MBA EXIT SURVEY RESULTS/ Fall 2010 contrasted with Fall 2009 and Spring 2010

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:

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

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

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
<td>Disagree</td>
<td>Neither Agree or Disagree</td>
<td>Agree</td>
<td>Strongly Agree</td>
</tr>
</tbody>
</table>

F 2009  SP 2010  F 2010  Item

4.22  4.13  4.50  1. The required courses in my MBA program have enhanced my global/international business knowledge.
4.11  4.04  4.25  2. The required courses in my MBA program have prepared me to comprehend the ethical issues and social responsibilities facing managers.
4.11  4.27  4.25  3. The required courses in my MBA program have prepared me to apply current managerial knowledge to business issues.
3.96  3.86  4.08  4. The required courses in my MBA program have prepared me to apply analytical tools and systems to make managerial decisions.
4.15  4.17  4.04  5. The required courses in my MBA program have given me an understanding of the interdisciplinary nature of business.
4.12  3.74  3.83  6. The required courses in my MBA program have prepared me to work in diverse cultural environments.
4.08  4.00  4.00  7. The required courses in my MBA program have prepared me to manage strategically within dynamic environments.
4.35  4.04  4.33  8. The required courses in my MBA program have prepared me to take a leadership role in business.
4.42  4.26  4.33  9. The MBA program has provided me with the foundation for continuous professional improvement.
10. The MBA program has enhanced my ability to be an effective communicator.
11. The MBA program has enhanced my ability to be an effective team member.
12. The MBA program has enhanced my ability to apply technologies in decision making.
13. The MBA program has enhanced my ability to think critically.
14. The MBA program has enhanced my ability to define problems.
15. The MBA program has enhanced my ability to create innovative business solutions.
16. The required MBA courses were taught by effective instructors.
17. The elective MBA courses were taught by effective instructors.
18. The graduate advisors provided clear guidance about the courses I need for completion of my MBA.
19. I am satisfied with the computing resources available in the MBA program.
20. I am satisfied with the quality of classrooms in the MBA program.
21. I am satisfied with the availability of required MBA classes.
22. I am satisfied with the availability of classes in my MBA concentration.
23. I actively use services provided by HCoB’s Career Center.
24. I am satisfied with the assistance I received from HCoB’s Career Center to prepare for job searches and interviews.
25. I am satisfied with the number of employers available for interviews through HCoB’s Career Center.
26. I am satisfied with the academic quality of students in my MBA classes.
27. I am satisfied with the class sizes of my MBA classes.
28. I am satisfied with the class sizes of my concentration courses.
29. Comparing the cost to the quality of education, I am satisfied with my investment in the MBA program.
30. I will be proud of my HCoB MBA degree.
31. 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.
### Top Five (5) Responses (Fall, 2010)

<table>
<thead>
<tr>
<th>Item #</th>
<th>Avg.</th>
<th>Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>4.50</td>
<td>The required courses in my MBA program have enhanced my global/international business knowledge.</td>
</tr>
<tr>
<td>2</td>
<td>4.42</td>
<td>The MBA program has enhanced my ability to be an effective team member.</td>
</tr>
<tr>
<td>3</td>
<td>4.33</td>
<td>The required courses in my MBA program have prepared me to take a leadership role in business.</td>
</tr>
<tr>
<td>3</td>
<td>4.33</td>
<td>The MBA program has provided me with the foundation for continuous professional improvement.</td>
</tr>
<tr>
<td>4</td>
<td>4.25</td>
<td>The required courses in my MBA program have prepared me to comprehend the ethical issues and social responsibilities facing managers.</td>
</tr>
<tr>
<td>4</td>
<td>4.25</td>
<td>The required courses in my MBA program have prepared me to apply current managerial knowledge to business issues.</td>
</tr>
<tr>
<td>4</td>
<td>4.25</td>
<td>The MBA program has enhanced my ability to define problems.</td>
</tr>
<tr>
<td>4</td>
<td>4.25</td>
<td>The required MBA courses were taught by effective instructors.</td>
</tr>
<tr>
<td>5</td>
<td>4.21</td>
<td>The elective MBA courses were taught by effective instructors.</td>
</tr>
</tbody>
</table>

### Bottom Five (5) Responses (Fall, 2010)

<table>
<thead>
<tr>
<th>Item #</th>
<th>Avg.</th>
<th>Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>2.58</td>
<td>I am satisfied with the availability of classes in my MBA concentration.</td>
</tr>
<tr>
<td>29</td>
<td>2.68</td>
<td>I actively use services provided by HCoB’s Career Center.</td>
</tr>
<tr>
<td>28</td>
<td>3.00</td>
<td>I am satisfied with the number of employers available for interviews through HCoB’s Career Center.</td>
</tr>
<tr>
<td>27</td>
<td>3.30</td>
<td>I am satisfied with the availability of required MBA classes.</td>
</tr>
<tr>
<td>26</td>
<td>3.37</td>
<td>I am satisfied with the assistance I received from HCoB’s Career Center to prepare for job searches and interviews.</td>
</tr>
</tbody>
</table>
MBA Exit Survey Fall 2010
Responses to open-ended questions

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

- Evening class schedule
- Cost effective
- Classrooms
- Duration of program
- Global/ethical focus
- Faculty – most
- Class size
- Challenge level
- Context of the required courses
- Core classes
- Good mix of subjects
- Elective courses
- Courses
- Course material
- Emphasis on group work
- Course selection
- Emphasis on global business and cultural diversity
- teachers

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

- Offer international electives every semester
- On the website it says that you can get an MBA with a concentration in Law. They should offer classes to fulfill this.
- Course availability
- More concentration class options
- Entry requirements
- Difficulty of learning about and scheduling mktg research “required” elective offered 1x/ year
- Group work should result in individual grades – not group grades
- Availability of the classes
- Weekend or mid-day classes
- Finish courses with undergrad so there is not extreme cram of information at the end
- Use teachers we can understand
- Tenure is a joke
- Allow for more electives students actually want to take
- More elective courses available or poll students to see what they want.
- Availability of courses – offered more than once
- Size smaller
- Some day time classes – more Sat/hybrid options*
- Higher standards to get in
- More class electives
- Special consideration for students who are about to graduate during the registration process.
- The capital market class should be a requirement for other finance electives
- Course focused on sustainability
- Course outline for capstone

C. Overall, I feel the strengths of the Haworth College of Business are:
  - Classes offered are good
  - Provide a great environment
  - Overall good professors, global business aspect is very present
  - They were adequately challenging relevant, and taught by academics with excellent professional experience.
  - Knowledge of the faculty
  - Excellent teachers
  - Good curriculum
  - Management professors basically they were the only ones I understood, felt they cared, or got anything out of class
  - Instructors and the quality of material taught in courses that are offered
  - Emphasis on networking, understanding different cultures
  - Teachers/students

D. Overall, I feel the weaknesses of the Haworth College of Business are:
  - Should help students with career search/services more creatively
  - Can’t take the courses I want within a period of time.
  - I think there should be more use of technology, Excel, SAP, etc...are very much used in the business world today, and classes should integrate this better.
  - The theory that a group has more knowledge than its individual parts. I have had my grade lowered due to unintelligent – yet motivated or intelligent yet unmotivated group members
  - Also – the mktg research “required” elective is not made widely known and is only offered 1x/year
  - Many of graduate students are working adults. We should not be billed for student recreation center fees since we never use it or make it an option.
  - Low entry standards
  - Class offerings especially elective classes
  - Availability of concentration classes
  - Under effective professors, old professors and those you can’t understand. Basically I feel the teachers union is holding learning back.
  - Limited access to electives
• Difficulty in getting courses for concentrations
• Difficulty in finding classes available when needed
• Professional business Network