



June 2002

Dear College of Business Graduate,

We need your help. We would like to find out how satisfied you are with your educational experiences in the College of Business. We are also interested in your present employment status. We will use the survey information to provide feedback to the College of Business departments about how their graduates fare in the world of work, and to report on the level of satisfaction with your educational experiences. Please help us gather this information by completing the attached survey.

Your responses to this survey are completely confidential. Your personal data will never be released or published in any way. Research results will refer only to large groups.

The information you provide is extremely valuable to the College of Business and to future students. One of the best ways to evaluate and improve our programs is to discover what former students are doing now and how they viewed their educational experiences.

Please complete the attached survey and return it in the postage paid envelope provided. We appreciate your help!

Best Wishes,

Dalen Chiang

Dalen Chiang, Dean
College of Business

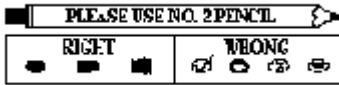


Alumni Survey

College of Business

CSU, Chico

Spring 2002



1. Please indicate your first and second option, if applicable.

- | | |
|---|--|
| <p>First option</p> <p><input type="checkbox"/> Accounting</p> <p><input type="checkbox"/> Finance</p> <p><input type="checkbox"/> HR Management</p> <p><input type="checkbox"/> Management</p> <p><input type="checkbox"/> MIS</p> <p><input type="checkbox"/> Marketing</p> <p><input type="checkbox"/> POM</p> | <p>Second option</p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> |
|---|--|

2. Year and semester you graduated.

0	0	0	0
1	1	1	1
2	2	2	2
3	3	3	3
4	4	4	4
5	5	5	5
6	6	6	6
7	7	7	7
8	8	8	8
9	9	9	9

- Fall
- Spring
- Summer

3. Gender

- Male
- Female

4. Zip code of your primary residence

0	0	0	0	0
1	1	1	1	1
2	2	2	2	2
3	3	3	3	3
4	4	4	4	4
5	5	5	5	5
6	6	6	6	6
7	7	7	7	7
8	8	8	8	8
9	9	9	9	9

5. Age

0	0
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9

6. Overall, how satisfied are you with your decision to be a business major?

Very Dissatisfied	Very Satisfied
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>

7. Overall, how well do you think the College of Business prepared you for your career?

Very Poorly	Very Well
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>

8. Overall, how good was the quality of instruction in your business courses?

Very Poor	Very Good
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>

9. How much did working in teams help you learn in the College of Business?

Not Very Helpful	Very Helpful
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>

10. Overall, how satisfied are you with your experience in the College of Business?

Very Dissatisfied	Very Satisfied
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>

11. How **helpful** was your business education in developing the following knowledge and skills?

12. How **important** have you found the following knowledge and skills to be for your success after graduating?

Not at all Helpful	Very Helpful
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> Computer/technology proficiency
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> Written communication
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> Oral communication
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> Analytical thinking/problem solving
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> Teamwork/interpersonal skills
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> Leadership skills
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> Dealing with change
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> Working in a diverse workplace
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> Dealing with ethical issues
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> Participating in a global environment
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> Quantitative skills
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> Integration of business functional areas

Not at all Important	Very Important
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> Computer/technology proficiency
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> Written communication
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<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> Analytical thinking/problem solving
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> Teamwork/interpersonal skills
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> Leadership skills
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> Dealing with change
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> Working in a diverse workplace
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> Dealing with ethical issues
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> Participating in a global environment
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> Quantitative skills
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> Integration of business functional areas

