



Annual Performance Summary Report 2012-2013

COLLEGE OF BUSINESS



Prepared by:
Office of
Institutional
Planning, Research
& Assessment
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Student Achievement

STUDENT ACHIEVEMENT

Graduation

Graduation Rate (all Majors)	Percent of New Degree-Seeking Students that Entered School in Fall and Graduated within 1 to 6 Years					
	1 Year	2 Years	3 Years	4 Years	5 Years	6 Years
Year Entered (Fall term):						
2007	0.00%	25.55%	44.53%	54.74%	59.49%	60.95%
2008	0.00%	21.70%	42.98%	51.91%	57.02%	
2009	0.66%	19.54%	40.73%	46.36%		
2010	0.72%	26.09%	44.20%			
2011	0.36%	23.84%				
2012	0.00%					

Business Graduates	Number of Students that Graduated				
	2009	2010	2011	2012	2013 ^(*)
Business Graduates (All Majors)	280	299	356	350	265
Accounting	62	74	87	84	82
Acquisition & Contract Management ^(**)	n/a	n/a	14	28	25
Enterprise Systems Management ^(**)	n/a	n/a	3	5	4
Human Resource Management	33	31	38	27	22
Logistics & Supply Chain Management ^(**)	n/a	n/a	4	28	20
Management	133	153	159	140	87
Management of Technology	52	41	51	38	25

* Data does not include Summer 2013 graduates

** Major initiated in Spring 2010

STUDENT ACHIEVEMENT

Persistence & Retention

Persistence Rate (Fall to Spring)	Enrolled	Enrolled (excluding grads)	Returning (from initial)	Persistence Rate
Fall 2009 to Spring 2010	1,183	1,091	906	83.04%
Fall 2010 to Spring 2011	1,305	1,188	1,004	84.51%
Fall 2011 to Spring 2012	1,317	1,205	1,024	84.98%
Fall 2012 to Spring 2013	1,360	1,236	1,050	84.95%

Retention Rate (Fall to Fall)	Percent of Business Students Enrolled in Fall that Returned the Next Fall	
	After 1 Year	After 2 Years
Fall 2007	70.07%	51.47%
Fall 2008	71.06%	53.26%
Fall 2009	67.67%	46.50%
Fall 2010	66.79%	46.08%
Fall 2011	66.43%	49.53%
Fall 2012	72.86%	

STUDENT ACHIEVEMENT

Employment & Continuing Education

Employment Status	Percent of Business Graduates Employed			
	Full Time	In a Permanent Position	Major-Related Position	Non Major-Related Position
Job Placement (All Business Students)	93.1	94.0	52.0	29.6
Accounting	90.9	90.6	51.3	33.3
Acquisition & Contract Management	100.0	0.0	25.0	25.0
Enterprise Systems Management	100.0	100.0	0.0	100.0
Human Resource Management	100.0	100.0	50.0	50.0
Logistics & Supply Chain Management	100.0	100.0	50.0	50.0
Management	88.9	96.2	51.5	30.3
Management of Technology	95.8	100.0	69.2	23.1

Continuing Education	Percent of Business Graduates That		
	Completed Post - Graduate Studies	Currently Pursuing Post-Graduate Studies	Have Considered Pursuing Further Studies
Post Graduate Studies (% of Students)	19.8	12.7	44.4
Accounting	17.9	12.8	48.7
Acquisition & Contract Management	0.0	25.0	50.0
Enterprise Systems Management	0.0	0.0	100.0
Human Resource Management	16.7	0.0	50.0
Logistics & Supply Chain Management	0.0	0.0	50.0
Management	15.2	15.2	48.5
Management of Technology	26.9	15.4	34.6

Data Source: Graduate Follow-up Survey, Spring 2013 (n=127)



Learning Outcomes

LEARNING OUTCOMES

Knowledge, Skills and Abilities (KSAs)

(Evidence-Based Data)

Students Meeting Outcomes	% of students				
	2009	2010	2011	2012	2013
Core Knowledge	92%	88%	90%	88%	87%
Written Communication	90%	93%	94%	95%	90%
Oral Communication	88%	96%	96%	94%	96%
Technology Proficiency	81%	96%	89%	93%	97%
Critical/Analytical Thinking	85%	93%	91%	94%	91%
Ethical Standards	92%	93%	91%	94%	96%
Cultural Differences	83%	95%	95%	94%	85%

Data Source: Student performance records (aggregated assessments throughout the curriculum using common rubrics) and the Business Program Capstone Exit Exam.

LEARNING OUTCOMES

Knowledge, Skills and Abilities (KSAs)

(Self-Assessment)

Competency in Selected KSAs (Major area of study)	% of students rating their exiting competency as strong or somewhat strong				
	n=312	n=337	n=394	n=389	n=380
	2009	2010	2011	2012	2013
Knowledge-Major Area	95.2%	92.3%	88.9%	91.8%	90.1%
Writing Skills	87.8%	87.4%	87.6%	91.1%	88.4%
Speaking Skills	85.2%	85.7%	80.6%	84.5%	84.1%
Analytical/Critical Thinking	93.2%	90.4%	89.1%	91.9%	90.1%
Technology Proficiency	92.3%	92.2%	91.4%	92.0%	92.5%
Group/Team Work Skills	85.9%	88.9%	87.1%	87.1%	89.3%
Appreciation of Ethical Standards	90.0%	93.1%	92.2%	94.1%	91.4%
Leadership Skills	89.7%	88.9%	84.0%	86.3%	94.9%

Competency in Knowledge (Major Area of Study)	% of majors rating their existing competency as strong or somewhat strong				
	n=312	n=337	n=394	n=389	n=380
	2009	2010	2011	2012	2013
Accounting	92.3%	92.4%	84.4%	92.5%	88.0%
Acquisition & Contract Mgmt.	n/a	n/a	84.6%	93.6%	91.1%
Enterprise Systems Mgmt.	n/a	n/a	100.0%	100.0%	83.4%
Human Resource Mgmt.	97.1%	90.9%	90.3%	92.6%	85.1%
Logistics & Supply Chain Mgmt.	n/a	n/a	100.0%	83.4%	96.3%
Management	97.3%	94.8%	90.4%	91.8%	90.5%
Management of Technology	91.9%	83.3%	89.9%	93.2%	93.0%

LEARNING OUTCOMES

Knowledge, Skills and Abilities (KSAs)

(Self-Assessment)

Improvement in Competency in Selected KSAs	Exiting versus entering strength of competency				
	n=312	n=337	n=394	n=389	n=380
	2009	2010	2011	2012	2013
Knowledge-Major Area	1.02	1.04	1.03	1.08	1.09
Writing Skills	0.65	0.72	0.81	0.77	0.78
Speaking Skills	0.51	0.56	0.56	0.54	0.59
Analytical/Critical Thinking	0.70	0.76	0.81	0.77	0.83
Technology Proficiency	0.66	0.66	0.74	0.70	0.79
Group/Team Work Skills	0.50	0.57	0.61	0.55	0.61
Appreciation of Ethical Standards	0.53	0.59	0.62	0.57	0.61
Leadership Skills	0.65	0.68	0.66	0.65	0.69

Note: Given the upper-undergraduate level status of Athens State University, all students are admitted as juniors, having completed their first two years of college at other accredited institutions. Therefore, entering competency levels are higher than what could be expected of freshmen and sophomore students. This perspective is important when making interpretations of improvement between entering and exiting competencies.

Enrollment and Courses



ENROLLMENT & COURSES

Enrollment	Academic Year				
	2009	2010	2011	2012	2013
Enrollment College of Business (all majors)	1501	1642	1678	1711	1777
Accounting	387	425	430	445	471
Acquisition & Contract Mgmt	N/A	81	139	178	169
Business Administration	2	N/A	N/A	N/A	N/A
Enterprise Systems Management	N/A	11	23	25	26
Human Resource Management	181	161	146	167	160
Logistics & Supply Chain Mgmt	N/A	40	104	136	152
Management	661	661	611	573	578
Management of Technology	270	263	225	187	221

Enrollment College of Business Majors by Format (Fall)	Academic Year				
	2009	2010	2011	2012	2013
Total College of Business Enrolled Majors	1,126	1,174	1,283	1,298	1,360
Taking at least one DL Class	1,066	1,098	1,212	1,236	1,306
Taking all DL Classes	812	827	868	874	973
Taking all DL Classes to Date	604	626	642	653	730

ENROLLMENT & COURSES

Student to Faculty Ratio (Fall)	Academic Year				
	2009	2010	2011	2012	2013
Student to Faculty Ratio	19.01	19.64	20.40	22.19	20.45

Average Enrollment per Class (Fall)	Academic Year				
	2009	2010	2011	2012	2013
Average Enrollment	21.96	23.37	22.44	22.32	21.50

Student Satisfaction and Confidence in Education

Business Students Satisfaction with:	Level of Satisfaction				
	n=312	n=337	n=394	n=389	n=380
	2009	2010	2011	2012	2013
Academic Environment	4.54	4.25	4.25	4.39	4.36
Campus Environment (University Life)	4.54	4.32	4.25	4.43	4.34
Selected Student Services *	4.65	4.38	4.30	4.48	4.40
Quality of teaching by faculty in your major	4.73	4.52	4.49	4.58	4.59

Mean Score (1 = Low, 5 = High)

* Selected Student Services Include: Admissions, Transfers and Advising, Enrollment/Registration, Financial Aid, and Website.

Student Confidence in their Business Education to:	% of students rating their confidence as high or somewhat high				
	2009	2010	2011	2012	2013
Pursue further studies successfully	92.9%	89.3%	92.9%	90.0%	88.6%
Obtain a job in area of major or advance to a better position in current job	91.8%	90.1%	88.6%	88.1%	87.5%