

**University of Dayton School of Business Administration
Assessment Results 2008**

**EXHIBIT 2: UG Objective 2 Results
Ability to identify and capitalize on business opportunities**

MGT 490 Business Simulation Team Project: Students work in teams throughout the semester on their business simulation project. Teams can work toward a variety of goals (or metrics) which must include, at a minimum, cumulative profits and average stock price. Teams are evaluated based on their relative performance (rank relative to other teams) on the most heavily weighted metric of their choice.

**Winter 2008
Sample: 34 teams**

Rank	1	2	3	4	5	6	Total Count in Metric	% Ranked 1-3 (Target 70%)
Metric								
Cumulative profit	2	2	1	2			7 (21%)	71%
Average stock price	2	3			1	1	7 (21%)	71%
Average Return on Sales	1						1 (3%)	100%
Average Return on Assets								
Average Return on Equity			1		1		2 (6%)	50%
Average Market Share	2	2	2	1	3	1	11 (32%)	55%
Average Asset Turnover	3	1	1			1	6 (18%)	83%
Total in Rank	10 (29%)	8 (24%)	5 (15%)	3 (9%)	5 (15%)	3 (9%)		68%