



College Of Business



Annual Performance Summary Report 2015

Prepared by:
Office of Institutional Research & Assessment
January 2016

Student Achievement



STUDENT ACHIEVEMENT

Graduation

Graduation Rate (Business Majors)	Percent of New Business Majors Entering School in Fall Term and Graduating within 1 to 6 Years					
	1 Year	2 Years	3 Years	4 Years	5 Years	6 Years
Fall 2008	0.66%	19.6%	41.2%	46.8%	51.5%	53.6%
Fall 2009	0.72%	26.1%	44.2%	50.7%	53.3%	54.7%
Fall 2010	0.36%	23.8%	43.1%	50.2%	53.0%	--
Fall 2011	0.00%	23.2%	45.4%	51.1%	--	--
Fall 2012	0.00%	18.9%	42.6%	--	--	--
Fall 2013	0.39%	20.7%	--	--	--	--
Fall 2014	0.00%	--	--	--	--	--

Business Graduates	Number of Students Graduating				
	2011	2012	2013	2014	2015
Business Graduates (All Majors)	358	352	360	356	332
Accounting	88	84	100	92	79
Acquisition and Contract Management	14	28	33	24	33
Enterprise Systems Management	3	5	6	6	2
Human Resources Management	38	27	28	32	27
Information Assurance Management *	N/A	N/A	N/A	N/A	N/A
Logistic & Supply Chain Management	5	28	30	25	38
Management	159	141	124	140	115
Management of Technology	51	39	39	37	38

* New Program.

STUDENT ACHIEVEMENT

Persistence & Retention

Retention Rate (Fall to Fall) College of Business Majors	Percent of Students Starting in Fall and Returning in Subsequent Fall Terms	
	After 1 Year	After 2 Years
Entering Fall Cohort		
Fall 2010	66.4%	49.1%
Fall 2011	72.9%	54.0%
Fall 2012	69.7%	55.2%
Fall 2013	73.3%	61.6%
Fall 2014	75.4%	- -

Persistence Rate (Fall to Spring) College of Business Majors	Enrolled	Persistence Rate
Fall 2010 to Spring 2011	1,305	84.5%
Fall 2011 to Spring 2012	1,317	85.0%
Fall 2012 to Spring 2013	1,360	85.0%
Fall 2013 to Spring 2014	1,271	86.9%
Fall 2014 to Spring 2015	1,207	87.6%

STUDENT ACHIEVEMENT

Employment & Continuing Education

Employment Status	Percent of Business Graduates			
	Employed	Employed in Major-Related Position	% of Employed Business Graduates:	
			Employed Full Time	Employed in a Permanent Position
Job Placement (Business Graduates)	86%	54%	96%	97%
Accounting	89%	64%	94%	100%
Acquisition and Contract Management	91%	64%	100%	90%
Enterprise Systems Management	100%	20%	75%	80%
Human Resources Management	88%	42%	95%	100%
Logistic & Supply Chain Management	85%	38%	100%	100%
Management	81%	48%	96%	96%
Management of Technology	96%	60%	94%	94%

Continuing Education	Percent of Business Graduates		
	Completed Post - Graduate Studies	Currently Pursuing Post-Graduate Studies	Have Considered Pursuing Further Studies
Post Graduate Studies (Business Graduates)	16%	11%	50%
Accounting	15%	11%	47%
Acquisition and Contract Management	0%	9%	64%
Enterprise Systems Management	0%	0%	60%
Human Resources Management	15%	12%	54%
Logistic & Supply Chain Management	0%	31%	62%
Management	17%	7%	56%
Management of Technology	16%	16%	49%

Data Source: Graduate Follow-up Survey, 2015 (n=313)



LEARNING OUTCOMES

LEARNING OUTCOMES

Knowledge, Skills and Abilities (KSAs) (Evidence-Based Data)

KSA	Percent of Business Students Meeting Outcomes				
	2011	2012	2013	2014	2015
Core (Business) Knowledge	91%	87%	91%	92%	94%
Written Communication	94%	95%	90%	93%	97%
Oral Communication	96%	94%	96%	97%	98%
Technology Proficiency	89%	93%	97%	97%	95%
Critical/Analytical Thinking	91%	94%	91%	88%	88%
Ethical Standards	91%	94%	96%	94%	93%
Societal, Cultural & Global Diversity	95%	94%	85%	91%	81%

Major	Percent of Majors Meeting Core (Business) Knowledge Outcomes*				
	2011	2012	2013	2014	2015
Accounting	94%	93%	97%	88%	96%
Acquisition & Contract Management	100%	82%	93%	93%	93%
Enterprise Systems Management	100%	100%	86%	100%	100%
Human Resources Management	90%	77%	79%	84%	96%
Logistics & Supply Chain Management	75%	67%	90%	92%	100%
Management	91%	87%	88%	94%	92%
Management of Technology	89%	92%	93%	97%	82%

* Data Source: College of Business Assessment Exam (Capstone/Post)

LEARNING OUTCOMES

Knowledge, Skills and Abilities (KSAs) (Self-Assessment)

Competency in Selected KSAs (All Business Majors)	Percent of Students rating their exiting competency as "Strong" or "Somewhat Strong"				
	2011	2012	2013	2014	2015
	n=394	n=389	n=380	n=373	n=277
Knowledge-Major Area of Study	89%	92%	90%	90%	89%
Writing Skills	88%	91%	88%	86%	89%
Speaking Skills	81%	85%	84%	84%	84%
Analytical/Critical Thinking	89%	92%	90%	91%	92%
Technology Proficiency	91%	92%	93%	94%	95%
Group/Team Work Skills	87%	87%	89%	90%	91%
Appreciation of Ethical Standards	92%	94%	91%	93%	94%
Leadership Skills	84%	86%	95%	88%	90%

Competency in Knowledge - Major Area of Study (by Major)	Percent of students rating their exiting competency as "Strong" or "Somewhat Strong"									
	2011		2012		2013		2014		2015	
	*n=	%	*n=	%	*n=	%	*n=	%	*n=	%
Accounting	89	84%	93	93%	100	88%	97	88%	65	88%
Acquisition & Contract Management	13	85%	31	94%	34	91%	23	96%	27	74%
Enterprise Systems Management	2	100%	5	100%	6	83%	6	100%	2	100%
Human Resources Management	20	90%	27	93%	27	85%	33	88%	23	91%
Logistics & Supply Chain Management	5	100%	30	83%	27	96%	27	100%	33	91%
Management	186	90%	158	92%	136	91%	148	93%	95	90%
Management of Technology	59	90%	44	93%	43	93%	36	86%	33	97%

*n=number of respondents by major



Enrollment and Courses



Enrollment & Courses

Student Enrollment	Academic Year (Fall, Spring, and Summer)				
	2011	2012	2013	2014	2015
Enrollment College of Business (all majors)	1,678	1,711	1,777	1,594	1,521
Accounting	441	454	483	406	396
Acquisition and Contract Management	147	184	174	149	122
Enterprise Systems Management	25	27	26	17	13
Human Resources Management	154	169	167	157	139
Information Assurance Management	N/A	N/A	N/A	N/A	9
Logistic & Supply Chain Management	106	140	155	159	175
Management	616	578	589	542	503
Management of Technology	228	190	222	203	208

Revised. Students may be counted more than once if they changed majors during the academic year.

Enrollment College of Business Majors by Course Delivery Method	Fall Term				
	2010	2011	2012	2013	2014
Total College of Business Enrolled Majors	1,283 *	1,298 *	1,360	1,271	1,207
Taking at least one DL Class	94.5%	95.2%	96.0%	95.4%	96.4%
Taking all DL Classes	67.7%	67.3%	71.5%	71.6%	76.2%
Taking all DL Classes to Date	50.0%	50.3%	53.7%	55.0%	57.9%

** Enrollment for Fall 2010 and Fall 2011 was based on Major CIP Code. Enrollment for other Fall terms was based on Major College.*

Distance Learning (DL) includes fully online and blended courses.

Data Source: Institutional Research Data Reports Enrollment & Course Statistics (Data Warehouse, Official Data)

Enrollment & Courses

Student to Faculty Ratio (Fall)	Academic Year				
	2011	2012	2013	2014	2015
Student to Faculty Ratio	21	22	20	20	18

Average Enrollment per Class (Fall)	Academic Year				
	2011	2012	2013	2014	2015
Average Enrollment	26.2	24.9	23.6	21.7	22.3

*Includes Internet, Blended and Lecture classes. Revised to more accurately represent the size of cross-listed classes.

Distance Learning (DL) includes fully online and blended courses.

Data Source: Institutional Research Data Reports Enrollment & Course Statistics (Data Warehouse, Official Data)

Student Satisfaction



Student Satisfaction & Confidence in Education

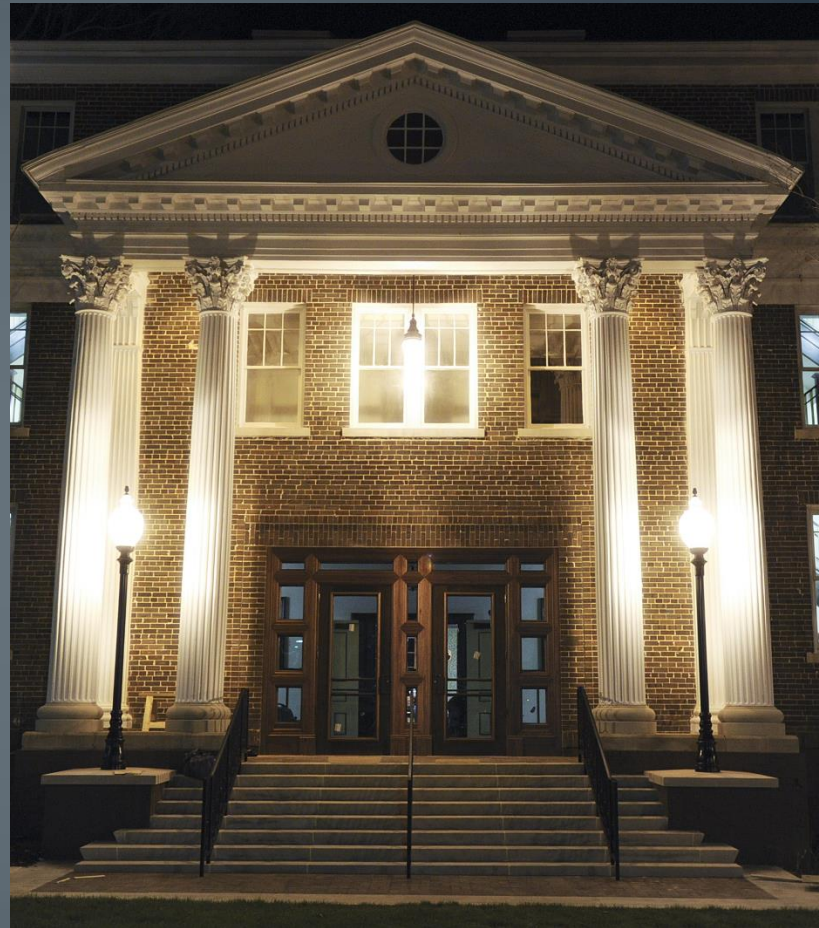
Business Students' Satisfaction with:	Percent of graduating seniors rating their satisfaction as "Strong" or "Somewhat Strong"				
	n= 396	n= 389	n= 380	n= 373	n= 277
	2011	2012	2013	2014	2015
Academic Environment	78%	82%	81%	82%	83%
Campus Environment (University Life)	77%	84%	79%	82%	86%
Student Services *	78%	85%	83%	84%	82%
Quality of teaching by faculty in your major	89%	91%	93%	91%	93%
Campus Safety	86%	88%	84%	86%	92%

*All student services were included beginning in 2015. Prior to 2015, only selected student services were included.

Student Confidence in their Business Education to:	Percent of students rating their confidence as "High" or "Somewhat High"				
	2011	2012	2013	2014	2015
Pursue further studies successfully	92.9%	90.0%	88.6%	90.0%	92.0%
Obtain a job in area of major or advance to a better position in current job	88.6%	88.1%	87.5%	85.2%	88.3%



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