2012 - 13 Senior Survey
Business Administration Report

Office of Assessment
July 2013
2012-2013 SENIOR SURVEY

COLLEGE OF BUSINESS ADMINISTRATION

SURVEY REPORT

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Office of Assessment

Kansas State University

July 2013
In the College of Business Administration, there were 295 responses.

- 98% reported that they had a positive (33%) or very positive (65%) attitude toward K-State.
- 98% indicated that they definitely (65%) or probably (33%) would recommend K-State to others.
- 48% were female, while 52% were male.
- 86% reported that they were U.S. citizens.
- 62% reported that they were involved in volunteer work during their K-State career.
- 1% reported that their plans after graduation were to engage in volunteer service (Peace Corps, Americorp, etc.).

### Top 5 Reasons for Choosing Major

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interesting subject</td>
<td>62.03%</td>
</tr>
<tr>
<td>Job Demand</td>
<td>57.63%</td>
</tr>
<tr>
<td>Interest with subject</td>
<td>55.93%</td>
</tr>
<tr>
<td>High salaries</td>
<td>36.61%</td>
</tr>
<tr>
<td>Challenge</td>
<td>28.47%</td>
</tr>
</tbody>
</table>

### Ethnicity/Race of Respondents

<table>
<thead>
<tr>
<th>Race</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White, Non-Hispanic</td>
<td>77.82%</td>
</tr>
<tr>
<td>Asian or Pacific Islander</td>
<td>13.65%</td>
</tr>
<tr>
<td>Black, Non-Hispanic</td>
<td>2.05%</td>
</tr>
<tr>
<td>Hispanic/Span./Lat. American</td>
<td>1.71%</td>
</tr>
<tr>
<td>Other</td>
<td>1.71%</td>
</tr>
<tr>
<td>I prefer not to respond</td>
<td>1.37%</td>
</tr>
<tr>
<td>Mexican/Mexican American</td>
<td>0.68%</td>
</tr>
<tr>
<td>Multiracial</td>
<td>0.68%</td>
</tr>
<tr>
<td>American Indian/Alaskan Native</td>
<td>0.34%</td>
</tr>
</tbody>
</table>
97 respondents (34%) reported that they were involved in a research or creative endeavor. Of those respondents...

- **50%** reported being involved for 1 semester
- **21%** reported being involved for 2 semesters
- **18%** reported being involved for 3 semesters
- **8%** reported being involved for 4 semesters
- **3%** reported being involved for 5 semesters

### What types of dissemination of your undergraduate research/creative endeavor did you successfully achieve?

<table>
<thead>
<tr>
<th>Type of Dissemination</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class presentation</td>
<td>89.47%</td>
</tr>
<tr>
<td>Poster at a conference outside campus</td>
<td>22.11%</td>
</tr>
<tr>
<td>Oral presentation outside campus</td>
<td>18.99%</td>
</tr>
<tr>
<td>Research seminar presentation</td>
<td>17.89%</td>
</tr>
<tr>
<td>Public performance/exhibition on campus</td>
<td>17.89%</td>
</tr>
<tr>
<td>Peer reviewed publication</td>
<td>16.84%</td>
</tr>
<tr>
<td>Public exhibition outside campus</td>
<td>11.68%</td>
</tr>
</tbody>
</table>

### To what extent do you feel the undergraduate research/creative endeavor experience contributed to your undergraduate academic success?

- **Somewhat**: 44.21%
- **Very Much**: 24.21%
- **Little**: 22.11%
- **None**: 9.47%

### Did your undergraduate research/creative endeavor contribute to your career choice?

- **No**: 42.11%
- **Somewhat**: 37.89%
- **Definitely**: 20.00%

### Students in my major are encouraged to:

- Participate in professional interest groups: [37.64% Agree, 41.84% Strongly Agree]
- Attend professional seminars and colloquia: [37.41% Agree, 36.69% Strongly Agree]
- Participate in research or creative projects: [37.82% Agree, 23.27% Strongly Agree]
K-State 2025 Thematic Goal II
Undergraduate Educational Experience

- 82% reported that they *strongly agreed* (45%) or *agreed* (37%) that their majors were academically stimulating.
- 80% reported that they felt a sense of belonging among students, student groups, and activities.
- 80% reported that they felt a *moderate* to *strong emphasis* on the development of academic, scholarly, and intellectual qualities.
- 82% reported that they felt a *moderate* to *strong emphasis* on the development of being able to be critical, evaluative, and analytical.
- 79% reported that they felt a *moderate* to *strong emphasis* on the personal relevance and practical value of their courses.
- 74% reported that they felt a *moderate* to *strong emphasis* on the development of vocational and occupational competence.
- 56% reported that they felt a *moderate* to *strong emphasis* on the development of aesthetic, expressive, and creative qualities.

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**Did you also graduate with any of the following?**

<table>
<thead>
<tr>
<th>Did you also graduate with any of the following?</th>
<th>Students in my major are:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secondary Major</td>
<td>Career oriented</td>
</tr>
<tr>
<td>Enrolled in concurrent B.S./M.S. program</td>
<td>Serious about their studies</td>
</tr>
<tr>
<td>Undergraduate Certificate</td>
<td>Supportive/helpful</td>
</tr>
<tr>
<td>Dual Major</td>
<td>Academically honest</td>
</tr>
<tr>
<td>Undergraduate Minor</td>
<td>Interested in range of ideas</td>
</tr>
<tr>
<td>None</td>
<td>Find value working in groups</td>
</tr>
<tr>
<td></td>
<td>Competitive</td>
</tr>
</tbody>
</table>

**Agree** | **Strongly Agree**

- Career oriented: 33.69% | 57.71%
- Serious about their studies: 45.71% | 35.71%
- Supportive/helpful: 47.69% | 37.01%
- Academically honest: 41.52% | 41.16%
- Interested in range of ideas: 40.52% | 31.60%
- Find value working in groups: 37.77% | 25.18%
- Competitive: 42.18% | 29.82%
52% reported that they felt they made a lot of progress in gaining a broad general education about different fields of knowledge, and 43% reported that they felt some. This is an area of both the K-State 8 outcomes and the University Undergraduate outcomes.

**K-State 8 General Education Outcomes**

- Interpretive skills and sensitivity to literature, performing and visual arts: 44.44% Some, 28.52% A Lot
- Ability to evaluate information: 36.30% Some, 57.04% A Lot
- Ability to make sound decisions: 35.93% Some, 55.93% A Lot
- Made aware of perspectives from around the world: 39.63% Some, 44.07% A Lot
- Realized need to understand the past consider future: 44.81% Some, 44.07% A Lot
- An awareness of multiple perspectives about U.S. society: 42.96% Some, 43.70% A Lot
- Ability to evaluate scientific claims: 43.70% Some, 32.22% A Lot
- Understand how individuals and societies influence the environment: 45.19% Some, 39.26% A Lot

**University Undergraduate Learning Outcomes**

- Written communication skills: 35.19% Some, 56.67% A Lot
- Oral communication skills: 30.00% Some, 64.07% A Lot
- Technological communication skills: 38.15% Some, 43.70% A Lot
- Ability to think critically: 30.37% Some, 65.56% A Lot
- Developed values and ethical standards: 37.41% Some, 55.56% A Lot
- Understand ethical standards of your discipline: 34.44% Some, 60.37% A Lot
- Interact positively with people different from you: 37.04% Some, 58.15% A Lot
- Understand your abilities and personality: 32.59% Some, 60.74% A Lot
- Understand other people and their perspectives: 40.37% Some, 54.07% A Lot
- Ability to participate as a team member: 30.37% Some, 65.19% A Lot
• 73% reported that they *strongly agreed* (33%) or *agreed* (40%) that students in their major were encouraged to become personally acquainted with the department's faculty.

• When asked about relationships with faculty, 78% reported that faculty are approachable, understanding, and helpful. 63% reported the same for academic advisors, and 36% felt the graduate teaching assistants were helpful.

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### How often did you interact with faculty outside of class time?

- Occasionally: 53.85%
- Rarely: 28.67%
- Often: 15.03%
- Never: 2.49%

### I found my major to be characterized by mutual respect between undergraduates and professors.

- Strongly Agree: 44.17%
- Agree: 37.10%

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**In my major, faculty/staff:**

- **Are accessible for out-of-class assistance:**
  - Agree: 42.55%
  - Strongly Agree: 45.04%

- **Are effective teachers:**
  - Agree: 47.52%
  - Strongly Agree: 33.33%

- **Are interested academic/professional development:**
  - Agree: 41.90%
  - Strongly Agree: 43.31%

- **Introduced students to a range of worldviews:**
  - Agree: 47.33%
  - Strongly Agree: 35.99%

- **Are interested in students' personal development:**
  - Agree: 42.86%
  - Strongly Agree: 37.50%

- **Listen/respond to student concerns:**
  - Agree: 43.53%
  - Strongly Agree: 35.61%

- **Faculty/Advisor provided high-quality advising:**
  - Agree: 38.21%
  - Strongly Agree: 35.36%

- **Provided support finding employment/pursuing graduate study:**
  - Agree: 39.34%
  - Strongly Agree: 26.84%