

What do they know at the start? A survey of business concepts and attitudes of students taking their first college business class

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Abstract

Prior research has indicated that many students find business careers unattractive and have a number of fundamental misconceptions about basic business processes. In an effort to determine how pervasive such problems may be, a survey was administered to over 500 students taking an introductory business class at a Midwestern public university. Results showed that business attitudes among these students were more positive than prior research would have predicted. Nevertheless, significant misconceptions were also found. Students had fundamental confusions over profit, marketing, and human resources. The same survey was repeated at the end of the course and found little change in attitudes or concepts.

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