

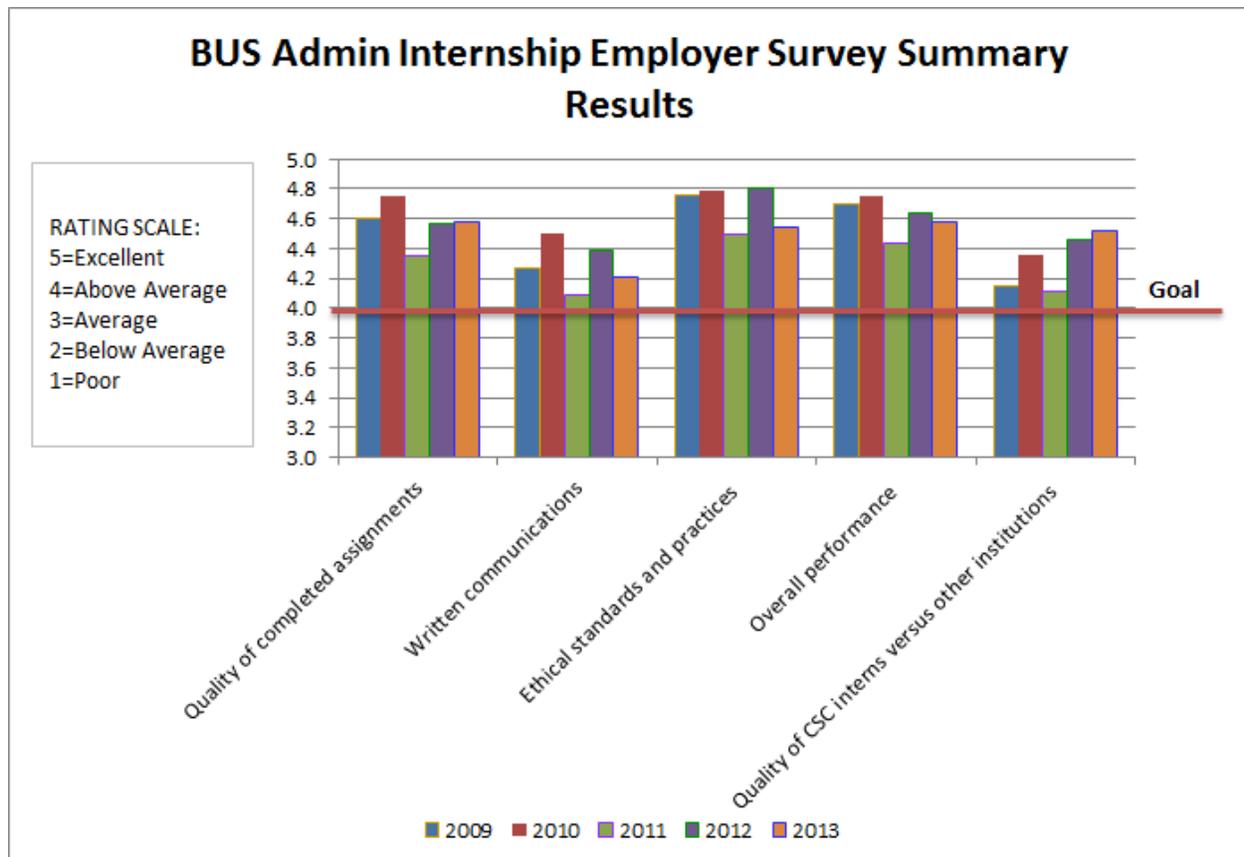
## Colby-Sawyer College Business Administration Assessment Results

### Internship Surveys

All Colby-Sawyer students are required to complete an internship. The majority of students complete these internships over the summer after the junior year of study and before the final year of study. An important source of external data and information in summative form comes from internship evaluations. Internship supervisors provide feedback at the conclusion of each student's internship. Students also evaluate their experience by rating their performance in key areas before and after the conclusion of the internship.

While a performance goal of 3.0 (average) would be adequate, we believe the quality of our programs call for a more ambitious goal. The business department will strive for average performance, as measured by the supervisor final evaluation survey, of 4.0 (very good) or greater on a scale of 1 to 5. We believe this is an aggressive but achievable goal for our program.

Of high importance to the department is the feedback provided by employers about how Colby-Sawyer students perform. The following data show the trend in how employers responded to our student interns. We are pleased to show positive results across the board from the employer survey. This external, summative information supports our outcomes goals.



<b>Evaluation Criteria</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>
Quality of completed assignments	4.6	4.8	4.3	4.6	4.6
Written communications	4.3	4.5	4.1	4.4	4.2
Verbal communications	4.4	4.6	4.2	4.4	4.3
Attitude and enthusiasm for assignments	4.7	4.7	4.6	4.5	4.6
Aptitude for learning	4.7	4.8	4.4	4.8	4.7
Judgment/ decisions making	4.5	4.5	4.2	4.5	4.3
Ability to work with others	4.8	4.8	4.6	4.7	4.8
Dependability	4.8	4.7	4.6	4.6	4.5
Professional demeanor	4.6	4.8	4.3	4.7	4.5
Ethical standards and practices	4.8	4.8	4.5	4.8	4.5
Attendance/punctuality	4.8	4.6	4.6	4.7	4.4
Overall performance	4.7	4.8	4.4	4.6	4.6
Quality of CSC interns versus other institutions	4.2	4.4	4.1	4.5	4.5
N =	33	33	23	30	24

### **Capstone Surveys**

*Graduating seniors are asked to complete a survey at the end of each spring semester. In addition to a wide range of other questions, students are asked if the courses in business and the liberal arts prepare them for the strategic management course and for life after Colby Sawyer. Students are also asked if increased rigor in earlier courses would have been helpful in preparing the student for the capstone and life after college. The final question is open-ended and allows students an opportunity to provide feedback about the overall business curriculum.*

*The table below reflects the results of the surveys taken the previous three years for business administration.*

	2014		2013		2012	
	Yes	No	Yes	No	Yes	No
Did courses in Business prepare you for Strategic Management?	100%	0%	96%	7%	72%	28%
Did courses in the liberal arts prepare you for Strategic Management?	100%	0%	91%	14%	67%	33%
Did courses in Business prepare you for life after Colby-Sawyer?	100%	0%	100%	0%	72%	28%
Did courses in the liberal arts prepare you for life after Colby-Sawyer?	100%	0%	95%	8%	67%	33%
Would more rigor have been helpful?	57%	43%	79%	23%	91%	9%

*In comparing the results from 2012 to 2014, there is a significant change with the results to the survey question about more rigor in prior courses. In 2012 students overwhelmingly favored increased rigor. In 2014 it is only a slight majority that would like to see more rigor. This is a reflection of the department's work in recent years as we've increased rigor into the lower level courses. It is also evident that students feel increasingly better prepared for the strategic management capstone course and for life after Colby Sawyer College.*

**Retention**

*Retention measures the percentage of first-year students who return for the sophomore year. Business administration retention rates are as follows:*

