

MBA Exit Survey



To improve the experiences of Haworth College of Business students, we are asking all MBA students who are near graduation to complete this survey. We greatly value your input and request that you answer all of the questions carefully and honestly. All of your responses will be anonymous; your name will not be associated with the survey.

The required MBA courses referred to in the questions below include:

BUS 6150	Global Business and Intercultural Communication
BUS 6160	Business Policy and the Social and Ethical Environment
BUS 6180	Information and Technology Management
ACTY 6110	Managerial Accounting
FIN 6120	Financial Management
MKTG 6130	Consumer –Driven Marketing Management
MGMT/MKTG 6140	Business Process Management
MGMT 6170	Managing Human Resources and Behavior
BUS 6990	Business Strategy

Please respond to each of the questions below using the following scale when indicating your response on the scantron sheet:

1 2 3 4 5
 Strongly Disagree Disagree Neither Agree or Disagree Agree Strongly Agree

N=15			
Sp 2011	Fall 2011		*Learning Objectives
3.80	4.13	1.	Completing the required MBA courses enhanced my ability to: demonstrate a solid conceptual foundation in accounting.
3.95	3.80	2.	demonstrate a solid conceptual foundation in finance.
4.20	4.67	3.	demonstrate a solid conceptual foundation in management.
4.05	4.29	4.	demonstrate a solid conceptual foundation in marketing.
2.90	3.00	5.	demonstrate a solid conceptual foundation in computer information systems.
4.25	4.20	6.	function in a global environment.
4.05	4.27	7.	function in an intercultural environment.
4.15	4.47	8.	function in a diverse environment.
4.25	4.27	9.	understand business as an integrated system.
4.20	4.40	10.	apply strategic planning tools.
3.95	4.07	11.	apply techniques to coordinate activities among functional areas.
4.05	4.07	12.	exhibit improved leadership skills.
4.15	3.93	13.	exhibit improved interpersonal skills.
3.85	3.93	14.	exhibit improved written communication skills.
4.15	4.13	15.	exhibit improved oral communication skills.
4.35	4.27	16.	exhibit improved team skills.
4.30	4.67	17.	exhibit lifelong learning.
3.42	4.00	18.	apply technologies in decision making processes.
3.75	4.07	19.	create innovative business solutions.
4.00	4.47	20.	seek continuous professional improvement.

3.90	3.71	21.	Completing the required MBA courses enhanced my understanding of: business ethics.
3.95	4.21	22.	social responsibility.
4.10	4.29	23.	sustainability.
3.75	4.14	24.	the legal implications of business decisions.

			*Teaching
3.75	4.36	25.	The required MBA courses were taught by effective instructors.
3.80	4.50	26.	The elective MBA courses were taught by effective instructors.
			*Support
3.89	4.21	27.	I am satisfied with the services at the MBA Program Office.
3.95	4.14	28.	The graduate advisors provided clear guidance about the courses I need for completion of my MBA.
3.00	3.43	29.	I actively use services provided by HCoB's Career Center.
3.21	3.21	30.	I am satisfied with the assistance I received from HCoB's Career Center to prepare for job searches and interviews.
2.95	3.14	31.	I am satisfied with the number of employers available for interviews through HCoB's Career Center.
3.44	3.36	32.	I am satisfied with the MBA study abroad/exchange opportunities.
			* Facilities
4.05	4.07	33.	I am satisfied with the computing resources available for MBA students.
3.95	4.21	34.	I am satisfied with the quality of classrooms in the MBA program.
			*Class Offerings
3.15	4.07	35.	I am satisfied with the availability of required MBA classes.
3.15	3.14	36.	I am satisfied with the availability of elective MBA classes.
4.00	3.79	37.	I am satisfied with my MBA concentration
3.25	3.43	38.	I am satisfied with the availability of classes in my MBA concentration.
3.30	2.57	39.	I would like to see more hybrid classes (a mix of online classes and face to face class time).
3.65	2.64	40.	I would like to take at least some classes on Saturdays rather than on weekday evenings.
4.25	4.36	41.	I am satisfied with the class sizes of my MBA classes.
4.15	4.43	42.	I am satisfied with the class sizes of my MBA concentration courses.
			*General
3.75	3.93	43.	I am satisfied with the academic quality of students in my MBA classes.
3.95*	4.21	44.	I will be proud to be associated with my fellow WMU MBA alumni.
***		44.	Comparing the cost to the quality of education, I am satisfied with my investment in the MBA program.
4.25	4.50	45.	I will be proud of my HCoB MBA degree.
1.50	1=12 2=1 3=1	46.	At which campus did you complete a majority of your MBA coursework? When answering this item, use the following scale: 1=Kalamazoo; 2=Grand Rapids; 3=Electronic/distance learning; 4=other.

*** Two items were inadvertently numbered #44 on the survey. Therefore, it's hard to know if 3.95 is for the first #44, or the second.

Top Five (5) Responses (Fall, 2011)

	Item #	Avg.	Item
1	3	4.67	Completing the required MBA courses enhanced my ability to demonstrate a solid conceptual foundation in management.
2	17	4.67	Completing the required MBA courses enhanced my ability to exhibit lifelong learning.
3	26	4.50	The elective MBA courses were taught by effective instructors.
4	45	4.50	I will be proud of my HCoB MBA degree.
5	8/20	4.47	Completing the required MBA courses enhanced my ability to function in a diverse environment. / Completing the required MBA courses enhanced my ability to seek continuous professional improvement.

Bottom Five (5) Responses (Fall, 2011)

	Item #	Avg.	Item
1	39	2.57	I would like to see more hybrid classes (a mix of online classes and face to face class time).
2	40	2.64	I would like to take at least some classes on Saturdays rather than on weekday evenings.
3	5	3.00	Completing the required MBA courses enhanced my ability to demonstrate a solid conceptual foundation in computer information systems.
4	31	3.14	I am satisfied with the number of employers available for interviews through HCoB's Career Center.
5	36	3.14	I am satisfied with the availability of elective MBA classes.

Open-ended responses: MBA Fall 2011**A.) If we were to revise the MBA program, what three elements should remain the same?**

- BUS 6990 –very good //
- MGMT 6140- very good
- Requirements for good group work
- Emphasis on sustainability /
- Requirement for presentations/public speaking
- Continue focus on business ethics
- Continue focus on global business
- The ease of communicating and meeting with the guidance members
- The workload of the classes, reasonable to balance with job and family

- Majority of professors are understanding of work trips. The overall atmosphere of the classrooms was great.
- Flexibility of class offering
- Class size
- Overall Curriculum
- 6120
- 6150
- Classes in eve to cater to working adults
- Highlighting why a Western MBA rocks!
- Marketing, Accounting, Management, some professors in finance, Business Strategy
- Ample opportunities to present
- Teamwork and projects
- The structure in general with 3 electives
- Overall, I was very happy with everything
- Business Strategy
- Electives
- Time of classes
- Most professors
- Class size

B.) If we were to revise the MBA program, what three elements should be changed?

- More emphasis on application and less theory
- Better data mining class including instructions
- More projects or opportunities to work directly with local businesses
- Availability of electives especially in “Management.”
- Add more entrepreneurial opportunities
- Add more interactivity with material
- More focus on projects and real world applications of theory
- Choose great “teachers” with real world experience. Most students don’t care about a professors research, resume or number of publishings
- Vote tenure and the union out – seems to reward only the lazy professors in the classroom
- The IT focus is not reasonably structured to complete in a reasonable amount of time – really poor availability of offerings
- Add concentration in Human Resources
- Provide a more information and technology related course (SAP and other systems). Current courses do not explore these enough.
- Bring in more successful WMU MBA to share mgmt experiences.
- Highlight how WMU MBAs are success stories

- Some members of the faculty
- More course offering: some courses on the catalogue were never offered
- Parking for Free in the evening
- Diversity in electives, was hard to ever find the electives I read online
- The communication from advising to plan in advance on electives b/c they are never offered.
- I understand international business is important, but would like to see more classes on start up businesses/ small businesses
- Students should not be charged for parking. This should be part of the MBA program.
- More focused
- More entrepreneurship
- Shorter lectures
- More electives course offerings
- More opportunities for study abroad and funding
- More hybrid courses (part online)

C.) Overall, I feel the strengths of the Haworth College of Business are:

- A good overview of business curriculum
- Good diversity of background work experience of the students
- Faculty is very friendly and eager to help in any way
- The passion and commitment towards quality education from some (majority) of the professors.
- Good professors
- Professors knowledge, experience, personality, accessibility
- Curriculum. I honestly enjoyed every class experience
- International student exposure
- Location was great in Kalamazoo
- Undergraduate emphasis and good class sizes
- Professors, class size, other students
- Some of the professors are key players in making the experience
- The career center is a lot of help if you know how to utilize it
- A few of the professors are VERY good!
- Teachers, location
- Professors, core curriculum, small classes