

Employer Survey Results

Number of respondents: 20

April 2001

Characteristics of respondents

Austin	7
Dallas	2
Houston	3
North Texas	2
San Antonio	5
Orlando, Florida	1

	Yes	No
Have you hired an SWT Business graduate in the last five years?	90%	5%
Are you a member of any SWT College of Business Advisory Group?	15%	80%

Level of satisfaction with the knowledge of SWT BBA graduates in core business areas						
	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	T
Accounting	19%	56%	19%	6%	0%	
Economics	15%	46%	38%	0%	0%	
Finance	14%	50%	36%	0%	0%	
Computer Information Systems	27%	47%	7%	13%	7%	
Management	25%	44%	25%	0%	6%	
Marketing	33%	47%	13%	0%	7%	

Ratings of SWT BBA graduates with respect to the following:

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	To
Oral Communications	25%	35%	30%	5%	5%	
Written Communications	5%	37%	47%	5%	5%	
Computer Applications	20%	55%	20%	0%	5%	
Ethical Issues	21%	42%	26%	5%	5%	
Global Issues	22%	6%	61%	6%	6%	
Reasoning/Problem Solving	21%	47%	21%	5%	5%	
Leadership Skills	11%	58%	16%	11%	5%	
Interpersonal Skills	16%	63%	11%	5%	5%	
Diversity Issues	17%	28%	44%	6%	6%	
Technological Issues	16%	53%	26%	0%	5%	
Political/Social Issues	17%	22%	56%	0%	6%	
Legal/Regulatory Issues	15%	15%	65%	0%	5%	
Work Ethic	39%	44%	11%	0%	6%	
Team Skills	32%	42%	16%	5%	5%	
Quantitative Skills	16%	42%	32%	5%	5%	

Top 3 skills/abilities other than those listed above that are needed by today's business employee (Answers to open ended question)

Be able to work extremely well in teams

Adaptability/Flexibility - Students need to be aware of drastically changing business and

economic changes and how those changes impact their job responsibilities.

Oral skill, report - memo skills and global views

Top 3 areas of the curriculum could be changed and improved (Answers to open ended question)

Stronger overall global perspective of evaluating situations for context.

On coding/application development team project - do not allow students to split themselves into "analysis" and "technical" roles. Employers need employees with experience and ability to perform in all facets of a systems life cycle.

Written communication.

Summer 2002

Hours transferred from other school and universities	0	1-15	16-29	30-59	60 or more
Accounting	42%	17%	8%	33%	0%
Finance	28%	22%	6%	44%	0%
Management	21%	24%	9%	26%	21%
Marketing	13%	26%	19%	29%	13%
CIS	6%	6%	24%	29%	35%

Hours completed at SWT	30-45 hrs	46-59 hrs	60-89 hrs	90 hrs or more
Accounting	0%	0%	33%	67%
Finance	6%	0%	28%	61%

Management	3%	12%	41%	44%
Marketing	3%	3%	29%	61%
CIS	0%	24%	29%	47%

Satisfaction with the following skills

Oral Communication	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied
Accounting	0%	83%	17%	0%
Finance	22%	67%	11%	0%
Management	38%	56%	0%	3%
Marketing	42%	58%	0%	0%
CIS	6%	82%	12%	0%
Written Communication	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied
Accounting	0%	92%	8%	0%
Finance	33%	50%	17%	0%
Management	32%	59%	9%	0%
Marketing	16%	65%	19%	0%
CIS	12%	76%	12%	0%
Computer Applications	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied
Accounting	17%	50%	33%	0%
Finance	17%	67%	11%	6%
Management	24%	62%	9%	6%
Marketing	16%	55%	26%	3%
CIS	18%	65%	18%	0%
Ethical Issues	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied
Accounting	8%	67%	25%	0%
Finance	33%	61%	6%	0%

Management	35%	56%	9%	0%
Marketing	29%	61%	3%	6%
CIS	12%	53%	35%	0%
Global Issues	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied
Accounting	8%	67%	25%	0%
Finance	28%	67%	6%	0%
Management	24%	53%	24%	0%
Marketing	13%	65%	19%	3%
CIS	0%	65%	29%	6%
Reasoning/ Problem Solving	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied
Accounting	25%	58%	17%	0%
Finance	44%	50%	0%	6%
Management	24%	65%	12%	0%
Marketing	19%	61%	16%	3%
CIS	12%	71%	18%	0%
Leadership Skills	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied
Accounting	33%	58%	8%	0%
Finance	56%	39%	0%	6%
Management	32%	53%	15%	0%
Marketing	42%	52%	3%	3%
CIS	12%	76%	6%	6%
Interpersonal Skills	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied
Accounting	42%	50%	8%	0%
Finance	61%	33%	6%	0%
Management	35%	62%	3%	0%
Marketing	48%	48%	0%	3%
CIS	12%	76%	12%	0%

Racial/ Demographic Diversity	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied
Accounting	17%	67%	17%	0%
Finance	39%	44%	11%	6%
Management	32%	56%	9%	3%
Marketing	29%	61%	3%	6%
CIS	18%	41%	35%	6%
Technological Issues	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied
Accounting	0%	58%	42%	0%
Finance	39%	50%	6%	0%
Management	18%	56%	21%	6%
Marketing	16%	68%	10%	6%
CIS	6%	65%	12%	18%
Political/ Social Issues	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied
Accounting	0%	75%	25%	0%
Finance	28%	61%	11%	0%
Management	21%	59%	21%	0%
Marketing	19%	65%	16%	0%
CIS	6%	71%	12%	12%
Legal/ Regulatory Issues	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied
Accounting	0%	75%	25%	0%
Finance	44%	50%	0%	6%
Management	29%	62%	9%	0%
Marketing	26%	61%	10%	3%
CIS	6%	65%	18%	12%

Perceptions of General Studies	Great Value	Much Value	Some Value	Little Value	Did not Take at SWT
Accounting	0%	33%	42%	8%	17%
Finance	11%	28%	33%	17%	11%
Management	12%	15%	26%	18%	29%
Marketing	10%	10%	55%	13%	13%
CIS	6%	12%	41%	24%	18%

Perceptions of the Business Core	Great Value	Much Value	Some Value	Little Value	Did not Take at SWT
Accounting	33%	67%	0%	0%	0%
Finance	61%	28%	6%	6%	0%
Management	35%	44%	18%	3%	0%
Marketing	32%	48%	16%	3%	0%
CIS	12%	59%	29%	0%	0%

Perceptions of Courses in Major	Great Value	Much Value	Some Value	Little Value	Did not Take at SWT
Accounting	50%	42%	8%	0%	0%
Finance	61%	17%	22%	0%	0%
Management	44%	35%	21%	0%	0%
Marketing	48%	39%	13%	0%	0%
CIS	24%	53%	18%	6%	0%

Personnel in Dean's Office	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Not Used
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Accounting	25%	33%	8%	33%	0%
Finance	56%	17%	6%	11%	0%
Management	12%	47%	3%	3%	35%
Marketing	16%	48%	6%	6%	19%
CIS	6%	29%	18%	6%	35%

Personnel in Chair's Office	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Not Used
Accounting	33%	50%	17%	0%	0%
Finance	33%	44%	17%	6%	0%
Management	6%	41%	9%	9%	35%
Marketing	23%	45%	16%	6%	10%
CIS	18%	41%	18%	18%	0%

Faculty Career Advising	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Not Used
Accounting	8%	50%	33%	8%	0%
Finance	22%	39%	22%	0%	17%
Management	18%	47%	15%	12%	9%
Marketing	16%	45%	19%	13%	6%
CIS	6%	29%	29%	24%	6%

Faculty Availability to Students	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Not Used
Accounting	8%	67%	25%	0%	0%
Finance	28%	44%	22%	6%	0%
Management	15%	32%	32%	9%	12%
Marketing	13%	58%	23%	6%	0%

CIS	12%	29%	29%	12%	12%
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Computer Lab Hours	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Not Used
Accounting	33%	50%	17%	0%	0%
Finance	61%	33%	0%	0%	6%
Management	44%	47%	9%	0%	0%
Marketing	45%	52%	0%	3%	0%
CIS	12%	53%	18%	12%	6%

Availability of Computers	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Not Used
Accounting	17%	58%	25%	0%	0%
Finance	50%	39%	6%	6%	0%
Management	38%	53%	6%	3%	0%
Marketing	52%	39%	10%	0%	0%
CIS	18%	53%	24%	0%	0%

Lab Assistants	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Not Used
Accounting	8%	75%	8%	8%	0%
Finance	22%	61%	6%	0%	11%
Management	15%	41%	18%	3%	24%
Marketing	13%	48%	16%	6%	16%
CIS	0%	41%	29%	24%	0%

Availability of Software	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Not Used
Accounting	17%	75%	8%	0%	0%
Finance	33%	50%	6%	0%	11%
Management	29%	53%	9%	0%	9%
Marketing	26%	52%	13%	6%	3%
CIS	0%	65%	24%	6%	0%

Satisfaction with Advising Center	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Not Used
Accounting	17%	58%	25%	0%	0%
Finance	11%	56%	11%	6%	17%
Management	15%	44%	24%	12%	6%
Marketing	19%	39%	23%	16%	0%
CIS	24%	47%	12%	12%	0%

Interviews at Career Services	0	1-3	4-8	9 or more	Did not Use
Accounting	25%	33%	25%	17%	0%
Finance	61%	6%	6%	0%	28%
Management	41%	15%	0%	0%	44%
Marketing	52%	23%	3%	0%	23%
CIS	53%	12%	29%	0%	0%

Offer of Full-Time Employment	Yes thru Career Services	Yes, on my own	No, will continue Education	No, Still seeking Employment	Not Used
Accounting	25%	33%	33%	0%	8%

Finance	0%	50%	6%	39%	6%
Management	3%	29%	12%	41%	15%
Marketing	39%	3%	52%	6%	0%
CIS	12%	12%	59%	12%	0%

Satisfaction with services offered by the Career Services Office

Career Day	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Not Used
Accounting	8%	50%	17%	25%	0%
Finance	17%	22%	11%	22%	28%
Management	9%	15%	21%	18%	38%
Marketing	6%	42%	19%	6%	26%
CIS	53%	18%	24%	0%	0%

Workshops	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Not Used
Accounting	42%	25%	33%	0%	0%
Finance	6%	22%	11%	11%	50%
Management	6%	15%	15%	9%	56%
Marketing	6%	32%	3%	3%	55%
CIS	12%	24%	6%	53%	0%

Communication	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Not Used
Accounting	0%	75%	8%	8%	8%
Finance	6%	28%	28%	22%	17%
Management	6%	24%	15%	12%	44%
Marketing	10%	23%	29%	10%	29%
CIS	35%	18%	18%	24%	0%

Number of firms Interviewing	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Not Used
Accounting	0%	42%	42%	8%	8%
Finance	6%	17%	33%	22%	22%
Management	6%	12%	9%	18%	56%
Marketing	10%	35%	13%	19%	23%
CIS	6%	12%	29%	18%	29%
Variety of Jobs posted	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Not Used
Accounting	0%	42%	33%	8%	17%
Finance	6%	22%	28%	28%	17%
Management	6%	18%	18%	18%	41%
Marketing	6%	35%	29%	13%	16%
CIS	24%	41%	18%	12%	0%
Help in preparing paperwork	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Not Used
Accounting	8%	42%	8%	0%	42%
Finance	6%	22%	17%	17%	39%
Management	9%	18%	12%	9%	53%
Marketing	13%	29%	13%	3%	42%
CIS	18%	24%	12%	12%	29%

Satisfaction with services offered by other offices at SWT

Admissions	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Not Used
Accounting	8%	83%	8%	0%	0%
Finance	22%	56%	6%	11%	6%
Management	21%	59%	12%	3%	3%
Marketing	26%	45%	13%	10%	6%
CIS	18%	53%	12%	12%	0%

Financial Aid Office	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Not Used
Accounting	17%	25%	17%	8%	33%
Finance	17%	56%	6%	6%	17%
Management	15%	32%	12%	6%	35%
Marketing	6%	42%	10%	3%	39%
CIS	18%	47%	12%	18%	0%
Registrar	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Not Used
Accounting	17%	58%	8%	17%	0%
Finance	22%	56%	17%	6%	0%
Management	18%	62%	9%	6%	6%
Marketing	26%	45%	10%	13%	6%
CIS	18%	47%	24%	6%	0%
SLAC Resource Center	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Not Used
Accounting	25%	42%	0%	0%	33%
Finance	33%	33%	6%	6%	22%
Management	21%	47%	9%	3%	21%
Marketing	16%	52%	6%	3%	23%
CIS	6%	41%	12%	35%	0%
Library	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Not Used
Accounting	50%	50%	0%	0%	0%
Finance	56%	39%	0%	6%	0%
Management	21%	47%	9%	3%	21%
Marketing	42%	45%	3%	6%	3%
CIS	18%	76%	0%	0%	0%
Career Services	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Not Used
Accounting	8%	75%	8%	8%	0%

Finance	11%	33%	22%	11%	22%
Management	12%	35%	12%	3%	38%
Marketing	10%	23%	16%	13%	39%
CIS	0%	47%	18%	6%	24%
Residence Life	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Not Used
Accounting	8%	25%	0%	17%	50%
Finance	11%	33%	6%	22%	28%
Management	9%	29%	6%	6%	50%
Marketing	10%	29%	6%	10%	45%
CIS	18%	12%	6%	59%	0%

Hours spent in Computer Lab	0 hrs	1-5 hrs	6-10 hrs	11-15 hrs	More than 15 hrs
Accounting	0%	50%	33%	17%	0%
Finance	6%	39%	22%	6%	11%
Management	6%	50%	29%	6%	3%
Marketing	3%	39%	19%	19%	6%
CIS	6%	18%	24%	24%	18%

Hours spent on Assignments using the computer	0 hrs	1-5 hrs	6-10 hrs	11-15 hrs	More than 15 hrs
Accounting	8%	17%	50%	17%	8%
Finance	11%	17%	33%	17%	6%
Management	3%	32%	24%	26%	9%
Marketing	3%	42%	13%	13%	16%
CIS	6%	24%	29%	29%	0%

Hours spent in the Library	0 hrs	1-5 hrs	6-10 hrs	11-15 hrs	More than 15 hrs
Accounting	8%	67%	8%	0%	17%
Finance	6%	44%	11%	17%	6%
Management	6%	62%	18%	3%	6%
Marketing	6%	35%	29%	6%	10%
CIS	12%	47%	24%	6%	0%

Demographic Data - Gender	Male	Female
Accounting	33%	67%
Finance	67%	17%
Management	59%	35%
Marketing	52%	32%
CIS	41%	47%

Demographic Data - Ethnicity	White	Black	Hispanic	Others
Accounting	83%	0%	17%	0%
Finance	67%	17%	0%	0%
Management	71%	3%	15%	6%
Marketing	61%	6%	6%	10%
CIS	65%	6%	0%	12%

