



Graduating Senior Survey Comparative Results 2014-2015

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Graduating Senior Survey Comparative Results 2009/10-2014/15

Background

The Graduating Senior Survey is sanctioned by the McCoy College Assurance of Learning Committee and administered in an online format by the Office of Institutional Research at Texas State University. The survey is provided to students in the BBA capstone course, MGT 4335, which all McCoy College students must complete within their last 30 hours (most students usually complete the course in the last semester of their undergraduate program). The survey is emailed from Institutional Research under a cover letter from the McCoy College Associate Dean for Undergraduate Programs and reminders are sent by professors teaching various sections and the Institutional Research staff. Although the survey is offered to all students in every section at all locations during the fall and spring semesters, individual students may elect not to complete the survey.

In addition to general classification questions, the survey attempts to determine student overall satisfaction with University “common core” courses, McCoy College core courses, courses in the students’ major, and satisfaction with support services offered by the University, the McCoy College and the various departments. Of interest to the Assurance of Learning committee is the primary core of the survey which attempts to measure student satisfaction with the McCoy College learning outcomes/goals and other learning outcomes/themes as specified by AACSB-International. For these survey questions, each of the learning outcomes/AACSB themes were descriptively phrased and behaviorally anchored for consistency of student interpretation, and measured on a scale of “very satisfied” to “very dissatisfied”.

The tables prepared are from student responses from academic year 2009/10 through academic year 2014/15. The 14/15 survey included 213 valid responses obtained from class sections on-campus, at the Round Rock campus, and from on-line sections.

Raw data and comprehensive results are available from the Assurance of Learning committee members and from the Associate Dean for Undergraduate Programs. Departments and faculty members reviewing these results are cautioned against making significant curricular changes due to the cross-sectional nature of the data and the realization that perceptual surveys (indirect assessments) provide only corroborative evidence for course-embedded measures (direct assessments).

Program-Level Learning Outcomes/Goals/AACSB Learning Outcomes/Themes.

Student perceived satisfaction with the six McCoy College BBA program-level learning outcomes/goals and learning outcomes/themes identified by AACSB-International are presented in the following table for the years 2009/10 through academic year 2014/15.

McCoy College of Business Administration
Graduating Senior Survey (BBA) - Composite
Comparative Results Learning Outcomes/Goals/Themes 2009/10-2014/15

Program Level Coverage of:	Student "Satisfaction Index" by Year (1):					
	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15
1. Written Communication	95	94.5	96.5	96.9	94.5	93.5
2. Oral Communication	96	96.5	98.2	99.2	94.6	94.3
3. Ethical Issues/Understanding	98	95.5	99.2	98.5	95.9	97.6
4. Global Issues	85	89.1	92.0	93.2	87.0	90.1
5. Analytical Skills/Problem Solving	96	94.0	94.3	98.5	96.6	91.6
6. Leadership Skills	92	96.5	95.6	97.0	95.9	95.8
7. Teamwork/Interpersonal Skills	94	95.5	96.4	94.6	91.8	96.2
8. Diversity Issues	85	94.1	95.6	95.5	91.8	94.4
9. Information Technology	91	81.0	89.3	88.0	91.7	85.9
10. Critical Thinking Skills	96	94.0	96.5	97.0	97.3	94.8
n=	173	204	113	132	146	213

(1) Satisfaction Index = Very Satisfied + Satisfied

The following table shows survey results from the Round Rock campus and online sections of the course. Results by location began in 2012.

McCoy College of Business Administration
Graduating Senior Survey (BBA) by Location/Delivery
Comparative Results Goals/Themes/Skills 2012/13 to 2014/15

Program Level Coverage of:	"Satisfaction Index" by Year (1):					
	R.Rock			Online		
	2012/13	2013/14	2014/15	2012/13	2013/14	2014/15
1. Written Communication	100.0	100.0	93.4	100.0	100.0	95.7
2. Oral Communication	100.0	100.0	93.3	100.0	100.0	95.7
3. Ethical Issues/Understanding	100.0	100.0	100.0	100.0	95.8	95.7
4. Global Issues	100.0	100.0	93.3	100.0	80.9	100.0
5. Analytical Skills/Problem Solving	100.0	100.0	86.6	100.0	100.0	100.0
6. Leadership Skills	100.0	100.0	100.0	100.0	100.0	100.0
7. Teamwork/Interpersonal Skills	100.0	100.0	100.0	100.0	90.5	95.7
8. Diversity Issues	100.0	100.0	86.7	100.0	90.5	95.7
9. Information Technology	100.0	100.0	86.7	93.3	95.2	91.3
10. Critical Thinking Skills	100.0	100.0	93.4	100.0	100.0	100.0
n=	6	7	15	15	21	23

(1) Satisfaction Index = Very Satisfied + Satisfied

AACSB-International criteria does not specify a specific standard of satisfaction to evaluate results. Instead, the accrediting agency operates on the principle of “continuous improvement” in program delivery, student learning outcomes, and satisfaction with curriculum outcomes. The above tables indicate a high level of student satisfaction across learning outcomes/themes and consistency over time and by location/delivery method. An alternative to assessing results can be found in the interpretation of the Southern Association of Colleges and Schools (SACS) standards, where at least 70% of all students will meet or exceed direct (in-class) assessment standards established by teaching faculty. Even though direct assessment data and perceptual satisfaction data are not technically comparable, the satisfaction index (very satisfied + satisfied) corresponds closely to the SACS direct assessment criteria (exceeds expectations + meets expectations), and results in the above tables are above the SACS minimum requirement.

Observations/Recommendations.

1. The Assurance of Learning Committee is pleased with the level of student satisfaction consistency over multiple years and between locations and delivery methods.
2. The minor drop in student satisfaction on the Information Technology learning outcome is due to faculty in the Department of CIS revamping/reorganizing the course over the last year. The department is under new chair leadership and the Core Course Coordinator for CIS 3380 is new to the task, with new faculty members added to the teaching group.
3. Although the satisfaction score for the Global Issues learning outcome is at 90% for the most recent Graduating Senior Survey, the focus of the faculty, in accordance with AACSB, has been to improve student knowledge of global business and global issues. As a result of this three year focus, a new course has been created and will be required of all undergraduate business majors who enter the McCoy College under the 2016 catalog year. The course is B.A. 2310 – Introduction to Business in a Global Environment, taught at the sophomore level with two pre-test sections to be taught in the spring of 2016 as a special topics course. The course was approved by the McCoy College Curriculum Committee, the faculty, and the College of Business Administration Council in spring 2015. New faculty resources to staff this course were provided by the Provost. It will be listed as a core course offering in the fall of 2016.