

# **A.A.S. in General Business Program Review Progress Report**

**March 16, 1999**

**Submitted by: Rebecca Kowalkoski  
Wanda Turner  
John Valas**

## **A.A.S. IN GENERAL BUSINESS: PROGRAM REVIEW PROGRESS REPORT**

The following report has been prepared in response to the recommendations for the General Business program that was submitted to the Academic Senate by the Academic Program Review Council (APRC). The order of the responses follows the order of the recommendations that are outlined in the section entitled "The program has problems that it needs to address and report progress on to the APRC in one year" in the APRC's report to the Senate.

### **STUDENT PROGRESS IN THE PROGRAM OR WHEN LEAVING THE PROGRAM**

#### **Student Progress in the Program**

Currently, the primary mechanism for tracking student progress in the program is requiring all students in the program to see their academic advisor prior to registration. There is a "flag" on the registration for all the students in the General Business program. However, as we learn more about these students, several additional steps seem warranted. Basically, we have learned that the academic advisors, in partnership with the educational counselor, need to take a more proactive approach to keeping in contact with the students in the program. On the recommendation of the educational counselor for the College of Business, we plan to set up time lines for the academic advisors to invite the students to visit them throughout the semester rather than just at early registration times. We hope that early intervention will help to ward off the problems some of the students are experiencing.

#### **Exit Survey Results**

An exit survey, similar to that administered in all of the capstone courses in the college, was developed specifically for the General Business students. The intent is to track the students at three points of exit from the program: (1) when the students transfer to another program; (2) when the students graduate from the program; and (3) when the students withdraw from the university and have financial aid obligations. The instrument used for the survey was developed by the coordinator, with input from the team members teaching some sections of BUSN 122, Introduction to Business, and from the educational counselor for the College of Business. The exit survey was first administered in early November 1998. The results reported are from the exit surveys collected from early November 1998 through mid-February 1999.

Among the 46 usable exit survey instruments completed, 11 indicate that students have graduated from the General Business program and plan to continue their education at Ferris State University. Nine of the students plan to continue in some program offered by

the College of Business and two plan to enter programs offered by the College of Education.

Seven of the respondents who have graduated from the General Business program plan to continue their education somewhere other than at Ferris State University. Three indicate that they plan to complete an undergraduate program elsewhere and three indicate interest in master's degree programs. The plans of one of the respondents were not clear.

Twenty-five of the respondents who have graduated from the General Business program indicate that they are seeking employment. Nineteen of the twenty-five respondents also appear to have graduated from some College of Business four-year program; the respondents mentioned the capstone course or some other 400-level course as the most valuable in their degree programs. Thus, only six of the graduates are not planning to continue their education beyond the associate's degree.

Only three of the respondents indicated that they had not graduated from the General Business program. The three had made early decisions to transfer to some other College of Business program.

If one can assume these results are representative of students who enter the General Business, then only few (six from this sample of 46) complete the program and seek employment. Thus, most (40 from this sample) plan to or do continue their education, most (33 from this sample) in programs at Ferris State University and some (7 in this sample) at institutions other than Ferris State University. Only a few (three from this sample of 46) make early decisions to exit the program without completing the program; these three, however, transferred into some other College of Business four-year program.

Refer to Appendix A for more detail about the results of this survey.

## **DETAILED PROFILE OF THE STUDENTS**

The educational counselor, Rebecca Kowalkoski, has constructed a thorough profile of all students who were General Business majors at the beginning of the Fall 1998 semester. The profile includes considerable information valuable to the academic advisors and the educational counselor: the students' high school grade point average; their ACT composite score; their cumulative grade point average at Ferris; the program in which they are currently enrolled (some changed their major since the beginning of the Fall semester); the number of semesters they have been in the General Business program; the number of credit hours accumulated as of the beginning of the Fall 1998 semester; whether or not they are receiving TIP financial assistance; and whether or not they are enrolled at Ferris in the Winter 1999 semester. This information will prove invaluable as we work more closely with the students enrolled in the program. (See Appendix B for a copy of the profile.)

## **MECHANISM FOR CAREER EXPLORATION**

Our educational counselor has developed a proposal to provide a mechanism for career exploration. The proposal starts with requiring all students in the General Business program to enroll in sections of FSUS 100 limited to those students enrolled in the program. Requiring those students to take FSUS 100 requires a change in the degree requirements, but one easily accomplished because of the change in the core for College of Business programs; all programs will be reviewed and revised as a consequence of that change.

The proposal then requires that the educational counselor administer the Strong Interest Inventory and the Myers-Brigg Type Indicator to the students early in the semester. The educational counselor will conduct a group interpretation of the tests and the results will be shared with the faculty teaching the dedicated sections of Introduction to Business as well as the academic advisors. Some students may find that their interests rest with programs offered outside the College of Business, but all in contact with the students will be better able to advise those students as well. In any event, there will be a closer association between the faculty teaching FSUS 100 and BUSN 122, the academic advisors, and the educational counselor.

### **COORDINATING COMMITTEE**

Faculty who team teach sections of BUSN 122, Introduction to Business, limited to College of Business majors serve as the coordinating committee for the program. While some of the faculty change from semester to semester, team members include faculty with expertise in finance and accounting, business information systems, marketing, and management. During this Winter Semester 1999, the faculty members are Patrick J. McNabb, Professor of Accountancy, Donald W. Stephen, Associate Professor of Computer Information Systems, Thomas Mehl, Associate Professor of Marketing, and Wanda V. Turner, Professor of Management.

### **WORKPLACE VALUE OF THE DEGREE**

In December 1999, a survey of employers located in the West Michigan and known to hire graduates of Ferris State University was conducted. The list of employers was provided by FSU personnel working at the Applied Technology Center in Grand Rapids. The survey was intentionally simple and brief, inquiring about whether or not students of a two-year associate degree program in business were employed by the organization or might be employed in the future, the type of position, and salary range. Two-hundred-fifty employers were sent an explanatory letter and a postage-paid postcard for their response.

Thirty-three employers responded, a response rate of 13.2%.

Nineteen of the responding employers indicated that they currently employ graduates of a two-year business degree program. The positions in which such graduates are employed are varied, ranging from an accounting clerk to customer service representative to branch manager and supervisors. Salaries ranged from \$7.74-11.59 an hour for an accounting clerk to \$25,000-30,000 for a customer service representative to \$25,000-40,000 for the

branch manager and supervisor. The industries represented included such varied businesses as automotive supplier/manufacturing, health care, commercial printing, plastics, and nursing.

Five of the responding employers indicated they would consider hiring graduates of a two-year business degree program in the future. Their responses were less specific than the above group of employers; nevertheless, the prospective positions ranged from accounting assistant to team leader to middle management. Only two of the employers in this group provided salary information, a range of \$18,000-30,000 in the commercial printing/direct mail business and a range of \$25,000-30,000 for middle management in the engineering/construction business.

Nine of the responding employers indicated that they do not currently employ graduates of a two-year business program and had no future plans for hiring such graduates.

See Appendix C for a summary of the results of the employer survey.

### **LEARNING FROM SISTER PROGRAMS**

In many respects, the systems now in place and those planned reflect learning from other programs on the campus. The detailed student profile, the plans to have early and frequent contact with the students enrolled in the program, and other such systems all are designed to have professional personnel—the faculty and the educational counselor—in closer and more informed relationships with the students.

### **DESCRIPTION OF THE RESPONSIBILITIES OF THE COORDINATOR**

For the past year and a half, the program has been coordinated by Wanda V. Turner, Professor of Management. The coordinator has worked closely with Rebecca L. Kowalkoski, educational counselor assigned to the College of Business, and John C. Valas, chair of the Management Department.

The coordinator supported the notion of block courses used in Fall 1998, an idea which originated with and was implemented by Professor Kowalkoski. Other activities coordinated with Professor Kowalkoski include the assignment of academic advisors for the students in the program, development of the profile of the students, and development of an instrument for and implementation of the exit survey of students. At the request of the coordinator, Professor Kowalkoski also assumes responsibility for contacting students who are in academic difficulty.

In addition, the coordinator of the program also coordinates sections of BUSN 122, Introduction to Business, which are team taught with faculty from the major discipline areas in the college (all General Business majors are required to take the BUSN 122 course). The instructors of that course serve as the coordinating committee for the program.

In the future, the responsibilities of the coordinator will no doubt change, especially if the proposed administrative restructuring of the College of Business occurs. Nevertheless, the systems that have been developed or are under development will stay in place.

**APPENDIX A**

**EXIT SURVEY RESULTS**

## **GENERAL BUSINESS EXIT SURVEY**

### **Graduates of the General Business Program**

Continuing Education: Ferris

3: CIS

1: VISC

1: Advertising/Retailing

1: Human Resource Management

3: Business Administration

1: Corporation Fitness & Health: College of Education

1: Education: College of Education

### Continuing Education Elsewhere

1: Hospitality Management: Sheridan Inn Internship (see Note 1)

1: Human Resource Management: Northwestern

1: Business Administration: Florida State (see Note 2)

1: Master's in HRM (see Notes 2 and 3)

1: Hospitality Management (see Notes 2 and 4)

1: Master's in Computer Information Systems (see Notes 2 and 5)

1: Accounting: CMU or SVSU

### Seeking Employment

1: Business Administration/Management

1: Golf Resort (see Note 6)

6: Golf Club/Professional (see Note 6)

1: Accounting

1: Promotions Assistant – Radio Industry (see Note 7)

2: Sales

3: Marketing (see Note 8)

1: Hotel/Restaurant Management (see Note 1)

1: Accounting (see Note 9)

1: Advertising (see Note 4)

1: Management/Insurance (see Note 10)

1: Computer-Related

1: Sales or Management (see Note 10)

1: Management (see Note 10)

1: Transportation

1: Not Sure

1: Public Relations (see Note 11)

### **Students Transferring to Another Program at FSU**

1: Accounting

1: Marketing

1: Small Business Management



## **Students Withdrawing from the University**

None Identified

### **Notes**

Note 1: Also appears to be a graduate of the Hospitality Management program

Note 2: Also seeking employment

Note 3: Also appears to be a graduate of the Human Resource Management program

Note 4: Also appears to be a graduate of some Marketing Department program

Note 5: Also appears to be a graduate of the CIS program

Note 6: Also appears to be a graduate of the Professional Golf Management program

Note 7: Also appears to be a graduate of the Music Industry Management program

Note 8: Two appear to be graduates of some Marketing Department program

Note 9: Also appears to be a graduate of the Accounting program

Note 10: Also appears to be a graduate of some Management Department program

Note 11: Also appears to be a graduate of the Public Relations program

**APPENDIX B**  
**PROFILE OF STUDENTS**

## General Business

3/11/99

First Name	Last Name	Student ID	HS GPA	ACT Comp	CGPA	Current Program	Sem in	98F Cr Hr	Other	99W
Daniel	Barberi	376-96-2351	2.14	19	2.446	GNBU	1	0		Yes
Jessica	Barr	572-93-8440	3.34	19	3.807	GNBU	1	0		Yes
Juan	Bates	368-88-1368	2.17	16	1.702	GNBU	4	32	TIP	No
Maria	Baumer	385-66-4120	2.71	22	3.237	GNBU	4	32		Yes
Jill	Behrns	322-78-8021		22	3.513	GNBU	1	24		Yes
Jamon	Benson	371-88-8172	2.35	15	1.263	GNBU	3	20	TIP	Yes
Denny	Boglarsky	379-82-4856	2.88	23	2.914	GNBU	6	40		Yes
Pepper	Bonnett	369-04-2378		18	2.698	GNBU	3	46		Yes
Victoria	Bowman	368-66-9303			2.799	GNBU	1	31.34		Yes
Tamara	Brackett-Babcock	378-70-1127		17	3.260	GNBU	3	25		No
Geoffrey	Brouhard	376-94-8380		27	3.609	MIM	2	56		Yes
Jeanette	Burch	377-88-4387	3.40	16	2.777	GNBU	1	0		Yes
Heather	Byrne	382-04-9727	2.2	14	1.970	GNBU	2	16		Yes
Kelly	Carroll	362-04-9372	2.1	15	2.890	GNBU	1	0		Yes
Kimberly	Cole	371-92-9680	2.47		2.000	GNBU	1	60		Yes
Mark	Coleman	382-04-7238	2.76	16	2.298	GNBU	3	41		Yes
Sean	Collins	378-90-8944	2.37	18	0	GNBU	1	0		No
Sarah	Condra	380-98-6284	2.91	19	2.143	GNBU	3	26		Yes
Marcetta	Cooper	367-06-9011		19	.338	DIST	2	8		No
Lance	Cranney	575-41-0264	3.06	25	2.844	GNBU	1	40		Yes
Gustus	Cullens	593-40-2766	2.00	18	1.817	GNBU	1	18		Yes
Michael	Czarnecki	378-04-8878	2.23	16	2.625	EEDU	2	23		Yes
Tamela	Danneels	364-02-8683	3.41	19	2.677	GNBU	2	63		Yes
David	Dard	383-88-9409	2.99	12	1.871	GNBU	1	8		No
Tobin	Darnell	372-02-0443	3.16	20	3.096	BADX	3	51.35		Yes
Saidah	Davis	365-94-4998	4.00	12	2.852	HCSA	7	63	TIP	Yes
Dan	Doyle	363-90-1421	3.25	18	3.150	BUAD	1	0		Yes
Brandi	Dukes	377-02-4313	3.05	19	3.625	GNBU	1	0		Yes
Alonzo	Earley	370-98-4163	2.09	17	2.413	CARE	1	0		No
Roger	Faber	379-56-7431			3.813	GNBU	2	32		No
Karen	Farrar	380-98-9288	2.64	18	2.976	GNBU	6	68		No
Jon	Fayad	370-88-1925	2.03	18	3.107	GNBU	1	0		Yes
Jeanie	Fincham	254-43-5276	2.80	15	1.683	GNBU	3	29	TIP	Yes
Anthony	Fitzgerald	523-53-3839	2.23	21	1.514	BCTM	3	0		Yes
Nicole	Forin	384-86-4913	2.68	25	3.575	GNBU	1	0		Yes
Lori	Getts	369-86-2194			3.146	PURE	1	44		Yes
Lanay	Gilbert-Thomas	369-86-7677	2.48	22	1.180	GNBU	3	11	TIP	No
James	Gilmore	386-86-6545	2.19	15	1.040	GNBU	1	0	TIP	Yes
William	Gmeiner	363-94-7300	2.35	18	3.062	GNBU	1	0		Yes
Lyndsay	Gnotek	362-04-2191	3.83	20	4.000	GNBU	1	0		Yes
Shannon	Goodwin	362-02-1746	2.21	15	3.721	GNBU	3	19		Yes
Scott	Gregory	362-92-6246	2.12	19	1.572	GNBU	3	21		Yes
Amy	Greinke	384-86-9745		19	2.913	GNBU	1	0		Yes

First Name	Last Name	Student ID	HS GPA	ACT Comp	CGPA	Current Program	Sem in	98F Cr Hr	Other	99W
Angela	Grunst	378-86-7656	3.65	21	3.300	RADI	5	31		Yes
Richard	Hadd	459-51-3038	2.50	17	2.500	GNBU	1	0	TIP	Yes
Duron	Harden	369-06-1601	2.54	15	1.300	GNBU	1	0	TIP	Yes
Jennifer	Harding	370-92-2566	2.72	14	2.412	GNBU	3	29	TIP	Yes
Pamela	Harmon	379-86-7794	3.20	15	2.99	GNBU	1	0	TIP	Yes
Andrew	Henderson	369-88-5671	2.85	22	2.986	GNBU	1	0	TIP	Yes
Cody	Hendrixson	372-96-3649	2.91	16	0.527	GNBU	1	8		Yes
Eric	Hinckley	382-86-6768	3.23	21	1.600	GNBU	1	0	TIP	Yes
Stacey	Hollister	375-04-0030	2.56	17	2.709	GNBU	1	0		Yes
Robert	Hopwood	366-96-7921	2.12	23		GNBU	1	0	TIP	No
Jovon	Horton	363-94-2314	2.32	19	1.275	GNBU	1	0	TIP	Yes
Kenneth	Hoskins	374-82-8609	2.26	15	0.545	GNBU	3	1		No
Clayton	Ingram	375-82-1740	2.90	15	2.325	PCRJ	4	52	TIP	Yes
Anntoinette	Johnson	367-86-2208	3.17	17	3.153	GNBU	4	37	TIP	Yes
Amanda	Jones	382-02-0253	3.00	18	2.007	GNBU	5	37		No
Melvin	Jones	372-94-0779	2.00	14	1.227	GNBU	3	14	TIP	No
Michael	Kabban	374-04-2919	2.33	13	3.620	GNBU	2	26		Yes
Anthony	Kailing	364-82-9282	2.65		3.651	GNBU	7	34		Yes
Jerrell	Kennedy	376-86-8737	2.76	13	1.364	GNBU	1	0	TIP	Yes
Michelle	Kerr	368-96-2071	2.85	18	2.057	GNBU	1	0		Yes
Tabitha	Kerridge	379-02-3775	2.83	20	3.146	GNBU	1	0		Yes
Kelly	Ketcham	386-84-7757	1.89	19	2.186	APSC	4	43		Yes
Yacretia	Kidd	385-84-5201	2.01	14	2.454	GNBU	1	0		Yes
Desiree	King	379-96-3523	3.19	14	2.662	GNBU	1	0	TIP	Yes
Lashanta	Kinney	371-86-9545	2.37	17	1.620	GNBU	3	18	TIP	Yes
Melanie	Krikke	374-88-4344	2.18	17	2.525	ACCT	3	21		Yes
Roger	Lake	375-84-6854	2.90	20	3.061	GNBU	3	31	TIP	Yes
Rick	Langley	382-02-1221	2.95	14	3.509	GNBU	1	0		No
Shawn	Langley	367-96-9509	2.26	15	2.436	GNBU	1	0		Yes
James	Laprise	376-88-3789	2.02	19		GNBU	1	0		No
Sandra	Lass	372-84-8831	2.37	18	2.192	HRM	8	66		Yes
Dawn	Lawrence	369-94-6164	3.40		3.560	GNBU	1	29		Yes
Mary	Lehnartz	375-90-9193	2.12	17	2.675	GNBU	1	0	TIP	Yes
Ronald	Leiva	371-19-0210			3.42	GNBU	3	110		No
Deandre'	Leverett	379-86-1356	2.31	15	2.698	GNBU	3	31	TIP	Yes
Amber	Lindsay	367-96-0714	2.42	14	1.400	GNBU	1	0		Yes
Steven	Loden	273-86-0284	1.71	20		GNBU	1	7.99		No
John	Lodholtz	386-86-8243	2.86	19	2.454	GNBU	3	36		No
Christina	Lutke	363-02-0968	3.68	22	3.844	MGMT	1	3.99		Yes
Bryan	Mack	363-06-3718	2.28	15	2.381	GNBU	3	21		Yes
Nick	Marcus	372-98-9154	2.28	17	2.371	GNBU	3	19		Yes
Michael	Marshall	364-84-9926	2.40	17	2.100	GNBU	1	42	TIP	Yes
Medina	McQueen	381-84-8625	2.20	15	2.840	GNBU	3	23	TIP	Yes

## General Business

3/11/99

First Name	Last Name	Student ID	HS GPA	ACT Comp	CGPA	Current Program	Sem in	98F Cr Hr	Other	99W
John	Mildern	374-84-4817	2.25	25	3.700	GNBU	3	0	TIP	Yes
Sarah	Miller	373-02-7947	2.91	18	2.102	RETG	3	31		Yes
Tina	Miller	377-74-0675	1.83	17	2.902	GNBU	4	34		Yes
Robert	Moore	386-86-1466	2.71	18	3.521	GNBU	1	0		Yes
James	Neal	368-78-9309	2.30	13	2.137	GNBU	7	53.03		No
David	Nelson	386-02-7335	3.46	20	3.704	CIS	7	65	TIP	Yes
Hieu	Nguyen	381-96-1013	2.67	16	3.193	GNBU	3	58	TIP	No
Bethany	Nickerson	384-84-2942	3.82	20	3.674	GNBU	3	38	TIP	Yes
Ryan	O'Rourke	378-02-4062	3.25	21	3.644	ACCT	3	33		Yes
Aaron	Ochlski	379-90-8446	2.10	16	2.983	VISC	1	26		Yes
Jennifer	Oleson	362-94-6260	2.44	19	2.232	GNBU	1	9		Yes
Jeanine	Peerenboom	371-88-0811	2.99	19	2.118	GNBU	1	0	TIP	Yes
Lisa	Pettengill	363-82-3632	2.80		2.623	GNBU	2	24		No
Yolanda	Polite	380-86-5986	2.70	13	3.052	GNBU	3	19	TIP	Yes
Nathan	Pranger	377-92-8974	3.22	16	2.729	RLMG	1	0		Yes
Jermain	Quinn	371-90-5584	2.50	11	1.513	GNBU	1	0	TIP	Yes
Freddrick	Rauls	363-80-9793	1.86	15	2.272	GNBU	3	32		No
Marvin	Redmond	363-04-5364	2.23	15	2.964	GNBU	2	17		Yes
Kelly	Reed	369-84-9009	2.11	22	2.147	GNBU	2	32		Yes
Tameeka	Robins	366-84-0048	2.13	14	2.490	GNBU	6	48	TIP	Yes
Monique	Ross	372-82-6932	2.29	16	2.39*3	GNBU	1	0	TIP	Yes
Megan	Ruehmeier	363-92-2785	4.00	28	3.944	GNBU	1	7		Yes
Tonya	Ruple	367-88-8506	3.11	15	0	GNBU	1	0	TIP	No
Kevin	Ryan	378-02-6026	1.68	17	2.103	GNBU	1	22		Yes
Tangee	Salvati	369-90-6684	3.35	20	2.820	GNBU	2	35.02		Yes
Monique	Sanders	362-90-8545	2.90	14	2.000	GNBU	1	0	TIP	Yes
Michelle	Schaecher	378-98-0173	2.33	15	2.823	GNBU	3	20		Yes
Randall	Schalhamer	376-06-5256	2.28	17	2.256	GNBU	2	6		Yes
Linda	Schneider	380-86-2403	3.54	26	3.408	GNBU	7	58		No
Michael	Seely	371-98-9086	2.52	22	2.221	GNBU	1	0	TIP	Yes
Matthew	Sims	385-98-7723	3.14	21	2.754	GNBU	1	0		Yes
Autumn	Slawter	363-06-2675	3.07	17	3.354	GNBU	1	0		No
April	Smith	382-90-3541	3.80	21	3.931	GNBU	1	0		Yes
Crystal	Smith	384-08-6537	2.86	19	2.238	GNBU	1	0		Yes
Gregory	Smith	381-86-3968	2.40	19	3.486	GNBU	1	0		Yes
Keturah	Smith	386-88-5694	2.10	16	1.769	GNBU	2	7	TIP	No
Shellie	Smith	370-92-7452	2.34	16	2.681	GNBU	5	39	TIP	Yes
Travis	Sommer	365-02-6154	1.51	19	2.664	GNBU	5	55		Yes
Carline	Stafford	386-78-8362	2.94	12	2.094	ACIS	4	41	TIP	Yes
Brett	Stevenson	381-98-0546	2.31	14	1.606	GNBU	3	20		Yes
Tiffany	Stewart	372-88-7505	2.10	13	2.200	GNBU	1	0	TIP	Yes
Sara	Stolarski	381-86-0669	2.73	15	2.662	GNBU	2	14		Yes
April	Stressman	375-80-3577	3.63	17	2.863	GNBU	1	61		Yes

First Name	Last Name	Student ID	HS GPA	ACT Comp	CGPA	Current Program	Sem in	98F Cr Hr	Other	99W
Tyra	Thomas	375-86-6457	3.36	17	3.071	GNBU	1	0	TIP	Yes
Deborah	Tice	368-66-9275			2.700	GNBU	1	87.96		Yes
Michael	Tregenza	380-96-4885	2.36	17	2.209	CIS	5	58		Yes
Lisa	VanAlstine	445-88-2821		23	3.313	GNBU	1	27.35		No
Douglas	Wald	369-98-1452	2.27	22	2.846	GNBU	1	0		Yes
Jaime	Wallace	449-73-7424	2.31	13	2.200	GNBU	1	0		Yes
Dartanuion	Walton	390-86-1046	2.39	18	0.800	GNBU	1	0	TIP	Yes
Akemi	Watabe	000-09-3990			2.139	GNBU	1	101		No
William	Watkins	366-86-1080	2.75	16	2.915	GNBU	1	0		No
Rashad	Weatherspoon	371-86-6490	3.00	16		GNBU	1	0	TIP	No
Ebony	Williams	384-86-7749	2.61		1.300	SBM	1	0		No
Lacey	Williams	366-04-2903	2.46	16	0.214	GNBU	1	3.99		Yes
Latosha	Williams	364-88-4280	2.36	13	2.419	GNBU	2	14	TIP	Yes
Brandi	Willis	379-86-4544	2.47	13	2.840	GNBU	1	0	TIP	Yes
Debra	Worrall	379-88-5694	3.03	23	2.156	GNBU	5	46	TIP	Yes
Jennifer	Wymer	374-06-2143	2.98	15	2.571	GNBU	1	0		Yes
Carl	Young	363-84-5220	2.14	19	2.919	HRM	6	52	TIP	Yes

**APPENDIX C**

**WORKPLACE VALUE OF THE DEGREE**

**GENERAL BUSINESS SURVEY RESULTS**  
**Survey Conducted December 1998**

**Employers Currently Employing Graduates**  
**of a Two-Year Business Degree Program: 19 Responses**

<b><u>Type of Position</u></b>	<b><u>Salary Range</u></b>	<b><u>Type of Business</u></b>
Customer Service Rep. Accounting Assistant	\$25,000-30,000	Automotive Supplier/Manufacturing
Administrative Asst.	\$20,000-30,000	Plastics
Customer Service Scheduling Parts Purchasing	\$24,000-28,000	Manufacturing
Entry Level Mgmt.	\$15,000-24,000	Retail
Entry Level DP General Office	\$19,000-26,000	Retail/Service
Branch Managers Supervisors	\$25,000-40,000	Service Industry
Accountant	\$11-16 hour	Health Care
Engineering Ass't. Executive Ass't. Sales Assistant	\$20,000-40,000	NR
Press Helper Binder Helper	\$7.50-8.00 hour	Commercial Printing
AP/Accounting	\$10.-11. Hour	Machine Design
Clerical Administrative	\$20,000-30,000	NR
Administrative Ass't. Lab Technicians Team Managers	\$23,000-32,000	Manufacturing
Administrative Ass't. Accounting Clerk	\$8.70-13.03 hour \$7.74-11.59 hour	Nursing



Clerical/Technical	\$8.00-12.00 hour	Manufacturing
Receptionist Secretarial Building Level Secretary	\$8.87-16.23 hour	Education
Finance Information Systems CAD	\$19,000-30,000	Primary Metals
Accounting	\$25,000-40,000	Legal
Administrative/Secretarial	\$9.00-10.00 hour	Manufacturing
Receptionist Material Planning Supervision	\$20,000-45,000	Steel Fabrication & Manu.

**Employers Who Might Consider Hiring Graduates  
of a Two-Year Business Program in the Future: 5 Responses**

<b><u>Type of Position</u></b>	<b><u>Salary Range</u></b>	<b><u>Type of Business</u></b>
Technicians Team Leaders	Hourly (non-exempt)	Automotive Interiors
Accounting General Administrative Customer Service Purchasing	\$18,000-30,000	Commercial Printing/Direct Mail
Accounting Ass't.	NR	Printing
NR	NR	Education
Middle Management	\$25,000-30,000	Engineering/Construction

**Employers Who Do Not Hire Graduates of a  
Two-Year Business Degree Program and Who  
Have No Future Plans for Hiring Such Graduates: 9 Responses**

<b><u>Type of Business</u></b>	
Professional Services	Tool & Die
NR	Government Agency
Residential Household Furniture Furniture Manufacturer	Employment Agency: Technical Engineering Consulting
Auto Parts Supplier	

General Business - Progress Report  
APRC 1998-1999

Extra pages: 1



Douglas Haneline  
04/01/99 02:14 PM

To: John C Valas/FSU@Ferris, Rebecca L Kowalkoski/FSU@Ferris, Wanda V Turner/FSU@Ferris

cc:

Subject: general business report

APRC has met to discuss your report and we think that you are right on track with the program, so much so that we don't think a meeting is necessary to discuss the report. We'll still be meeting with Insurance and Real Estate on 4/15, though.

We will formally communicate our perceptions and recommendations to the VPAA later this month and, of course, you'll get a copy.

I speak for the whole APRC when I say that you've done an excellent job.

doug haneline