

# CAREER SERVICES / COLLEGE OF BUSINESS

## QUALITY OF CAL POLY GRADUATES

### PROJECT BACKGROUND

During AY 2003-04, Career Services collaborated with the Orfalea College of Business (OCOB) to assess the quality of Cal Poly graduates from an industry perspective. The survey focused on the following areas:

1. Quality of Graduates
2. Student Learning Outcome Areas

Career Services and the Orfalea College of Business developed a 2<sup>nd</sup> generation instrument to continue the assessment process for 2005-07. Career Services worked with the college to design an instrument that met the specific needs of the concentration areas while supporting AACSB Accreditation. There were two changes incorporated in the new design:

1. Student Learning Outcomes – The skills and competencies were changed to reflect current student learning outcomes for the college.
2. Major Based – Individual concentration areas were assessed. The original design assessed outcomes for all business graduates combined.

Career Services has also partnered with the colleges of Engineering, Education and Architecture & Environmental Design, utilizing new and upgraded designs to secure valuable employer feedback that may contribute to curriculum review and program change.

### OBJECTIVES

The following objectives were established for this report:

1. Quality of Graduates  
Measure the quality of business graduates from each of the concentration areas.
2. Student Learning Outcomes  
Measure the learning of graduates based on the skills and competencies from each of the concentration areas.

### PROGRAM DESIGN

Career Services collaborated with the Orfalea College of Business to develop an employer survey that was tailored to meet the unique and specific needs of the business programs. The survey was broken into two sections as indicated below:

#### **Section 1: Quality of Graduates**

**Graduate Quality** Satisfied with the quality of business graduates

#### **Section 2: Student Learning Outcomes**

**Theoretical Concepts** Skilled at appropriate applications of theoretical concepts specific to student's discipline

<b>Inquiry</b>	Capabilities for inquiry
<b>Logical Thinking</b>	Capabilities for abstract logical thinking
<b>Reasoning</b>	Capabilities for inductive and deductive reasoning
<b>Critical Analysis</b>	Capabilities for critical analysis
<b>Solving Problems</b>	Exercise judgment by identifying and solving unstructured problems in unfamiliar settings
<b>Influence</b>	Work well with others, particularly in groups, to influence them
<b>Lead</b>	Work well with others to lead them; to organize and delegate tasks
<b>Motivate</b>	Work well with others to motivate and develop them
<b>Resolve Conflict</b>	Work well with others to withstand and resolve conflict
<b>Awareness</b>	Demonstrate awareness of and a greater willingness to consider a wide range of ideas, attitudes, and behaviors different from their own regarding social, ethnic/racial, and gender/sexual diversity
<b>Communication</b>	Present, discuss, and defend views effectively through formal and informal written and spoken language
<b>Listening</b>	Listen effectively
<b>Knowledge</b>	Apply knowledge from various functional disciplines and perceived how that knowledge must be integrated in a cross-disciplinary and holistic fashion to reach managerial solutions
<b>Org. Values</b>	Recognize the importance of developing a personal value structure and an understanding and appreciation for organizational values when they might encounter
<b>Ethics</b>	Identify ethical issues and applied a value-based reasoning system to ethical questions
<b>Technology</b>	Recognize current and emerging technologies and their impact on organization and society
<b>Technology Tools</b>	Possess knowledge of the latest information technology tools
<b>Information</b>	Display the ability to locate, obtain, organize, report, and use information from human, print, and electronic sources
<b>Global Development</b>	Display awareness of global developments and impact on industry and organization
<b>External Forces</b>	Display awareness of external forces that impact business

Refer to Appendix A for the survey form.

## STUDY PROFILE

The employers who participated in this survey have recruited and hired Cal Poly graduates through the on-campus interview program and job fairs. Surveys were collected Fall, Winter and Spring Quarters of academic year 2005-2007. The surveys were completed by hiring managers, supervisors and human resources representatives.

<i>Business Programs</i>	<i>Employers</i>	<i>Surveys</i>
Accounting	40	77
Economics	24	29
Finance	24	37
Industrial Technology	16	22
Information Systems	17	28
International Business	12	18
Management	26	47
Marketing	25	40
Total Employers/Surveys	72	298

Two hundred ninety-eight surveys were completed from seventy-two different employers. Refer to Appendix B for a detailed breakdown of employer participation by department.

## PROJECT FINDINGS

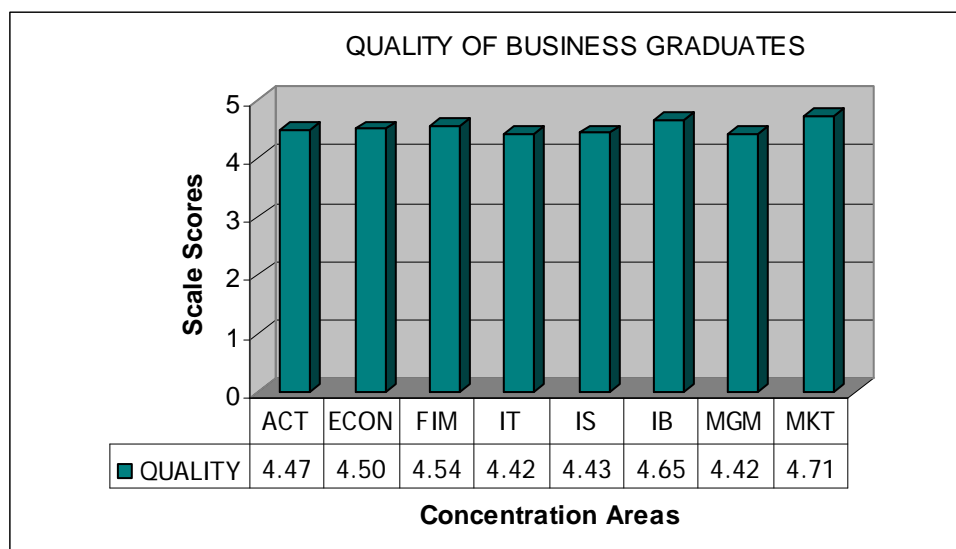
### 1. QUALITY OF GRADUATES

**OBJECTIVE:** Measure the quality of business graduates from each of the concentration areas.

**METHODOLOGY:** Surveys were completed by employers to evaluate business graduates using a 5-point scale (*1 = strongly disagree; 2 = disagree; 3 = neutral; 4 = agree; 5 = strongly agree*).

**FINDINGS:** Employers reported the following findings:

QUALITY OF GRADUATES – The survey assessed graduate quality (*My company is satisfied with the quality of Cal Poly business graduates*). The chart below is a graphical presentation of scale score averages for each of the concentration areas.



Employers agreed and strongly agreed that they are satisfied with the quality of business graduates, with an overall scale score average of 4.53.

The following chart reports the same data, but it has been formatted differently, reporting numerically on each of the scale score categories. This provides a breakdown of responses and is particularly helpful in identifying areas where there is not full agreement.

QUALITY OF GRADUATES – The survey assessed overall quality (*My company is satisfied with the quality of Cal Poly business graduates*).

<b>OVERALL QUALITY</b>	Survey Responses	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Scale Scores
<i>Scale Scores</i>		1	2	3	4	5	Average
Accounting	72	0	0	4	25	43	4.47
Economics	24	0	1	0	9	14	4.50
Finance	35	0	0	0	16	19	4.54
Industrial Technology	19	0	0	1	9	9	4.42
Information Systems	23	0	0	1	11	11	4.43
International Business	17	0	1	0	3	13	4.65
Management	43	0	1	2	14	26	4.42
Marketing	35	0	0	1	7	27	4.71
<b>Overall Quality</b>	268	0	3	9	94	162	4.53

## 2. STUDENT LEARNING OUTCOMES

**OBJECTIVE:** Measure the success of graduates based on the skills and competencies from each of the concentration areas.

**STANDARDS:** The Orfalea College of Business identified the student learning outcomes (skills and competencies) that may be applied across a broad range of concentrations. Each student learning outcomes is fully defined within the survey instrument to assist employers in the scoring process.

**METHODOLOGY:** Surveys were completed by employers to measure the success of business graduates based on student learning outcomes, using a 5-point scale (*1 = strongly disagree; 2 = disagree; 3 = neutral; 4 = agree; 5 = strongly agree*).

**FINDINGS:** The following charts indicate the scale score averages and the numeric value for each of the student learning outcomes. The scores with the most frequent responses are highlighted in teal. Areas with lower scores, where there is less agreement are highlighted in red. The student learning outcomes are listed in descending order by scale score average.

Employers reported the following findings:

Orfalea College of Business		Disagree	Neutral	Agree	Strongly	Total	Scale
<b>ACCOUNTING</b>					Agree	Surveys	Score
	<b>Learning Outcomes</b>	<b>1/2</b>	<b>3</b>	<b>4</b>	<b>5</b>		Average
1	Theoretical Concepts	0	0	26	46	72	4.64
2	Inquiry	0	7	28	37	72	4.42
3	Logical Thinking	0	3	42	31	76	4.37
4	Reasoning	0	3	27	37	67	4.37
5	Critical Analysis	0	3	45	28	76	4.33
6	Solving Problems	0	4	40	31	75	4.33
7	Influence	0	6	39	24	69	4.33
8	Lead	0	9	33	32	74	4.31
9	Motivate	0	8	34	30	72	4.31
10	Resolve Conflict	0	6	34	24	64	4.28
11	Awareness	0	3	49	21	73	4.25
12	Communication	0	7	40	18	65	4.25
13	Listening	0	5	44	23	72	4.24
14	Knowledge	0	7	41	24	72	4.24
15	Organizational Values	1	8	31	26	66	4.24
16	Ethics	0	9	37	25	71	4.23
17	Technologies	0	6	42	21	69	4.22
18	Technology Tools	0	12	33	21	66	4.14
19	Information	0	15	34	21	70	4.09
20	Global Development	0	12	35	15	62	4.05
21	External Forces	0	17	36	15	68	3.97

Orfalea College of Business		Disagree	Neutral	Agree	Strongly	Total	Scale
<b>ECONOMICS</b>					Agree	Surveys	Score
	<b>Learning Outcomes</b>	<b>1/2</b>	<b>3</b>	<b>4</b>	<b>5</b>		Average
1	Influence	0	0	3	7	10	4.56
2	Technologies	0	0	0	9	9	4.55
3	Global Development	0	0	1	7	8	4.55
4	Inquiry	0	0	1	14	15	4.45
5	Ethics	0	0	0	10	10	4.44
6	Motivate	0	0	4	8	12	4.42
7	Technology Tools	0	1	1	6	8	4.42
8	Information	0	1	0	10	11	4.41
9	Resolve Conflict	0	0	5	7	12	4.37
10	Reasoning	0	0	5	12	17	4.36
11	Organizational Values	0	0	2	11	13	4.35
12	Theoretical Concepts	0	1	1	14	16	4.32
13	Logical Thinking	0	0	4	11	15	4.32
14	Awareness	0	0	5	8	13	4.31
15	Lead	0	0	5	9	14	4.29
16	Communication	0	0	5	7	12	4.26
17	External Forces	0	0	3	11	14	4.23
18	Knowledge	0	0	5	5	10	4.21
19	Critical Analysis	0	1	3	13	17	4.18
20	Solving Problems	0	1	3	12	16	4.16
21	Listening	0	1	4	10	15	4.13

Orfalea College of Business		Disagree	Neutral	Agree	Strongly	Total	Scale
<b>FINANCE</b>					Agree	Surveys	Score
	<b>Learning Outcomes</b>	<b>1/2</b>	<b>3</b>	<b>4</b>	<b>5</b>		Average
1	Influence	0	1	10	26	37	4.68
2	Information	0	1	14	18	33	4.52
3	Critical Analysis	0	2	16	19	37	4.46
4	Ethics	0	1	14	14	29	4.45
5	Inquiry	0	0	22	15	37	4.41
6	Lead	0	5	12	20	37	4.41
7	Reasoning	0	2	19	17	38	4.39
8	Logical Thinking	0	3	17	17	37	4.38
9	Technologies	0	2	17	13	32	4.34
10	Organizational Values	0	2	19	13	34	4.32
11	Awareness	0	5	15	16	36	4.31
12	Listening	0	3	18	14	35	4.31
13	Theoretical Concepts	0	1	23	13	37	4.29
14	Solving Problems	0	4	18	14	36	4.28
15	Motivate	0	6	15	16	37	4.27
16	Communication	0	8	10	16	34	4.24
17	Knowledge	0	4	15	11	30	4.23
18	Resolve Conflict	0	6	17	14	37	4.22
19	Global Development	0	5	15	12	32	4.22
20	Technology Tools	1	3	15	11	30	4.20
21	External Forces	0	6	17	10	33	4.12

Orfalea College of Business		Disagree	Neutral	Agree	Strongly	Total	Scale
<b>INDUSTRIAL TECHNOLOGY</b>					Agree	Surveys	Score
	<b>Learning Outcomes</b>	<b>1/2</b>	<b>3</b>	<b>4</b>	<b>5</b>		Average
1	Technologies	0	1	8	10	19	4.47
2	Influence	1	2	8	11	22	4.45
3	Technology Tools	0	1	9	8	18	4.39
4	Motivate	0	2	9	10	21	4.38
5	Lead	0	2	9	9	20	4.35
6	Information	0	1	9	7	17	4.35
7	Logical Thinking	0	2	10	9	21	4.33
8	Theoretical Concepts	0	1	12	7	20	4.29
9	Inquiry	0	1	13	7	21	4.29
10	Critical Analysis	0	2	12	8	22	4.27
11	Reasoning	0	3	10	8	21	4.24
12	Organizational Values	0	2	11	6	19	4.21
13	Resolve Conflict	0	3	10	7	20	4.20
14	Solving Problems	0	4	10	8	22	4.18
15	Ethics	0	0	12	5	17	4.18
16	Knowledge	0	2	11	5	18	4.17
17	Listening	0	3	11	6	20	4.15
18	Awareness	0	5	6	7	18	4.11
19	Global Development	0	3	9	4	16	4.06
20	Communication	0	4	11	5	20	4.05
21	External Forces	0	6	8	4	18	3.89

Orfalea College of Business		Disagree	Neutral	Agree	Strongly	Total	Scale
<b>INFORMATION SYSTEMS</b>					Agree	Surveys	Score
	<b>Learning Outcomes</b>	<b>1/2</b>	<b>3</b>	<b>4</b>	<b>5</b>		Average
1	Influence	0	0	10	17	27	4.63
2	Technology Tools	0	1	13	10	24	4.38
3	Lead	0	5	8	14	27	4.33
4	Critical Analysis	0	1	17	10	28	4.32
5	Theoretical Concepts	0	0	21	5	26	4.29
6	Motivate	0	3	14	11	28	4.29
7	Information	0	1	14	7	22	4.27
8	Technologies	0	1	16	7	24	4.25
9	Organizational Values	0	1	17	6	24	4.21
10	Resolve Conflict	0	3	16	8	27	4.19
11	Inquiry	1	0	19	7	27	4.15
12	Logical Thinking	0	2	20	6	28	4.14
13	Knowledge	0	4	13	7	24	4.13
14	Ethics	0	1	19	4	24	4.13
15	Solving Problems	0	4	15	7	26	4.12
16	Reasoning	2	2	17	7	28	4.11
17	Listening	0	5	14	6	25	4.04
18	Awareness	0	6	14	5	25	3.96
19	Communication	0	6	14	5	25	3.96
20	Global Development	0	6	13	1	20	3.75
21	External Forces	1	7	13	3	24	3.75

Orfalea College of Business		Disagree	Neutral	Agree	Strongly	Total	Scale
<b>INTERNATIONAL BUSINESS</b>					Agree	Surveys	Score
	<b>Learning Outcomes</b>	<b>1/2</b>	<b>3</b>	<b>4</b>	<b>5</b>		Average
1	Motivate	0	2	2	14	18	4.72
2	Influence	0	1	4	13	18	4.67
3	Technologies	0	0	5	10	15	4.67
4	Inquiry	0	1	5	12	18	4.61
5	Lead	0	2	3	13	18	4.61
6	Ethics	0	1	4	10	15	4.60
7	Technology Tools	0	1	4	9	14	4.57
8	Resolve Conflict	0	3	2	13	18	4.56
9	Global Development	0	2	3	10	15	4.53
10	Organizational Values	0	2	5	10	17	4.47
11	Information	1	1	4	11	17	4.47
12	Logical Thinking	0	3	4	11	18	4.44
13	Reasoning	1	2	3	12	18	4.44
14	Communication	0	3	3	10	16	4.44
15	Awareness	0	4	2	11	17	4.41
16	External Forces	0	3	4	10	17	4.41
17	Critical Analysis	1	1	6	10	18	4.39
18	Knowledge	0	5	1	10	16	4.31
19	Theoretical Concepts	1	0	3	13	17	4.29
20	Solving Problems	0	5	2	10	17	4.29
21	Listening	1	4	2	10	17	4.24

Orfalea College of Business		Disagree	Neutral	Agree	Strongly	Total	Scale
<b>MANAGEMENT</b>					Agree	Surveys	Score
	<b>Learning Outcomes</b>	<b>1/2</b>	<b>3</b>	<b>4</b>	<b>5</b>		Average
1	Influence	1	3	12	29	45	4.53
2	Technology Tools	0	1	14	19	34	4.53
3	Technologies	0	1	17	20	38	4.50
4	Information	1	2	12	22	37	4.49
5	Ethics	0	2	16	17	35	4.43
6	Inquiry	0	2	25	19	46	4.39
7	Motivate	0	5	17	21	43	4.37
8	Critical Analysis	1	4	20	22	47	4.34
9	Reasoning	1	5	18	22	46	4.33
10	Organizational Values	0	3	20	16	39	4.33
11	Lead	0	7	16	22	45	4.33
12	Theoretical Concepts	1	2	21	21	45	4.29
13	Solving Problems	0	9	14	22	45	4.29
14	Logical Thinking	0	7	20	19	46	4.26
15	Knowledge	0	6	14	17	37	4.24
16	Resolve Conflict	0	9	15	19	43	4.23
17	Awareness	2	7	15	20	44	4.20
18	Communication	0	10	14	16	40	4.15
19	Global Development	2	4	16	13	35	4.14
20	External Forces	2	7	16	14	39	4.08
21	Listening	1	6	17	18	42	4.00

Orfalea College of Business		Disagree	Neutral	Agree	Strongly	Total	Scale
<b>MARKETING</b>					Agree	Surveys	Score
	<b>Learning Outcomes</b>	<b>1/2</b>	<b>3</b>	<b>4</b>	<b>5</b>		Average
1	Influence	0	2	7	29	38	4.71
2	Motivate	0	3	11	22	36	4.58
3	Technology Tools	0	1	10	17	28	4.57
4	Ethics	0	2	9	18	29	4.55
5	Inquiry	0	2	16	22	40	4.54
6	Lead	0	2	13	22	37	4.54
7	Information	1	2	9	21	33	4.52
8	Technologies	0	1	14	17	32	4.50
9	Logical Thinking	0	4	14	20	38	4.42
10	Reasoning	1	4	12	22	39	4.41
11	Critical Analysis	1	4	13	21	39	4.38
12	Solving Problems	0	5	14	19	38	4.37
13	Organizational Values	0	2	18	14	34	4.35
14	Resolve Conflict	0	4	11	21	36	4.33
15	Awareness	2	5	8	21	36	4.33
16	Knowledge	0	5	10	15	30	4.33
17	Theoretical Concepts	1	0	16	21	38	4.29
18	Global Development	2	4	8	17	31	4.29
19	Listening	1	4	15	16	36	4.28
20	External Forces	2	4	13	15	34	4.21
21	Communication	1	7	8	17	33	4.18

Although the scale score averages indicate overall strength in all learning outcome areas, it is important to note the breakdown of responses, specifically in the neutral areas where there is less agreement. Further assessment may be necessary to identify specific reasons why there is less agreement. The purpose of the assessment process is to provide useful information from an industry perspective to the college and concentration areas to evaluate the academic programs, strengthen the curriculum, support accreditation and assist the university in assessing institutional effectiveness and performance.

## EXECUTIVE SUMMARY

### OBJECTIVE

The College of Business collaborated with Career Services to assess the quality of business graduates and student learning outcomes. This is a follow-up to an assessment conducted in 2003-04. A second generation instrument was developed to assess the concentration areas, utilizing current skills and competencies established by the college and AACSB accreditation criteria. The survey was administered during Fall, Winter and Spring Quarters of 2005-07. Seventy-two employers participated, providing two hundred-ninety-eight survey responses.

### QUALITY OF GRADUATES

Employers agreed and strongly agreed that they are satisfied with the quality of business graduates, with an overall scale score average of 4.51 (using a 5-point scale).

### STUDENT LEARNING OUTCOMES

Employers assessed the skills and competencies of business graduates by concentration area, providing scale score averages from each student learning outcome. This provides valuable and useful information from an industry perspective to assist the concentration areas in evaluating their academic programs, strengthen the curriculum, support accreditation, and assist in assessing institutional effectiveness.

## APPENDIX A

### California Polytechnic State University

Orfalea College of Business  
San Luis Obispo, CA 93407  
1593

[mshibata@calpoly.edu](mailto:mshibata@calpoly.edu)

Career Services  
(805)756-5726 / Fax: (805)756-

### EMPLOYER SURVEY

**Instructions:** The thoughts and opinions of our employers are important to us in evaluating the quality of our business programs and effectiveness of our business graduates. Your response will be treated confidentially. Please complete the survey for each graduate for whom you have information or for College of Business graduates in general. Thank you for your participation.  
Orfalea College of Business & Career Services

Name/Title	Date
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Company Name	Address
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Please indicate the primary major(s) you hire

Accounting   
  Economics   
  Finance   
  Industrial Technology  
 Information Systems   
  International Business   
  Management   
  Marketing

SCALE - Using the scale provided, please indicate the level to which you agree or disagree with the statement below as it relates to business graduates:  
**1** = strongly disagree   
**2** = disagree   
**3** = mid-level   
**4** = agree   
**5** = strongly agree   
**NA** = not applicable

<b>SKILLS &amp; COMPETENCIES</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>NA</b>
1. Cal Poly business graduates are skilled at appropriate applications of theoretical concepts specific to student's discipline.	□	□	□	□	□	□
2. Cal Poly business graduates have the capabilities for inquiry.	□	□	□	□	□	□
3. Cal Poly graduates have the capabilities for abstract logical thinking.	□	□	□	□	□	□
4. Cal Poly graduates have the capabilities for inductive and deductive reasoning.	□	□	□	□	□	□
5. Cal Poly graduates have the capabilities for critical analysis.	□	□	□	□	□	□
6. Cal Poly graduates exercise judgment by identifying and solving unstructured problems in unfamiliar settings.	□	□	□	□	□	□
7. Cal Poly graduates work well with others, particularly in groups, to influence them.	□	□	□	□	□	□
8. Cal Poly graduates work well with others to lead them; to organize and delegate tasks.	□	□	□	□	□	□
9. Ca Poly graduates work well with others to motivate and develop them.	□	□	□	□	□	□
10. Cal Poly graduates work well with others to withstand and resolve conflict.	□	□	□	□	□	□
11. Cal Poly graduates demonstrate awareness of and a greater willingness to consider a wide range of ideas, attitudes, and behaviors different from their own regarding social, ethnic/racial, and gender/sexual diversity.	□	□	□	□	□	□

12. Cal Poly graduates present, discuss, and defend views effectively through formal and informal written and spoken language.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Cal Poly graduates listen effectively.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Cal Poly graduates apply knowledge from various functional disciplines and perceived how that knowledge must be integrated in a cross-disciplinary and holistic fashion to reach managerial solutions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Cal Poly graduates recognize the importance of developing a personal value structure and an understanding and appreciation for organizational values which they might encounter.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. Cal Poly graduates identify ethical issues and applied a value-based reasoning system to ethical questions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. Cal Poly graduates recognize current and emerging technologies and their impact on organization and society.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. Cal Poly graduates possess knowledge of the latest information technology tools.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. Cal Poly graduates display the ability to locate, obtain, organize, report, and use information from human, print, and electronic sources.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. Cal Poly graduates display awareness of global developments and impact on industries and organizations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21. Cal Poly graduates display awareness of external forces that impact business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22. My company is satisfied with the quality of Cal Poly business graduates.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**OPINIONS** - Please provide your opinions on the following questions or statements.

1. Do you have any suggestions on how Cal Poly might improve its business graduates and/or business program?
2. Please note any additional comments about the business program or Cal Poly graduates. We welcome your comments.

**Thank you for your participation and input with this employer survey.**

## APPENDIX B

EMPLOYER SURVEYS (2005-07)		ACT	ECON	FIM	IT	IS	IB	MGMT	MKT	Total
1	Abercrombie & Fitch	1	1	1	1	1	1	1	1	8
2	Accenture					1		1		2
3	ADP						4	5	5	14
4	Amgen	1				3		1		5
5	Apple Computer	2	1	2						5
6	Armanino McKenna	1				1				2
7	Barbich Longcrier Hooper & King	3								3
8	Bay Cities				1				1	2
9	BDO Seidman	1				1				2
10	BLHK, CPA	1								1
11	Brown Armstrong	1								1
12	California Public Utilities Commission	1								1
13	Carpenter Company	1			2			2	1	6
14	CBIZ Mayer Hoffman McCann	1								1
15	CED				1			1	1	3
16	Centex Homes				1			1		2
17	Chevron	6	1	6	1					14
18	Cintas Corporation		2				2	2	2	8
19	Cisco Systems		1							1
20	Clear Channel Radio								1	1
21	CNET Networks	1		1	1	1		1	2	7
22	Comerica Bank	1		1						2
23	Damitz, Brooks & Nightingale	2								2
24	Deloitte & Touche	9	2	2	1	4	1	1	1	21
25	Deloitte Consulting				3	4		2	2	11
26	Enterprise Rent-A-Car		1	1			3	3	3	11
27	Ernst & Young, LLP	6	1	1		4				12
28	Farmers Insurance Group		1	1				1		3
29	Fastenal				2				1	3
30	Frank Rimerman	4								4
31	French Hospital							1		1
32	Gallo		1				1	1	1	4
33	GBP&B Tax & Business Adv.	2		1						3
34	Grant Thornton, LLP	4				1				5
35	Hayaski & Wayland	1								1
36	Heritage Oaks Bank	1		1		1		1	1	5
37	Intuit	1	1	1	1	1	1	1	1	8
38	John Laing Homes							1		1
39	KPMG, LLP	4				1				5
40	Lansmont Corporation				1					1
41	Lawrence Livermore National Lab					1				1
42	Lindquist, LLP	2	2	2						6
43	Lockheed Martin	2	2	2			1			7
44	Matson and Isom	1								1
45	Maxim Healthcare Services		1				1	1	1	4
46	Moore Wallace								1	1

47	National Semiconductor	1		1						2
48	Northrop Grumman			2	1					3
49	Perry-Smith, LLP	1								1
50	Pricewaterhousecoopers	4								4
51	Progressive Insurance		1	1				1	1	4
52	Raytheon		1	1						2
53	S. Lombardi & Associates								2	2
54	Seiler & Company	1	1							2
55	Sherwin Williams Company		1				1	4	4	10
56	Siemens					1				1
57	Smith, Lange & Phillips, LLP	1	1							2
58	Southern California Edison				1					1
59	State Controller's Office	1				1		1		3
60	Stryker	1	1	1	1			1	1	6
61	Sun Life Financial								1	1
62	Symantec	1	1							2
63	Target				3			6		9
64	TEK Systems					1				1
65	The Clorox Company	1	1	1						3
66	United States Gypsum Company	1		1						2
67	Valassis Sales & Marketing								1	1
68	Walgreens						1	3	1	5
69	Wealth & Tax Advisory Services	1								1
70	Wells Fargo Bank	1	1	2						4
71	Woodbury Financial Services		2	3			1	3	3	12
72	Xilinx	1		1						2
	<b>COB EMPLOYERS</b>	<b>77</b>	<b>29</b>	<b>37</b>	<b>22</b>	<b>28</b>	<b>18</b>	<b>47</b>	<b>40</b>	<b>298</b>
		<b>ACT</b>	<b>ECON</b>	<b>FIM</b>	<b>IT</b>	<b>IS</b>	<b>IB</b>	<b>MGMT</b>	<b>MKT</b>	<b>Total</b>