

Appendix 5: Employer Survey Form

INDIANA UNIVERSITY SOUTH BEND
School of Business and Economics
Assessment Program

EMPLOYERS SURVEY

Dear

The School of Business and Economics at IU South Bend is interested in learning about the skills and abilities that you desire when hiring business graduates. We are also interested in determining how well our graduates measure up in these areas. Your responses will enable us to more clearly address our community's needs as we continuously review and revise our curriculum.

Please complete the attached survey and return it using the enclosed self-addressed envelope. Alternatively, you may complete the survey online by visiting www.eval.iusb.edu (USERID: employer; PASSWORD: community). You may contact Ms. Tess Chandler at (574) 520-4487 or techanl@iusb.edu if you experience any problems accessing or filling out the survey.

We look forward to receiving your responses and thank you in advance for taking the time to assist us in continuously improving our business programs.

Robert Ducoffe, Ph.D.
Dean and Professor of Marketing

Asghar Sabbaghi, PhD
Associate Dean and Professor of Decision Sciences

Approximately how many IU South Bend business students has your firm hired in the past 5 years? _____ (If none, please complete Part A of Section I and then skip to Section 3)

SECTION I

Please rate the importance you would assign to the following skills and abilities when hiring business graduates by checking the appropriate box.

PART A

Please rate IU South Bend graduates' mastery of these skills and abilities by checking the appropriate box.

PART B

	Extremely important	Important	Slightly important	Not important	Not applicable	Excellent (top 10%)	Good (top 25%)	Fair (average)	Poor (bottom 25%)	No Opinion
Oral communication – speaks clearly and presents ideas effectively										
Written communications – writes clearly and communicates ideas effectively										
Comprehension – demonstrates understanding by restating ideas, information, and concepts in different ways										
Analytical skills – applies analytical techniques with the accuracy required to solve problems and make decisions										
Computer skills – uses computers and other technological tools to perform required tasks										
Critical thinking – evaluates own thinking throughout the problem solving and decision making processes										
Problem solving – evaluates the validity of arguments based on qualitative and quantitative information										

	Extremely important	Important	Slightly important	Not important	Not applicable	Excellent (top 10%)	Good (top 25%)	Fair (average)	Poor (bottom 25%)	No Opinion
Research and analysis – collects, analyzes, and organizes relevant information										
Teamwork – interacts with others effectively in working relationships toward goals										
Organization and planning – determines tasks and resources to complete project objectives										
Time management – sets priorities and allocates time efficiently to complete tasks within specific deadlines										
Quality of work – performs tasks accurately and pays attention to detail										
Productivity – is productive in completion of tasks										
Creativity and Innovativeness – creates innovative strategies that meet identified needs										
Adaptability – adapts to new situations and demands by applying and/or updating knowledge and skills										
Responsibility – takes responsibility for own actions and decisions										
Leadership – shows leadership abilities, good business acumen, and understanding of cultural diversity										

	Extremely important	Important	Slightly important	Not important	Not applicable	Excellent (top 10%)	Good (top 25%)	Fair (average)	Poor (bottom 25%)	No Opinion
Reasoning – uses analytical reasoning with the accuracy required to solve problems and make decisions										
Accounting – has good understanding of accounting theory and practice										
Economics – has good understanding of economics theory and practice										
Finance – has good understanding of financial theory and practice										
Global Business – has good understanding of international business theory and practice										
Legal/Ethical/Social – has good understanding of legal, ethical, and social theories and practice										
Marketing – has good understanding of marketing theory and practice										
Information Systems (IS) – has good understanding of how IS can be used efficiently and effectively										
Operations – has good understanding of operations management theory and practice										

SECTION 2

Please indicate your overall assessment of our (IU South Bend's School of Business & Economics) graduates by checking the appropriate box:

	Extremely well Prepared	Well prepared	Satisfactorily prepared	Somewhat prepared	Not at all prepared
Overall, how prepared are IU South Bend business graduates to be successful employees of your firm?					
	Better prepared	Somewhat better prepared	Similarly prepared	Somewhat less prepared	Less prepared
How do IU South Bend business students compare with other students or graduates of other business schools that you hire?					

SECTION 3

Please indicate your overall assessment **by checking the appropriate box:**

	Excellent	Good	Fair	Poor	No opinion
How would you rate IU South Bend School of Business and Economics?					
How would you assess IU South Bend Career Services Office?					
What can IUSB B&E do to better serve your needs?					

SECTION 4

Are you familiar with the following activities/services provided by the IU South Bend School of Business & Economics?

	Yes	No	Would you like to receive info?
Bureau of Business & Economics Research			
Center for Economic Education			
CTS Center for Experiential Learning			
Graduate Education Programs MBA			
Graduate Education Programs MS - Accounting			
Graduate Education Programs MS – Management Information Technology			
Internship Program			
Undergraduate Education Programs			

SECTION 5

Please indicate your response by checking the appropriate box:

Industry Type	Public Sector	Not-for-profit	Manufacturing	Service	Other
	1-100 employees	101-1000 emp	1000-5000 emp	over 5000 emp	
Organization Size					

Your position in the organization:

Upper Management	Mid Management	Junior Management	Administrative Staff	Other

Thank you for taking time to complete this survey. Please indicate if you would be interested in participating in our periodic employers' Focus Group sessions.

_____ Yes _____ No

If yes, contact person: _____

Telephone number: _____

Please feel free to add any additional comments if you wish.