

Finance - Progress Report

APRC 1999-2000

Section 1 of 1

B. S. in BUSINESS--FINANCE MAJOR
Program Review Progress Report

March 3, 1999

Submitted by: John Fairbanks
Vivian Nazar
Richard LaBarre
Kilman Shin

TO: Vincent King, Chair of Academic Program Review Council
FROM: Finance Faculty (J. Fairbanks-Coordinator, V. Nazar, K. Shin, and R. LaBarre)
RE: Finance Program Progress Report
DATE: March 3, 2000

This letter is in response to your email (dated 8/27/99). The following information should be considered our response to the issues concerning the APRC's report to the Senate (11/12/98) regarding the Finance Program.

Issue 1: The Program Coordinator should receive ¼ time release to administer the program. The program Faculty should develop a position description for the coordinator that will meet its administrative needs.

As of the date of this report, the administration **has not granted release time** for the Finance Program Coordinator. Therefore, the program faculty hasn't developed a position description to meet its administrative needs as no funds or release time are available to the coordinator.

The coordinator (John G. Fairbanks) has continued to work on the Finance Program (Finance Major Exit Surveys Fall 1998 and Fall 1999, Graduate Survey II- November 1999, Proposed Tracks-March 2000, this Progress Report-March 2000, etc.) but he is becoming tired of all this extra responsibility and work with **no pay or release time**.

Issue 2: The Program has serious enrollment problems that the faculty should study and develop a plan to address this issue. The University should make funds available to reimburse faculty for their recruitment activities.

The enrollment problem that you referred to is an overall problem at Ferris State University, as well as the College of Business. The on campus enrollment at Ferris State University for the Fall Semester of 1999 was 8,541 vs. 11,689 for the Fall Semester of 1991, producing a **27%** decline over the nine years. (See appendix A)

The on campus enrollment in the College of Business was 2,068 students during the Fall Semester of 1999 vs. 4,118 during the Fall Semester of 1991 producing a **50%** reduction over the same nine years. (See appendix A)

The Finance Program had 38 majors during the Fall Semester of 1999 vs. 77 majors during the Fall Semester of 1991 producing a **51%** decline over the same nine years. (See appendix A)

Many of our Finance Majors in the past came from the Accounting area as they began at Ferris as an Accounting Major and then changed to a Finance Major in their junior year. The number of Accounting Majors during the Fall Semester of 1999 was 95 vs. 335 during the Fall Semester of 1991 producing a **71%** decline over the same nine years. (See appendix A)

Also, some of our majors transfer from other majors in the Management Department and the number of majors in the Management Department has declined by **57%** (619 majors during the Fall Semester of 1999 vs. 1433 during the Fall Semester of 1991) over the same nine years. (See appendix A)

Clearly the prominent reason for enrollment problem in the Finance Program isn't caused by issues with the Finance Major or Faculty, but by issues within the University and the College of Business as a whole. Our views on the reasons for the large reduction of students at Ferris State University and the College of Business relate to the following areas:

1. **Semester conversion.** When the university decided to convert to the semester system we lost a large percentage of our students, as they preferred the quarter system. Also, our programs lost a significant amount of our competitive advantage in this process as we lost seven or eight courses in the conversion process. In 1992 our on campus College of Business student population declined by 12.8%. In 1993 the decline was 20%, and in 1994 the decline equaled 20.65%. By the Fall Semester of 1995 we had 2,007 students in the College of Business vs. 4,118 during the Fall Semester of 1991 producing a 51.26% reduction over the four- year period. This was very effective downsizing but I'm assuming the administration didn't have this in mind when they decided in 1991 to convert to semesters effective Fall Semester of 1993. Many faculty in the College of Business and the College of Technology warned the administration that it would be a mistake to convert to semesters and now the administration seems to be blaming departments, programs and faculty for the huge decline in enrollment. (See appendix A)
2. In addition, when the university converted to semesters and imposed full general education requirements for our two-year transfer programs this effectively destroyed the successful transfer programs in the College of Business. During the Fall Semester of 1991 we had 378 students in two-year transfer programs in the College of Business. During the Fall Semester of 1999 there were only 34 students in the same two-year transfer programs. These numbers reveal a **91% reduction** over the nine years. (See appendix F)

Our two-year transfer programs are really two plus two 1/2 year or two plus three- year transfer programs. Junior College students looking for a two plus two- year transfer program in business stopped coming to Ferris State University.

3. Fewer high school graduates have an interest in obtaining a business degree. This has been a national trend in recent years.
4. **Downsizing.** Besides closing programs the administration has reduced the number of **assistant deans and support staff at the college level.**

5. Adverse publicity concerning Ferris State University.

As of the date of this report, the University **has not** provided any money for recruitment activities with high schools and junior colleges. Our major recruiting activities have been limited to faculty members promoting the Finance Major to students in Finance 322 (College of Business core course) and to students attending the Autumn Adventure event held each fall semester.

We believe that the College of Business or the University should do the recruiting with high schools and junior colleges, as it would be much more effective and less expensive. In the 1970's and early 1980's the College of Business Assistant Dean's and Department Heads used to bus in high school students to visit the College of Business. This was cost effective recruiting and it worked. One reason of why the College of Business doesn't do these types of activities anymore is because of downsizing (#4 previous page).

Issues 3 & 4: The Finance Program needs to develop, maintain, and use an employer database for curricular maintenance and improvement. The program needs to develop a plan for long-term tracking of its graduates for curricular maintenance and improvement.

The following information relates to Issues 3 and 4:

1. A **Finance Major Exit Survey** is being conducted each fall in Finance 465. (See Appendix B)
2. A **list of all Finance Graduates** has been developed. We surveyed all of our Finance Graduates (368) last November to stay in touch with them. (See the list of Finance Graduates-Appendix C).
3. We developed an **Employer Database** from the 85 graduates that returned the survey. The response rate was 23%. (See the Employer Database Access Program Printout-Appendix D)
4. In response to our advisory committee's suggestion "What is your niche?" we are developing **different tracks** for our Finance Major. We are currently considering a Corporate Track, a Real Estate Track and an Investment Track. (See Appendix E)
5. In relation to our graduates recommending more work with computer programs (results of Graduate Survey I-1998 and the 1998-1999 Finance Major Exit Surveys) we now require students in FINC 465 to use **Excel** and **Power Point** with respect to their case analysis. In FINC 451 students are required to use the **Internet** and in FINC 322 students are required to use **Excel**. Also, we are considering the development of a **new finance course** that would use computer programs exclusively to analyze various types of finance-related situations or problems.

The exit surveys for 1998 and 1999 also revealed that a significant percentage (45%) of our students would have liked to have room in the Finance Program

to take foreign language classes. Our proposed check sheets for the Finance Major will allow students nine credits of cultural enrichment electives that can be used to **take foreign language classes**. (See appendix E)

Issue 5: The Management Department and the College of Business need to address the concerns identified in the report regarding faculty credentials, professional development and performance.

The following is in response to Issue 5:

We have been advised that these issues have been addressed at the department and the college level.

Issue 6: The Vice President for Academic Affairs should monitor the program's progress on these problems and report back to the APRC in one year.

As of the date of this letter we haven't received any communication from the Vice-President of Academic Affairs concerning the Finance Program.

This report presents student enrollment data for the 1991-92 Fall Quarter which began September 9, 1991. The official enrollment of the University is based on data collected at the end of the fifth day of classes. The following points summarize factors of major importance:

FALL 1991

1. Head Count:	12461
(12076 Fall 1990	up 385 students or 3.2%)
On-Campus:	11689
(11379 Fall 1990	up 310 students or 2.7%)
Off-Campus:	772
(697 Fall 1990	up 75 students or 10.8%)
2. FTIAC:	2556
(2673 Fall 1990	down 117 students or 4.4%)
3. Former Students:	563
(508 Fall 1990	up 55 students or 10.8%)
4. Transfer Students:	1278
(1033 Fall 1990	up 245 students or 23.7%)
5. Guest Students:	0
(3 Fall 1990	down 3 student or 100.0%)
6. Continuing Students:	8064
(7859 Fall 1990	up 205 students or 2.6%)
7. *Part-Time Students:	1651 (801 M, 850 W)
(1565 Fall 1990	up 86 students or 5.5%)
8. Applications Received:	8671
(9581 Fall 1990	down 910 applications or 9.5%)

*Students taking less than 12 hours of credit are considered part-time.

INTRODUCTION

This report presents students enrollment data for Fall Semester 1999. Classes began August 30, 1999. The official enrollment of the University and the information contained in this summary report are based on data collected at the end of the seventh day of classes which was September 8, 1999.

	Head Count Fall 1999	Head Count Fall 1998	Change	Percent of Change
1. Total	9668	9651	17	0.18%
On-Campus	8541	8440	101	1.20%
Off-Campus	1127	1211	-84	-6.94%
2. New Students (FTIAC & Dual Enrolled)	2108	2111	-3	-0.14%
3. Former Students	415	497	-82	-16.50%
4. Transfer Students	966	977	-11	-1.13%
5. Continuing Students	6179	6066	113	1.86%

Hopefully this information
will be of assistance to
you.

If you have any
questions my extension
is 2796

Sonya Bigelow
Registrar's Office

COLLEGE OF BUSINESS
ENROLLMENT PROFILE
Fall Semester

Program	1991	1992	1993	1994	1995	1996	1997	1998	1999	% of 99
Masters - Accountancy	9	8	3	0	0	0	0	0	0	0.0%
Masters - Information Systems Mgt.	22	21	26	1	6	3	0	2	88	3.6%
Accountancy	335	255	180	138	133	107	91	91	95	3.9%
Accountancy - T	30	29	26	20	16	10	5	3	1	0.0%
Accountancy/Finance	54	45	28	15	18	19	23	22	17	0.7%
Computer Information Systems	218	155	168	155	150	172	187	210	260	10.7%
Computer Information Systems - T	31	32	24	31	29	25	14	2	2	0.1%
CIS/Accountancy	54	42	35	36	29	31	20	27	28	1.2%
CIS/Management	61	44	35	17	16	11	8	16	10	0.4%
CIS/Marketing	19	13	6	4	2	2	5	5	9	0.4%
Office Automation Systems	21	17	15	15	2	3	2	1	0	0.0%
Office Automation Systems - T	3	11	9	6	6	2	0	0	0	0.0%
Administrative Assistant (A.A.S.)	43	47	34	13	4	2	0	0	0	0.0%
Court & Freelance Reporting (A.A.S.)	61	40	37	25	9	0	0	0	0	0.0%
Executive Secretary (A.A.S.)	25	16	6	3	0	0	0	0	0	0.0%
Legal Secretary (A.A.S.)	26	13	10	3	0	0	0	0	0	0.0%
ACIS DEPARTMENT TOTALS	1012	788	642	482	420	387	355	379	510	21.1%
Quality and Productivity Mgt.	5	6	4	2	1	2	2	0	0	0.0%
Quality and Productivity Mgt. - T	0	2	0	0	0	0	0	0	0	0.0%
ECAS DEPARTMENT TOTALS	5	8	4	2	1	2	2	0	0	0.0%
Accelerated Business	0	0	0	0	0	1	1	0	0	0.0%
Business Administration	554	466	368	250	201	148	153	191	184	7.6%
Business Administration - T	71	75	48	32	38	32	22	4	2	0.1%
Business Economics	15	4	0	0	0	0	0	0	0	0.0%
Business Economics - T	0	0	0	0	0	0	0	0	0	0.0%
Finance	77	68	47	37	35	20	27	37	38	1.6%
Finance - T	6	5	6	3	4	4	0	0	0	0.0%
Human Resources Management	40	40	27	20	25	36	27	60	58	2.4%
Human Resources Management - T	7	6	7	3	3	6	5	1	0	0.0%
Insurance	34	37	16	13	7	11	12	14	10	0.4%
Insurance - T	8	7	0	1	2	1	0	0	0	0.0%
Insurance/Real Estate	30	21	20	15	12	14	14	11	11	0.5%
International Business	60	72	57	51	50	41	45	34	27	1.1%
International Business - T	6	7	5	4	3	1	1	0	0	0.0%
Management	234	179	120	87	62	64	64	67	52	2.1%
Management - T	26	26	19	8	8	10	5	2	1	0.0%
Operations Management	28	13	12	13	5	2	4	3	3	0.1%
Operations Management - T	14	13	5	7	4	1	0	0	0	0.0%
Resort Management	0	0	0	0	0	0	0	0	3	0.1%
Small Business Management	58	60	39	27	34	34	35	40	38	1.6%
Small Business Management - T	23	19	11	8	8	8	5	3	5	0.2%
General Business (A.A.S.)	33	28	25	88	118	123	145	143	143	5.9%
Legal Assistant (A.A.S.)	96	79	62	33	35	26	29	30	37	1.5%
Real Estate (A.A.S.)	13	23	17	10	12	8	5	6	7	0.3%
MGT DEPARTMENT TOTALS	1433	1248	911	710	666	591	599	646	619	25.6%

COLLEGE OF BUSINESS
ENROLLMENT PROFILE
Fall Semester

Program	1991	1992	1993	1994	1995	1996	1997	1998	1999	% of 99
Advertising	179	139	126	76	72	59	69	77	76	3.1%
Advertising - T	22	31	21	16	12	7	2	1	1	0.0%
Hospitality Management - T	78	78	68	56	59	34	24	25	22	0.9%
Marketing - (1999 Pre-PGM = 37)	278	257	130	165	150	160	137	147	128	5.3%
Marketing - General -T	16	20	6	10	7	6	4	1	0	0.0%
Music Industry Management	0	0	0	0	1	10	15	35	49	2.0%
Professional Golf Management	371	383	431	329	280	262	287	290	293	12.1%
Professional Tennis Management	86	89	74	70	69	65	73	74	71	2.9%
Public Relations	86	56	54	41	33	35	33	32	39	1.6%
Public Relations - T	14	14	7	5	5	3	1	1	0	0.0%
Retailing	37	30	26	23	19	15	16	17	17	0.7%
Retailing - T	3	2	4	3	1	1	0	0	0	0.0%
Sales	89	98	82	59	35	30	33	39	43	1.8%
Sales - T	20	32	15	6	4	6	0	0	0	0.0%
Visual Communication	8	20	37	35	36	36	29	36	42	1.7%
Food Service (A.A.S.)	171	141	104	95	57	62	56	56	51	2.1%
Retailing (A.A.S.)	68	42	27	15	10	4	4	2	6	0.2%
Visual Communication (A.A.S.)	142	115	102	80	70	84	100	106	101	4.2%
MKT DEPARTMENT TOTALS	1668	1547	1314	1084	920	879	883	939	939	38.8%
ON CAMPUS TOTALS	4118	3591	2871	2278	2007	1859	1839	1964	2068	85.5%
Masters - Information Systems Mgt.	*	*	*	69	63	69	109	118	37	1.5%
Accounting	51	58	63	40	44	46	52	37	42	1.7%
Computer Information Systems	0	0	0	0	13	25	45	46	102	4.2%
ACIS DEPARTMENT TOTALS	51	58	63	109	120	140	206	201	181	7.5%
Business Administration	166	167	144	143	137	100	86	102	105	4.3%
MGT DEPARTMENT TOTALS	166	167	144	143	137	100	86	102	105	4.3%
Marketing	0	0	0	13	21	8	25	27	25	1.0%
MKT DEPARTMENT TOTALS	0	0	0	13	21	8	25	27	25	1.0%
UNDECLARED TOTALS	50	43	73	36	58	29	52	66	40	1.7%
OFF CAMPUS TOTALS	267	268	280	301	336	277	369	396	351	14.5%
COLL. of BUS. TOTALS	4385	3859	3151	2579	2343	2136	2208	2360	2419	100.0%

APPENDIX B

Finance Program Exit Surveys

Fall Semester 1998 and Fall Semester 1999

**FERRIS STATE UNIVERSITY
FINANCE PROGRAM
EXIT SURVEY**

Name _____ Major _____ Minor _____ Date _____

ENTERING YOUR PROGRAM:

How did you enter your major at FSU? (Circle your response)

- a. As a Freshman
- b. As a transfer from another college or university(non-degree)
- c. With an associates degree from FSU
- d. With an associates degree from another college or university
- e. From another program at FSU
Indicate which program _____
- f. Other: _____

EMPLOYMENT PLANS:

Are you presently employed? Yes _____ No _____

If "yes," what is the job title? _____ Starting salary _____

If "no," Have you had a job offer that you are presently considering? Yes _____ No _____

If "yes," what is the job title? _____ Starting salary _____

If "no," what are your job search plans? _____

Did you use the services of the Placement Office in your job search? Yes _____ No _____

EVALUATION OF YOUR DEGREE PROGRAM:

On a scale of 1(poor) to 5 (outstanding), how do you rate your business degree in terms of (circle your response):

a. preparation for a career? 1 2 3 4 5

b. intellectual challenge? 1 2 3 4 5

What finance and/or business courses do you feel will be MOST beneficial to you in your business career.

What finance and/or business courses do you feel will be LEAST beneficial to you in your business career.

What area of your degree program do you feel needed strengthening?
(Please check all that apply)

accounting skills _____ Computer skills _____ Problem solving skills _____
finance skills _____ Management skills _____ Foreign language skills _____
statistics skills _____ interpersonal skills _____ Verbal communication skills _____
writing skills _____ marketing skills _____

other: _____

Where you have indicated skills that needed strengthening, could you please provide the specifics of the skills training which would have been beneficial to your career?

PLANS FOR GRADUATE STUDY:

Do you have plans for graduate study? Yes ___ No ___

If "yes," please indicate where and when you plan to enter graduate studies.

Immediately after graduation ___ Later ___

Where: _____

EXTRACURRICULAR ACTIVITIES/PROFESSIONAL BUSINESS ORGANIZATION:

In which organization were you active?

To what extent did the extracurricular activities enhance your business career preparation?
(Circle your response)

- a. contributed very little c. moderately important
b. were somewhat important d. extremely important

COOPERATIVE EDUCATION OR INTERNSHIP EXPERIENCE:

Did you have a cooperative education or internship experience? Yes ___ No ___

If "yes," please indicate the extent to which the experience enhanced your business career preparation (Circle your response)

- a. contributed very little c. moderately important
b. were somewhat important d. extremely important

1998
FINANCE PROGRAM
EXIT SURVEY RESULTS

MAJOR: Finance = 10 MINOR: Econ. = 1
ACCT/FINC = $\frac{4}{14}$ Real Estate = $\frac{2}{3}$

ENTERING YOUR PROGRAM:

How did you enter your major at FSU? (Circle your response)

- 4 a. As a Freshman
 - 3 b. As a transfer from another college or university (non-degree)
 - 0 c. With an associates degree from FSU
 - 2 d. With an associates degree from another college or university
 - 5 e. From another program at FSU
 - f. Indicate which program INTB, PGM, PHARM., Med Tech., Lib. Arts
 - f. Other: _____
- 14

EMPLOYMENT PLANS:

Are you presently employed? Yes = 2 No = 12

If "yes," what is the job title? _____ Starting salary _____

If "no," Have you had a job offer that you are presently considering? Yes = 4 No = 8

If "yes," what is the job title? _____ Starting salary _____

If "no," what are your job search plans? (See attached access printout)

Did you use the services of the Placement Office in your job search? Yes = 5 No = 6

EVALUATION OF YOUR DEGREE PROGRAM:

On a scale of 1(poor) to 5 (outstanding), how do you rate your business degree in terms of (circle your response):

- a. preparation for a career? 1=0 2=1 3=6 4=4 5=3
- b. intellectual challenge? 1=0 2=2 3=6 4=3 5=3

What finance and/or business courses do you feel will be MOST beneficial to you in your business career.

FINC 465 = 10 FINC 322 = 3 FINC 323 = 2 (See attached access printout for all others)

What finance and/or business courses do you feel will be LEAST beneficial to you in your business career. MGMT 371 = 3, MGMT 301 = 3, FINC 310 = 3

(See attached access printout for all others)

What area of your degree program do you feel needed strengthening?
(Please check all that apply)

Accounting skills = 7	Computer skills = 6	Problem solving skills = 1
Finance skills = 5	Management skills = 1	Foreign Language skills = 5
Statistics skills = 1	Interpersonal skills = 1	Verbal Communication skills = 1
Writing skills = 4	Marketing skills = 4	

other: (See attached access printout for others)

Where you have indicated skills that needed strengthening, could you please provide the specifics of the skills training which would have been beneficial to your career?
(See the attached access printout for comments)

PLANS FOR GRADUATE STUDY:

Do you have plans for graduate study? Yes = 8 No = 6

If "yes," please indicate where and when you plan to enter graduate studies.

Immediately after graduation = 3 Later = 5

Where: (See attached access printout for institutions listed)

EXTRACURRICULAR ACTIVITIES/PROFESSIONAL BUSINESS ORGANIZATION:

In which organizations were you active?

(See attached access program printout)

To what extent did the extracurricular activities enhance your business career preparation?
(Circle your response)

a. contributed very little = 2	c. moderately important = 3
b. were somewhat important = 0	d. extremely important = 3

COOPERATIVE EDUCATION OR INTERNSHIP EXPERIENCE:

Did you have a cooperative education or internship experience? Yes = 4 No = 10

If "yes," please indicate the extent to which the experience enhanced your business career preparation (Circle your response)

a. contributed very little = 1	c. moderately important = 2
b. were somewhat important = 0	d. extremely important = 1

1999

FINANCE PROGRAM

EXIT SURVEY RESULTS

	MKTG	= 1		
MAJOR:	Finance	= 13	MINOR:	CIS
	ACCT/FINC	= <u>1</u>		Real Estate
		15		COMM
				FINC
				= <u>1</u>
				4

ENTERING YOUR PROGRAM:

How did you enter your major at FSU? (Circle your response)

- 5 a. As a Freshman
- 4 b. As a transfer from another college or university (non-degree)
- 0 c. With an associates degree from FSU
- 1 d. With an associates degree from another college or university
- 5 e. From another program at FSU
-
-
-
- 1 f. Other: _____
- 15

EMPLOYMENT PLANS:

Are you presently employed? Yes = 3 No = 12

If "yes," what is the job title? _____ Starting salary _____

If "no," Have you had a job offer that you are presently considering? Yes = 3 No = 10

If "yes," what is the job title? _____ Starting salary _____

If "no," what are your job search plans? (See attached access printout)

Did you use the services of the Placement Office in your job search? Yes = 7 No = 8

EVALUATION OF YOUR DEGREE PROGRAM:

On a scale of 1(poor) to 5 (outstanding), how do you rate your business degree in terms of (circle your response):

a. preparation for a career? 1=0 2=0 3=4 4=11 5=0

b. intellectual challenge? 1=0 2=1 3=1 4=11 5=2

What finance and/or business courses do you feel will be MOST beneficial to you in your business career.

FINC 465 = 9 FINC 451 = 7 FINC 322 = 4 FINC 300 = 4 FINC 454 = 3

(See attached access printout for all others)

What finance and/or business courses do you feel will be LEAST beneficial to you in your business career. FINC 323 = 2 ACCT 310 = 2 MGMT 371 = 2 MGMT = 2

(See attached access printout for all others)

What area of your degree program do you feel needed strengthening?
(Please check all that apply)

Accounting skills = 3	Computer skills = 7	Problem solving skills = 1
Finance skills = 1	Management skills = 2	Foreign Language skills = 8
Statistics skills = 2	Interpersonal skills = 3	Verbal Communication skills = 3
Writing skills = 3	Marketing skills = 4	

other: (See attached access printout for others)

Where you have indicated skills that needed strengthening, could you please provide the specifics of the skills training which would have been beneficial to your career?

(See the attached access printout for comments)

PLANS FOR GRADUATE STUDY:

Do you have plans for graduate study? Yes = 9 No = 6

If "yes," please indicate where and when you plan to enter graduate studies.

Immediately after graduation = 3 Later = 7

Where: (See attached access printout for institutions listed)

EXTRACURRICULAR ACTIVITIES/PROFESSIONAL BUSINESS ORGANIZATION:

In which organizations were you active?

(See attached access program printout)

To what extent did the extracurricular activities enhance your business career preparation?
(Circle your response)

a. contributed very little = 3	c. moderately important = 0
b. were somewhat important = 1	d. extremely important = 4

COOPERATIVE EDUCATION OR INTERNSHIP EXPERIENCE:

Did you have a cooperative education or internship experience? Yes = 3 No = 12

If "yes," please indicate the extent to which the experience enhanced your business career preparation (Circle your response)

a. contributed very little = 1	c. moderately important = 0
b. were somewhat important = 0	d. extremely important = 2

Database Field Name Key

ID	Record Reference Number
Major	Program Major
Minor	Program Minor
Enter	When Student Entered Program A – As a freshman B – As a transfer student from another college or university (non-degree) C – With an associates degree from FSU D – With an associates degree from another college or university E – From another program at FSU – program indicated F – Other
Empl.	Is student currently employed
Job Title	Job title of student if they are employed
Salary	Salary of student if they are employed
Offers	Have they had job offers
Offer's Title	Job title of the offers
O-Salary	Salary of job offers
Job Plans	If the Student isn't employed, how do they plan to gain employment
P-O	Did the Student use the Placement Office services
Prep	Level of preparation for career – Scale of 1 (poor) – 5 (outstanding)
Chal	Level of intellectual challenge – Scale of 1 (poor) – 5 (outstanding)
Most Beneficial	Course most beneficial to business career
Least Beneficial	Course least beneficial to business career
Strengthen Skills	Areas of degree the Student feels need to be strengthened
Specific Skills	Specifics about the skill areas listed above
Grad-S	Does the Student plan on doing Graduate Study

When.....If the Student plans to do Grad Study, will they do it immediately after graduation from FSU or wait

WhereIf the Student plans to do Grad Study, where will they study

EC Activities (In).....Extra Curricular Activities the Student participated in while at FSU

EC AHow much Extra Curricular Activities enhanced their business career preparation

- A – Contributed very little
- B – Were somewhat important
- C – Moderately important
- D – Extremely important

InternDid the Student have a cooperative education or internship experience

EnhanceIf yes, the how much did the experience enhance the Student's education

- A – Contributed very little
- B – Was somewhat important
- C – Moderately important
- D – Extremely important

Exit Survey - Fall 1998 Query

3/2/00

ID	Major	Minor	Enter	Empl	Job Title	Salary	Offers	Offer's Title	O-Salary
1	Finance	Real Estate	A	No			No		
2	Finance		E - Lib. Arts	No					
3	Finance		D	No			No		
4	Acct/Finance		D						
5	Finance		B	No			No		
6	Finance		B	No			Yes	Bus. Owner	
7	Acct/Finance		A	Yes	Parts Person		No		
8	Finance		B	Yes	DSR	30,000	Yes	Loan Officer	
9	Acct/Finance		A	No			No		
10	Finance		E - Med Tech.	No			No		
11	Acct/Finance		A	No			Yes	Auditor	28,000 + Ben.
12	Finance	Real Estate	E - PGM, Rec Man, Biology	No			No		
13	Finance		E - Pharmacy	No			Yes	Payroll Manager	25,000
14	Finance	Economics	E - Intl. Business	No			No		

Exit Survey - Fall 1998 Query

3/2/00

Job Plans	P-O	Prep	Chal	Most Beneficial
Stock Broker	No	5	5	All
		4	3	FINC 465
Grad. School		4	4	FINC 322 451 465, MKTG 321, ISYS 105 202, MGMT 37
	No	5	5	
	No	5	5	FINC 322 323
	No	2	2	OSYS 300, FINC 465
Stay where I am, until I find something better	Yes	4	4	ACCT 310
	Yes	4	4	FINC 465
	Yes	3	3	FINC 465
Send out resume's and pray	No	3	3	FINC 322, 323, 465
	Yes	3	3	FINC 465, MGMT 302, ACCT 441, 561, 599
Find a job in Detroit area preferably	No	3	3	FINC 465
	Yes	3	2	FINC 465, BLAW 301
Put resume' online		3	3	FINC 465

Least Beneficial	Strengthen Skills	Specifics of Skills
None	Foreign Language	Dealing with over seas customers
MGMT 301, MGMT 302	Acct, Stats, Writing, Computer, For. Lang.	Haven't taken Acct 2, Stats, Engl, Comp, or F.L.
MGMT 301	Acct, Marketing, Foreign Language	Need one more of each course listed
ACCT 310 312	Writing	
MGMT 301	Finance, Computer	More computer and Finance Classes, read about the
MGMT 371	ACCT, FINC, Writing, MKTG	More FINC course that are job specific
ACCT 599	Accounting	Acct profs need to explain more
	Accounting, Computer	More computer classes
MKTG ?	Accounting, Computer, Marketing	See Survey
FINC 310	Finance	Little emphasis on actual use (except 465)
MGMT 301, 371, FINC 310, 323, ACCT 431, ISYS 20	Finance	Real world applications, guest speakers, jobs, etc
	Acct, Comp, Prob Sol, Finc, Mgmt, Interper, Verbal	Teach how market works/portfolio mgmt, real world
MGMT 371	Compter, Writing, For. Lang.	Computer related Finc classes, Finc Calculators
FINC 210	None	

Exit Survey - Fall 1998 Query

3/2/00

Grad-S	When	Where	EC Activities (In)	EC A	Intern	Enhance
Yes	Later	U of M, EMU	None	C	N	
No			Sigma Phi Epsilon, FSU Finance Club	C	N	
Yes	Now	MSU, UNLV, Santa Clara, U of San Fran	Sigma Phi Epsilon, V. Football, Finc. Club	D	N	
Yes	Now	U of S Florida	Fincance Club	D	Y	C
Yes	Now	Cleveland State University	None	C	N	
Yes	Later	Univ. of Chicago, NW Univ Kellog	V. Football, Financial Mgmt Club.	C	Y	D
No			None		N	
Maybe	Later				N	
No				D	N	
Yes	Later	U of M, CMU	Ferris Finance Club	A	N	
Yes	Later	Undecided	Financial Management Group	A	Y	C
No			Sig Phi Eps, V. B-Ball, Finc Club, Vollyball Club	D	Y	A
Yes	Later	Undecided	None		N	Should require
No			Intl. Bus. Assoc., Hockey	C	N	

Exit Survey - Fall 1999 Query

3/2/00

ID	Major	Minor	Enter	Empl	Job Title	Salary	Offers	Offer's Title	O-Salary
1	Finance		D	No			No		
2	Finance		B	No			Yes	Financial Planner	\$30,000
3	Finance/Bus Ad		B	No			Yes	Golf Pro, Grand Hotel	\$500/week + Lessons + B?
4	Finance		E - PGM	No			No		
5	Finance		B	No			No		
6	Acct/Finance	CIS	A						
7	Finance	Comm.	E - ACCT	Yes	Shipping/Receiving	\$7.50	No		
8	Finance		E - ASC	No			No		
9	Finance	Real Estate	A	No			No		
10	Finance		A	No			No		
11	Finance		F	No			No		
12	Marketing	Finance	A	No			Yes	Asst. Golf Pro	\$25,00
13	Finance		B	Yes	Mgmt Trainee	\$40,000			
14	Finance		A	No			No		
15	Finance		E - Bus Ad	No			No		

Exit Survey - Fall 1999 Query

3/2/00

Job Plans	P-O	Prep	Chal	Most Beneficial
Interviewing with several co., nothing solid yet	Yes	4	4	FINC 451, 454, 465
	No	3	2	FINC 465, Real life situation classes
	No	3	4	FINC 465, and most of FINC
	No - Will Be	4	4	FINC 451, 454, 465
Sending out resumes to co and posting on the net	No	4	4	FINC 465, 322, 300
	No	4	4	ACCT 431, FINC 451 FINC that had research projec
Get in a mgt trainee program	Yes	4	5	FINC 300
	No	4	4	FINC 451, 454, 465
A career in floor trading on a major exchange	No	3	4	FINC 322, 323
Use career services and mail out applications	Yes	4	4	BLAW 301, FINC 451, 465
Moving to LA, then look for a job there	Yes	3	3	FINC 300, 322
	No	4	4	FINC 300, 451
	Yes	4	4	MGMT 499
	Yes	4	4	FINC 451, 465
	No	4	5	FINC 322, 465

Least Beneficial	Strengthen Skills	Specific Skills
FINC 323, 310 Because of Teachers	Accounting, Writing, Foreign Language	Acct-Need to fine tune, Never took FL, Need more
Any class professor Shin teaches	Accounting, Foreign Language	Never took FL, Need more Accounting classes
Some Bus Ad courses, and courses by Calkins & Shin	Statistics, Computer	Class that combines Bus and Comp in situations
FINC 323 (Shin), ACCT 310	Computer, Foreign Language, Marketing	Didn't take FL, More prob solv on comp, more mktg
MGMT 371	All areas listed	
ECON	Foreign Language	Time within program to take this type of course
FINC 451	Computer	More hands on comptuer work/training
FINC 312	Marketing, Foreign Language	Take more of these courses
MGMT 371, STQM 322	Interpersonal, Verbal Comm.	Would have taken pers speaking if I had more elect
MGMT Classes	Management, Interpersonal, Marketing	
MGMT	Computer, Writing, Foreign Lang, Verbal Comm	Problem solving skills
	Computer	
ACCT 310	Computer	More with MS office, and Net (see survey - back)
	None	
	None	

Exit Survey - Fall 1999 Query

3/2/00

Grad-S	When	Where	EC Activities (In)	EC A	Intern	Enhance
No			Pi Nu Phi Fraternity	A	Yes	D
No					No	
Yes	Now	MSU		A	No	
Maybe	Later	GVSU		A	No	
Yes	Later	U of Denver or Loyola		B	No	
Yes	Now	FSU	Phi Sigma Sigma, Order of Omega, Panhellen Council	D	No	
Yes	Later		Omega Psi Phi Fraternity	D	No	
No			FSU Finance Club	B	No	
No			Financial Mgmt Assoc.	A	No	
No					No	
Yes	Later	Stanford Univ.	Phi Gamma Nu	A	Yes	A
Yes	Later	Undecided			Yes	D
Yes	Later	CMU	Sigma Phi Epsilon	D	No	
Yes	Now	FSU or on the west coast			No	
Yes	Later	Undecided			No	

APPENDIX C

List of all Finance Graduates

APPENDIX D

Employer Data Base

FERRIS STATE UNIVERSITY

November 30, 1999

Dear FSU Finance Graduate:

Just a short note to wish you the best of things for the upcoming Christmas Holiday and the Millennium New Year. We would also like to inform you that Marshall Giller will be retiring at the end of this semester and Vivian Nazar has recently completed her doctorate.

In addition, we are continuing the review process of our Finance Program and we would like to know the progress of our graduates. Please help us in our efforts by completing the short survey and return it in the enclosed envelope. We need the information, as our program review process requires it.

Sincerely,

The Finance Faculty at Ferris State University

John G. Fairbanks

John G. Fairbanks

Vivian Nazar

Vivian Nazar

Kilman Shin

Kilman Shin

Dick LaBarre

Dick LaBarre

Marshall Giller

Marshall Giller



MANAGEMENT DEPARTMENT
COLLEGE OF BUSINESS

119 South Street, Big Rapids, MI 49307-2284

Phone 231 591-2427 Fax 231 591-3521 E-Mail mgmt@bus02.ferris.edu

Finance Graduate Survey Form
November 1999

Name: _____

Year of Graduation: _____

Title of Your Position: _____

Years in the Above Position: _____

Employer Name: _____

Employer Address: _____

Name and Position of Your Immediate Supervisor: _____

APPENDIX E

Proposed Tracks- Corporate, Investments and Real Estate

EXISTING CHECKSHEET 1-1-97

FINANCE MAJOR

Year 1

<u>Fall</u>		<u>Winter</u>	
MATH 115*	3	Science Elective	3 4
COMM 121	3	History Elective	3
ENGL 150	3	PSYC 150	3
Lab Science Elective	4	HUMN 102	3
ISYS 105**	3	ISYS 202	3
Total	16	Total	15 16

* Select a non-business elective if proficiency has been established

Free Elective if proficiency is established

Year 2

<u>Fall</u>		<u>Winter</u>	
ACCT 201	3	ACCT 202	3
FINC 300	3	Directed Elective	3
ECON 221	3	FINC 310	3
ENGL 250	3	ECON 222	3
Free Elective	3	HUMN 216/217	3
15		Total	15

Year 3

<u>Fall</u>	
FINC 322	3
MGMT 301	3
STQM 260	3
ACCT 310	3
FINC 312	3
MKTG 321	3
Total	18

<u>Winter</u>	
BLAW 301	3
FINC 323	3
ENGL 325	3
STQM 322	3
MGMT 302	3
TOTAL	15

Year 4

<u>Fall</u>	
MGMT 371	3
FINC 465	3
Directed Elective	3
FINC 451	3
Non Business Elective	3
Total	15

<u>Winter</u>	
FINC 454	3
MGMT 499	4
Directed Elective	3
Free Elective	3
ECON 321	3
Total	16

Total Credit Hours For Degree

125/126

Major Courses

FINC 300	3
FINC 310	3
FINC 312	3
FINC 323	3
FINC 465	3
FINC 451	3
FINC 454	3
STQM 322	3
MGMT 302	3
ACCT 310	3
MGMT 371	3
Total	33*

General Education

ENGL 150	3
ENGL 250	3
COMM 121	3
HUMN 102	3
ECON 221	3
ECON 222	3
ECON 321	3
PSYC 150	3
Lab Science Elective	4
Science Elective	3
MATH 115	3
History Elective	3
HUMN 216/216	3
Non Business El.	3
TOTAL	43***

COB Core Courses

ACCT 201	3
ACCT 202	3
BLAW 301	3
FINC 322	3
ISYS 202	3
MGMT 301	3
MKTG 321	3
ENGL 325	3
STQM 260	3
MGMT 499	4
Total	31**

ISYS 105	3
Directed Electives	9

Major	33*
CORE	31**
Non-Business	43***
Free Electives	6
Total Credits	125

44

126

Proposal 2001 Cheeksheet

CORP. TRACK II

2nd
DRAFT
2-29-00

Year 1

<u>Fall</u>	
MATH 115*	3
COMM 121	3
ENGL 150	3
Lab Science Elective	4
PSYC 150**	3
Total	16

* Select a non-business elective if proficiency has been established

PSYC 150 proficiency has been established

<u>Winter</u>	
Science Elective	3
Cultural Enrichment El.	3
GEOG 100***	3
Free Elective	3
MATH 122	3
Total	15

***PSYC 150 or SOCY 121 can be used as a substitute for GEOG 100

Year 2

<u>Fall</u>	
ACCT 201	3
FINC 300	3
ECON 221	3
ENGL 250	3
Cultural Enrichment El.	3
Non Business El.	1
Total	16

<u>Winter</u>	
ACCT 202	3
STQM 260	3
INTB 310	3
ECON 222	3
Cultural Enrichment El. (200 Level or Higher)	3
Total	15

Year 3

<u>Fall</u>	
FINC 322	3
BLAW 321	3
STQM 322	3
ACCT 310	3
FINC 312	3
Total	15

<u>Winter</u>	
MGMT 301	3
MKTG 321	3
ENGL 325	3
COMM ELECTIVE*	3
FINC 323	3
ACCT 312	3
Total	18

*select one from COMM 332,310,221

Year 4

<u>Fall</u>	
MGMT 370	3
ISYS 321	3
ACCT 321	3
Computer Applications	3
INTB 440	3
TOTAL	15

<u>Winter</u>	
FINC 465	3
BUSN 499	3
ACCT 322	3
MGMT 499	3
ECON Elective**	3
Total	15

**select one from ECON 321, 431,331

Total credit hours for degree 125

Major Courses

FINC 300	3
STQM 322	3
FINC 312	3
FINC 323	3
FINC 465	3
Computer Applications	3
TOTAL	18*

COB Core Courses

ACCT 201	3
ACCT 202	3
BLAW 321	3
FINC 322	3
ISYS 321	3
MGMT 301	3
MKTG 321	3
MGMT 370	3
STQM 260	3
BUSN 499	3
Total	30**

General Education

ENGL 150	3
ENGL 250	3
ENGL 325	3
COMM 121	3
COMM Elective	3
ECON 221	3
ECON 222	3
ECON Elective	3
GEOG 100	3
Lab Science Elective	4
Science Elective	3
MATH 115	3
Cultural Enrichment El.	9
MATH 122	3
Non Business El.	1
TOTAL	50****

CORPORATE TRACK

INTB 310	3
ACCT 310	3
ACCT 312	3
ACCT 321	3
INTB 440	3
MGMT 499	3
ACCT 322	3
TOTAL	21***

CORE	30**
------	------

Major	18*
-------	-----

TRACK	21***
-------	-------

Non-Business	50****
--------------	--------

Free Electives	6
----------------	---

Total Credits	125
----------------------	------------

Proposal 2001 Cheeksheet
INVESTMENT TRACK II

*2nd
DRAFT
2-29-00*

Year 1

<u>Fall</u>	
MATH 115*	3
COMM 121	3
ENGL 150	3
Lab Science Elective	4
Free Elective	3
Total	16

* Select a non-business elective if proficiency has been established

Free Elective: PSYC 105 if proficiency has been established

<u>Winter</u>	
Science Elective	3
Cultural Enrichment El.	3
GEOG 100***	3
Free Elective	3
MATH 122	3
Total	15

***PSYC 150 or SOCY 121 can be used as a substitute for GEOG 100 *only if* one of your cultural enrichment electives meets the Global Consciousness requirements

Year 2

<u>Fall</u>	
ACCT 201	3
FINC 300	3
ECON 221	3
ENGL 250	3
Cultural Enrichment El.	3
Non Business El.	1
Total	16

<u>Winter</u>	
ACCT 202	3
STQM 260	3
COMM Elective*	3
ECON 222	3
Cultural Enrichment El. (200 Level or Higher)	3
Total	15

*select from COMM 221, 310, 332

Year 3

<u>Fall</u>	
FINC 322	3
BLAW 321	3
STQM 322	3
ACCT 310	3
FINC 310	3
Total	15

<u>Winter</u>	
MGMT 301	3
FINC 312	3
ENGL 325	3
MKTG 321	3
FINC 323	3
ACCT 312	3
Total	18

Year 4

<u>Fall</u>	
MGMT 370	3
ISYS 321	3
FINC 451	3
Computer Applications	3
ACCT 350	3
TOTAL	15

<u>Winter</u>	
FINC 465	3
BUSN 499	3
FINC 454	3
BLAW 322	2
ECON ELECTIVE**	3
Total	14

**Select one from ECON 321,431,331

Total credit houes for degree 124

Major Courses

FINC 300	3
STQM 322	3
FINC 312	3
FINC 323	3
FINC 465	3
Computer Applications	3
TOTAL	18*

COB Core Courses

ACCT 201	3
ACCT 202	3
BLAW 321	3
FINC 322	3
ISYS 321	3
MGMT 301	3
MKTG 321	3
MGMT 370	3
STQM 260	3
BUSN 499	3
Total	30**

General Education

ENGL 150	3
ENGL 250	3
ENGL 325	3
COMM 121	3
COMM ELECTIVE	3
ECON 221	3
ECON 222	3
ECON Elective	3
GEOG 100	3
Lab Science Elective	4
Science Elective	3
MATH 115	3
Cultural Enrichment El.	9
MATH 122	3
Non Business El.	1
TOTAL	50****

INVESTMENT TRACK

ACCT 310	3
ACCT 312	3
FINC 310	3
BLAW 322	2
ACCT 350	3
FINC 451	3
FINC 454	3
TOTAL	20***

CORE	30**
MAJOR	18*
TRACK	20***
Non-Business	50****
Free Electives	6
Total Credits	124

Proposal 2001 Cheecksheet
REAL ESTATE TRACK II

2nd.
 DRAFT
 2-29-00

Year 1

<u>Fall</u>	
MATH 115*	3
COMM 121	3
ENGL 150	3
Lab Science Elective	4
Free Elective**	3
TOTAL	16

<u>Winter</u>	
Science Elective	3
Cultural Enrichment El.	3
GEOG 100***	3
Free Elective	3
MATH 122	3
TOTAL	15

* Select a non-business elective if proficiency has been established

***PSYC 150 or SOCY 121 can be used as a substitute for GEOG 100 *only if* one of your cultural enrichment electives meets the Global Consciousnes requirements

** Select BUS 115 if proficiency has not been established

Year 2

<u>Fall</u>	
ACCT 201	3
FINC 300	3
ECON 221	3
ENGL 250	3
Cultural Enrichment El.	3
Non Business El.	1
Total	16

<u>Winter</u>	
ACCT 202	3
STQM 260	3
REAL 210	3
ECON 222	3
Cultural Enrichment El. (200 Level or Higher)	3
Total	15

Year 3

<u>Fall</u>	
FINC 322	3
BLAW 321	3
STQM 322	3
REAL 305	3
FINC 310	3
Total	15

<u>Winter</u>	
MGMT 301	3
FINC 312	3
ENGL 325	3
MKTG 321	3
FINC 323	3
BLAW 322	2
Total	17

Year 4

<u>Fall</u>	
MGMT 370	3
ISYS 321	3
Computer Applications	3
FINC 451	3
COMM Elective*	3
TOTAL	15

<u>Winter</u>	
FINC 465	3
BUSN 499	3
REAL 330	3
BLAW 325	2
ECON Elective**	3
Total	14

*Select one from COMM 332,310,221

**Select one from ECON 321,431,331

Total Credit Hours For Degree

123

Major Courses

FINC 300	3
STQM 322	3
FINC 312	3
FINC 323	3
FINC 465	3
Computer Applications	3
TOTAL	18*

COB Core Courses

ACCT 201	3
ACCT 202	3
BLAW 321	3
FINC 322	3
ISYS 321	3
MGMT 301	3
MKTG 321	3
MGMT 370	3
STQM 260	3
BUSN 499	3
Total	30**

General Education

ENGL 150	3
ENGL 250	3
ENGL 325	3
COMM 121	3
COMM ELECTIVE	3
ECON 221	3
ECON 222	3
ECON Elective	3
GEOG 100	3
Lab Science Elective	4
Science Elective	3
MATH 115	3
Cultural Enrichment El.	9
MATH 122	3
Non Business El.	1
TOTAL	50****

REAL ESTATE TRACK

REAL 210	3
REAL 305	3
FINC 310	3
BLAW 322	2
REAL 330	3
BLAW 325	2
FINC 451	3
TOTAL	20***

CORE	30**
MAJOR	18*
TRACK	19***
Non-Business	50****
Free Electives	6
Total Credits	123

APPENDIX F

Two Year Transfer enrollment

COLLEGE OF BUSINESS

ENROLLMENT PROFILE

Fall Semester

2 Year Transfer = T

Program	1991	1992	1993	1994	1995	1996	1997	1998	1999	% of 99
Masters - Accountancy	9	8	3	0	0	0	0	0	0	0.0%
Masters - Information Systems Mgt.	22	21	26	1	6	3	0	2	88	3.6%
Accountancy	335	255	180	138	133	107	91	91	95	3.9%
Accountancy - T	30	29	26	20	16	10	5	3	1	0.0%
Accountancy/Finance	54	45	28	15	18	19	23	22	17	0.7%
Computer Information Systems	218	155	168	155	150	172	187	210	260	10.7%
Computer Information Systems - T	31	32	24	31	29	25	14	2	2	0.1%
CIS/Accountancy	54	42	35	36	29	31	20	27	28	1.2%
CIS/Management	61	44	35	17	16	11	8	16	10	0.4%
CIS/Marketing	19	13	6	4	2	2	5	5	9	0.4%
Office Automation Systems	21	17	15	15	2	3	2	1	0	0.0%
Office Automation Systems - T	3	11	9	6	6	2	0	0	0	0.0%
Administrative Assistant (A.A.S.)	43	47	34	13	4	2	0	0	0	0.0%
Court & Freelance Reporting (A.A.S.)	61	40	37	25	9	0	0	0	0	0.0%
Executive Secretary (A.A.S.)	25	16	6	3	0	0	0	0	0	0.0%
Legal Secretary (A.A.S.)	26	13	10	3	0	0	0	0	0	0.0%
ACIS DEPARTMENT TOTALS	1012	788	642	482	420	387	355	379	510	21.1%
<i>T =</i>	<i>64</i>								<i>3</i>	
Quality and Productivity Mgt.	5	6	4	2	1	2	2	0	0	0.0%
Quality and Productivity Mgt. - T	0	2	0	0	0	0	0	0	0	0.0%
ECAS DEPARTMENT TOTALS	5	8	4	2	1	2	2	0	0	0.0%
Accelerated Business	0	0	0	0	0	1	1	0	0	0.0%
Business Administration	554	466	368	250	201	148	153	191	184	7.6%
Business Administration - T	71	75	48	32	38	32	22	4	2	0.1%
Business Economics	15	4	0	0	0	0	0	0	0	0.0%
Business Economics - T	0	0	0	0	0	0	0	0	0	0.0%
Finance	77	68	47	37	35	20	27	37	38	1.6%
Finance - T	6	5	6	3	4	4	0	0	0	0.0%
Human Resources Management	40	40	27	20	25	36	27	60	58	2.4%
Human Resources Management - T	7	6	7	3	3	6	5	1	0	0.0%
Insurance	34	37	16	13	7	11	12	14	10	0.4%
Insurance - T	8	7	0	1	2	1	0	0	0	0.0%
Insurance/Real Estate	30	21	20	15	12	14	14	11	11	0.5%
International Business	60	72	57	51	50	41	45	34	27	1.1%
International Business - T	6	7	5	4	3	1	1	0	0	0.0%
Management	234	179	120	87	62	64	64	67	52	2.1%
Management - T	26	26	19	8	8	10	5	2	1	0.0%
Operations Management	28	13	12	13	5	2	4	3	3	0.1%
Operations Management - T	14	13	5	7	4	1	0	0	0	0.0%
Resort Management	0	0	0	0	0	0	0	0	3	0.1%
Small Business Management	58	60	39	27	34	34	35	40	38	1.6%
Small Business Management - T	23	19	11	8	8	8	5	3	5	0.2%
General Business (A.A.S.)	33	28	25	88	118	123	145	143	143	5.9%
Legal Assistant (A.A.S.)	96	79	62	33	35	26	29	30	37	1.5%
Real Estate (A.A.S.)	13	23	17	10	12	8	5	6	7	0.3%
MGT DEPARTMENT TOTALS	1433	1248	911	710	666	591	599	646	619	25.6%
<i>T =</i>	<i>161</i>								<i>8</i>	

COLLEGE OF BUSINESS
ENROLLMENT PROFILE
Fall Semester

Program	1991	1992	1993	1994	1995	1996	1997	1998	1999	% of 99
Advertising	179	139	126	76	72	59	69	77	76	3.1%
Advertising - T	22	31	21	16	12	7	2	1	1	0.0%
Hospitality Management - T	78	78	68	56	59	34	24	25	22	0.9%
Marketing - (1999 Pre-PGM = 37)	278	257	130	165	150	160	137	147	128	5.3%
Marketing - General - T	16	20	6	10	7	6	4	1	0	0.0%
Music Industry Management	0	0	0	0	1	10	15	35	49	2.0%
Professional Golf Management	371	383	431	329	280	262	287	290	293	12.1%
Professional Tennis Management	86	89	74	70	69	65	73	74	71	2.9%
Public Relations	86	56	54	41	33	35	33	32	39	1.6%
Public Relations - T	14	14	7	5	5	3	1	1	0	0.0%
Retailing	37	30	26	23	19	15	16	17	17	0.7%
Retailing - T	3	2	4	3	1	1	0	0	0	0.0%
Sales	89	98	82	59	35	30	33	39	43	1.8%
Sales - T	20	32	15	6	4	6	0	0	0	0.0%
Visual Communication	8	20	37	35	36	36	29	36	42	1.7%
Food Service (A.A.S.)	171	141	104	95	57	62	56	56	51	2.1%
Retailing (A.A.S.)	68	42	27	15	10	4	4	2	6	0.2%
Visual Communication (A.A.S.)	142	115	102	80	70	84	100	106	101	4.2%
MKT DEPARTMENT TOTALS	1668	1547	1314	1084	920	879	883	939	939	38.8%
<i>T = 153</i>									<i>23</i>	
ON CAMPUS TOTALS	4118	3591	2871	2278	2007	1859	1839	1964	2068	85.5%
<i>L → T = 398</i>									<i>34</i>	
Masters - Information Systems Mgt.	.	.	.	69	63	69	109	118	37	1.5%
Accounting	51	58	63	40	44	46	52	37	42	1.7%
Computer Information Systems	0	0	0	0	13	25	45	46	102	4.2%
ACIS DEPARTMENT TOTALS	51	58	63	109	120	140	206	201	181	7.5%
Business Administration	166	167	144	143	137	100	86	102	105	4.3%
MGT DEPARTMENT TOTALS	166	167	144	143	137	100	86	102	105	4.3%
Marketing	0	0	0	13	21	8	25	27	25	1.0%
MKT DEPARTMENT TOTALS	0	0	0	13	21	8	25	27	25	1.0%
UNDECLARED TOTALS	50	43	73	36	58	29	52	66	40	1.7%
OFF CAMPUS TOTALS	267	268	280	301	336	277	369	396	351	14.5%
COLL. of BUS. TOTALS	4385	3859	3151	2579	2343	2136	2208	2360	2419	100.0%