



CHICAGO STATE
UNIVERSITY

SENIOR EXIT QUESTIONNAIRE

Instructions

Dear Graduating Senior:

CONGRATULATIONS!

The College of Business is required to assess its programs on a continuous basis to determine how well you understood our expectations of what you should know upon completion of your degree requirements. Honesty in answering the following questions is necessary if we are to achieve the objectives of continuous improvement and global standards.

Please complete this questionnaire as part of your graduation process and return it to Ms. Beth Ellis, your Advisor, or Professor Roosevelt Martin in the College of Business along with your graduation application.

Thank you for your cooperation.

COB WISHES YOU THE BEST IN ALL YOUR ENDEAVORS.

1. _____

(Leave Blank)

2. Year: _____

3. Semester: {1} Fall
{2} Spring

Your Major:

[1]. Accounting [2]. Finance [3]. Management [4]. Marketing [5]. MIS [6]. Other

Revised February 2019

DEMOGRAPHIC INFORMATION

Name: _____

Permanent Address: _____

Telephone Number(s): 1. _____ 2. _____

Email: 1. _____ 2. _____

Employment & Graduate School Plans (**Please check All that apply**):

[a]. I am currently employed in my field (major).

[b]. I have a job offer in my field (**major**) after graduation

[c]. I have admission to Graduate School. Which University? _____

[d]. I plan on applying to Graduate school within one year. Which University? _____

Directions: Circle the letter with the appropriate response: enter only one response per question.

1. What is your age group? [a].Less than 20 [b].20-26 [c].26-30 [d].31-40 [e].)Over 41
2. What is your gender? [a]. Female [b].) Male
3. Where did you attend high school? [a]. Chicago Public School [b]. Suburban Public School [c].Chicago Private School
[d]. Other (Name:_____)
4. Are you a transfer student? [a]. Yes {If “yes” continue to question 5.}
[b]. No {If “no” skip to question 10.}
5. From where did you transfer? (If more than one, name the institution from which you took the most courses?)
[a].Chicago City College [Name : _____]
[b].Suburban Community College [Name : _____]
[c].Other (out-of-state, international) [Name : _____]
6. How many hours were transferred into the College of Business?
[a]. Less than 15 hour's [b].16-30 hours [c]. 31-40 hour's [d.] Over 41 hours [e]. None

Directions: Please circle all the apply

7. Which of the following college level courses in business did you take prior to entering the College of Business?
a. Principles of Management b. Introductory Accounting
c. Principles of Marketing d. Introductory computer course
e. Business law f. Principles of Finance
8. Which of the following college level courses did you take prior to entering the College of Business?
a. English Comp (I and /or II) b. College Algebra
c. Business Writing d. Economics I and/or II
9. Did you complete an associate degree or equivalent at a two-year institution? [a]. Yes [b]. No

Directions: Answer the appropriate response to the following. Only one response per question.

10. What is your GPA? [a].Less than 2.0 [b].2.1 – 2.5 [c]. 2.6 – 3.0 [d]. 3.1 – 3.5 [e].3.6 – 4.0 [f]. Don't know
11. What type of student are you? {Answer according to when you take most of your classes} Part time is less than 11 hours per semester
[a]. Full-time day [b]. Full-time evening [c]. Part-time day
[d]. Part-time evening [e]. Summer only
12. What is your major? [a]. accounting [b]. Finance [c]. Information Systems
[d]. Management [e]. Marketing [f]. Board of Governors
13. How satisfied are you with your College of Business experience? [1] Very Dissatisfied [2]Dissatisfied [3]Not Sure
[4]. Satisfied [5]Very satisfied.
14. How do you rate the importance of **diversity** in business/organizations? [1] Extremely Important [2].Very Important
[3] Important [4] Not Sure [5]Not Important

GENERAL EDUCATION SKILLS

Directions: Please respond to the following questions by rating each item on the 1 to 5 point scale, where 5 is effective and 1 is ineffective. Please circle the appropriate response.

5 = *Very Effective*; 4 = *Moderately Effective*; 3 = *Effective*; 2 = *Moderately Ineffective*; 1 = *Ineffective*; 0 = *Not Applicable/unable to rate*.

A. Rate the effectiveness of your education at CSU in helping you to do each of the following:

| | <i>Very Effective</i> | <i>Moderately Effective</i> | <i>Effective</i> | <i>Moderately In-effective</i> | <i>In-effective</i> | <i>N/A</i> |
|--|---------------------------|---------------------------------|------------------|------------------------------------|---------------------|------------|
| 1. Write with clarity..... | 5 | 4 | 3 | 2 | 1 | 0 |
| 2. Think for myself | 5 | 4 | 3 | 2 | 1 | 0 |
| 3. Develop solutions to problems..... | 5 | 4 | 3 | 2 | 1 | 0 |
| 4. Develop leadership skills | 5 | 4 | 3 | 2 | 1 | 0 |
| 5. Use mathematical concepts | 5 | 4 | 3 | 2 | 1 | 0 |
| 6. Interpret statistical data | 5 | 4 | 3 | 2 | 1 | 0 |
| 7. Perform mathematical calculations | 5 | 4 | 3 | 2 | 1 | 0 |
| 8. Use computers in my major field of study..... | 5 | 4 | 3 | 2 | 1 | 0 |
| 9. Understand human behavior and relationships.... | 5 | 4 | 3 | 2 | 1 | 0 |
| 10. Speak persuasively and confidently | 5 | 4 | 3 | 2 | 1 | 0 |
| 11. Have confidence in my intellectual abilities | 5 | 4 | 3 | 2 | 1 | 0 |

Rating CSU and Your Major

Directions: Please respond to the following questions by rating each item on the 1 to 4 point scale provided, where 4 is excellent and 1 is poor. Please circle the appropriate response.

4 = *Excellent*; 3 = *Good*; 2 = *fair*; 1 = *Poor*; 0 = *Not Applicable/Unable to rate*.

B. Rate the quality of each of the following by both the University and your Major:

| | At CSU | | | | | | In My Major | | | | |
|---|---------------|------|------|------|-----|--------------------------|--------------------|------|------|------|-----|
| | Excellent | Good | Fair | Poor | N/A | | Excellent | Good | Fair | Poor | N/A |
| 1.) Overall instruction by faculty | 4 | 3 | 2 | 1 | 0 | <input type="checkbox"/> | 4 | 3 | 2 | 1 | 0 |
| 2.) Accessibility of instructors | 4 | 3 | 2 | 1 | 0 | <input type="checkbox"/> | 4 | 3 | 2 | 1 | 0 |
| 3.) Individual attention from instructors | 4 | 3 | 2 | 1 | 0 | <input type="checkbox"/> | 4 | 3 | 2 | 1 | 0 |
| 4.) Academic advising | 4 | 3 | 2 | 1 | 0 | <input type="checkbox"/> | 4 | 3 | 2 | 1 | 0 |
| 5.) Availability of needed courses | 4 | 3 | 2 | 1 | 0 | <input type="checkbox"/> | 4 | 3 | 2 | 1 | 0 |
| 6.) Library collection | 4 | 3 | 2 | 1 | 0 | <input type="checkbox"/> | 4 | 3 | 2 | 1 | 0 |
| 7.) Preparation for employment | 4 | 3 | 2 | 1 | 0 | <input type="checkbox"/> | 4 | 3 | 2 | 1 | 0 |
| 8.) Preparation for graduate school | 4 | 3 | 2 | 1 | 0 | <input type="checkbox"/> | 4 | 3 | 2 | 1 | 0 |

COLLEGE ACTIVITIES

Directions: Please respond to the following questions by rating each item on the 0 to 4 point scale provided, where 4 is Very often and 1 is Never and 0 is Not Applicable/unable to rate (N/A). Please circle the appropriate response.

C. Experiences with faculty:

| | <u>Very Often</u> | <u>Often</u> | <u>Occasional</u> | <u>Never</u> | <u>N/A</u> |
|---|-------------------|--------------|-------------------|--------------|------------|
| 1.) Visited informally and briefly with an instructor after class | 4 | 3 | 2 | 1 | 0 |
| 2.) Made an appointment to meet with a faculty member in his/her office | 4 | 3 | 2 | 1 | 0 |
| 3.) Discussed ideas for a term paper or class project with a faculty member | 4 | 3 | 2 | 1 | 0 |
| 4.) Discussed your career plans and ambitions with a faculty member | 4 | 3 | 2 | 1 | 0 |
| 5.) Discussed personal problems or concerns with a faculty member | 4 | 3 | 2 | 1 | 0 |

D. Student involvement in learning (class and assignments)

| | <u>Very Often</u> | <u>Often</u> | <u>Occasional</u> | <u>Never</u> | <u>N/A</u> |
|---|-------------------|--------------|-------------------|--------------|------------|
| 1.) Took detailed notes in class | 4 | 3 | 2 | 1 | 0 |
| 2.) Participated in class discussions | 4 | 3 | 2 | 1 | 0 |
| 3.) Underlined major points in the readings | 4 | 3 | 2 | 1 | 0 |
| 4.) Tried to see how different facts and ideas fit together | 4 | 3 | 2 | 1 | 0 |
| 5.) Thought about practical applications of the material | 4 | 3 | 2 | 1 | 0 |
| 6.) Worked on a project where I had to integrate ideas from various sources | 4 | 3 | 2 | 1 | 0 |
| 7.) Summarized major points and information in my readings | 4 | 3 | 2 | 1 | 0 |
| 8.) Tried to explain the material to other students | 4 | 3 | 2 | 1 | 0 |
| 9.) Did additional readings on topics that were introduced and discussed in class | 4 | 3 | 2 | 1 | 0 |

E. Clubs and organizations

| | <u>Very Often</u> | <u>Often</u> | <u>Occasional</u> | <u>Never</u> | <u>N/A</u> |
|--|-------------------|--------------|-------------------|--------------|------------|
| 1.) Met with faculty advisor to discuss the activities of a student organization | 4 | 3 | 2 | 1 | 0 |
| 2.) Attended a meeting of a club or student government group | 4 | 3 | 2 | 1 | 0 |
| 3.) Voted in a student election | 4 | 3 | 2 | 1 | 0 |

BUSINESS CORE COURSES

Directions: Please respond to the following questions by rating each item on the 0 to 4 point scale provided, where 4 is excellent, 1 is poor and 0 is Not applicable/unable to rate . Please circle the appropriate response.
 4 = Excellent; 3 = Good; 2 = Adequate; 1 = Poor; 0 = Not Applicable/unable to rate (N/A).

A. How would you rate your understanding of the following concepts, principles and topics?

| | Excellent | Good | Adequate | Poor | N/A |
|--|-----------|------|----------|------|-----|
| <u>Finance</u> | | | | | |
| 1.) Time value of money | 4 | 3 | 2 | 1 | 0 |
| 2.) Rates of return and risk | 4 | 3 | 2 | 1 | 0 |
| <u>Accounting</u> | | | | | |
| 1.) Phases or steps of accounting cycle | 4 | 3 | 2 | 1 | 0 |
| 2.) Components of the following financial statements: statement of income, balance sheet, statement of cash flow | 4 | 3 | 2 | 1 | 0 |
| 3.) Elements of contract law | 4 | 3 | 2 | 1 | 0 |
| <u>Management Information System</u> | | | | | |
| 1.) MS-Office Applications: Word, Excel, Access, & Power Point | 4 | 3 | 2 | 1 | 0 |
| 2.) Total Quality Management | 4 | 3 | 2 | 1 | 0 |
| 3.) Decision models under certainty (linear programming, PERT, inventory model) | 4 | 3 | 2 | 1 | 0 |
| 4.) Decision models under uncertainty | 4 | 3 | 2 | 1 | 0 |
| 5.) Using decision models (under certainty & uncertainty) in business | 4 | 3 | 2 | 1 | 0 |
| 6.) Probability distributions | 4 | 3 | 2 | 1 | 0 |
| 7.) Testing hypothesis | 4 | 3 | 2 | 1 | 0 |
| <u>Management</u> | | | | | |
| 1.) Managerial skills | 4 | 3 | 2 | 1 | 0 |
| 2.) Leadership styles | 4 | 3 | 2 | 1 | 0 |
| 3.) Objectives of organizational behavior | 4 | 3 | 2 | 1 | 0 |
| 4.) Ability to present, discuss and defend organizational views through written and oral languages | 4 | 3 | 2 | 1 | 0 |
| 5.) Behavior and human relations management process in corporations and nonprofit organizations | 4 | 3 | 2 | 1 | 0 |
| 6.) Management | 4 | 3 | 2 | 1 | 0 |
| 7.) Contrasting difference between international & domestic business | 4 | 3 | 2 | 1 | 0 |
| 8.) Trade deficit and its effects on the U.S. government and business | 4 | 3 | 2 | 1 | 0 |
| 9.) Personality processes, emotional stress in organizations | 4 | 3 | 2 | 1 | 0 |
| <u>Marketing</u> | | | | | |
| 1.) Marketing vocabulary, principles, concepts, and strategies to deliver consumer satisfaction via marketing mix | 4 | 3 | 2 | 1 | 0 |
| 2.) Development of marketing plan | 4 | 3 | 2 | 1 | 0 |
| 3.) Development media plan | 4 | 3 | 2 | 1 | 0 |



The remainder of this questionnaire is devoted to questions within your major. Please complete the section under your major ONLY. Thank you.

Attention!

Accounting Program ONLY

A. Course Learning

Directions: Please respond to the following questions as an Accounting Major by rating each item on the 0 to 4 point scale provided, where 4 is excellent, 1 is poor, and 0 is Not Applicable/unable to rate. Circle the appropriate response. 4 = Excellent; 3 = Good; 2 = Adequate; 1 = Poor; 0 = Not Applicable/unable to rate (N/A).

Rate your understanding, knowledge, or proficiency of the following concepts, principles and topics.....

| | <u>Excellent</u> | <u>Good</u> | <u>Adequate</u> | <u>Poor</u> | <u>N/A</u> |
|---|------------------|-------------|-----------------|-------------|------------|
| 1. Basic objectives of financial reporting (financial statements). | 4 | 3 | 2 | 1 | 0 |
| 2. Debit and Credit Rules & Concepts and its application. | 4 | 3 | 2 | 1 | 0 |
| 3. Preparation of bank reconciliation..... | 4 | 3 | 2 | 1 | 0 |
| 4. Transactions effects on Assets, Liabilities, Owner's Equity, Revenues and Expenses | 4 | 3 | 2 | 1 | 0 |
| 5. Components of the following financial statements: Income Statement, Balance Sheets, Statement of Stockholders Equity, Statement of Cash Flows. | 4 | 3 | 2 | 1 | 0 |
| 6. Phases or steps of the Accounting Cycle. | 4 | 3 | 2 | 1 | 0 |
| 7. Corporate Accounting – Formation & Stockholders' Equity Transactions.. | 4 | 3 | 2 | 1 | 0 |
| 8. Preparation of Tax Forms: 1040EZ, 1040A, and 1040. | 4 | 3 | 2 | 1 | 0 |
| 9. Process and Job Order Costing Systems. | 4 | 3 | 2 | 1 | 0 |
| 10. Generally Accepted Auditing Standards: | 4 | 3 | 2 | 1 | 0 |
| a) General Standards | 4 | 3 | 2 | 1 | 0 |
| b) Standards of Field Work | 4 | 3 | 2 | 1 | 0 |
| c) Standards of Reporting | 4 | 3 | 2 | 1 | 0 |
| 11. Elements of an internal control. | 4 | 3 | 2 | 1 | 0 |
| 12. Business Combinations: Equity Method of Accounting. | 4 | 3 | 2 | 1 | 0 |
| 13. Financial Statement Consolidations: Acquisition Accounting | 4 | 3 | 2 | 1 | 0 |
| 14. Essential Elements of a Contract. | 4 | 3 | 2 | 1 | 0 |
| 15. Proficiency on a computer spreadsheet and word-processing software _____ (e.g. Microsoft Excel, WordPerfect, or Word). | 4 | 3 | 2 | 1 | 0 |
| 16. Governmental and Non-for-Profit Accounting. | 4 | 3 | 2 | 1 | 0 |

B. For questions 1-16 above receiving a rating of 1 or 2, please identify the question by number then comment on the course and make suggestions on how the course could be changed to improve student learning. (Feel free to use the back of the paper if necessary).

**Question
Number**

Comments on how to improve course learning

| | |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

C. What other Accounting courses, if any, would you like to see offered at Chicago State University?

D. In a brief statement please describe your experience at Chicago State University, specifically with respect to the College of Business and the Accounting Program. Please emphasize strengths and weaknesses. Your comments should focus on the learning process, learning aids used by instructors, assignments, textbooks, coverage of material, exams, academic advisement, class scheduling, facilities (i.e. computers, library, clerical support, etc.) Be as specific as possible.



**THANK YOU FOR YOUR TIME, COMMENTS AND CANDOR!
AGAIN, CONGRATULATIONS ON YOUR ACADEMIC ACHIEVEMENT!**

Attention!

Finance Program ONLY

A. Course Learning

Directions: Please respond to the following questions as a Finance Major by rating each item on the 0 to 4 point scale provided, where 4 is excellent, 1 is poor, and 0 is Not Applicable/unable to rate. Circle the appropriate response. 4 = Excellent; 3 = Good; 2 = Adequate; 1 = Poor; 0 = Not Applicable/unable to rate (N/A).

Rate your understanding, knowledge, or proficiency of the following concepts, principles and topics.....

| | <u>Excellent</u> | <u>Good</u> | <u>Adequate</u> | <u>Poor</u> | <u>N/A</u> |
|--|------------------|-------------|-----------------|-------------|------------|
| 1. Analyze financial statements for corporate decision-making..... | 4 | 3 | 2 | 1 | 0 |
| 2. Apply financial investments theory to maximize utility of investors | 4 | 3 | 2 | 1 | 0 |
| 3. Formulate a standard hedging strategy using financial derivatives to manage assets and liabilities of a firm.... | 4 | 3 | 2 | 1 | 0 |
| 4. Assess the performance of financial markets and intermediaries in the money and capital markets... | 4 | 3 | 2 | 1 | 0 |
| 5. Using MS Excel, construct a financial model to analyze and solve a financial problem..... | 4 | 3 | 2 | 1 | 0 |
| 6. Use quantitative techniques to solve problems..... | 4 | 3 | 2 | 1 | 0 |
| 7. Assess a business transaction from an ethical perspective..... | 4 | 3 | 2 | 1 | 0 |
| 8. Value financial securities using contemporary theories. | 4 | 3 | 2 | 1 | 0 |
| 9. Judge the financial market regarding informational efficiency..... | 4 | 3 | 2 | 1 | 0 |
| 10. Organize, compose, and present ideas in a business environment..... | 4 | 3 | 2 | 1 | 0 |

B. For questions 1-10 above receiving a rating of 1 or 2, please identify the question by number then comment on the course and make suggestions on how the course could be changed to improve student learning. (Feel free to use the back of the paper if necessary).

**Question
Number**

Comments on how to improve course learning

| | |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

C. What other Finance courses, if any, would you like to see offered at Chicago State University?

D. In a brief statement please describe your experience at Chicago State University, specifically with respect to the College of Business and the Finance Program. Please emphasize strengths and weaknesses. Your comments should focus on the learning process, learning aids used by instructors, assignments, textbooks, coverage of material, exams, academic advisement, class scheduling, facilities (i.e. computers, library, clerical support, etc.) Be as specific as possible.



**THANK YOU FOR YOUR TIME, COMMENTS AND CANDOR!
AGAIN, CONGRATULATIONS ON YOUR ACADEMIC ACHIEVEMENT!**

A. Course Learning

Directions: Please respond to the following questions as a Management Major by rating each item on the 0 to 4 point scale provided, where 4 is excellent, 1 is poor, and 0 is Not Applicable/unable to rate. Circle the appropriate response. 4 = Excellent; 3 = Good; 2 = Adequate; 1 = Poor; 0 = Not Applicable/unable to rate (N/A).

Rate your understanding, knowledge, or proficiency of the following concepts, principles and topics.....

| | Excellent | Good | Adequate | Poor | N/A |
|--|-----------|------|----------|------|-----|
| 1. Managerial skills | 4 | 3 | 2 | 1 | 0 |
| 2. Leadership styles | 4 | 3 | 2 | 1 | 0 |
| 3. Objectives of organizational behavior..... | 4 | 3 | 2 | 1 | 0 |
| 4. Ability to present, discuss and defend organizational views effectively through written and oral languages..... | 4 | 3 | 2 | 1 | 0 |
| 5. Behavior and human relations management process in Corporations and non-profit organizations..... | 4 | 3 | 2 | 1 | 0 |
| 6. Management processes..... | 4 | 3 | 2 | 1 | 0 |
| 7. Contrasting the differences between international business and domestic business..... | 4 | 3 | 2 | 1 | 0 |
| 8. Trade deficit and its effects on the United States Government and business | 4 | 3 | 2 | 1 | 0 |
| 9. Personality processes/emotional stress and its relationship to organizational development..... | 4 | 3 | 2 | 1 | 0 |
| 10. Basic business principles and concepts: | | | | | |
| a. Planning | 4 | 3 | 2 | 1 | 0 |
| b. Organizing | 4 | 3 | 2 | 1 | 0 |
| c. Leading | 4 | 3 | 2 | 1 | 0 |
| d. Motivating..... | 4 | 3 | 2 | 1 | 0 |
| e. Controlling | 4 | 3 | 2 | 1 | 0 |
| 11. Understanding the following environments | | | | | |
| a. Legal..... | 4 | 3 | 2 | 1 | 0 |
| b. Political | 4 | 3 | 2 | | 0 |
| c. Social..... | 4 | 3 | 2 | 1 | 0 |
| d. Cultural..... | 4 | 3 | 2 | 1 | 0 |
| 12. Identify problem areas in unfamiliar settings | 4 | 3 | 2 | 1 | 0 |
| 13. Solve non-routine problems applying appropriate business strategies..... | 4 | 3 | 2 | 1 | 0 |
| 14. Identify business ethics issues..... | 4 | 3 | 2 | 1 | 0 |
| 15. Read and understand | | | | | |
| a. Management concepts | 4 | 3 | 2 | 1 | 0 |
| b. Leadership styles..... | 4 | 3 | 2 | 1 | 0 |
| c. Various powers available to leader and /or managers..... | 4 | 3 | 2 | 1 | 0 |
| d. Theories and their variations..... | 4 | 3 | 2 | 1 | 0 |
| e. Chain of command..... | 4 | 3 | 2 | 1 | 0 |
| f. Managerial activities..... | 4 | 3 | 2 | 1 | 0 |
| 16. Resolve business ethics using a value based reasoning system | 4 | 3 | 2 | 1 | 0 |
| 17. Present organizational views | | | | | |
| a. In written form..... | 4 | 3 | 2 | 1 | 0 |
| b. In verbal form..... | 4 | 3 | 2 | 1 | 0 |
| 18. Discuss organizational views | | | | | |
| a. In written form..... | 4 | 3 | 2 | 1 | 0 |
| b. In verbal form..... | 4 | 3 | 2 | 1 | 0 |
| 19. Defend organizational views | | | | | |
| a. In written form..... | 4 | 3 | 2 | 1 | 0 |
| b. In verbal form..... | 4 | 3 | 2 | 1 | 0 |
| 20. Apply management strategies to reach appropriate goals/objectives | 4 | 3 | 2 | 1 | 0 |
| 21. Summarize inputs needed for management decision-making... | 4 | 3 | 2 | 1 | 0 |
| 22. Apply the basic flow of authority from top down or bottom up.... | 4 | 3 | 2 | 1 | 0 |

B. For questions 1-22 above receiving a rating of 1 or 2, please identify the question by number then comment on the course and make suggestions on how the course can be changed to improve student learning. (Feel free to use the back of the paper if necessary).

**Question
Number**

Comments on how to improve course learning

| | |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

C. What other Management courses, if any, would you like to see offered at Chicago State University?

D. In a brief statement please describe your experience at Chicago State University, specifically with respect to the College of Business and the Management Program. Please emphasize strengths and weaknesses. Your comments should focus on the learning process, learning aids used by instructors, assignments, textbooks, coverage of material, exams, academic advisement, class scheduling, facilities (i.e. computers, library, clerical support, etc.) Be as specific as possible.



**THANK YOU FOR YOUR TIME, COMMENTS AND CANDOR!
AGAIN, CONGRATULATIONS ON YOUR ACADEMIC ACHIEVEMENT!**

Attention!

Marketing Program ONLY

A. Course Learning

Directions: Please respond to the following questions as a Marketing Major by rating each item on the 0 to 4 point scale provided, where 4 is excellent, 1 is poor, and 0 is Not Applicable/unable to rate. Please circle the appropriate response. 4 = Excellent; 3 = Good; 2 = Adequate; 1 = Poor; 0 = Not Applicable/unable to rate (N/A).

Rate your understanding, knowledge, or proficiency of the following concepts, principles and topics.....

| | <u>Excellent</u> | <u>Good</u> | <u>Adequate</u> | <u>Poor</u> | <u>N/A</u> |
|--|------------------|-------------|-----------------|-------------|------------|
| 1. Basic business principles and concepts: | 4 | 3 | 2 | 1 | 0 |
| a. Marketing concepts. | 4 | 3 | 2 | 1 | 0 |
| b. Advertising principles. | 4 | 3 | 2 | 1 | 0 |
| c. Consumer behavior. | 4 | 3 | 2 | 1 | 0 |
| d. Channels of distribution. | 4 | 3 | 2 | 1 | 0 |
| e. The Sales Process. | 4 | 3 | 2 | 1 | 0 |
| f. Promotion. | 4 | 3 | 2 | 1 | 0 |
| g. Marketing segmentation | 4 | 3 | 2 | 1 | 0 |
| 2. Analyze numerical data (charts and graphs) and draw conclusions regarding business situation. | 4 | 3 | 2 | 1 | 0 |
| 3. Identify marketing trends and industry direction. | 4 | 3 | 2 | 1 | 0 |
| 4. Knowledge of business activities in: | 4 | 3 | 2 | 1 | 0 |
| a. For profit organizations | 4 | 3 | 2 | 1 | 0 |
| b. Not-for-profit organizations. | 4 | 3 | 2 | 1 | 0 |
| 5. Understand the following environments | 4 | 3 | 2 | 1 | 0 |
| a. Legal..... | 4 | 3 | 2 | 1 | 0 |
| b. Political | 4 | 3 | 2 | 1 | 0 |
| c. Social | 4 | 3 | 2 | 1 | 0 |
| d. Cultural | 4 | 3 | 2 | 1 | 0 |
| e. Economic | 4 | 3 | 2 | 1 | 0 |
| f. International | 4 | 3 | 2 | 1 | 0 |
| 6. Identify problem areas in unfamiliar settings. | 4 | 3 | 2 | 1 | 0 |
| 7. Solve non-routine problems applying appropriate business strategies | 4 | 3 | 2 | 1 | 0 |
| 8. Identify business ethics issues. | 4 | 3 | 2 | 1 | 0 |
| 9. Personality processes, emotional stress in organizations.... | 4 | 3 | 2 | 1 | 0 |

B. For questions 1-9 above receiving a rating of 1 or 2, please identify the question by number then comment on the course and make suggestions on how the course can be changed to improve student learning. (Feel free to use the back of the paper if necessary).

**Question
Number**

Comments on how to improve course learning

| | |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

C. What other Management courses, if any, would you like to see offered at Chicago State University?

D. In a brief statement please describe your experience at Chicago State University, specifically with respect to the College of Business and the Marketing Program. Please emphasize strengths and weaknesses. Your comments should focus on the learning process, learning aids used by instructors, assignments, textbooks, coverage of material, exams, academic advisement, class scheduling, facilities (i.e. computers, library, clerical support, etc.) Be as specific as possible.



**THANK YOU FOR YOUR TIME, COMMENTS AND CANDOR!
AGAIN, CONGRATULATIONS ON YOUR ACADEMIC ACHIEVEMENT!**



Management Information Systems Program ONLY

A. Course Learning

Directions: Please respond to the following questions as a Management Information Systems Major by rating each item on the 0 to 4 point scale provided, where 4 is excellent, 1 is poor, and 0 is Not Applicable/unable to rate. Please circle the appropriate response.

4 = Excellent; 3 = Good; 2 = Adequate; 1 = Poor; 0 = Not Applicable/unable to rate (N/A).

Rate your understanding, knowledge, or proficiency of the following concepts, principles and topics.....

| <u>Management Information Systems</u> | <u>Excellent</u> | <u>Good</u> | <u>Adequate</u> | <u>Poor</u> | <u>N/A</u> |
|---|------------------|-------------|-----------------|-------------|------------|
| 1. Applications software in business | 4 | 3 | 2 | 1 | 0 |
| 2. Computer hardware and peripheral devices..... | 4 | 3 | 2 | 1 | 0 |
| 3. Database technologies..... | 4 | 3 | 2 | 1 | 0 |
| 4. DBMS applications such as MS-Access | 4 | 3 | 2 | 1 | 0 |
| 5. System Analysis and Design..... | 4 | 3 | 2 | 1 | 0 |
| 6. Spreadsheets in accounting and finance..... | 4 | 3 | 2 | 1 | 0 |
| 7. Object-Oriented Languages: java and/or C++..... | 4 | 3 | 2 | 1 | 0 |
| 8. Ethics in IT..... | 4 | 3 | 2 | 1 | 0 |
| 9. Telecommunications & Computer Networks..... | 4 | 3 | 2 | 1 | 0 |
| 10. Project Management using MS-Project..... | 4 | 3 | 2 | 1 | 0 |
| 11. Database Tool: SQL..... | 4 | 3 | 2 | 1 | 0 |
| 12. CASE tools such as MS-Visio..... | 4 | 3 | 2 | 1 | 0 |
| 13. E-Commerce and E-Business | 4 | 3 | 2 | 1 | 0 |
| 14. Statistical Analysis of Data | 4 | 3 | 2 | 1 | 0 |
| 15. Estimation and hypothesis testing methods..... | 4 | 3 | 2 | 1 | 0 |
| 16. Inventory and Just-in-time Concepts..... | 4 | 3 | 2 | 1 | 0 |
| 17. Forecasting techniques and error Measurement..... | 4 | 3 | 2 | 1 | 0 |
| 18. Operations Systems Design..... | 4 | 3 | 2 | 1 | 0 |
| 19. Quality Control Techniques..... | 4 | 3 | 2 | 1 | 0 |
| 20. Linear Programming and Transportation Problems..... | 4 | 3 | 2 | 1 | 0 |
| 21. Service operation versus production systems..... | 4 | 3 | 2 | 1 | 0 |
| 22. Strategic and operational decision making..... | 4 | 3 | 2 | 1 | 0 |

B. For questions 1-22 above receiving a rating of 1 or 2, please identify the question by number then comment on the course and make suggestions on how the course can be changed to improve student learning.
(Feel free to use the back of the paper if necessary).

**Question
Number**

Comments on how to improve course learning

| | |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

C. What other Management Information System courses, if any, would you like to see offered at Chicago State University?

D. In a brief statement please describe your experience at Chicago State University, specifically with respect to the College of Business and the Management Information System Program. Please emphasize strengths and weaknesses. Your comments should focus on the learning process, learning aids used by instructors, assignments, textbooks, coverage of material, exams, academic advisement, class scheduling, facilities (i.e. computers, library, clerical support, etc.) Be as specific as possible.



**THANK YOU FOR YOUR TIME, COMMENTS AND CANDOR!
AGAIN, CONGRATULATIONS ON YOUR ACADEMIC ACHIEVEMENT!**