Open-ended Questions Summary

A. If you were to revise the BBA program, what three elements should remain the same?

- Class size
- Instructors/ teaching staff
- General information
- The diversity of the classes
- The required credit hours
- Classes are overall ok
- The wide variety of classes required to obtain degree
- The quality level of professors & the amount of respect and care they hold for students
- The resources available including career advising, career search, tutoring, computer
- General business requirements
- BUS 175 structure
- BCM 1420 memo writing structure
- People
- Projects
- BUS 3700 requirement and curriculum
- Management program
- Core classes
- Computer lab
- Great management professors
- Keep 3700
- Keep CIS 1000
- AMOUNT OF REQUIRED CLASSES
- Marketing major classes
- Pre-business classes
- Professors
- Curriculum
- Career center
- Amount different choices for class times
- Ability to do most of school stuff online through e-learning
- Course order
- Course difficulties
- HCOb environment
- Mandatory CIS courses
- MGMT 2500, good course/ general info
- BUS 4750 as a senior course
- Advising
- Grade required
- Class rooms
Some of my instructors were excellent, others were terrible
Group work
role plays
presentations
guest speakers
the classroom condition is really good
sbm PROGRAM
Cheaper
Sales program
The professional student programs
Keep class material the same
Scholarships
Accounting classes
SLAB
FMK
Career fair
Class times
Location
FIN 3200
LAW3000
Facilities
Presentation in 4750
Group work
Writing class
Basic classes
Classroom atmosphere
BUS 3700.....Great!
Bus 4750........ Great!
Half of the accounting faculty
Sbm program
BUS communication
The Schneider café
Good core classes- Communication is key
Major class options
Professors with experience
Clickers
Finite math
CIS 1020
Most of my teachers were great
Class time
- Volume of emails keeping up to date on functions in the college of business
- The services offered by the career center are a great help, from resume help to recruiting information.
- Maintain balance of some small and large classes
- Major classes (smaller=good)
- The exposure to multiple aspects of cuisines through core classes
- The general business classes
- The law class
- The CIS class
- Knowledge/experience of faculty
- Massage
- Both accounting classes
- Law 3800
- Business classes stay
- BUS 2700
- Faculty assistance
- All freshman level classes
- Level of challenge
- Standards
- Availability of computers
- Most teachers
- Strategic business solutions requirement
- Enterprise project requirement
- Faculty advising
- A few requirements helped develop myself for my major courses
- No changes
- SBMA and other clubs
- Employment opportunities
- Challenging coursework
- The classroom quality
- The bronco job center
- Keep anything that is hands on
- Keeping the clubs (sbma)
- Keep the classes required the same
- Class structure
- Access to career center
- Business 4750
- Marketing 4600
- CIS
- FIN
Supply chain
The classes that were offered were good and consistent
The depth of curriculum
The required business essential classes (bus 2700, 3700, 450 4750)
The overall class selection you must take
All the programs and events made to help you succeed
The amount of credits
Speedy improvements in technology
Available classes
Subjects
Good amount of printing pages
Required accounting courses
CS 1020
BUS writing 3700
Organizational behavior
Keep the general business classes
Level of homework
Grading scale
Large selections of majors
Making students preset
Project management and leadership courses
Including CIS in BBA
Lectures for classes such as 2500 are ok but most classes should be smaller
Cross functional learning
Study abroad opportunities
Scholarship opportunities
Well trained staff
Assumed prestige FMK program
Food/CPG major
SIMP program
Course conduct expectations
Instructor fairness
Heavy emphases on writing + communication
Heavy use of technology for classes
The facilities to contact the professor
The up to date technology of the computer lab
Sales classes format
Sales classes program
HR MGMT should stay
Busyness statistics
Finite math
Te need to apply to get in
The broadness of classes
Auditorium class size
The career center being heavily involved
Lunch meeting
Supply chain management program (Excellent)
Teaching communication skills
Teaching analytical
the hours of class
The assignments & exams
Chili cook off
Distribution aria requirement
Career center participation in classrooms
Sale major
Staff quality
Schedule flexibility
Sales program
Company projects
Labs
Keep smaller class size
Networking possibilities
Activities in class
Great advisors
The lobby aria
Progression through the BBA courses (Prerequisites required)

A. If we were to revise the BBA program, what should be changed?
- Have clear GUIDANCE FROM COUNSELORS
- Have counselors give uniform advise for completion of the program
- Some faculty members
- The electives needed
- Parking
- Class size
- Grading scale for the classes not a part
- Curriculum books
- Classroom
- Dress code
- (Not) requiring finance…. (AWEFUL)
- Less group work in some classes
Quality of professors
Increase the standards to pass
Be more selective when it comes to deciding which student can enter the program
Computer based home work
Require all instructors to be on e-learning
Work with bookstore to possibly reduce the price of books
Law should not be required
Business process should not be required
Business communication
Advisors
Internship required
Taking more classes available at a wider range of time
The classes in the lower level should be eliminated. THEY DON’T HAVE WINDOWS, IT FEEL LIKE A PRISON
More modern technology
More effective major professors
Make career center mandatory
Late night computer lab hours
Friday classes
Understanding staff members that know you have a life outside of class
Less busy work
More writing
Stats
Nothing should be changed
Put windows in the lower level classroom
Change seat for better
Improve technology
Keep it to only small class sizes
Advising
More academic
More preparation for real life business
More choice towards major
More options for minor studies
Smaller class sizes
Instructors to speak English
Instructors who understand that stats and finance is hard for sales students!
More hands on teaching/ real life simulations
Improve the faculty. Make sure they can speak English clearly
Bigger computer lab
Utilization of textbooks (don’t buy what we don’t need)
ACCT 2100 & 2110
Macro/micro
Fin 3200
Computer lab hours, later + consistent
Class hours
(starting times)
Grading on attendance, we PAY whether or not we attend!
Better teachers
Teaching of accounting program
Course days available
Size of class
Syllabus
Simulation
Greater excel teaching
I would make it so you had to attend the career center fair
I would like more small classes, or as much as possible
I would make it that attendance could never be a reason to fail a class
More CIS required classes to enhance the students usage of modern business programs
More courses on business ethics
More course options
More up to date computer programs. I.e…. indesign + Photoshop on ALL COMPUTERS
More real world scenario
EVALUATION OF PROFESSORS
Need more computer classes using computers, using computers to much in business
Have smart boards in classrooms, they will be very helpful
Some professors struggled with student relations
some classes should be offered with alternative
stat
BCM 1000 level
Do not have Bus 4750 in a lecture
Get qualified stat 2160 profs
Better advising
Eliminate an econ course
More overall guidance
Force students to join a club
Computer lab could be bigger
There could be more advisers in the advising office
Advisors attitude could be better
Big auditorium class rooms
Clearness of advisors
Explanations for each major
More specific classes
Teachers who people can understand
If possible maybe a program where you are able to spend a day shadowing a top executive of different companies.
Remove one of the economic classes, I didn't learn anything
Include ethics course
Extend HCOB computer lab hours
Elderly teachers should not teach
Nicer classrooms
Length of classes
Advising!
Take out 3750
Take out 4750
More entrepreneurship classes
Class selection (more focused on majors)
The business sections were too easy
Fin 3200, MGMT 2500 & Law 3800 all need new instructors
Additional computer class required
Advanced econ class should not be required
The finance class should be revised for better comprehension
The stats class should be taught in a business environment
There should be an increased emphasis on CIS
More classes like the senior capstone class that look at strategy, big picture business world (in the pre business class).
More teachers with “career” experience outside of teaching
Require a class which focuses on global business, that is the future & should know about it
Redesign the computer courses
Sales management was pointless
More personal core classes
Smaller class size
BUS 2700
BUS 3750
Math 1160
MGMT 2750
Bus 3750
Law 3800
Get rid of MGMT 2750
Less reliance on exams for grades
Make career exploration + development required
Too many team projects where usually you must collaborate to pick up the slack from another team member; which is a lot on a full time student who also works 25 hours a week.

No major classes in 2000

Requiring an internship helping students get one

Check up on professors teaching lesson plans, it feels like some become lethargic

Better employment, job placement resources. There should be specific “job placement” counselors.

Update classrooms (more outlets!)

More curriculum relating to ISM/business computer applications

Add options for other class4es in majors

Reduce cost

Focus on efficiency- use KUCC as a model (I was shocked by the waste at WMU, and by the lack of value)

Take credit cards in café

Take out the instructors who can’t speak English. Thos does not create a good learning environment.

I have learned that I don’t learn as well in classes held in lecture halls.

Better advising relating to graduation cost process and post grad classes.

Discussion

# of exams

Getting information to students effectively

Finance dept. ← more to help students succeed

Different computer labs use different word processing forms and can cause word formatting issues

There should be more continuity between classes

More clearly defined class requirements

Anything about advising

Relate certain classes to others when appropriate

BUS 3750

Econ classes (too many)

Bus 2700

review of finance 3200 course

new accounting 1+2 program

more integration online with e-learning

more frequent grade updates

faster posting of exam scores

The advising office never gave me a straight answer, I always had to go in there and make sure I was taking the right classes.

CAP Sim in Bus 4750 needs better explanation
- Facilities need more ample parking
- Encourage study abroad a bit more
- Hand on classes
- More speakers coming to class
- Classes that teach more business operations
- Education of tax form
- More resume/presentation help
- More Excel work
- Smaller major class size
- More outlets in classrooms
- More specific courses related to major degree
- Smaller class sizes
- Computer lab
- Better advisers when it comes to minors
- No more 8 am classes
- More job fairs
- Employment opportunities/preparation
- Business communication & business writing --- TO SIMULAR
- Business law → more international perspective
- Internships/externships
- Law 3800 shouldn’t be required
- Different structure for group projects
- Do not require other major to take marketing or management
- Maybe an additional computer class
- Additional accounting class
- Micro/macro econ
- Test
- Big lectures
- Professors with experience in their field
- More T.A. to get more class info and answer more questions
- More class times/schedule sometimes affect other classes
- More simplicity
- Economic professors
- The bronco job
- More online classes/different class times
- Less team projects
- Redundancy of covered material in multiple classes
- Minimum GPA (increase)
- More real life business class
- More CIS classes
Utilization of textbooks
Curriculum
STOP! Changing E-learning/ make it easier/ better
Make getting counsel or appointments easier
Weed out the bad professors
Don't use computer based simulations
More mathematical courses for finance majors
More student involvement
Hw worth more points
More hands on classes
Lecture classes for 4000- level courses no interaction
Hospitality / event planning
Required internships / co-ops
More problem solving
Remove required general education class
Econ classes were use-less: poorly taught outside of business college
Advising seem not to help in long run: ended up waiting
Should be required to be on active member of a club
Students should be required to visit an advisor every semester to make sure they stay in track
Better finance course and professor
Find better computer class than BUS 2700
More tutor programs for difficult classes
More excel learning opportunities
Better auditing teacher
Move night classes
Messed up carpeting in some of the classes, lack of clocks in the halls, work on the visual aspects
Less non business elective requirements
More classes need to be offered
Minor degree should be easier to obtain
Everything was great
More internships
Less econ classes
Better preparation for everyone top public speak without a grade
RSO interaction
More student recognition
Technology in classrooms
Parking
Academic services
I don’t think that micro economics should be a pre rec
Worthless classes (accounting)
More out of class activities
Going into more depth on subjects
Professors grading more specific
Better computer lab
Plug in available in every class
Mac book hook ups in classrooms
Updated computer lab
More offering of computer classes
Career center
More required appointments to plan out schedule
Better English ?writing courses
More use of technology with group work
More discussion of international business
More presentations
Class size
E-learning (online assets)
Group work
More analytical classes
More majors
More RSO’s
BUS 2700 (useless )
BUS 3750
Take out pre-reqs
Make classes more hands on
Get trash cans in the rooms
Mandatory meeting with counselor earlier
More ethics
More challenging
More global
Professional writing
Interview skills
More presentation
Presentation
Garbage cans
More presenting
More real life experience
More industry speakers
Internship required
Accept debit/credit in café
2 business law classes
Content
Content
Content
Open note quiz
Optional attendance
Create more minors
Some teaching styles
Team projects
Quality controls for instructors
Make finance harder
Increase caliber of classmates
Require teachers to have office hours
Go back to IH class course evaluations
Parking
Some classes
Grading scale
Accounting 1 and 2 for all majors in excessive. Never used concept or methods learned in these courses/
FIN 3200 instruction
The advising office in HCOB is terrible! Need better advisors that actually care, and count credits! Because of them I had to extend my stay when I should have already graduated. So disappointed, they really let me down.
Smaller classrooms for some of the core classes
More instructors for math 1160
Evaluation of teacher in classes with students with low scores
Make a language requirement
GPA standard
Class sizes
More courses for small business management
More use of MS Excel
Weed out bad instructors and advisors
Corporate Finance-the entire class only passed due to a huge curve, don’t feel that I got a BA grasp on the subject
More international business
More industry projects
More entrepreneurial classes
Style of teaching
Overhead
Whiteboard
Advising
More in-depth classes
Challenging classes
Across the board standard document formatting for all classes
A sales class for students to take
Calculus to weed out students who do not belong
Too many electives required
More freedom in choosing elective courses
Add a ISC mgmt minor or a CIS major
More computer classes
Better quality group work
Inform students of opportunities more effectively
All teachers to use E-learning
Lower cost of tuition or at least stop climbing
More projects
Major integration
More instant gratification
Finance Dept-more help with students schedules
Getting information to students effectively

B. If you have not visited the Career Center, indicate why not:
• My career advising needs are met in another way-27
• I don’t have time to seek career advising-25
• The drop-in hours don’t work for my schedule-23
• I don’t need career advising-21
• The Career Center appears intimidating, so I don’t go in-16
• I have not been invited by an employer for an interview in the Career Center-16
• The advising appointments available were too far in the future-11
• I didn’t know there was a Career Center in Schneider Hall-10
• The advising appointments available were too far in the future-11
• Major professors offered more help-2
• I have a job
• Will be returning to home country (not from USA) after graduation
• I have no self motivation
• At this point in time-I don’t know what direction a career is taking me anyway

C. Overall, I feel the strengths of the Haworth College of Business are:
• Teachers
- Facilities
- Good learning environment
- Sales program
- Particular teachers
- Student preparation for entry into the working world
- Core business classes
- Availability of smaller class sizes, with option of still choosing larger class size
- Advisors
- Diversity
- Development of writing and communication skills
- Use of technology
- Business specializations
- Computer lab
- Professionalism
- Good material implementation
- Quality of faculty
- It’s assumed prestige
- Placements in national competitions
- ISM program
- Marketing department
- Knowledgeable instructors
- Good class size
- Technology within the building
- Positive energy
- Resources
- Good extracurricular opportunities pertaining to major (DSP business fraternity)
- Friendly atmosphere
- Experience opportunities
- Management department faculty
- Advisors
- Classrooms
- Interaction between faculty and students
- Modern
- Quality infrastructure
- Really good programs
- Professors care about the students and their learning experience
- Helping students with the opportunity of job openings
- Career Center opportunities
- Accounting professors
• Broad business spectrum
• BBA program focuses many business topics—which makes your degree look more appealing when applying for a business job, even outside of your major
• Job recruiting and help
• Class variety for business majors
• Instructors with career experience and expertise
• Small community within a large university
• Betsy Drummer’s advising abilities
• Good culture
• In depth study
• Service learning
• Overall knowledge of business related things
• Course materials
• Hands on experience
• Preparing students for their career
• Bronco Jobs
• ISM
• Variety of career paths to choose from
• Professional organizations
• Specialty majors like SBM and food marketing
• Job placement
• Job fairs
• Career services
• Employers working with the college
• Internship opportunities
• Well structured curriculum
• Nice campus
• Students helping students
• Recruiting
• Concern for students
• Challenging and beneficial curriculum
• Close group of students
• Good upper level classes geared towards actual work environment
• Prepare students for the real world
• Expectations are high-helps us in the long run
• Accommodations
• Amenities
• Teachers with effective teaching styles
• Modern books and materials used for teaching
• Students treated fairly and with equal opportunities
• Material covered
• Building
• Openness of faculty
• Cost/quality ratio
• Student appreciation lunches
• Building up my resume
• Skill building
• Confidence building
• Reputation
• Guidance
• Allowing students to succeed in a real-life business atmosphere
• Alums
• Great standards
• Receiving help from faculty even though I wasn’t in their class
• Value of the degree
• Good insight
• Small, tight-knit feel
• Business clubs
• Finance
• Connections with employers
• Very competitive with bigger-name schools
• Flexible
• Professors teach more than just business
• Career preparation
• Professional development
• Class structure
• Study lounge
• Café
• Activities outside of classroom available

D. Overall, I feel the weaknesses of the Haworth College of Business are:
• More options for major courses during night classes
• Finance Dept-instructors are out of touch and dated
• Availability of all software on all CPU’s in Haworth-it’s irritating to not be able to use photoshop in the main lab
• Not enough outlets
• Other students not up to standards early in BBA stages
- Lack of communication
- Classes aren’t all that hard
- Time taken away from class because of not-so-smart students
- Some professors
- Business classes should look more into case studies and real life situations
- Applying class material to real life situations
- Lack of math
- Ease of classes
- Advising office
- Too much upper management
- Cafeteria
- Seating
- Too easy to get into business school
- More outside speakers for classes
- Some classes are too big
- Advisors
- Too many classes unrelated to major
- Should have less BBA classes and more major specific classes
- Lack of prestige-I attended a MSU career fair and made it known that I was a WMU student, several recruiters refused to take my resume/application stating that they only wanted MSU grads
- Some classes are so easy that they are a waste of time
- More teachers to choose from
- Student body
- Some teachers presenting information poorly
- Parking
- Some requirements
- Structure of classrooms
- Learning content
- No trashcans in rooms
- Should accept credit/debit cards at café
- Should require internships
- Some instructors’ lack of communication skills and English language clarity
- More presenting
- Scheduling can be complicated
- Advising office-answers always change regarding the same question
- Should need higher GPA to get in
- Professional writing skills
- Some instructors feel they are above certain tasks
• Class sizes too large
• Easy exams-not focused enough
• Emphasis on international business
• Not a strong technological background on class offerings
• Some classes being taught outside the college
• Finance 3200 courses
• Some instructors do not teach all classes to the same skill level
• Mgmt 2500
• Some instructors not willing to help
• Party students
• Some classes could be more focused toward our career paths
• Some classes are pointless
• Some professors are not interested in the success of their students
• Advisors were not helpful-each telling a different answer
• Not enough information about employment and professional conferences held in Kzoo
• I don’t feel comfortable asking questions to some instructors
• Should have important classes in a lecture hall
• Some professors need to rethink their teaching plan-often out of order and misconstruing
• Some professors seem unqualified and unprepared for class-not professional
• Not enough real world scenarios practiced in class
• Computer lab hours
• Big classes can be easy to get lost in
• Lack of parking at HCoB
• Slow paced learning
• Not enough free pizza
• WMU’s overall “party” reputation
• Not enough advising hours
• Instructors who don’t respond to emails
• Too expensive
• Lack of technology
• Lack of advisors
• Variation in difficulty of classes
• Should get better using computer systems
• Computer lab is very crowded-need more area
• Available class times
• Required classes in degree programs are not specialized to major enough
• Online classes-not enough, not set up well
• Need more communications on job seeking
• Professors shouldn’t be too lenient in passing students
• Foreign professors
• Lack of real world business experience
• Curriculum
• Don’t understand why poor instructors are still teaching here-weed them out
• Lower level professors that are on power trips
• Too vague descriptions of what is required for each class
• Too many general business classes
• Finance program needs a lot of improvement
• Lack of tutors for tough classes like finance
• Advisors do not help students-they just hand out sheets of paper, I didn’t get any good advice
• Should have specific industry teachings so that you are fully prepared for your field of study upon completion of your degree
• Too generalized
• Connecting all of the courses
• Unnecessary spending when tuition goes up
• Job placement
• Expensive café items
• Too easy to “float through” classes while learning nothing
• It took nearly 3 semesters for drinking fountains to be fixed
• Average instructor doesn’t bring their “A game” to the classroom
• Lack of cutting-edge facilities
• Not enough job placement resources
• Need a bigger study hall
• Amount of math required for any BBA student is outrageous.
• In a disaster situation (terrorist, shooting, etc) I would have no idea where to go/what to do
• Some core classes did not seem as relevant
• Busy work in class
• Need more corporate recruiters from outside the state
• Problem solving
• Can be restrictive-may “lock” students out of class because lack of space
• Parking lot should have a parking structure since it’s the biggest college at WMU
• Lack of Dean interaction
• As a transfer student-I did not know all of the opportunities available to me with an accounting major
• Not promoting business organizations enough
• Not enough emphasis on presentations
• Lack of job opportunities if/when you have job fairs
• Level 1000 classes being really hard-level 4000 classes being really easy
• Large lecture classes-the class sizes should be no more than 40-50
• Make scholarships more well known and advertised
• Some classes need more availability
• Pointless group work
• Need healthier/organic choices in café
• Advisors often rude, try to rush you out of their office, lack professionalism
• Too easy-doesn’t prepare students for the real world
• Not enough hands on work
• Some teachers are not professional
• Flat rate tuition program-punishes those who work to live