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

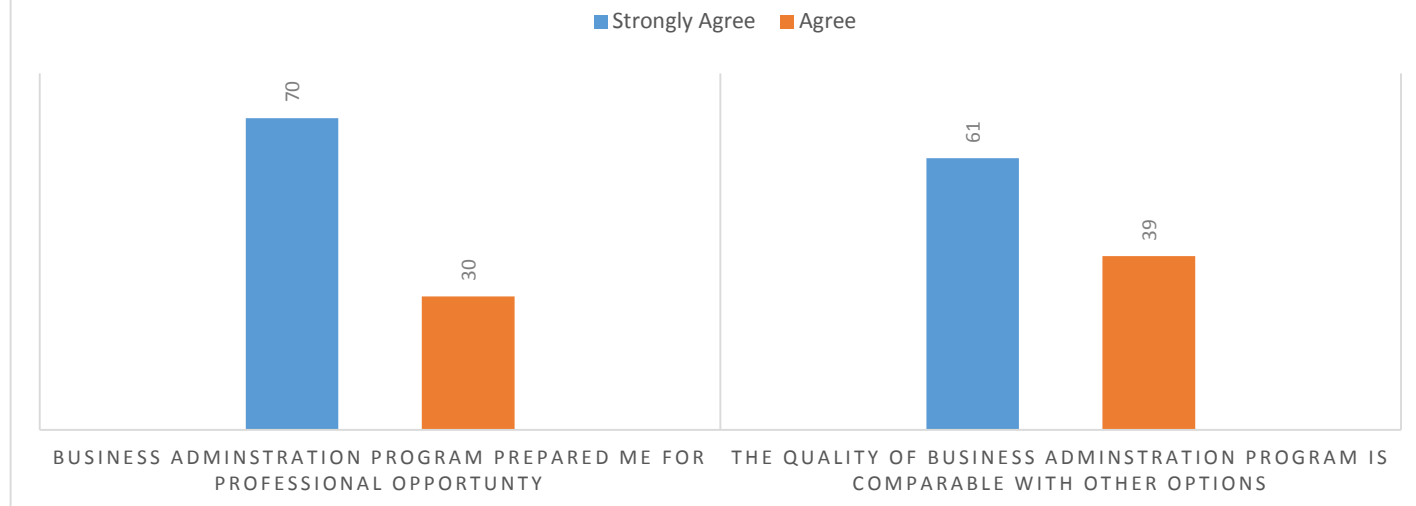
Criteria for Success: The Alumni Survey satisfaction results will be greater than 80%.

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

Results: The Finance majors alumni survey showed students moderate to strong satisfaction (70% strongly agree, 30% agree) with the professional development and moderate satisfaction (61% strongly agree and 39% agree) with choosing Florida Memorial Finance program.

Finance Majors Alumni Satisfaction survey

OVERALL ALUMNI SATISFACTION WITH THE FINANCE MAJOR PROGRAM SPRING 2015



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, 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, Marketing

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

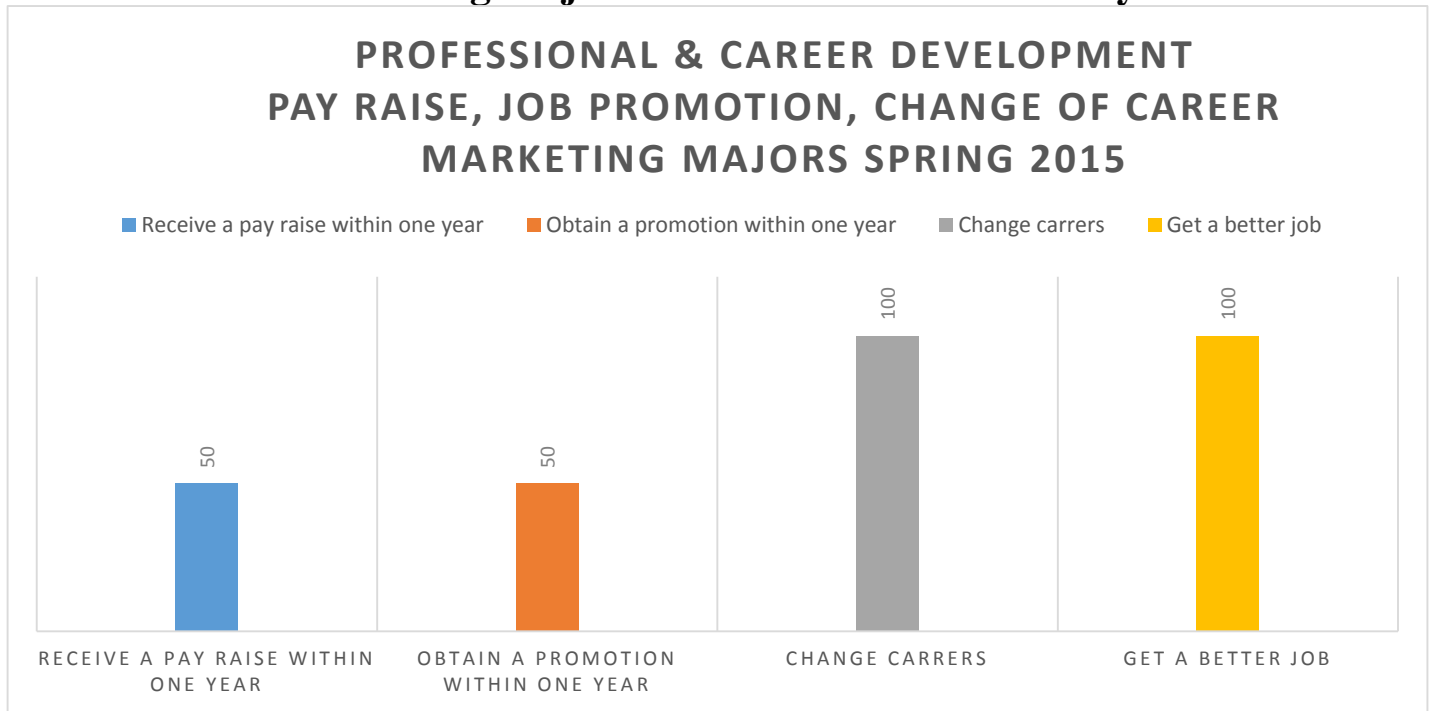
Means of Assessment: School of Business developed a survey to measure Marketing major alumni satisfaction with professional and career development. Students were asked to choose one of the flowing: Strongly Disagree Neutral in Agreement Agree Strongly Agree

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 results indicated that Marketing major half of Marketing alumni did get a pay raise, and promotion (50%). 100% of graduates changed career and 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 of 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

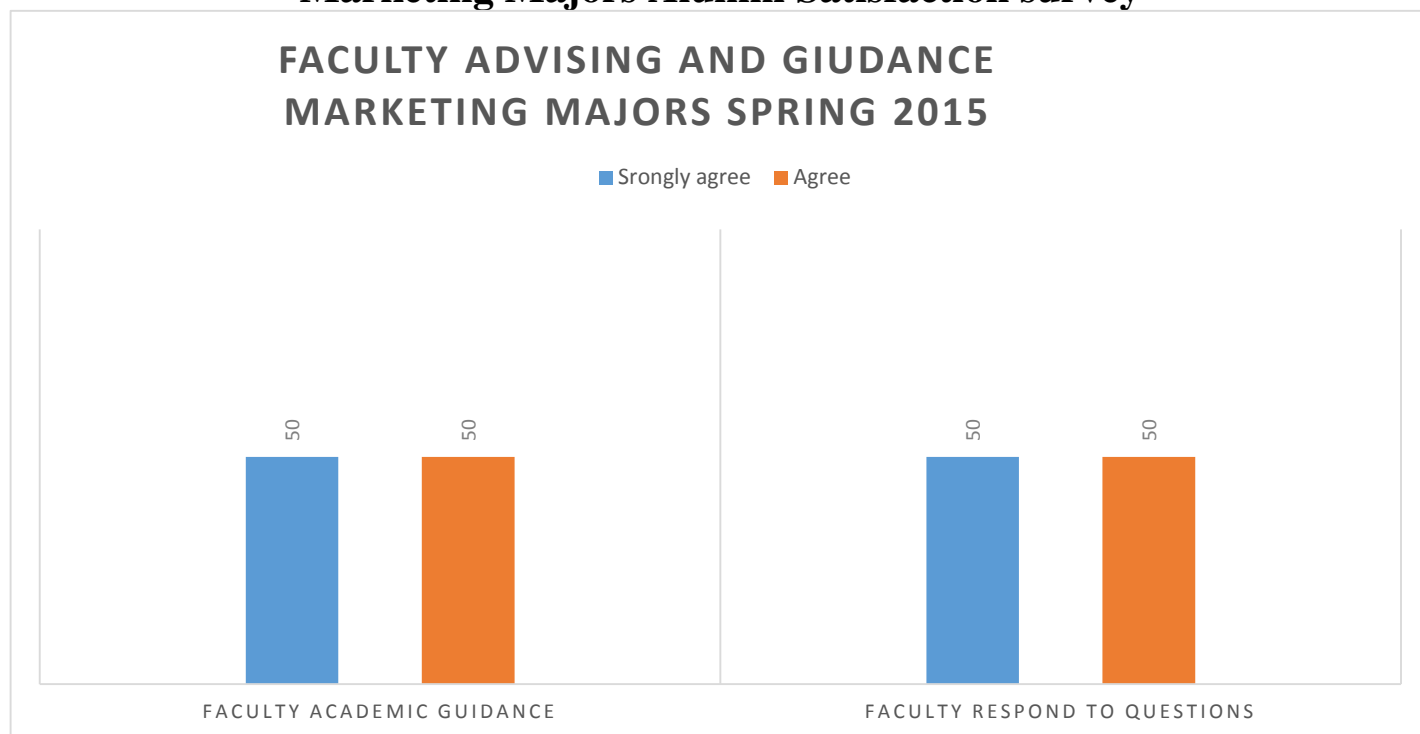
Means of Assessment: School of Business developed a survey to measure Marketing major alumni satisfaction with faculty advisement and guidance. Students were asked to choose one of the following: Strongly Disagree Neutral in Agreement Agree Strongly Agree

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 A Marketing major alumni showed average satisfaction (50%) with their faculty advisement and guidance.

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

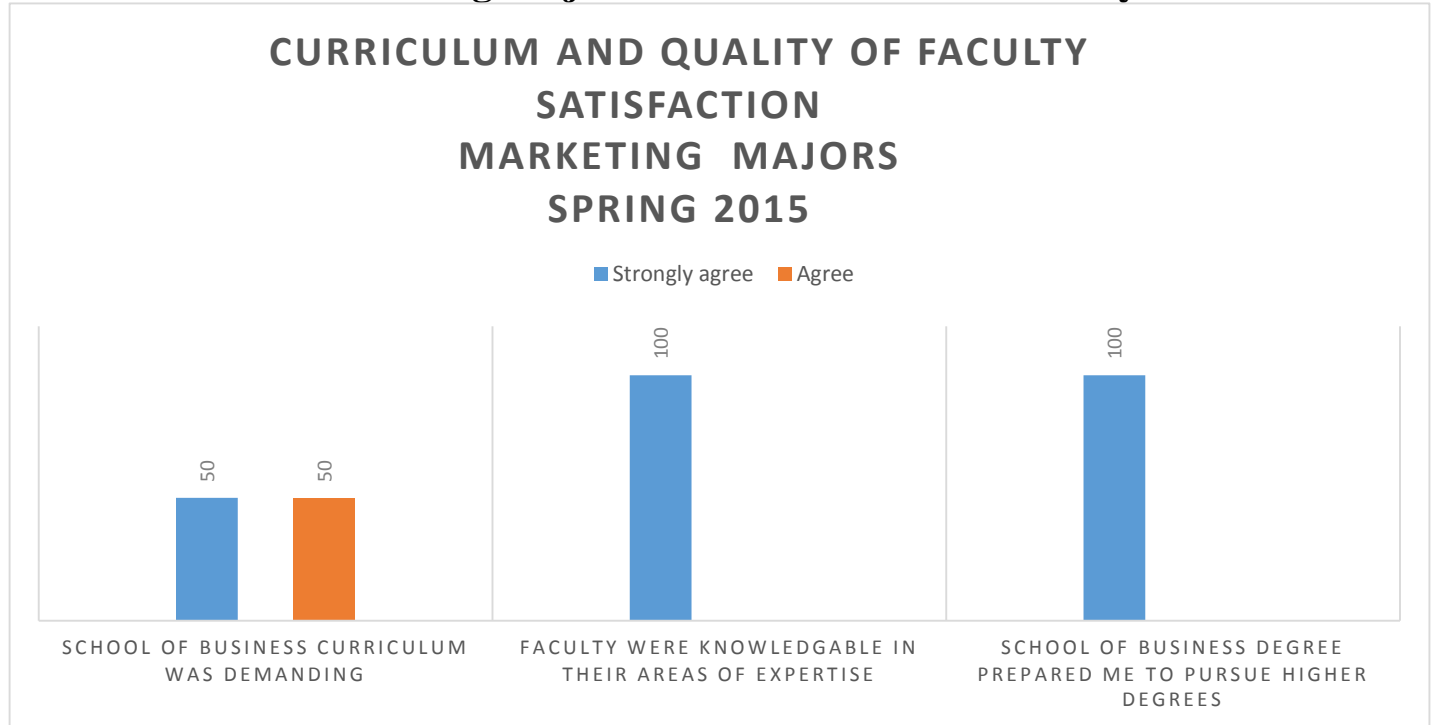
Means of Assessment: School of Business developed a survey to measure Marketing major alumni satisfaction with curriculum and faculty qualifications. Students were asked to choose one of the flowing: Strongly Disagree Neutral in Agreement Agree Strongly Agree

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 major alumni showed moderate satisfaction (50% strongly agree and 50% agree) with the demanding curriculum, strong satisfaction with faculty qualifications (100% strongly), 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

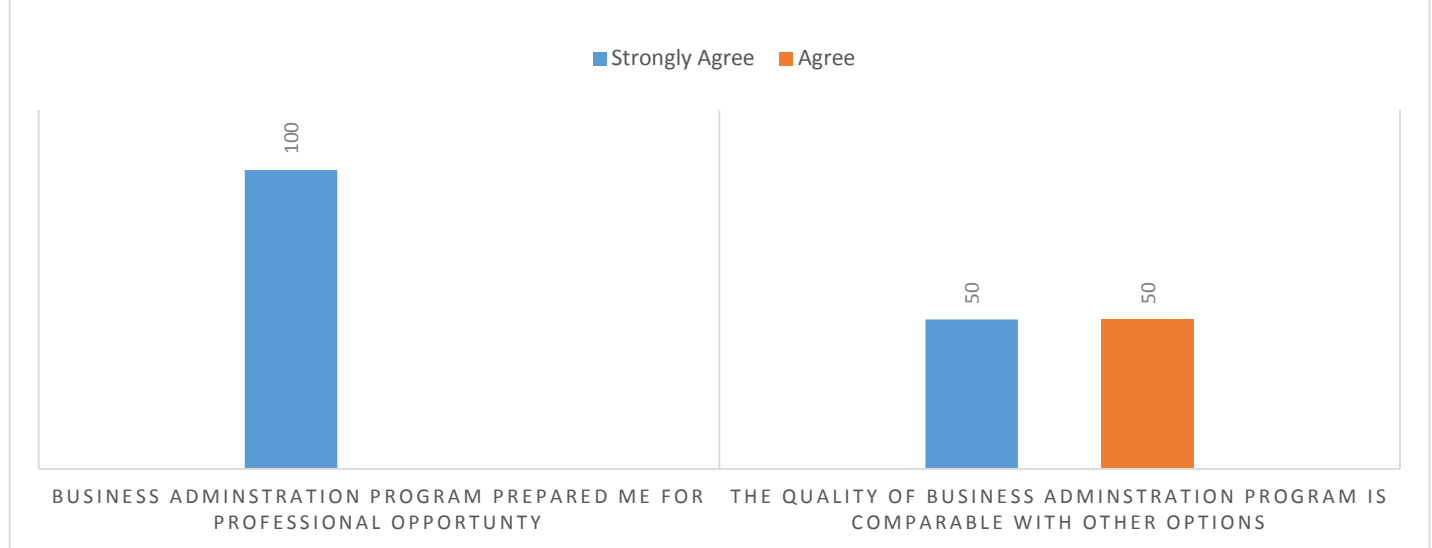
Criteria for Success: The Alumni Survey satisfaction results will be greater than 80%.

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 (50% strongly agree and 50% agree) with choosing Florida Memorial Marketing program.

Marketing Majors Alumni Satisfaction survey

OVERALL ALUMNI SATISFACTION WITH THE MARKETING MAJOR PROGRAM SPRING 2015



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.

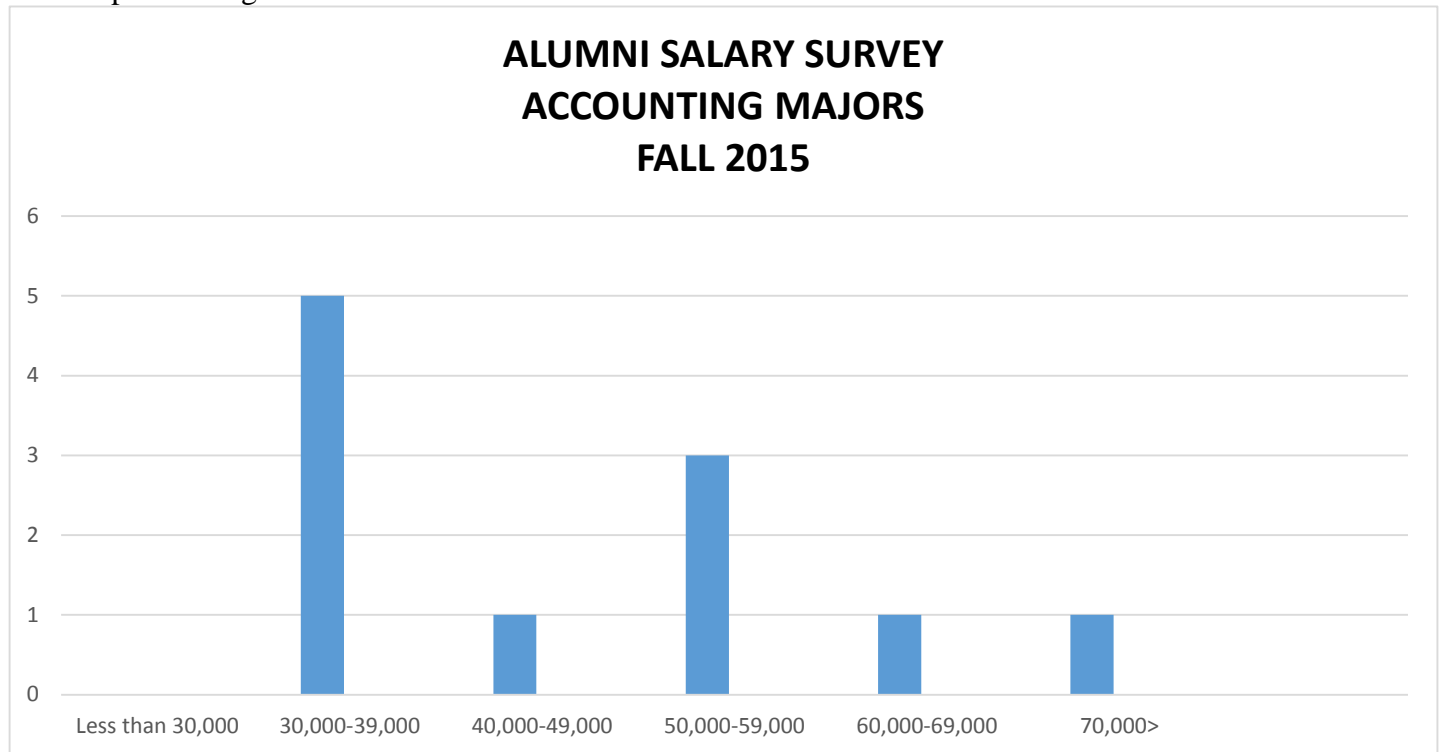
Students Satisfaction Assessment-Undergraduate Salary By Majors, Accounting

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 average salary for Accounting major alumni survey showed that Accounting graduates salary are compatible or greater to the national norm.



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.

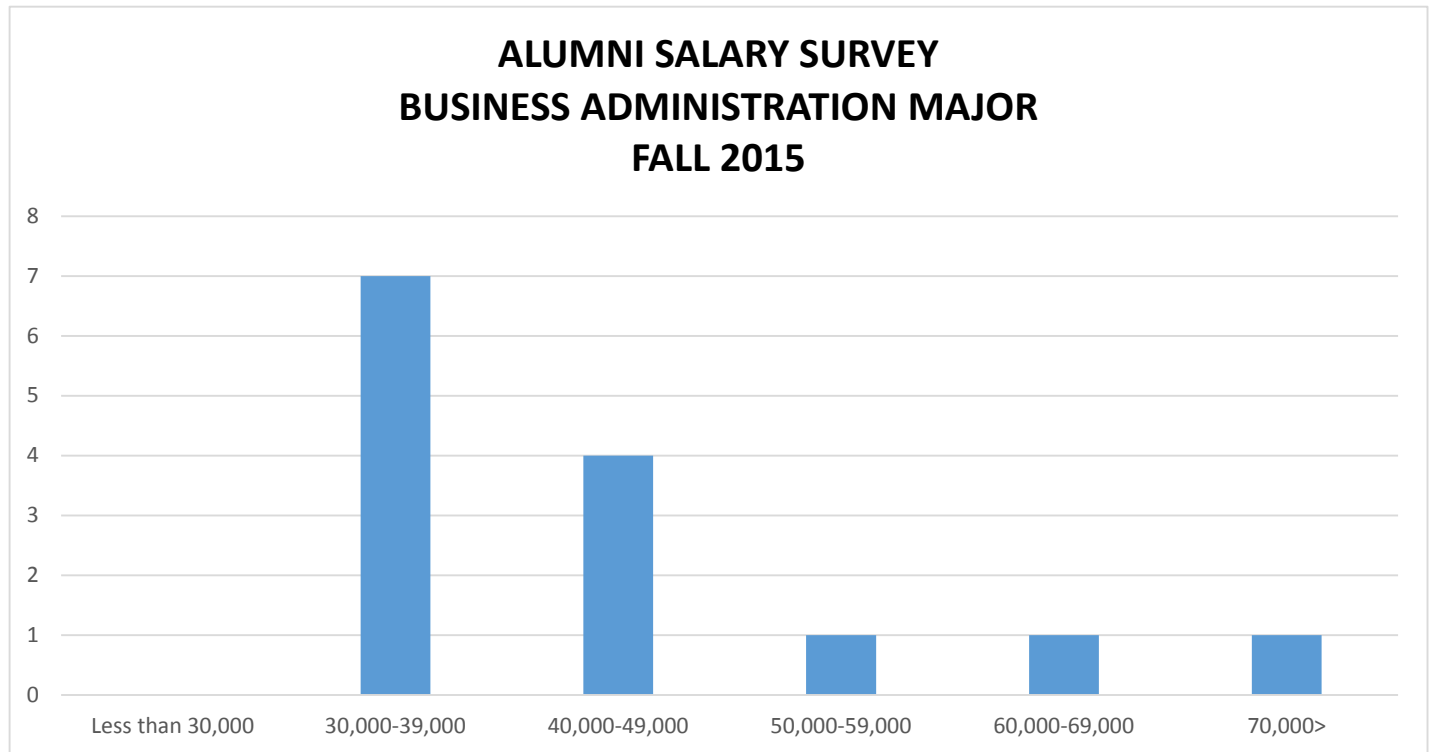
Students Satisfaction Assessment-Undergraduate Salary By Majors, Business Administration

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

Criteria for Success: The Alumni salary survey results are 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.

Results: The average salary for Business Administration major alumni survey showed that the graduate's salary are close or greater to the national norm.



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.

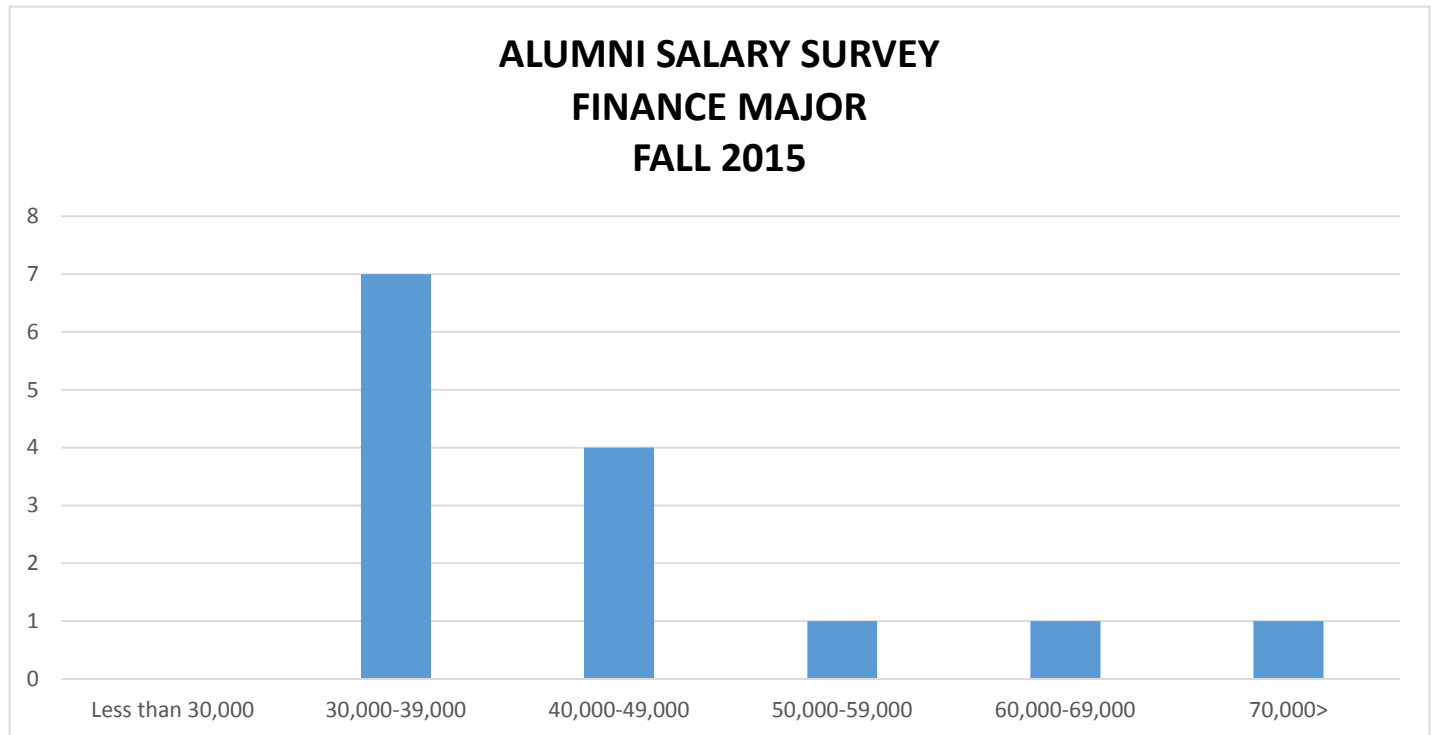
Students Satisfaction Assessment-Undergraduate Salary By Majors, Finance

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.



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, 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.

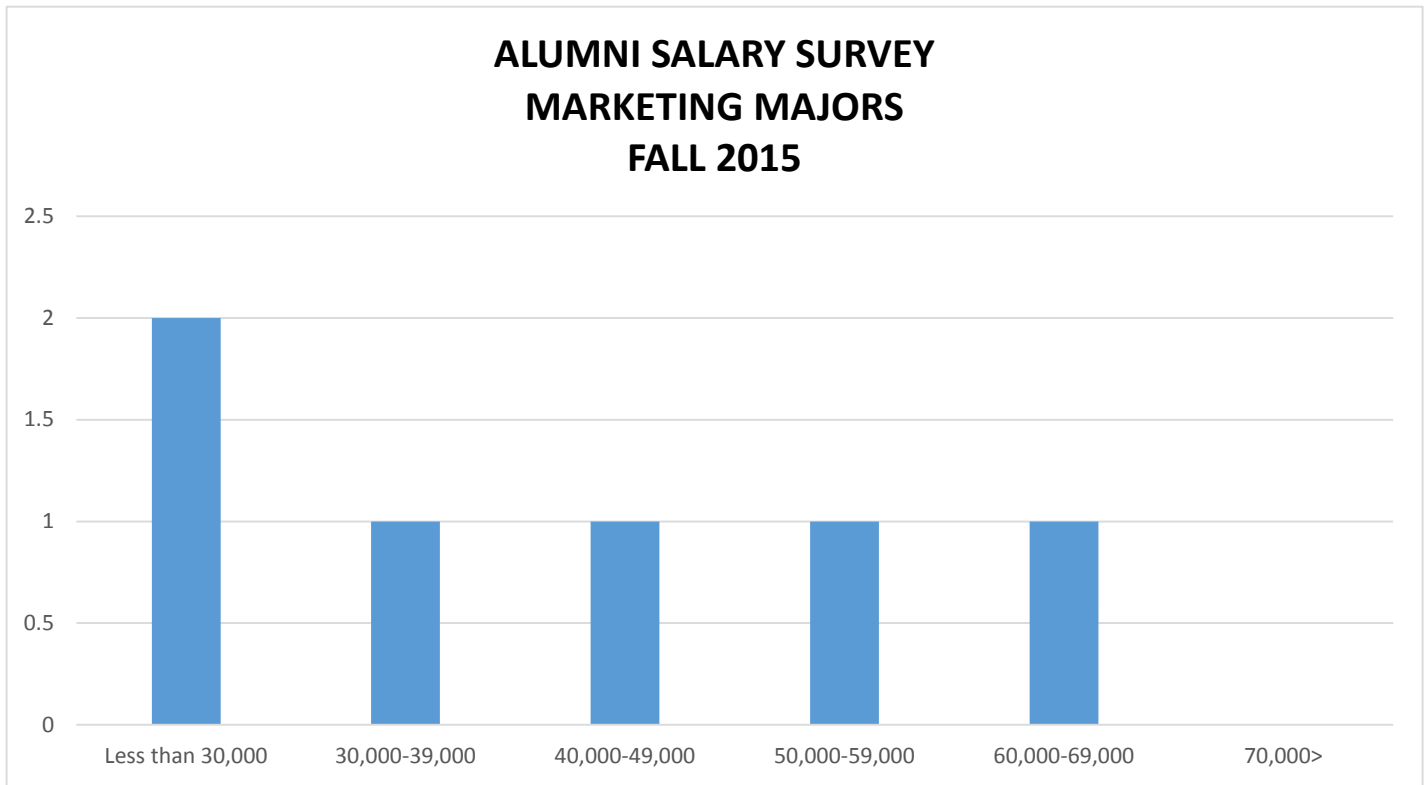
Students Satisfaction Assessment-Undergraduate Salary By Majors, Marketing

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 or greater to the national norm.

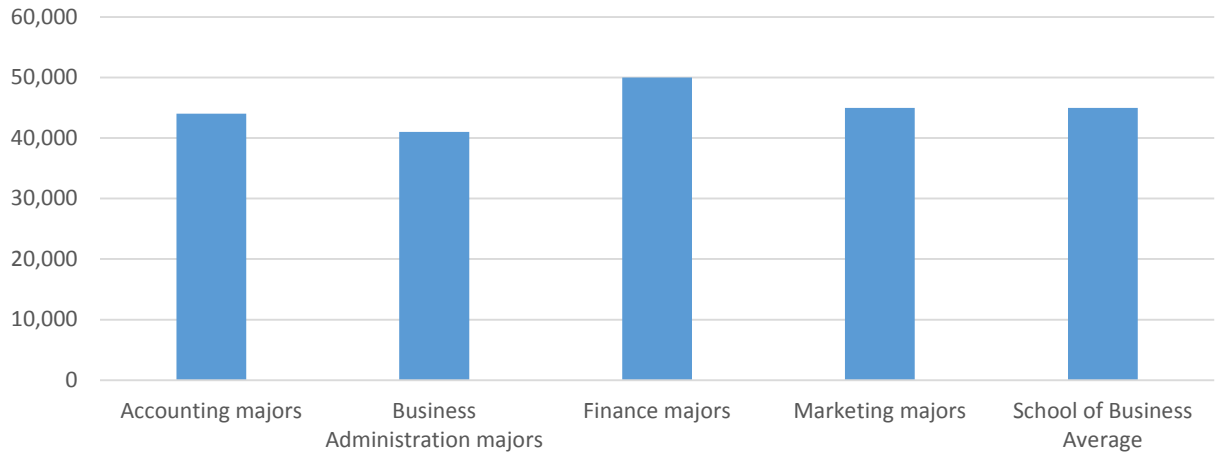


Use of Results/Action Plan:

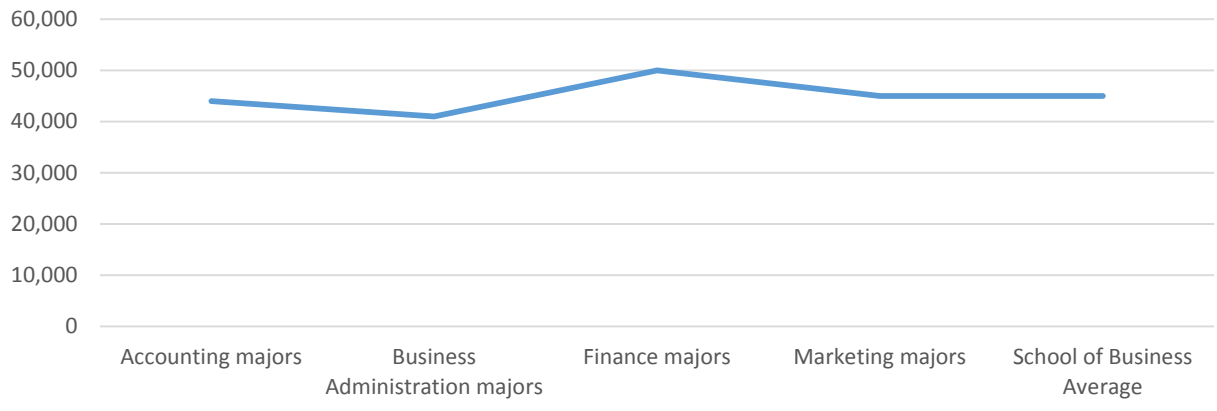
- 1. Use of results to improve program:** The survey results have to be used for recruiting of students to the Marketing program.
- 2. Rationale:** The alumni satisfaction helps the School of Business in its recruitment and fund raising.
- 3. Changes in assessment:** None.
- 4. Additional resources/budget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

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

**ALUMNI SALARY SURVEY
 AVERAGE SALARY BY MAJORS
 SCHOOL OF BUSINESS SALARY AVERAGE
 FALL 2015**

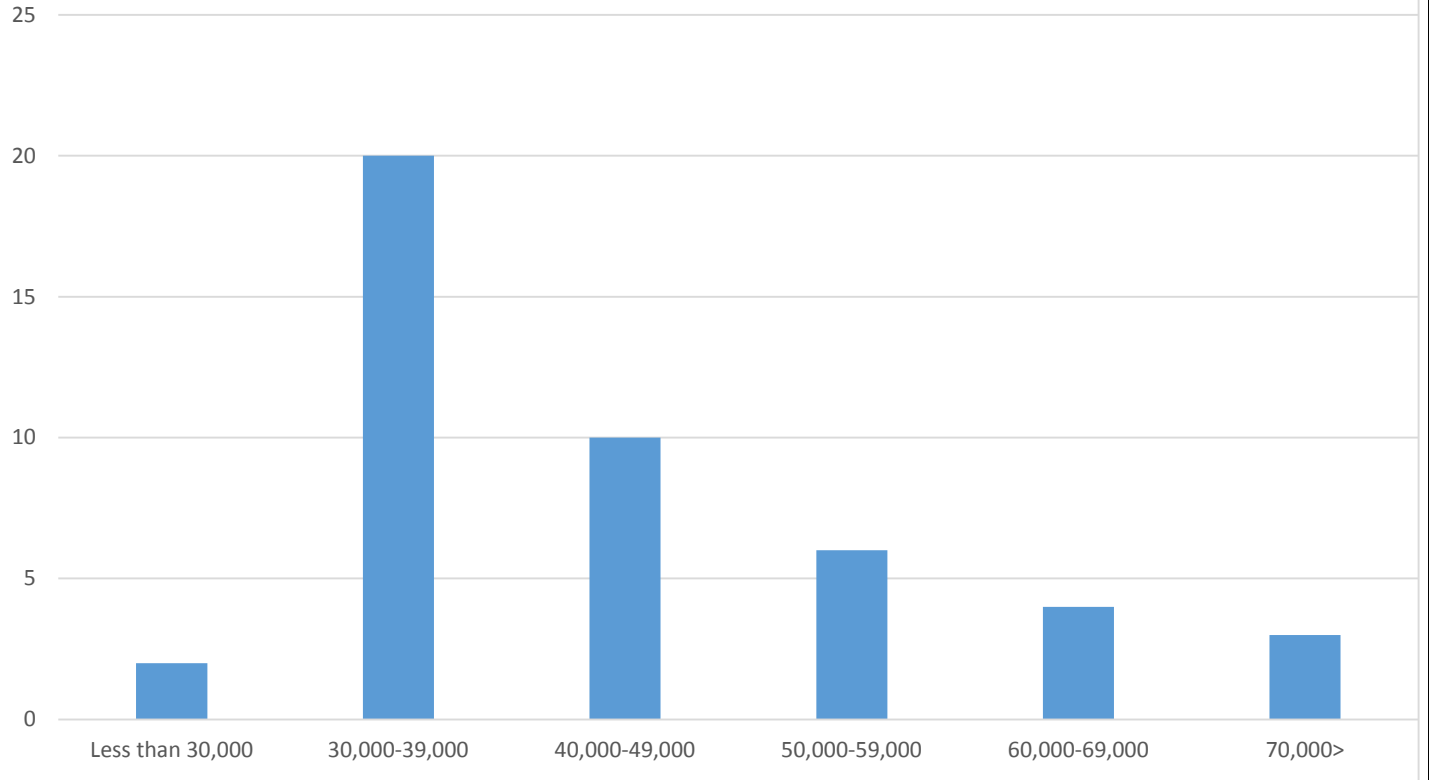


**ALUMNI SALARY SURVEY
 AVERAGE SALARY BY MAJORS
 SCHOOL OF BUSINESS SALARY AVERAGE
 FALL 2015**



The average salary for the majors in the School of Business are above \$40,000. The average for Finance and Accounting majors are higher than Business Administration and Marketing majors.

**ALUMNI SALARY SURVEY
SCHOOL OF BUSINESS
FALL 2015**



Average Salary of School of Business 2015 graduates: \$39,000